



Dr. Ashish Kumar Jha

**Assistant Professor**

**Experience:** 13 years

**Qualification:** Ph. D, MBA, BBA

**Courses Taught:** Consumer Behaviour, Marketing Management, Marketing Analytics

**Area of Interest:** Marketing Analytics and Marketing Management

**Research work:**

- Seven research papers published in National and International Journals
- Participated and Conducted in FDPs and MDPs
- Chaired sessions in International Conferences

**Other Information:**

- Co Conveyer in International Conference
- Co Conveyer in Business Summit