



Prof. C K Sabharwal
Senior Professor - Marketing

Experience: 42 years

Qualification: BA(Hons) Eco. Law and Management

Courses Taught: B2B Marketing, International Marketing Communication, Rural Marketing

Area of Interest: Rural Business, Marketing, M&A Strategy

Research work:

- Many Publications in National Magazines
- Book Published "Capacity Building for Inclusive Growth -IMT"
- Book Published Bio Pesticides TERI
- Involved since inception of PGDM program at ITS in academic upgradation programs
- Resource Person in National Seminars, Summits and Talks

Other Information:

- Convener I.T.S Core Group