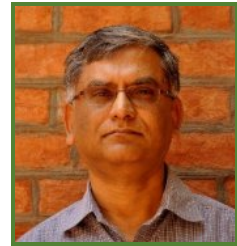


## Faculty Profile

Name: **Dr. Pradeep Krishnatray**  
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Teaching Areas: Integrated Marketing Communications  
Marketing Research  
Consumer Research  
Consumer Behaviour  
Research Methodology  
Education: Ph.D., Bowling Green State University, Ohio, 1996



### Research/Selected Publications

1. Impact of Pediatric Mobile Game Play on Healthy Eating Behavior: Randomized Controlled Trial. *JMIR Mhealth Uhealth*. Vol. 8, issue 11, 2020. 8 authors collaboration
2. Vaccine Hesitancy: The Parent-provider Divide. *Asia Pacific Media Educator*. SAGE Winter, 2019.
3. Construction of H1N1 Deaths in the Times of India: *Journalism: Theory, Practice, Research*, UK and USA (SAGE). 2013
4. Measles: A Metaphor for Mistrust. *Vidura*. May-June issue, 2020
5. Influence of Corporate Citizenship on Employee Job Attitude. *Journal of Creative Communications*. India. (SAGE). 2<sup>nd</sup> author. 6(3), 2013.