

Prof. Anupam Narula

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Experience: 16 years. Formerly **Director** of two year full time PGDM Programme (Approved by AICTE, Ministry of HRD, Government of India) at Mangalmay Institute of Management studies, Greater Noida. He had served as **Dean** of two year full time PGDM Programme at Mangalmay Institute of Management studies, Greater Noida. Prior to this he was Programme Director of two year full time PGDM Programme at **Jaipuria Institute of Management**, Sector-62, Noida. He was founder member and Offg. Head of the Department for MBA programme with **Army Institute of Management & Technology**, Greater Noida. (Programme affiliated to Guru Gobind Singh Indraprastha University, Delhi). Earlier, he was with **Apeejay** Institute of Technology, Greater Noida. He was Consulting/Visiting faculty with **Birla** Institute of Management & Technology Greater Noida, **Apeejay** Institute of Management, **Army** Institute of Management & Technology Greater Noida, Indus (Former Indian) Business Academy Greater Noida, **Galgotia** Institute of Management Greater Noida and in number of premier institutes in NCR.

He did his formal training in Economics from University of Kanpur and in Marketing Management from Dr. Gaur Hari Singhania Institute of Management & Research (J.K Group), Kanpur. He has done his Doctoral work in the area of Economic Reforms in the Indian textile Industry and work was highly appreciated by Delhi School of Economics, University of Delhi, as well as by FMS (B.H.U) and Lucknow university.

Dr. Narula has an experience of over 15 years in teaching, research and training (**Silver medalist for Second position at PGDBM by education minister of U.P**). His teaching, research and training interests include **Marketing Management, Service Marketing, Integrated Marketing Communication, Strategic Brand Management, Consumer Buying Behavior, International Marketing and Educational Marketing.**

His main research contribution is in the field of WTO & Indian Textiles and Restructuring of Indian Textiles in the Post Quota Regime. He has published and presented good number of research papers at reputed forums like IIT Delhi, Nirma University, Lucknow University, etc and organized five National conferences. He has conducted several seminars and MDP's in the area of Service Marketing, Selling Skills and Consumer buying behaviour. He has international exposure of visiting China and Malaysia. He is research guide of Uttarakhand technical university in the area of Management and guiding one student presently.

He has contributed in development of the MBA Course-Curriculum and in module/subjects updating of Guru Gobind Singh Indraprastha university Delhi and U.P Technical university Lucknow. He has been appointed number of times as external examiner, observer and paper setter for U.P Technical University Lucknow, Guru Gobind Singh Indraprastha University Delhi, All India Management Association Delhi, Teethanker Mahavir university Moradabad & Indira Gandhi National Open University, Delhi.

As founder member & Offg. HOD at Army Institute of Management & Technology, Greater Noida, Dr. Narula started Master of Business Administration programme affiliated to Guru Gobind Singh Indraprastha University, Delhi. As a Founder Dean Dr. Narula started a new institution in the name of Mangalmay Business Academy to run PGDM Programme and a new course PGDM (Retail) from the academic session 2009 at Mangalmay Institutes Greater Noida and the approval of both the programmes were taken from AICTE, Ministry of HRD, GOI, New Delhi. As a Director he gave a new vision and direction to these Post graduate programs from its inception in the area of Placements, Admissions and Brand building of the Institute.