



- **Name:** Dr. Prashant Mishra
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- **Academic / Research Interest & Expertise:**

Broad Areas: Marketing, Consumer Behaviour, General Management

Specific Areas: Marketing Management, Consumer Behaviour, Service Marketing, Advertising Management, Research Methodology.

➤ **Publication details:**

Sr. No.	Particulars	Number of publications
1	Research Papers	10
2	Book Chapters	03
3	Case Studies	02

➤ **Research Profile:**

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