

## FACULTY PROFILE

**Name:** Pankaj Kumar Singh

**Designation:** Assistant Professor

**Teaching Areas:** Marketing Management  
Brand Management  
Rural Marketing

**Research Interest:** Brand Management  
Organic Foods Product

**Education:** Ph.D., IIT (ISM) Dhanbad, Jharkhand, 2016  
MBA, Lovely Professional University, Jalandhar, 2009  
M.Sc, Vinoba Bhave University, Hazaribagh, 2006



### Professional Experience (5 Years)

1. Since 2017 (December): IFHE, IBS Hyderabad
2. 2017 (August) – 2017 (November): Banasthali Vidyapith, Jaipur
3. 2015-2017: Indian School of Business, Mohali
4. 2011 (October)- 2012 (February): Indian School of Business, Hyderabad
5. 2011 (May) – 2011 (October): Indian Institute of Management, Ahmedabad
6. 2010 – 2011: Indian School of Mines, Dhanbad
7. 2009 – 2010: Dr. Zakir Husain Institute of Management, Dhanbad
8. 2006 – 2007: Wipro Lightning Division, Jaipur

### Research Publication

1. Singh, P.K. & Pattanayak, J.K. (2016); "Study of the relationship among the factors of brand equity: A study on fast food brands", Global Business Review, Vol. 17(5), pp. 1-13(Sage Publication & Scopus Indexed)
2. Singh, P.K. & Pattanayak, J.K. (2014); "Impact of Brand Loyalty on Consumers Sportswear Brand Purchase", IUP Journal of Brand Management, Vol. XI, No. 4, pp. 40-52.
3. Singh, P.K. & Pattanayak, J.K. (2014); "Impact of Brand Equity and Brand Loyalty on Consumer Satisfaction", International Journal of Business Management, Vol. 5, No. 5, pp- 337-342.
4. Singh, P.K. & Pattanayak, J.K. (2014); "A Study of Brand Equity Factors Affecting Shareholders' Value" , AIMS International Journal of Management, Vol. 8, No. 2, pp- 101-112.
5. Singh, P.K. & Pattanayak, J.K. (2014); "Linking Customer Satisfaction with Shareholders' Value- A Review" Global Journal of Financial and Management, Vol. 6, No. 5, pp- 403-412.