

## **Dr. Satish Kumar**

### **Professor - Marketing**

- Professor in the area of Marketing at I.T.S School of Management, Ghaziabad. 24 years of experience in academia.

### **Educational Qualification:**

- Ph.D. from Guru Jambheshwar University of Science and Technology (GJUST), Hisar, Haryana.
- MBA from MD University Rohtak
- PGDCA from Kurukshetra University Kurukshetra

### **Areas of Expertise:**

- Digital Marketing and E-Commerce
- Services Marketing
- Rural Marketing

### **Research Contributions:**

- Published **20+ research papers** in reputed national and international journals.
- Research focuses on bridging academic theory with practical applications in industry.