

Dr. H.C. Purohit, Professor & Head of the Department

Areas of Specialization/Interest: Marketing Management, Consumer Behavior, Marketing Research, Strategic Management

Dr. Gajendra Singh, Associate Professor

Areas of Specialization/Interest: Marketing research, Business Statistics, Research Methodology, Entrepreneurship Development and Small Scale Industry, Customer Relationship Management, Entrepreneurship Development, Small and Medium Scale Industry, Marketing Management: especially areas relating to 4Ps.

Dr. Reena Singh, Associate Professor

Areas of Specialization/Interest: HRM

[Dr. Ashish Sinha, Assistant Professor](#)

Areas of Specialization/Interest: Organizational Behavior, Organizational Structure and Design, Leadership, Industrial Relations, Performance Measurement, Compensation Management

[Dr. Sudhanshu Joshi, Assistant Professor](#)

Areas of Specialization/Interest: Operations and Supply Chain Management , Technology Management, Strategic Management, Big Data, Supply Chain Analytics, Financial Planning and Risk Management, Lean Management, Micro Enterprises

[Dr. Prachi Pathak, Assistant Professor](#)

Areas of Specialization/Interest: Human Resource Management and Organizational Behavior

Dr. Vaishali, Assistant Professor

Areas of Specialization/Interest: Finance and Marketing

[Dr. Smita Tripathi, Assistant Professor](#)

Areas of Specialization/Interest: Finance and Human Resource Management