

Prof. Pankaj Priya Awarded Best Teacher in Marketing Management



Prof. Pankaj Priya's article titled 'Store Brands Can Keep Them Apart' was published in the Indian Journal of Management, July 2009. He also received the Dewang Mehta award for "Best Teacher in Marketing Management", constituted by Business Schools Affairs' and Dewang Mehta Foundation at a glittering function in Mumbai. Apart from these achievements, Prof. Pankaj Priya has also reviewed the second edition of 'Retail Management', an Oxford Publication authored by Bajaj, Tiuli and Srivastav. He has also reviewed a Study Material prepared by Tata McGraw Hill, titled 'Training Module for Retail Sales Trainees'.