

**INFORMATION**  
BULLETIN

**Fellow Programme in  
Management (FPM)**

**Executive Fellow Programme in  
Management (EFPM)**

(Approved by AICTE, Ministry of HRD Govt. of India)



**Birla Institute of Management Technology**

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[www.bimtech.ac.in](http://www.bimtech.ac.in)

# ABOUT THE INSTITUTE



The Birla Institute of Management Technology (BIMTECH) was established in 1988 under the aegis of the Birla Academy of Art and Culture. The Institute is supported by the B.K. Birla Group of Companies.

Late Dr. (Smt.) Sarala Birla, Chairperson of Birla Academy and Sri. B K Birla, Chairperson of the B K Birla Group of companies are the founders of this business school. The Institute is governed by an eminent Board of Governors mostly drawn from the top echelons of industry, academia and regulator.

The fully residential campus of BIMTECH is located in the National Capital Region (NCR). Its ambience is predominantly green. It has an enviable infrastructure fully connected with Wi-Fi facility.

Over 60 faculty members with brilliant academic and industry track record engage the students and research scholars. Their efforts are supplemented by inputs from guest faculty serving the industry in senior positions working in areas like manufacturing, marketing, finance, operations and strategy. Presently, seven bright, full time research fellows and 40 part time scholars are carrying out research on industry relevant issues.

The academic pursuits of students are fully supported by a modern, well stocked library and seven state of art data bases. BIMTECH has international academic tie ups with several leading European, American, Asian and African centres of management education under which there is a regular exchange of students and faculty.

## vision

To be known for developing ethical global leaders and entrepreneurs striving for sustainability and inclusive growth.

## mission

- To be the preferred choice for students, faculty and recruiters.
- To create and disseminate knowledge in global context.
- To imbibe entrepreneurial culture through curriculum, pedagogy, research and mentoring.
- To equip students for global business leadership. To develop faculty as global thought leaders.
- To ingrain ethics, sustainability and inclusive growth in all its activities.

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## CENTRE FOR RESEARCH STUDIES

The Centre for Research Studies conducts doctoral programme as well as research seminars, conferences and workshops. It has been one of the earliest centres of its kind in private business school in the country. The Centre has influenced policy and structure of many organizations through its research output. The Centre offers a Fellow Programme / Executive Fellow Programme in Management under the aegis of AICTE. This programme is run on the pattern of that offered in leading IIMs.

### Goals

- Equip students with skills of effective learning.
- Equip students with skills to design doctoral research.
- Equip students with skills to conduct doctoral research.
- Equip students with ability to produce publishable research outputs.



# THE KNOWLEDGE REOURCES



## BIMTECH Knowledge Centre

BIMTECH Knowledge Centre is an essential component of BIMTECH's research and education effort. The combination of carefully selected traditional and digital resources and supported by exceptionally fast response service provides BIMTECH community with a library that is worthy of this world class institution.

The enthusiasm and commitment of talented Library staff and the support of top management make the Library a most lively place on the campus providing a friendly environment that enables learning and advancement of knowledge. It extends research and publication assistance to postgraduate students and research scholars. Seven top data bases assist in research.

BIMTECH's Knowledge Centre is well equipped with precious Books, Textbooks, Reference Books, Periodicals and Journals. The students/researchers can freely access these books and references. It is supported by a large well ventilated two floored reading-room, which has a separate section for research scholars.

