



B. PHARM Eighth Semester

According To The New Syllabus
as Prescribed by: Pharmacy Council of India



Dr. Harpreet Singh | Dr. Arun Kumar Mishra
Prof. (Dr.) R. K. Yadav | Dr. Amrita Mishra

PHARMACEUTICAL MARKETING MANAGEMENT



Dr. Harpreet Singh

Dr. Harpreet Singh completed his B.Pharm and M.Pharm degrees from the Gautam Budh Technical University & Mahamaya Technical University in 2010 and 2012, respectively. He has completed Ph.D. in Pharmacy in 2017. He is having 9.8 Years of teaching experience with an experience of supervising 7 M.Pharm students. Under his supervision 4 students are working for Ph. D. degree. Dr. Singh authored two books and published six Indian patents. One German patent is granted under his name. He has to his credit 27 research and review articles in various journals of high repute. Apart from this, Dr. Singh has received **Rashtriya Gaurav Award, Certificate of Excellence, Incredible Academician of India, Young Scientist Award** etc. Apart from his academic duties as **Assistant Professor** in the **School of Pharmaceutical Sciences, IFTM University**, he is also engaged in administrative work as Proctor, Convener-IFTM University Alumni Association Page Committee, Coordinator-IFTM University Alumni Association, Online Education & Learning Management System (OELMS), Mentoring & Counselling Cell.



Dr. A. K. Mishra

Prof. Arun Kumar Mishra, completed B.Pharm and M.Pharm from U P Technical University in years 2006 and 2009 respectively. He has completed Ph.D in Pharmacy. After qualifying GATE 2006 and 2009 Dr. Mishra received a fellowship of Rs 120000/ from AICTE. He is having **13 Years** of teaching experience with an experience of supervising 20 M.Pharm students. Under his supervision, **7 students** have been awarded Ph.D, 2 students have submitted the Ph.D thesis and 6 are working for Ph.D degree. His area of interest is Pharmacotherapeutics, Analytical Chemistry, Dermatology, Synthetic Medicinal Chemistry, Natural Product Chemistry and Nanotechnology based formulations. Dr. Mishra is recipient of workshop grant from DBT, authored three books, two books chapter and got published 2 Indian patents. He has to his credit **84 research** and **32 review articles** in various journals of high repute with cumulative impact factor 41.07 in SCI indexed journals. Apart from this, Dr Mishra received Bentham Brand Ambassador Award, Shikshak Shree Award, Bharat Jyoti Award, Best Researcher Award, Acharya Siromani Award etc. In addition to academic responsibility as Professor and Head (Pharmacy), Dr. Mishra is also engaged in administrative work as Dean, Students Welfare and In charge of University Guest House.



Prof. (Dr.) R.K. Yadav

Prof. (Dr.) Rakesh Kumar Yadav is currently Professor and Head at the Department of Management, School of Business Management, IFTM University Moradabad. He holds D. Phil in Commerce from CCS University, Meerut. He completed his MBA in Marketing from MJP Rohilkhand University, Bareilly. He has qualified National Eligibility Test (NET) conducted by University Grant Commission in Management in June, 2000. Prof. Yadav has been awarded VISIONARY LEADER OF THE YEAR-2020 at PERFICIO AWARDS/UPACRI 2020 by DHS Foundation, New Delhi, India in collaboration with CAMPBELL University, North Carolina, USA in 2020. On the occasion of Teacher's Day in 2021, Prof. Yadav was awarded the 'Shikshak Samman' by the Higher Education Department of the State of Uttar Pradesh and MJP Rohilkhand University Bareilly for his important contribution to national education policy. He has authored four books. He has published more than 40 research papers. He has developed 8 Units of Business Environment and 20 Units of Human Resource Management of Self Learning Materials (SLM) for MBA programme of Uttar Pradesh Rajarshi Tandon Open University, Prayagraj. Five of his research scholars have been awarded PhD degree.



Dr. Amrita Mishra

Dr. Amrita Mishra, completed B. Pharm from U. P. Technical University and M. Pharm from Bundelkhand University in years 2005 and 2008 respectively. She has completed Ph.D in Pharmacy from Birla Institute of Technology, Meshra, Ranchi in 2015. She is having 13 Years of teaching experience with an experience of supervising 8 M.Pharm students and 1 student has been awarded the Ph.D degree and 4 are working for Ph.D degree. Her area of interest is Herbal drug development, Quality control of traditional and complementary medicines and herbal cosmetic products. She has to her credit 39 research and 14 review articles in various journals of high repute with cumulative index 13.



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