

Faculty Profile

Name: Dr. Pradeep Krishnatray

Designation: Professor

Teaching Areas: Marketing Research

Research Interests: Marketing Communication
Social Research
Marketing Research
Communication



Education: Ph.D., Bowling Green State University, Ohio, 1996

Research/Selected Publication:

1. Impact of Pediatric Mobile Game Play on Healthy Eating Behavior: Randomized Controlled Trial. JMIR Mhealth and Uhealth. Vol. 8, issue 11, 2020.
2. Vaccine Hesitancy: The Parent-provider Divide. Asia Pacific Media Educator. SAGE Winter, 2019.
3. Construction of H1N1 Deaths in the Times of India: Journalism: Theory, Practice, Research, UK and USA (SAGE), 2013
4. Measles: A Metaphor for Mistrust. Vidura. May-June issue, 2020
5. Influence of Corporate Citizenship on Employee Job Attitude. Journal of Creative Communications. India. (SAGE). 2nd author. 6(3), 2013.