

Dr. Kapil Agrawal,

Faculty

Qualifications: BBA, PGDM, FPM

Dr. Kapil Agrawal is a distinguished faculty member in the area of Marketing, bringing over 14 years of rich industry experience to academia. His expertise spans Marketing and Branding, Consumer Behavior, Strategic Management, and Business-to-Business (B2B) Branding. He earned his Doctoral Degree in Management with a specialization in B2B Branding within Small and Medium Enterprises (SMEs), focusing on the development of generic brands. His research interests encompass SME Branding, Branding, and Consumer Behavior. He has contributed to the body of knowledge through publications in high-impact, peer-reviewed journals, including those indexed in the Web of Science. With a unique blend of academic insight and practical industry exposure, Dr. Agrawal is deeply committed to bridging the gap between