

# EDITORIAL BOARD MEMBER PROFILE

**Name:**

Dr. Pradeep Kumar Mishra

**Designation:**

Associate Professor, Faculty of Management Studies

Sankalchand Patel University, Visnagar, Gujarat

Email: drpradeepmishra40@gmail.com

Nationality: Indian

**Academic Qualification (Highest):**

Ph.D. (Management) – Mahatma Gandhi Chitrakoot Gramodaya Vishwavidyalaya, Satna (2018)

**Professional Summary:**

Dr. Pradeep Kumar Mishra is an accomplished academician and researcher with over ten years of teaching and research experience along with five years of significant industry exposure. His areas of specialization include Marketing Management, Consumer Behaviour, HRM, CRM and Management Strategy. He has guided Ph.D. scholars, served on Research Advisory Committees, and contributed to academic leadership, curriculum design, and institutional development across reputed universities in India.

**Teaching & Academic Experience:**

- Associate Professor, Sankalchand Patel University (2023–Present)
- Former Associate Professor, Sandip University, Nashik
- Former Assistant Professor, Madhav University, Rajasthan
- Former Assistant Professor, Narvadeshwar Management College, Lucknow
- Guided multiple Ph.D. scholars and supervised numerous PG dissertations

**Research & Publications Highlights:**

- Published 25+ research papers in Scopus, ABDC & UGC-CARE journals
- Published multiple books on Management, HRM & Consumer Behaviour
- Research Fellow – INTI International University, Malaysia
- Key research areas: AI in Marketing, Digital Transformation, HR Analytics, Sustainability, Consumer Behaviour

**Industry Experience:**

- Deputy Manager, International Air-Conditioning Products Pvt. Ltd.
- Territory Sales Executive, Fontus Water Ltd., New Delhi

**Areas of Expertise:**

Marketing Management • Consumer Behaviour • CRM • HRM • Digital Marketing • Research Methodology • Leadership & Administration