



- **Name:** Dr. Abid Yunus Salati
- **Designation:** Professor
- **Educational Qualification:** Ph.D., MBA, B.Sc.
- **Total work experience:** 28 Years
- **Email ID:** abid.salati@dpu.edu.in
- **Academic / Research Interest & Expertise:**

Broad Areas: Marketing Management & General Management

Specific Areas: Services Marketing, Contemporary Marketing Issues, Advertising and Sales Promotion, Consumer Buying Behaviour, Strategic Management etc.

➤ **Publication details:**

Sr. No.	Particulars	Number of publications
1	Research Papers	32
2	Books	01
3	Book Chapters	03
4	Case Studies	02

- Approved Ph.D. Guide: Yes
- No. of Ph.D. scholars pursuing Ph.D. under the guidance: 03
- No. Ph.D. scholars completed Ph.D. under the guidance: 00

➤ **Research Profile:**

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