

Faculty Profile

Name: Dr. Mithilesh Kumar Pandey

Designation: Assistant Professor

Teaching Areas: Strategic Management
Marketing Management,
Advertisement & Sales
Research Methodology
Product & Brand



Research Interests: Social Marketing
Technology Intervention
Social Finance

Education: Ph.D., MGCGV, 2018
UGC-NET, 2012
M.Phil, LPU, 2010
MBA, Pune University, 1998

Research/Selected Publication:

1. Pandey, M & Poonia, R. (2022). Analyzing the Effect of Cause-related Advertisement on Attitude towards Brand, *World Review of Entrepreneurship, Management and Sustainable Development*, DoI 10.1504/WREMSD.2022. 10044489.
2. Shukla, Y & Pandey, M. (2021). Role of the Service Value Network in Social Transformation. *World Review of Entrepreneurship, Management and Sustainable Development*, DoI 10.1504/WREMSD. 2021.10036764.
3. Pandey, M & Poonia, R. (2020). Punjabi Jutti: The Case of a Missing Brand. *Emerald Emerging Markets Case Studies*, DoI 10. 1-25. 10.1108/EEMCS-03-2020-0071.
4. Nakra, N & Pandey, M. (2019). Smartphone as an Intervention to Intention-Behavior of Patient Care, *Health Policy and Technology*, DoI 10.1016/j.hlpt.2019.05.002.
5. Pandey, M & Nakra, N & Poonia, R. (2019), Understanding the Effect of Service Value Network in Transformation of Society, *International Journal of Recent Technology and Engineering*, Volume 7, Issue 6S5, pp 1794-1796.