



# SIDDHARTH UNIVERSITY

Department Of BBA, Faculty of Commerce

## PRESENTS AN INTERNATIONAL GUEST LECTURE ON **BRANDING AND MARKETING COMMUNICATION**



PATRON



**Prof. Saurabh**  
Dean, Faculty of Commerce  
Siddharth University

CHIEF PATRON



**Prof. Kavita Shah**  
Honorable Vice Chancellor  
Siddharth University



**WEDNESDAY**

13 NOVEMBER, 2024

**TIME 1:00 PM Onwards**

DISTINGUISHED SPEAKER

**PROF. REHAM SHAWKY EBRAHEM**

**Associate Professor**  
Department of Business Administration  
Tanta University, EGYPT



**CONVENOR**

**DR. VIMAL CHANDRA VERMA**  
ASSISTANT PROFESSOR  
DEPARTMENT OF BBA



**CO-CONVENOR**

**DR. NIRAJ KUMAR SINGH**  
ASSISTANT PROFESSOR  
DEPARTMENT OF BBA



**ORGANISER**

**DR. AKHILESH KUMAR DIXIT**  
ASSOCIATE PROFESSOR & HEAD  
DEPARTMENT OF BBA



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