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Dr. Prateek Khanna Alumnus of IIM Indore and SFRF from IIT Delhi. He has more than 10 years of teaching and research experience in management education. He contributed various articles and published research papers in national and international journals (ABDC, ESCI, and Scopus). He has presented various research papers, national and international conferences, and book chapters (Springer, Taylor & Francis, and World Scientific). His areas of interest are consumer behavior, shopping patterns, sensory branding, and digital consumption. He is a subject expert in Marketing Management for AICTE-SLAP and has completed certification from NPTEL. He is a reviewer for various reputed journals like Marketing Intelligence and Planning, Vision: The Journal of Business Perspective.