

BANARAS HINDU UNIVERSITY
INSTITUTE OF MANAGEMENT STUDIES

Congratulations..!



Dr. Rajkiran Prabhakar with Ms. Shilpi Raj & Mr. Surendra Kumar (Research Scholars) attended 5th AIM-AMA SHETH Foundation Doctoral Consortium on Marketing in a Connected World (January 6-8, 2017 at Welingkar Business School, Mumbai, India Mumbai)



Ms. Shilpi Raj

Shilpi Raj is a doctoral scholar at the Institute of Management Studies, Banaras Hindu University, Varanasi, in the area of marketing. She has a Master's degree in Business Administration from Motilal Nehru Institute of Research and Business Administration, University of Allahabad. Her areas of research include consumer behavior and consumer psychology. Specific research interests include children's buying behavior. She has published papers in peer reviewed journals.



Mr. Surendra Kumar

Mr. Surendra Kumar is research scholar working on advertising effectiveness at Institute of Management Studies, Banaras Hindu University, Varanasi. He has done MBA in International Business from FMS – BHU and qualified UGC-NET twice consecutively. His research interest includes Advertising, media and Advertising effectiveness.

See all Consortium fellows at: <http://dc2017.welingkar.org/consortium-fellows>