Proceedings of the 2016 International Conference on Industrial Engineering and Operations Management Kuala Lumpur, Malaysia, March 8-10, 2016

- [7] Keller, Kevin Lane, Lehmann, Donald R.(2004). Brands and Branding: Research Findings and Future Priorities.
- [8] Kotler, Philip, (2002). Marketing Management, Millenium Edition.
- [9] Kumar, Dr. D.Prasanna and Raju, K.V. (2013). The Role of Advertising in Consumer Decision Making.
- [10] Kuo Chun-Min, Yuo, Shin-Hwei and Lu, Carol Y.et al. (2014), "Integration of the Kano and QFD model in health food development: using black beans as examples", 'Quality & Quantity journal' p. 225-242.

BIOGRAPHY

Anubha Rautela is currently a Research Scholar in Department of Mechanical Engineering (IIT-BHU). She has done her B Tech from College of Engineering Roorkee and M Tech from IIT (BHU). Her area of interest inclused Suplly Chain Management, Decision Science, Opreations and Marketing.

Nishith Mohan is currently working as an intern under Prof. S.K.Shrama in IIT-BHU. He is engineering graduate with research interest in Marketing, Supply Chain Management and Operations.

Prof. S. K. Sharma is currently Institute Professor in Department of Mechanical Engineering (IIT-BHU), Varanasi UP, India. He Completed his B Tech and M Tech from Institute of Technology, BHU. His Ph.d is from Indian Institute of Technology, Kharagpur. His rearech area are Industrial & Manufacturing Enggineering, Engineering Management, Simulation, System Dynamics, Supply Chain management, Operation Resreach, Production Planning and Control etc.

Dr. P. Bhardwaj is currently a fulltime Associate Professor in Department of Mechanical Engineering (IIT-BHU), Varanasi, UP, India since 2002. He completed B Tech and M Tech from Agra and Ph.D. from Banaras Hindu University, Varanasi. His research area includes Supply Chain Management, Design of Production System, Cellular Manufacturing Systems etc.