

## Faculty Profile

Name: **Dr. Animesh Mishra**  
Designation: Sr. Assistant Professor  
Teaching Areas: Advertising and Sales Promotion  
Sales & Distribution Management  
Business to Business Management  
Research Interests: Sustainable Energy Strategies  
Green Energy Adoption  
Energy Demand Forecasting



Education: PhD, Indian Institute of Technology (ISM) Dhanbad, Jharkhand (2024)  
PGDBA, Jaipuria Institute of Management Lucknow (2000)  
B.Sc. Chemistry, Lucknow University (1997)

### Research/Selected Publications

1. Mishra, Animesh, Das, Niladri, and Chhetri Prem (2023), Sustainable Strategies for the Indian Coal Sector: An Econometric Analysis Approach, Sustainability 15 (14):11129. (84-95). Q1 in Scimago, Q2 in WOS, Scopus Indexed
2. Mishra, Animesh, Pathak, Pramod and Chhetri Prem (2019), Predicting India's Sectoral Energy Demand in 2047: A Bottom Up IESS Approach, International Journal of Management, Technology and Engineering, Vol IX, Issue VI
3. Mishra, Animesh, Pathak, Pramod and Chhetri Prem (2019), Status of Clean Coal Technologies from Indian Perspective, Journal of Applied Science and Computations, Vol. 5, Issue 10