

**Prof. Santosh Sood**  
**Professor- Marketing**

**Experience:** 22 years

**Qualification:** B.E. (Mechanical), PGDM

**Courses Taught:** Brand Management, Customer Relationship Management, Strategic Pricing, Consumer Behavior, Integrated Marketing Communication

**Area of Interest:** Brand Management, Customer Relationship Management, Strategic Pricing, Consumer Behavior, Integrated Marketing Communication, Advertising

**Research work:**

- Book Chapter Published
- Guiding Students for Ph.D and M.Tech
- Contributed many research papers in national and international journals and conferences.

**Other Information:**

- Has been resource person in FDPs in Institutions of repute