

FACULTY PROFILE

Name	Dr. SHASHANK GOEL		
Designation	ASSOCIATE PROFESSOR		
Department	MBA		
Google Scholar Id	shashank.goel@miet.ac.in		
Qualifications	UG	PG	PhD
	B.Tech.	MBA	Ph.D. (Marketing)
Area of Specialization	Electronics & Communication	Marketing (major) & Finance (Minor)	Consumer Behavior
Total Experience	Teaching	Research	Industry
	15 years	7 years	1.5 years
No. of paper published in Journals	National	International	Others
	15	3	0
No. of paper published in Conference	National	International	Others
	6	1	0
No. of Book Chapters published	National	International	Others
	2	0	0
Project Guided	UG	PG	PhD
		150	
PhD Guided? if Yes , Give Details	Field	Name of University	No. of students guided
	NA	NA	NA
No. of Book Published	National	International	Others
	NA	NA	NA
Patent	Filed	Published	Granted
	1	2	
No. of copyrights / Monograms	NA		
Subjects Taught	At UG level		At PG level
	Principles of Management		Marketing Management, Consumer Behavior, Digital and social media Marketing, International Marketing, etc. Operations Management, etc.

Details of Grants fetched	NA
No. of FDPs/STTPs Attended	21
Details of Professional Membership	NA
Details of Achievements / Awards	NA
Interaction with outside world	NA
No. of SWAYAM / MOOCs attended with certification	10