The Library is enriched with digital facilities and computer systems. Free access to them is made available to the students, ex-students, research workers, faculty, staff and visitors. The library frequently displays and exhibits various books, particularly new arrivals.

www.bimtech.ac.in

### LIBRARY COLLECTIONS

Books	69,167
Periodicals/ Journals	184
Online Journals	7,800+
Company Databases	27,000+
Non-book materials	3,134
E-Photographs	39,000

### Publications

BIMTECH publishes the following academic Journals / Bulletin / Newsletters:

#### Journal

- Business Perspectives
- South Asian Journal of Business & Management Cases

#### Newsletters/Bulletin

- Shodh Gyaan
- Vritant



#### E-Resources

The Knowledge Centre subscribes to the following online resources:-

- EBSCO
- Ivey Publishing
- Passport GMID (Euromonitor)
- Indiastat
- DELNET
- Proquest
- Crisil
- Prowess
- Turnitin



# THE PROGRAMME

## Fellow Programme in Management (FPM)

Fellow Programme in Management (FPM) is a full time doctoral level programme with those admitted getting a scholarship. The Institute has introduced this programme, which is approved by All India Council for Technical Education (Ministry of HRD, Govt. of India), with an objective to groom talented young researchers to be innovative thinkers and real world solution providers seeking opportunities in academics or industry. The FPM effectively draws from the research strengths of faculty members at BIMTECH who have cutting-edge research competence. This programme is both academically rigorous as well as highly relevant to the needs of today's globalised business.

In addition to training future researchers in the domain of business education, this programme also serves to boost research capability and to invigorate motivation and creativity. FPM scholars are expected to be involved as research/teaching assistants and strive to be co-authors with faculty members making it a win-win proposition for the scholars as well as the mentors.

The research focus of FPM programme leads to state-of-art research insights. This contributes both to the research scholars getting new knowledge and to the institute in bringing the new knowledge to the classroom. Leading Business schools around the globe, without exception, have this feature in their curriculum.

FPM is aligned to our mission of creating and disseminating knowledge in global context which suitably places our fellows as future faculty and industrial researchers. It embodies our assurance to being a class apart; being innovative. Ultimately, it enables us to have a superior impact on academia as well as industry. Those admitted in this programme are provided scholarships.

## Executive Fellow Programme in Management (EFPM)

The Executive Fellow Programme in Management (EFPM) at BIMTECH approved by All India Council for Technical Education (Ministry of HRD, Govt. of India) is a doctoral level programme designed to gratify the erudition needs of working business executives. EFPM students are required to attend classes only on Saturdays and Sundays during the course work. It prepares executives for careers in management teaching research in management practice and consulting helps the executive in their current management roles. The programme on the executives' past experience and academic achievements. It helps the executive maximize his/her effectiveness as an educator or practitioner. The EFPM is designed to enhance the research and consulting skills of the executive. The Programme is also expected to increase the executives' understanding of research methodology and techniques applicable in business.

## Best Thesis Award

Every year the best thesis is awarded the Jagdish N Sheth Award, which comprises a cash award of Rs. 50,000. Application is invited from candidates who have submitted the thesis during the year of the award (July to June). The applications are considered by a committee which goes through the thesis and interacts with the candidates to decide the best thesis.



## Areas of Research

Building on the strength of BIMTECH faculty, currently FPM/EFPM is offered in following business disciplines:

- Operations Management and Decision Science
- Corporate Strategy & Governance
- Business Communication
- Business Economics
- Marketing
- OB & HR
- Finance

The Candidates are expected to enroll in one of the broad area stated above prior to commencement of the programme. They may be allowed to change the area till the end of the course work. Once the thesis proposal is approved, any change in area is generally not allowed.

## FPM / EFPM ELIGIBILITY CRITERIA

BIMTECH looks for candidates with a consistently good academic record, professional accomplishments and a strong urge to contribute to the movement of knowledge creation and dissemination in the field of management. A candidate for FPM/EFPM should have:

- A master's degree or equivalent in any discipline with at least 60% marks or equivalent grade point average recognized by AICTE /AIU with a Bachelor's degree /equivalent qualification after completing higher secondary schooling (10+2) or
- Five year integrated Masters Degree Programme in any discipline with at least 60% marks, obtained after completing higher secondary schooling (10+2) or equivalent.

