



MR. RAKESH N

Designation: Assistant Professor

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Bio:

Dr Rakesh Nagaraj has 14 years of experience specialized in Marketing concepts related to Business, Consumer and Logistics, He has completed his PhD from VTU University and has a collective experience of 14 years and 4 years of experience at RNSIT MBA, Rakesh Nagaraj has completed his PhD on " Influence of SERVQUAL model on customer loyalty with special reference to retail outlets in Bangalore"

Responsibility:

- Marketing Professor, Branding Lead for the department

Research:

Marketing

