

ABOUT THE AUTHOR

Dr. Sandeep Kumar at present is Professor in Deptt. of Management at Tecnia Institute of Advanced Studies, Delhi. He has 27 years of teaching and industrial experience at various levels. He has authored a number of papers published in different National and International Journals and also presented papers at various Conferences. He has authored 25 books in management and allied subject. He is associated with I.C.MAI, I.C.S.I. & I.C.A.I. His area of interest is Marketing Management, Operations Research, Business Statistics, Human Resource Management and Research Methodology.

Dr. Ajay Kumar at present is Director at Tecnia Institute of Advanced Studies, affiliated to GGSIP University, Delhi. He has 28 Years of teaching and industrial experience at various levels including Head of Institution at MRDAV IMS Rohtak and IMT Faridabad of MDU Rohtak. He has conceptualized and convened more than 35 National and 12 International Conferences, 25 seminars, 30 workshops and 11 FDP's. He has contributed couple of papers published in National and International Journals. He actively involved in supervising of Ph.D. researchers. His areas of interest are Strategic Management, Consumer Behaviour and Advertising Management.

Dr. Pushpa Rani, at present is working as HoD, Commerce Deptt. in Tecnia institute of Advanced Studies Delhi. She has Ph.D. in Management, MBA in Finance and Human Resource Management and M.com. She has more than 12 years of Professional experience in educational institutes. She has expertise in Financial Management, HRM, Marketing & Project Management. She has attended various conference and workshop of national/international repute. She has published 20 research papers in reputed national and international journals & Conference Proceeding.



Paramount Book Distributors

B-61/E-1, Gali No. 14, Jagatpuri Ext.
Shahdara, Delhi-110093
Ph.: 0891-6639247/6654633,
09030046333, 8247897557
E-mail: pbookdistributors@gmail.com

Branch Office:

Office # 28-8-3, 1st Floor
Opp : Sri Venkateswara Theatre Out Gate
Suryabagh, Visakhapatnam - 20

₹1495/-



Innovative Marketing Dynamics

Dr. Sandeep Kumar • Dr. Ajay Kumar
Dr. Pushpa Rani



INNOVATIVE MARKETING DYNAMICS



Dr. Sandeep Kumar
Dr. Ajay Kumar
Dr. Pushpa Rani