

Faculty Profile

Name: **Mukesh Kumar Mishra**
Designation: Assistant Professor
Teaching Areas: Marketing Management
Sales & Distribution Management
Product & Brand Management
Research Interests: Brand Personality
Channel Conflict
Sales Territory Management
Education: Ph.D ,North Orissa University , Baripada (Orissa)(2012)
MBA, Sahara Arts & Management Academy, Lucknow(2004)
B.Sc Physics(H), Ranchi University (1999)



Professional Experience: (Total: 9 years)

1. Since March 2013: Assistant Professor, IFHE, IBS Hyderabad
2. March 2008 – Feb 2013: Assistant Professor, Regional College of Management, Autonomous, Bhubaneswar.
3. June 2007 – Feb 2008: Senior Sales Officer, Dabur India Limited, Varanasi (UP).
4. Jan 2006 – May 2007: Sales Officer, PepsiCo India Holding Pvt. Ltd. (Frito-Lay Division) Moradabad (UP).
5. May 2005 – Dec 2005: Territory Sales Incharge, Hindustan Lever Limited, Ferozepur (Punjab).
6. August 2004- April 2005: Sales Promoter, Nestle India Limited (Mafoi Payroll), New Delhi.
7. Jan 2004-July 2004: Home Loan Counsellor, ICICI Home Finance, Noida

Selected Publication:

1. Mishra, Mukesh Kumar., and Patra, Saumendra. "Brand Personality Orientation to its Brand Loyalty: A Case Study on KILLER Brand," AIUB Journal of Business & Economics (AJBE), Vol.9, No. 2, 2010, pp19-30.
2. Mishra, Mukesh Kumar., and Misra, S.K., "Rural Marketing in India-A strategy to fight global recession," The Economic meltdown: Challenges for the New age Manager" Excel Publication, 2010, pp-253-259.