



Dr. Ajay Kumar
Professor, Director Management

Experience: 30 years

Qualification: Ph. D, M.B.A, UGC (NET and JRF)

Courses Taught: Marketing Management, Sales & Distribution Management, Brand Management, Strategic Management, Consumer Behavior and Business Communication

Area of Interest: Mass Communication, Behavioral Science, Marketing Management, Digital Marketing, Sales & Distribution Management, Brand Management, Strategic Management, Consumer Behavior and Business Communication

Research work:

- Authored two Books; one on Brand Management and another on Consumer Behavior and Marketing Communication.
- Experience in conceptualizing and designing several courses in management, Commerce, Mass Communication, Hospitality and Tourism, Animation and Retail Management.
- Contributed many research papers in national and international journals and conferences.

Other Information:

- Honored with prestigious Bihar Gaurav Samman and Merit Award Certificate for outstanding contribution and achievement in the field of Management Education.
- Appointed as National General Secretary, Integrated Chambers of Commerce and Industry.
- Conducted Management Development Programs in sales, marketing and strategic management areas to executives in Private and Public sector companies like BCCI, CCL, NTPC, IOC, Indo-Asahi, Rotary Club, Uptron Centers, Moon Drugs Ltd., Hotel Industries, among others.
- Worked as Consultant for the setting up of two medium sized Hotels in Nepal, one Nursing Home in Nepal & one Pharmaceutical Company in Jharkhand.
- Retained as Marketing Consultant for three pharmaceutical companies for planning and implementation of the Marketing Strategies at the entry level for their product lines in Bihar, Nepal, Jharkhand, and Orissa & North Eastern States.
- Conceptualized a short-term program on Strategic Selling Skill Development for junior sales personnel from Industries.
- Honored with the membership of Cambridge's WHO'S WHO in 2012 for five years.
- He was also declared as Man of the Year by American Biographies in 2013.