

ABOUT THE AUTHOR

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.

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