

Faculty Profile

Name: **Mukesh Kumar Mishra**
Designation: Associate Professor
Teaching Areas: Marketing Management
Sales & Distribution Management
Brand Management
Research Interests: Consumer Brand Relationship
Channel Conflict
Sales Territory Management
Education: Ph.D, North Orissa University, Baripada (Orissa) (2012)
MBA, Sahara Arts & Management Academy, Lucknow (2004)
B.Sc Physics(H), Ranchi University (1999)



Professional Experience: (Total: 12 years)

1. Since October 2016: Associate Professor, IFHE, IBS Hyderabad
2. March 2013- September 2016: Assistant Professor, IFHE, IBS Hyderabad
3. March 2008 – February 2013: Assistant Professor, Regional College of Management, Autonomous, Bhubaneswar.
4. January 2004 – February 2008: worked in Sales management function of various companies like ICICI Home Finance, Noida, Nestle India Limited (Mafoi Payroll), New Delhi., Hindustan Lever Limited, Ferozepur (Punjab), PepsiCo India Holding Pvt. Ltd. (Frito-Lay Division) Moradabad (UP) and Dabur India Limited, Varanasi

Selected Publication

1. Mishra, Mukesh Kumar, Kesharwani, Ankit., "The relationship between risk aversion, brand trust, brand affect and loyalty : Evidence from FMCG Industry" Journal of Indian Business Research vol-8,no-2,2016 pp-78-97,(This journal is indexed in ABDC-C, Scopus, Emerald publisher)
2. Mishra, Mukesh Kumar., "Governance in Social Sector-Learning from good practices", IPSAR Management Review, 12:1 June, 2014,pp 9-14
3. Mishra, Mukesh Kumar., Chaudhury, Dibyendu, "The Effect of Repositioning on Brand Personality: An Empirical Study on BlackBerry Mobile Phones", The IUP Journal of Brand Management, 10:2, June 2013,pp 64-82.
4. Mishra, Mukesh Kumar., and Misra, S.K., "Rural Marketing in India-A strategy to fight global recession," The Economic meltdown: Challenges for the New age Manager" Excel Publication, 2010, pp-253-259.
5. Mishra, Mukesh Kumar., and Patra, Saumendra. "Brand Personality Orientation to its Brand Loyalty: A Case Study on KILLER Brand," AIUB Journal of Business & Economics (AJBE), 9:2, 2010, pp19-30.