



Name	<b>Ms. Mukta Srivastava</b>
Qualification	<b>Gold Medalist in MBA (2006)</b>
Designation	<b>Lecturer</b>
Experience	3 Years

Mukta Srivastava is a Gold Medalist in MBA (2006) from V. B. S. Purvanchal University, Jaunpur, UP, India. She has 3 years of experience in academics. Her key strength area is marketing. She teaches Marketing Management, Rural Marketing, Retail Marketing Management, Product and Brand Management and other Marketing Subjects. She has presented papers in the National Conferences on 'Marketing to Rural Consumers' at IIM, Kozhikode, India and 'Global Competition and Competitiveness of Indian Corporates' at IIM, Lucknow, India. The details of her publications are as under: