



- **Name:** Dr. Mukesh Agarwal
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Broad Areas: Finance & Marketing Management

Specific Areas: Consumer Behavior, B2B Marketing, B2C Marketing, Market Research

➤ **Publication details:**

Sr. No.	Particulars	Number of publications
1	Research Papers	10
2	Book Chapters	01
3	Patents	01
4	Copyrights	02
5	Case Studies	01

➤ **Research Profile:**

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