



Name

Raj Kumar Gautam

Area

Marketing

Email

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Educational Qualifications

- Ph.D. Guru Nanak Dev University, Amritsar.
- MBA (Major: Marketing, Minor: International Business) from UBS, Panjab University, Chandigarh.

Area of Research

- Marketing Strategy and Innovation
- Changing Business Trends in Indian and Foreign Markets.
- Marketing by MSMEs

Selected Publications

Selected Published Papers

- Gautam, Raj Kumar and Yogesh Kumar (2016), Women Participation in Indian MSMEs in Globalized Era,, International Journal of Information, Business and Management,,2016, Vol 8(2), pp 277-288
- Gautam, Raj Kumar (2014), *Purchase Decision of Indian Consumers: The factors of Attraction while Purchasing Car*, Journal Studies in Business and Economics, Vol 9No 3,pp 29-42.
- Gautam, Raj Kumar (2012), *Success Determination by Innovation: A Theoretical Approach in Marketing*, Quality Innovation Prosperity Journal, Vol,XVI no (i), pp 32-38.
- Gautam, Raj Kumar (2012), *Export Barriers of Indian Manufacturers: Issues at Company, National and International Levels*, International Journal of Information, Business and Management, Vol 4 no (i) may, pp 320-330.
- Gautam, Raj Kumar(2012), *Internet Marketing Usage by Small Indian Entrepreneurs: An Exploratory study of Punjab*, International Review of Management and Marketing, Vol 2(1), pp 43-51.

- Gautam, Raj Kumar and Raghbir Singh (2012), *Liberalization impact on Indian Small Industries: An empirical study of Punjab*, Business Intelligence Journal, Vol 5(1), pp 113-122.
- Gautam, Raj Kumar (2012), *Product Strategies and Advertising of Small Firms*, Indian Journal of Marketing, Vol 42 No(3), pp 37-45.
- Gautam, Raj Kumar and Raghbir Singh(2011), *Branding and Market Practices of Small Entrepreneurs of India*, International Journal of Information, Business and Management, Vol 13 No 2,pp 110-137.
- Gautam, Raj Kumar (2011), *Competitive Perception of Small Indian Manufacturers: A study of Punjab Units*, Journal of Competitiveness, Issue (3), pp27-40.
- Gautam, Raj Kumar and Raghbir Singh (2011), *Marketing Mix Strategies of Indian Small Firms: Punjab Experience*, Management &Marketing Journal, Vol 9 No2, pp 195-216.
- Gautam, Raj Kumar and Raghbir Singh (2011), *Marketing Barriers of Small Firms : The Punjab Perspective*, Small Enterprises Development, Mangement and Extention Journal (SEDME), Vol 38(i), pp.61-74.

Selected Conferences/Workshops

- Participated in ISB Leadership Summit held at Indian School of Business (ISB), Mohali, India, November, 21, 2014.
- Contract Faculty in Higher Education Institutes: Will it improve Education, paper presented at 9th Annual International Conference on Public Policy and Management at Indian Institute of Management(IIM) , Bangalore, India, August, 11-13, 2014.
- Internet Marketing; A beneficiary Tool in Marketing paper presented at International Conference on Emerging Trends in fashion, Footwear and Business Management at Footwear Design and Development Institute,(FDDI), Rohtak, India, September,28-29,2013.
- Business Practices of Small and Medium Entrepreneurs in the Globalized Era paper presented at Tenth Biennial Conference on Entrepreneurship organized by Entrepreneurship Development Institute of India (EDII), Ahmadabad, February 20-22, 2013.

Books Published

- **Adaptation Books: Global Edition of Pearson**
Business Ethics (Seventh Edition), Manuel G. Velasquez publisher **Pearson Education**

Worked with McGraw Hill and wrote several Case studies for students of MBA Studying in various business schools of India and Asia.

- **Authored Books:**

Marketing Practices and Strategies of Small Scale Industry (ISBN NO 978-3-659-15342-6) published by Lap Lambert Academic Publishing GmbH &Co KG, Heinrich-Bocking-Str.6-8, 66121,,Saarakbrucken, Germany in 2012.

- **Acquired Work:**

P.hD. Thesis acquired by **NASSDOC, ICSSR**, (Ministry of HRD), Govt of India in 2012.