## Experience and Age Requirements for EFPM

In addition to the academic qualification, candidates applying for EFPM need to have a minimum of 5 years of managerial/executive/teaching experience. The minimum age limit for EFPM Programme is 28 years.

## Selection Process for FPM / EFPM:

A candidate who wishes to be considered for the FPM or EFPM Programme must submit a detailed application in the prescribed form, available in the Office of the Centre for Research Studies (CRS) or the web site (<http://bimtech.ac.in/programmes/doctoral/>) of the Institute, clearly spelling out the motivation for joining the Programme and the knowledge domain of research interest. Candidates who have appeared/are appearing for the CAT/GMAT/UGC-NET (two years from the date of the standard test and on the deadline of submission of the application form) or have taken BIMTECH's doctoral entrance examination will be shortlisted on the basis of the details in the application form and the scores of aforementioned tests. Only the shortlisted candidates will then be called for interview at BIMTECH Campus.

Date for test shall be announced on BIMTECH website. Interested candidates may contact office of the Centre for Research Studies (CRS) for further inquiry. Information bulletin of the program along with admission form is available in the office of CRS on payment of Rs. 1500/- by Bank draft payable to Birla Institute of Management Technology. Application can also be made on the form downloaded from website accompanied with a demand draft of Rs. 1500/- in the name of Birla Institute of management Technology payable at New Delhi.



# THE COURSE WORK STRUCTURE OF FPM/EFPM



## SEMESTER I

- PAPER – I : Basics for Literature Review
- PAPER – II : Philosophy and Theory of Research
- PAPER – III : Quantitative Research Method - I
- PAPER – IV : General Management – Case Writing

## SEMESTER II

- PAPER – V : Quantitative Research Method - II
- PAPER – VI : Stream Specific Course
- PAPER – VII : Writing Research Paper
- PAPER - VIII : Qualitative Research Method
- PAPER - IX : Scale Development and Testing

## SEMESTER III

- PAPER – X : Course of Independent Study (Seminar)
- PAPER – XI : Methods of Choice (Seminar-one qualitative methods and one quantitative method)\*



\*Students need to select one qualitative method and one quantitative method for self study and make presentations.

Programme Component	Minimum Time	Maximum Time
<b>Fellow Programme in Management (FPM)</b>		
PGP-level courses (if required)	3 PGP terms (9 months)	18 months
Fellow Programme-level courses	3 FPM Semesters (18 months)	4 FPM Semesters (24 months)
Successful Proposal Defense	Within 3 months after Examinations & Seminars	Within 6 months after Examinations & Seminars
Thesis Submission	After 2 years of completion of course work	3 years of completion of course work*
<b>Executive Fellow Programme in Management</b>		
Fellow Programme-level courses	3 FPM Semesters (18 months)	4 FPM Semesters (24 months)
Successful Proposal Defense	Within 3 months after Examinations & Seminars	Within 6 months after Examinations & Seminars
Thesis Submission	After 2 years of completion of course work	3 years of completion of course work*

\* Any further extension may be granted by the Director/Dean (Research)/ Chairperson (Doctoral Programmes) upon request of the candidate.



## Progression in FPM/EFPM

### Flow Chart



- Phase - I
- Phase - II



# PROGRAMME FEE & EXPENSES



## FEE AND EXPENSES (FPM STUDENTS)

Tuition Fee (waived) Rs. 65,000/- p.a.

Accommodation payable on actual basis - subject to availability

Alumni Association Fee Rs. 5,500/-

Course Material Cost Rs. 1,500/-

Security Deposit (Refundable) Rs. 20,000/-

Scholarship • 1st Year – Rs. 25,000/- • 2nd Year – Rs. 26,000/- • 3rd Year onward –Rs. 27,000/-  
Per month for 3 years and 6 Months\*

Sponsorship to one International Doctoral Consortium

\* May be extended by a maximum of six months.

