

Dr. Jaskaran Singh Dhillon

Area of Specialization: Marketing

Qualification: PhD, UGC-NET, MBA, PGDMM, PGDEM,

Diploma GMT (NIFT), B.Com

Designation: Associate Professor &

Dean Alumni

Dr. Jaskaran Singh Dhillon has over 25 years of experience in industry (7 years) and teaching (18 years). He had taught Post Graduate classes of Master of Business Administration (M.B.A.), M.Com, MCA for almost Ten years. He has served as Director-Principal in several AICTE approved Institutions. His major areas of Interest are Marketing Management, Advertising and Sales Management, Logistics Management, Product and Brand Management, Services Marketing, Customer Relationship Management, Consumer Behavior, Organizational Behavior, Strategic Management, Principles and Practices of Management. He has published many Research Papers in National and International Journals of repute and has attended more than 20 conferences/symposium/seminars/workshops etc at National and International level. He has five research books to his credit besides contributing chapters in various books.