

Dedicated Areas of Research

Marketing Essentials, International Marketing, Services Marketing, Marketing Strategy, Distribution & Logistics Management, Marketing Research, B2B Marketing, Advertising Management, Personal Sales Management, Retail Marketing, Human Resource Management, Organization Behaviour, Management Process, Business Administration, Business Organisation & Management, Managerial Economics, Operations & Optimization Research, Business Ethics, Corporate Social Responsibility, E-Commerce, Management Information System, Knowledge Management, Business Policy & Competitive Strategy, Entrepreneurship & Small Business Management, Business Laws, Corporate Laws, Cyber Laws, Information Technology, Artificial Intelligence, Modern Physics and Mathematics.

