

Dr. Amit K. Sinha

Associate Director and Professor in Marketing

Qualification: MBA, Ph.D. (FMS-University of Delhi)

Experience: 20 years in academics and 7.5 years in industry

Research and Publication:

A. Research Articles:

Sinha, Amit K., (2008) Role of Gender Differences in Adolescent Parent Interaction in Family Purchase

Journal of Marketing and Communication, Vol3 Issue 3 Page 58-63

Sinha, Amit Kumar, (2006) "Assessing Purchase Decision Drivers" chapter included in "Emotion Marketing - An Introduction" Ed.by K.Sangeetha, IFAI University Press, Hyderabad

Sinha, Amit K., (2006), "Brand Choices: Influence of Peers in Adolescent Preferences", Journal of Marketing and Communication: A Refereed journal of NIILM, New Delhi.

Sinha, Amit Kumar, (2005) "An Empirical Study of Gender Difference among Adolescent as an Influencing Role and Impact of Communication in the Family Purchase Decision Making"

ICFAI Journal of Marketing Management, Vol.IV No.4, Nov Page 50-59

B. Articles:

Published on **Jan 13, 2010**

Sinha, Amit K. and et.al, Recession-Time to Innovate,

Nielsen Media Research Group Publication Nielsen Media Research Group Publication, USA

Web-Link is

<http://www.salesandmarketing.com/msg/publications/smm.jsp>

Sinha, Amit Kumar, (2005) “Strategic Positioning of Private Labels”*Journal of Management and Technology, J I M, Ghaziabad (April-Sep.), Vol 01, Issue 01, Page 59-61.*

Sinha, Amit Kumar, (2006) “Multiple Regression in Socio-Economic Classification”, *SPSS Analyst (Newsletter from SPSS South Asia), , Issue 1, Page12-16*

C. Conference Papers:

Trivedi, Jatin and Amit K. Sinha (2014), “Fundamental confronts of management education system in India: Non-turbulent view” published in the current issue of e-journal, *AIMA-Journal for Management & Research (AJMR).*

Sinha, Amit K. and A.Chawla. “A study of Business Application and Development of CRISIL”in Seventh International Conference on Operations and Quantitative Management, organized by AIMS International, International Forum of Management Scholars (INFOMS) and University of Rajasthan (August 3-5, 2006)

Sinha, Amit K. and N.V.Gupta, “Market Analysis of Existing SMEs and Identification of Potential SMEs for Airtel in Gurgaon” in Seventh International Conference on Operations and Quantitative Management, organized by AIMS International, International Forum of Management Scholars (INFOMS) and University of Rajasthan (August 3-5, 2006)

Sinha, Amit K., “Gender Difference among Adolescent and its Impact on Role, Emotion and Communication in the Family Purchase Decision Making” **jointly organized by NITIE -IIT Mumbai on February 15-17, 2007**

D. Book Review: (name appeared in the Reviewer section of the following books)

Advance Reviewer of the Book:

MARKETING MANAGEMENT, A South Asian Perspective (12 and 13 Edn)
by **Philip Kotler, Kevin Lane Keller, Abraham Koshy and MithleshwarJha:**
Publisher: Pearson Education

Advance Reviewer of the Book

PRINCIPLE OF MARKETING, A South Asian Perspective

Philip Kotler, Gary Armstrong, PrafulY.Agnihotri and EhsanUIHaque:

Publisher: Prentice Hall

Advance Reviewer of the Book

Consumer Behavior: A South Asian Perspective

**Leon G.Shiffman, Leslie Lazar Kanuk and S.Ramesh Kumar: Publisher:
Pearson Edn**

Award and Honors

2012-13: WCRC Leaders Excellence Award

**2013: Honored by BharatiVidyapeeth University(IMED) Pune for
invaluable contribution to Management Education**

Consultancy: more than 15 companies(Mercedes Benz, Dr.Reddy, HDFC Bank, ICICI
Bank,Pepteller etc.)