

Prof. NVR Jyoti Kumar has over four decades of teaching experience at postgraduate/university level. He served Mizoram University (a Central University), Aizawl in different capacities for nearly 22 years. He earned a PhD degree in newspaper marketing from Andhra University, Visakhapatnam. Earlier, Dr. Jyoti Kumar served the PG Department of Commerce and Management Studies, VRS & YRN College, Chirala in Andhra Pradesh for nearly two decades. He taught marketing and organisational behaviour for postgraduate students, and research methodology for doctoral students. Dr. Jyoti Kumar provided research guidance for 14 PhD scholars. His books and articles are found in the areas of newspaper marketing, insurance marketing, consumer behaviour and entrepreneurship. He served the Department of Commerce of Mizoram University as Head of the Department of Commerce thrice, Chairman of Board of Studies in Commerce thrice, and as Dean of the School of Economics, Management and Information Sciences, Mizoram University. He was also a member of Academic Council and a member of Executive Council at Mizoram University. He has been associated with several universities across the country in their Boards of Studies. Dr. Jyoti Kumar contributed many lessons for many open education programmes of different universities, including IGNOU, for their MBA programmes. He delivered over 250 special lectures for the benefit of younger members of faculty on national platforms as part of Faculty Development. Further, Dr. Jyoti Kumar is a popular writer of editorial page lead articles in *Eenadu*, a leading Telugu daily, and also in *ETV Bharat*.

