



Mrs. Anamika Singh

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Subjects of teaching:

- Marketing Management
- Consumer Behaviour
- Retail and Social Marketing
- Quantitative techniques in Marketing Management
- Research Methodology

Areas of Research Interest:

- Key aspects of Retailing
- Consumer Behaviour

Publications:

RESEARCH PAPERS:

- Strategies for enhancing competitiveness of leather industry in India; IIIM Kozhikode.
- Leather CAN change the weather of India; Manipal Institute of a Management, Manipal.
- IMC(ladies wing)as a support agency helping women entrepreneurs ccombat globalization; Manipal Institute of Management,Manipal
- Organised Retailing -Challenges and Opportunities; Prestige institute of Management and Research, Indore.