

MARKETING MANAGEMENT

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Dr. V. Bala Ruby is currently serving as an Assistant Professor in the Department of Economics, Vels Institute of Science, Technology and Advanced Studies (VISTAS), Pallavaram, Chennai, Tamil Nadu. She has published six books, four patents and 52 research papers. She has been awarded as "Best Women Faculty" and "Best Women Academician" during 2021-2022, "Education Excellence Award", "Excellence in Academics" and "Best Faculty Award" during the year 2022-2023, "Academic Excellence Award", "Best Women Academician Award", "Best Senior Faculty Award" and "Academic Excellence Award" in 2023-2024, "Educational Excellence Award", in 2023-2024, "Education Teacher Light Lamp Award" and "Innovative Educator Award" during 2024-2025. She passed the State Eligibility Test (SET) in the year 2013. She has been awarded Ph.D degree during 2019. She has 12 years and 10 months of teaching experience as an Assistant Professor in various reputed institutions. She has been continuously maintained good academic records.



Dr. Parimal Kumar is a marketing strategist and academician with 11+ years of diverse experience. He holds a Ph.D. from IIM Kozhikode, an MBA from ICFAI Hyderabad, a B.E. in Mechanical Engineering (Bangalore University), and a Graduate Diploma in Information Science (UNSW Sydney). His career spans 9 years in corporate roles driving market analysis, sales growth, and customer acquisition, followed by 2+ years in academia. His research focuses on digital marketing dynamics, with multiple scholarly publications. This unique blend of technical, business, and academic expertise allows him to bridge industry practices with cutting-edge marketing education.



Dr. Padmakar S. Gadage is currently working as Chairperson, Examiner & moderator Media Project Management (University of -Mumbai) IT - Co Ordinator & Chief Librarian from Vande Mataram Degree College & Vidyamandir Jr. College. He Has 11 years' Experience. His Educational Qualification are Ph. D., MBA (HR), M.Lib & I.Sc (Bharati Vidyapeeth, Pune), M.A-History (University of Mumbai), M.A-Political Science (University of Mumbai), M.A- English Lit, M.Com (Management), L.L.B, BMM (Bachelor of Mass Media, MCI- (Mass Communication Journalism), B. Ed (University of Mumbai), He has Published Books, articles & research Paper in Journals. He has received many national and international awards.



Dr. Kinjalkumar N. Mistri is a distinguished academician and Principal of the KTKM Institute of Management and Computer Application, Kalol, where he leads BBA, BCA, and MBA programs. With a rich academic background including a Ph.D., UGC-NET, MBA, M.Com, LL.B, and currently pursuing LL.M in Business Law, he brings deep interdisciplinary expertise in Management, Commerce, and Law. He has conducted over 300 seminars and workshops focused on academic excellence, skill development, and industry integration. As a published author of more than three books and twenty research papers in reputed national and international journals, Dr. Mistri is a regular contributor to curriculum development and educational reform. A recognized resource person for SEBI, NISM, and NCFE, he is known for his dynamic mentoring, leadership, and dedication to value-based education.



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