Faculty Profile

Name: Shailendra Singh Bisht
Designation: Associate Professor
Teaching Areas: Services Marketing, Brand Management, Business Marketing
Research Interests: Marketing and Public Policy, Services/Technology Acceptance, Non-Profit Management (Natural Resource management, Health, Education and Micro-finance)
Education: Masters (Sociology), HNB Garhwal University, 1999

Professional Experience (18 Years)
1. Since 2004: IFHE, IBS Hyderabad
2. 2001-2004: Sobhasaria Engineering College, Sikar India
3. 1999-2001: BSM College, Roorkee, India

Research/Selected Publications