

Ph.D. RESEARCH SUPERVISORS-INFORMATION SHEET



Research Supervisor Name	Dr Prem Kumar
Garden City University ID Number	2104
School	School of Commerce and Management
Department	Management
Research Expertise	Tourism Marketing, e-Tourism, Destination marketing, Social media marketing, Digital marketing, Consumer behaviour
Email ID	prem.kumar@gardencity.university
Contact Number	7856950116
Google Scholar Profile Link	https://scholar.google.com/citations?user=D26t5oQAAAAJ&hl=en
Ph.D. Degree of the Research Supervisor	PhD in Tourism Studies
University Awarded the Ph.D. Degree	Pondicherry University
Ph.D. Thesis Title	A Study on Factors Influencing Tourists' Perceived Benefits of Facebook contents of the State Tourism Departments