

## ABOUT AUTHOR



**Dr. Himanshu Gupta**, with 18 years of experience (15 in teaching and 3 in industry), holds a B.Tech in Computer Science from UPTU Lucknow, a PGDM in Finance and Marketing from Birla Institute of Management Technology, and a PhD in Management Studies from Mohan Lal Sukhadia University. Currently a Professor of Finance and Marketing at IFTM University, Moradabad, Dr. Gupta's research covers Marketing Management, Advertisement Management, Marketing Research, Business Analytics, Security Analysis, Portfolio Management, and Derivatives. He has authored three books, published over 30 research papers, and is guiding six PhD scholars. Recognized for his contributions, he received the Jagdish N. Sheth Best Thesis Award (2017), Dronacharya Award (2023) from EDUVED Foundation, and India's Inspiring Teachers' Award (2024) by Bharat Good Times. He integrates research into his teaching, continually enhancing his courses in content and pedagogy.



**Dr. Nisha Agarwal** holds MBA degree and Ph.D. in Business Administration from MJP Rohilkhand University, Bareilly. She earned M.Sc. (Mathematics) from Meerut University as a topper. She is presently working as Director and Professor in School of Business Management at IFTM University, Moradabad. A venerable academician, Dr. Agarwal has over 26 years of teaching experience at UG and PG level. She is a distinguished researcher, authored 3 books and have published and presented more than 50 research papers in journals of National and International repute and in conferences. Six research scholars have been awarded Ph.D. degrees under her supervision and more than five research scholars are currently enrolled for Ph.D. Dr. Agarwal earnestly believes in the importance of leveraging digital ways of imparting quality education, with the focus on driving student growth. She strives to develop and operationalize such digital/virtual ways of working under the dictum-"Go Digital, Go Beyond". She continues to remain an active member of various organizing committees running in the University, and is a trusted advisor to various academic, administrative and research departments.

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