

Name : Prof.(Dr.) Kedar Shukla



Designation : Visiting Assistant Professor and Director

Phone: 9824989375

E-mail: kedars1111@gmail.com

School: ROFEL MBA

Research Interest:

Strategic Marketing , B2B Marketing , Entrepreneurship, CSR

Academic Background:

Degree	Subject	University	Year
BE	Mechanical	Guj.Uni / LDCE	1996
MBA	Marketing Mgmt	Guj.Uni/BK School	2004
Ph D	Marketing Mgmt	The MS University	2012

Professional Experience:

From	Period	Position	Organisation
1996-2008	12 years	Manager	BLUE STAR LTD
2008 to present	13 years	Prof.and Director	ROFEL Trust

Teaching Engagements:

Title	Course Code	Class Name	School Name
<u>Entrepreneurship</u>	<u>BBA501</u>	<u>BBA/BSc /B Tech.</u>	<u>BBA/B.Sc/B.Tech</u>

Publications:

Book:

Awards/Recognitions: