



Name

Raj Kumar Gautam

Area

Marketing

Email

raj5310@gmail.com

### 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.