## FEE AND EXPENSES (EFPM STUDENTS)

Tuition Fee: Rs. 65,000/- p.a. (for Indian Scholars)

Accommodation On actual basis depending upon the type of room, if available\*

Alumni Association Fee Rs. 5,500/-

Course Material Cost Rs. 1,500/-

Security Deposit (Refundable) Rs. 20,000/-

\*only in weekends when classes are held.

- After 4 semesters, the tuition fee will increase by Rs. 10,000 every year. In case of inordinate delay in completing the course work, admission in the programme may be cancelled.
- Rs. 100/- per day will be charged as late fee after the due date for the next 15 days; thereafter the late fee will be increased to Rs. 200/- per day. Dues should be cleared within six months from the due date, otherwise his/her candidature will be recommended to be terminated.
- Rs. 1500/- per paper will be charged for re-examination. Re-examination will be allowed only twice in each paper.
- The institute reserves the right to charge any other fees from the students or increase the above fees if necessary. Due notice shall be given, while making such changes.



# Profiles of Supervisors



## Dr. H. Chaturvedi

Director  
Professor of Strategy

has more than three decades of experience in teaching, research and administration. He has been involved in formulation of policies, planning, regulation and control of Management and other disciplines of technical education. He contributed in especially application of quality concepts in Management Education. Under his leadership, BIMTECH has grown by leaps and bounds since 1999. He linked BIMTECH with 20 B'Schools of USA, Canada, UK, France, Poland, Austria, Hungary and Tanzania. Because of its multifaceted growth, the Institute has been consistently ranked among top 15 Business Schools in the country by reputed magazines like Business Today, Outlook and The Telegraph. BIMTECH setup a state private university under his leadership at Bhubaneswar, Odisha, India, which will start its programs from July, 2012. He was Editor-in-Chief of four reputed refereed journals – Business Perspectives, Journal of Insurance & Risk Management, South Asian Business Review, and Indian Retail Review. He is member of governing bodies of several institutions of higher learning across the country, including AIMA. Dr Chaturvedi has been conferred Honorary Professorship was on him by St. Stevan University of Hungary in 2007, He often appears on TV and his views are published by several financial news papers periodically.



## Dr. Arunaditya Sahay

Dean (Research)

Professor of Strategy & Entrepreneurship has been a hard core business executive, an innovator and a corporate entrepreneur. He turned into an academician of repute in the later part of his career becoming a champion of both the corporate and academic world. Starting his career as an academician, he turned to the corporate world early in life. Wading through both public and private sectors, he made it to the top to become the Chairman and Managing Director of a large public Enterprise. During this period, he won many National and International Awards and remained engaged in teaching and research. He studied in many institutions of repute like Technical University, Czechoslovakia, Henley, The management College, UK, and University of California. So far industry is concerned, he was trained in industries like Moravske Zelezarny, Czechoslovakia, George Fischer and Ruti Maschinenfabrik, Switzerland, Aston Martin Ford, UK and Yamaha Motors, Japan. Returning to academics, he joined Management Development Institute, where he bagged the best researcher award. He has written three books in the area of strategy and Entrepreneurship and a case book besides publishing 72 papers and cases. He was invited by US Govt. to be trained in University of California, USA as Resource Professor for Entrepreneurship. Seven of his research scholars have already got their doctoral degree and 6 scholars are pursuing their doctoral thesis under him. While in the industry, he was on the boards of many academic institutions including IITs and IIMs and when in academics, he is on the boards of companies both in private and public sectors besides being in the Task Force of Govt. of India. He has completed many research/consultancy assignments including those from UNEP, European Union, Government of India and AICTE. His present interests are Corporate & Business Strategy, Innovation, Entrepreneurship, Technology Management, Intellectual Property Rights, Corporate Governance, Corporate Social Responsibility and Sustainability.



