

## Faculty Profile

**Name:** Dr. Nimisha Mishra  
**Designation:** Associate Professor  
**Teaching Areas:** Marketing Management  
**Research Interest:** Advertising and Marketing  
**Education:** PGDM, Ph. D  
**Work Experience:** 22 Years



### Research/Selected Publication:

- Research paper entitled “Maintaining Value Discipline – One of the Determinant of Customer Retention” presented in International Conference on Ongoing Research in Management & IT, INCON- IV 2009.
- Research paper titled “Factors Affecting Consumerism of Green Cars: An Empirical Study” has been published in Anvesha Journal in the issue of Vol 9, No 1, Jan-Mar, 2016.
- Research paper titled “Revisiting the Affect Transfer Hypothesis (ATH) in the context of Green Advertising” has been published in International Journal for Research in Engineering Application & Management (IJREAM), Peer Reviewed, UGC Approved, and an ISO 3297: 2007 certified Journal of Vol 5, Issue 1, April, 2019.
- Mishra N & Syed A.A. (2020). Impact of Brand Attitude and Perceived Knowledge in Driving the Green Purchase Intent.[Paper Presentation] International Conference on Re-imagining Business “Focus on Innovation” 2020, Dubai