

Prof. Hardik Solanki	
Designation:	Assistant Professor
Specialization Area:	Marketing Management, Human Resource Management
School/Department:	LJIMS (IMBA)
Qualifications:	PhD Pursuing UGC NET-Management MBA (Marketing + HR) BBA
Teaching Areas:	Marketing Management, Human Resource Management
Research Area:	Product and Brand Management, Consumer Behaviour, E-commerce, Digital Marketing, Indian Mythology, Human Resource Issues
Publications:	Research Papers: 12
Academic Experience:	9 Years
Industrial Experience:	1 Year
Email:	Profhardik.ljimba@ljinstitues.edu.in