## Dr. Gokulananda Patel

Area Head (Operations & Decision Sciences)  
Professor - Operations

Obtained Master's degree in Applied Mathematics from NIT, Rourkela, M.Phil. in the same subject from Indian School of Mines, Dhanbad, Ph.D. in Operations Research from Sambalpur University and completed one year Faculty Development Programme in Management from Indian Institute of Management, Ahmedabad. He is actively engaged in research since 1980 and has published more than 80 papers in both National and International Journals and taught for more than 30 years in P G courses. His specialization and research interests are Mathematical programming, Performance Measurement and e-Governance. So far he has guided seven candidates for Ph.D and more than twenty for M.Phil Degree.



## Dr. A.K. Dey

Chairperson  
(Centre for Management Case Development)  
Professor - Operations & Decision Sciences

is a Physicist and Management expert with M. Sc., MBA & D. Phil degrees. He is a member of the Editorial Advisory Boards of three leading International Management Research Journals and a regular reviewer of AOM annual meetings. A University Rank holder, Dr. Dey has a blend of corporate, consultancy and academic experience. After gaining 21 years of valuable experience in Indian Corporate Sector and 12 years of consultancy, Dr. Dey turned to management education in 2004. Currently he is a Professor of Supply Chain and Operations Management at Birla Institute of Management Technology. In 2009 Star Group of Industries and DNA, Mumbai had awarded Dr. Dey as Most Innovative Professor of Management. Dr. Dey has conducted many training sessions, seminars and workshops in India and abroad. He served as a resource person at many Faculty Development workshops. Conducted a course (2011) on Supply Chain Management – an Indian Perspective at College of Business, Eastern Michigan University, Ypsilanti, MI, USA. He has many research papers published in International Journals to his credit.

The interest areas of Dr. Dey: Teaching: Supply Chain Management, Operations Management, Operations Research, Research Methodology and Simulation & Modeling Research: Higher Management Education, Profit Maximization & Straddling, Lean Systems & Growth Strategies and Developing management cases.



## Dr. Girish Jain

Area Head (Finance)  
Associate Professor - Finance

He is a post graduate in commerce. He also holds MBA (Finance) from Devi Ahilya University, Indore, Fellow of Insurance Institute of India (non-life) and Ph. D. He has also qualified UGC – NET. He is having around two decades of work experience which includes a brief stint in financial service industry. He has presented several papers in various conferences and published articles. He has taken several management development programs in the area of finance and risk management. His areas of interest include risk management, investment management, valuation and corporate finance.

# Profiles of Supervisors



## **Dr. Jagdish Shettigar**

Area Head (Economics)

Professor - Economics

Doctorate in Economics from IIT-Delhi, Dr. Shettigar has been working as Professor in Economics at BIMTECH since September, 2007. Prior to joining BIMTECH, Dr. Shettigar had more than three and a half decades of experience in varied fields such as teaching, research and industry. He also got exposure to working of the government as he was a member of the Prime Minister's Economic Advisory Council and National Security Advisory Board during the period between 1999 to 2004. While serving as an Independent Director in boards of Mahanagar Telephone Nigam Ltd. and Indian Renewable Energy Development Authority he got exposure to corporate governance. He was also a member of MOU-Task force constituted by the Department of Public Enterprises from 2011 to 2014 and, currently in the Panel of Experts. His areas of interests are governmental economic policies especially, in terms of industrial development, foreign investment, international trade, capital markets, public finance, monetary policy and corporate affairs. He takes special interests in corporate social responsibility.



## **Dr. Rahul Singh**

Associate Professor – Strategic Management

Dr Singh teaches and research in Strategic Management, Emerging Market, Cross Cultural Management and Sustainability issues. He has taught at Indian Institute of Finance and Devi Ahilya University, Indore; and is visiting professor at FH Joanneum University Austria and KEDGE Business School and have offered seminars in several international business schools. He has published in many journals including top ones like Journal of Business Research, Journal of Brand Management, International Journal of Emerging Market, Journal of Global Scholars of Marketing Science, Journal of Applied Economic Research, Vision - Journal of Business Perspectives, International Journal of Cross Cultural Competence and Management, Asia Pacific Journal of Finance and Banking, Journal of Insurance and Risk Management. He has also been editor of 2 journals and reviewer of several international journals. He has been involved in research and consultancy with organisations including Bank for International Settlement, European Union and USAID and received large funding for various research projects. At national level, he has worked with few governments and financial regulator of India including drafting the Vision document of 3 states of India.



