


## FACULTY PROFILE

<b>Name</b>	:	<b>Rahul Kapoor</b> 
<b>Designation</b>	:	Assistant Professor
<b>Department/School/Special Centre</b>	:	School of Business Management
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<b>Qualifications</b>	:	BA, LLB, PGDM, PhD Pursuing
<b>Areas of Teaching Interest</b>	:	Marketing, International Business, Corporate Law
<b>Areas of Research Interest/Specialization</b>	:	Brand Management, Consumer Behaviour
<b>Experience</b>	:	Industry- 12 Years, Academics-8 Years
<b>Awards &amp; Honours</b>	:	
<b>International Collaboration/Consultancy</b>	:	
<b>Best Peer Reviewed Publications (upto 5)</b>	:	Paper Titled “Celebrity Endorsement- A new Outlook for Promotion,” Published in ICBITSS-2018, ISBN No-978-93-86608-58-1, Organized by Gautam Buddha University , Greater Noida
<b>Recent Peer Reviewed Journals/Books (upto 3)</b>	:	