

## Faculty Profile

**Name:** Dr. Mukesh Kumar Mishra

**Designation:** Associate Professor & Area Head

**Teaching Areas:** Marketing Management  
Sales & Distribution Management  
Brand Management

**Research Interests:** Consumer Brand Relationship  
Channel Conflict  
Sales Territory Management

**Education:** PhD, North Orissa University, Baripada (Orissa) (2012)  
MBA, Sahara Arts & Management Academy, Lucknow (2004)  
B.Sc. Physics(H), Ranchi University (1999)



### Research/Selected Publication:

1. Mishra, Mukesh Kumar, Kesharwani, Ankit, Gautam Vikas and Sinha Pooja (2022), Stimulus-Organism-Response (S-O-R) Model Application in Examining the Effectiveness of Public Service Advertisements, International Journal of Business, 27(2).
2. Mishra, Mukesh Kumar, Kesharwani, Ankit and Gautam Vikas (2021), Examining the Relationship between Consumer Brand Relationships and Brand Evangelism, Australian Journal of Business and Management Research, 6, Issue. 1, (84-95).
3. Mishra, Mukesh Kumar. & Manish Agrawal, (2020). Dabur Chyawanprash: Repositioning and Continuous Reinforcement. The Case Centre. Case Ref No: 520-0069-1 & Teaching Note Ref no. 520-0069-8.
4. Mishra, Mukesh Kumar. & Manish Agrawal, (2020). Hindustan Unilever Limited's Channel Design Decisions to Penetrate Inaccessible Markets. The Case Centre. Case Ref No: 520-0104-1 & Teaching Note Ref no. 520-0104-8.
5. Mishra, Mukesh Kumar, Choudhury, D. and Rao, K.S.V.G. (2019), Impact of SMEs Green Supply Chain Practice Adoption on SMEs Firm and Environmental Performance. Theoretical Economics Letters, 9, 1901-1919.