## **Dr. A V Shukla**

Chairperson (Centre for Research Studies)

Professor of Marketing

is a professor in the area of Marketing. An Accredited Management Teacher by the All India Management Association he has authored three books: 'Case Studies & Case Problems in Management', 'Case Studies in Marketing Management', and 'They said it!'. A V Shukla is at present handling the subjects of Services Marketing and Customer Relationship Management. His current research interests are in the area of e-tailing and employer branding. Earlier doctoral works under his guidance include the development of a normalization technique towards streamlining recruitment processes, consumer behavior specifically in the apparel and tourism industries and rural retailing. He has organized several Faculty Development programs for undergraduate teachers in the commerce faculty and one workshop for college teachers on career opportunities through competitive examinations. Professor Shukla has presented papers in National and International Conferences and has published research papers in refereed research journals. He has offered consultancy in the area of recruitment and staff development and training in marketing to some corporate and cooperative institutions.



## **Dr. Anuj Sharma**

Chairperson (CIB)

Associate Professor

has done his Masters in International Business from AMU, Aligarh and Ph.D in Management from Dr. B.R. Ambedkar University, Agra. He has more than twelve years of teaching experience in various management institutes at post graduate level. He has written papers and management cases in various national and international journals. He has conducted more than 25 open and In-house MDPs for government and private organizations like STC, MMTC, PEC HHEC, GPI etc. His current area of interest is international marketing, international trade operations and sector specific exports strategies.

# Profiles of Supervisors



## Dr. Manosi Chaudhuri

Area Head (OB/HR)  
Associate Professor - HR

is presently Associate Professor and Head, Organizational Behaviour and Human Resource Management at Birla Institute of Management Technology, (BIMTECH), Greater Noida, India. A dual gold medalist during her Masters in Psychology and D. Phil. as a UGC Senior Research Fellow in the Department of Psychology from University of Allahabad, her research interests include Occupational Stress and Health, Employee Engagement, Management of Organizational Change and Organization Development. Prior to her assignment with BIMTECH, Dr. Chaudhuri was actively engaged in academic research and teaching at the University of Allahabad, Allahabad and G B Pant Social Science Institute, Allahabad in the areas of Organizational Behaviour and Human Resource Management and Development. As a Research Officer at G B Pant Social Science Institute, she has undertaken projects for evaluation related to social and community development.

During her tenure with BIMTECH since 2004, Dr. Chaudhuri has initiated and adroitly convened three national level conferences under the banner of 'The India HR Summit'. She has attended and presented papers at many national and international conferences. She has conducted Management Development Programmes in the areas of Emotional Intelligence, Leadership, Motivation, Team Building and Human Resource Management for leading organizations like NTPC, THDC, Power Grid, EdCIL, NBCC, Jindal Steel and Power Limited (JSPL), Jindal Power Limited (JPL), IFFCO, UCO Bank, Amar Ujala and NIESBUD. She has also developed and elucidated these themes with the help of a case, based on a popular movie.

One of her recent assignments was with Jindal Shadeed Iron and Steel in Oman where she conducted MDPs on Team Building and Executive Development. She has also been involved in Consultancy Assignments with NSPCL and in Aditya Birla UltraTech.



## Dr. Meena Bhatia

Associate Professor - Finance

Dr Meena Bhatia has over 18 years of experience which includes both corporate and academic experience. Her teaching interests range from financial accounting, management accounting, corporate finance, Management control system, Securities Analysis and portfolio management. She has taught graduate and post graduate programmes at IIFT, IMT, Bombay Stock Exchange Institute and many other B Schools in NCR region. Besides this she has also taught at University of Bradford, UK. Her research interest and contribution include topics covering financial markets, disclosures and financial reporting. She has presented her research work at internationally acclaimed institutions such as, Harvard University (Boston USA), IIM (Ahmadabad), IIM (Lucknow), IMI (Delhi), Fore School of Management, etc.

Dr Bhatia has publications in national and international journals including South Asian Journal of Management, International Journal of Social Sciences and Management, International Research Journal of Finance and Economics, Management Accountant (Journal of CMAs), etc. She is also providing research guidance to an international PhD scholar.

She is on the Editorial Board and on reviewers' panel of South Asian Journal of Business and Management Cases (SAJBMC) published by Sage Publications and on the reviewers' panel of Journal of Financial Reporting and Accounting published by Emerald Publication. She has a PhD in Finance, besides being AICWAI, CFA, MBA and B.Com (Hons) from Delhi University. She is a merit holder of Institute of Cost Accountants of India, and scholarship holder of Institute of Chartered Financial Analyst of India.



## Dr. L. Ramani

Associate Professor - Finance

holds Ph. D degree in business management from VMOU KOTA. He completed Master's programme in management at the Institute of Management Technology, Ghaziabad. He has been with financial services sector for about 8 years and then moved to academics in 1996. He has been in academics for last 16 years .He has been associated with prestigious B Schools of NCR in the past. He has presented papers in various international conferences and has chaired sessions in conferences. He teaches International Finance, Financial Services & Corporate Finance. He is in to guiding doctoral students.

# Profiles of members of Thesis Supervisory Committee



## Dr. Pankaj Priya

Area Head (Marketing and Retail)  
Associate Professor - Marketing & Retail Mgmt.

Dr. Pankaj Priya's teaching and research interests are in the area of Private Label Programmes of Modern Retailers, Sales & Distribution Management and Consumer Behavior in FMCG industry. He had been in industry, managing hard core sales & distribution as well as product across consumer goods industry before shifting to academics in 2001. He was awarded a Ph.D in Marketing by Department of Management Studies, IIT Delhi for his work on understanding the purchase behavior for private labels in India. He got recognition as a teacher in Marketing when he was awarded as the best teacher in Marketing Management by Dewang Mehta Foundation at the national level in 2009. He has published over ten articles in various national and international journals, co-edited one book on Communications and reviewed another book on Retail Management, written chapter on Merchandising in a book published by Czech University. He is a reviewer for Journal for Retailing and Consumer Services (Elsevier Publications) and International Journal of Emerging Markets (Emerald Publications). He has supervised a report on Stake Holder's views on Impact of FDI on multi brand retail in India, which was submitted to Government of India in July 2010. He has been a resource person in the MDPs conducted by various organizations in the area of marketing.



## Dr. Gagan Katiyar

Associate Professor – Marketing

He is a PhD in Business Administration and an MBA in Marketing & Finance. He holds an additional diploma in Exports Marketing, a Diploma in Information & Systems Management and a Masters Degree in Organic Chemistry. He has worked for more than 16 years in Industry and academia. His areas of interest include International Business, Marketing Research, Product Management, Marketing Communications and Channel Management. He has done several consulting assignments in the area of Marketing and Marketing Communications for companies like Asian Paints, Johnson Matthey India, Power Finance Corporation, Henkel Adhesive India, UCO Bank, Federation of Indian Exporters Organization among others. He is also a behavioral and a sales trainer.

He has earlier been on the panel of Symbiosis, Pune for their corporate sessions on management for executives at King Fisher Airlines, WIPRO, EXL, Computer Science Corporation, Infosys, Dr. Reddy's Lab and Hindalco Industries. He has also been their faculty for open sessions on management organized in Delhi for many years. In addition to this, he has served as Academic Consultant for Mountbaten Institute (UK) for their establishment in India. He has also been appointed as the Brand Ambassador for Delhi by Reliance Energy (BSES).

Presently, he is an Associate Professor at Birla Institute of Management Technology and teaches Marketing and Marketing Communications.



## Dr. Pooja Misra

Chairperson (Centre for Retail)  
Associate Professor - Economics

Dr. Pooja Misra, Associate Professor, Economics Assistant Professor has a work experience of 19 years+ in academics and the Corporate industry. She has spent 12+ years in the Industry with organizations such as American Express, Standard Chartered Bank and Lazard Creditcapital. She shifted to the Academic world in 2008 and has completed her Ph.D in Management from Gautam Buddha University in the area of: Compensation Components and its effect on Employee engagement and turnover intent.

Her research interests include Macroeconomic dimensions of an economy, Corporate Strategies, Compensation, Employee engagement and Current trends in Business Environment. She has published several research papers and articles in international and national journals and has presented papers in various national and international conferences.



## Dr. Vineeta Dutta

Associate Professor, Strategic Management

is currently working as Associate Professor and Lead Corporate Social Responsibility (CSR) at Birla Institute of Management Technology (BIMTECH) and has been in academics for over fifteen years now. She did her Doctorate in Business Administration subsequent to her post graduation in Organic Chemistry and Post Graduate Diploma in Business Management.

She made her foray into the area of Corporate Social Responsibility in 2004 after being selected and supported for a study of CSR by the British High Commission. Since then she has been involved in researching, training and consulting in the area. She has organised several National and International Conferences with organisations like The All India Management Association, The Economic Times, Global Reporting Initiative, National HRD Network and the like. She has a wide exposure and understanding of practices of CSR in India being the on-site assessor for FICCI's Annual CSR Award since her association with it in 2012. She also coordinates the Indian Institute of Corporate Affairs (IICA) Certified CSR Professional course at BIMTECH.

As a corporate trainer, some of the notable companies she has been associated with are Aditya Birla Cements, GCMFF (AMUL), NTPC, SAMTEL and SAIL. She has also delivered CSR training to IAS officers and Management educators.

She was conferred the IPE Corporate Excellence Award in 2013 for her contributions in the area of CSR.

# Profiles of members of Thesis Supervisory Committee



**Dr. Archana Shrivastava**  
Area Head - Business Communication

Archana Shrivastava joined Birla Institute of Management technology in 2008. She is Assistant Professor in Business Communication Area. Worked at various universities and colleges, she holds 17 years of rich teaching and training experience.

Dr. Shrivastava earned her Ph.D. and M.A. in English literature from Dr Hari Singh Gour University, Sagar in M.P. She is trained to teach "Business English Certificate Course" by British Council and is also an active member of ELTAI (English Language Teachers Association of India). She is a Thomas certified professional and can perform Personal Profile Analysis (PPA) and Human Job Analysis (HJA). She has authored four Case Studies and many research papers which got published in reputed Journals and Case Centre.

Fields of Specializations in Teaching, Training and Research Business Communication, Soft Skills, Business Etiquettes, Handling Interviews, Presentation Skills, Non Verbal, Audience Analysis, Crisis Communication, Conflict management, Negotiation Skills, Cross Culture Communication, Empathic Listening, English Literature & Grammar.



**Dr. Itilekha Dash**  
Assistant Professor - HR & OB

Itilekha Dash is working as an Assistant Professor in the area of HR & OB. She has more than 16 years of work experience which included Industry and Academics. She has graduated in the discipline of Personnel Management and Industrial Relation (PM & IR) from Utkal University, Odisha in 1995. Her other qualifications in the field of management are Ph.D and Diploma in Training and Development from ISTD, New Delhi. She has done certification course in HRD Audit from TVRSL and a certified Instructional Designer. She has presented papers on various national and International conferences. Apart from teaching and research, she is passionately involved in conducting the training programs for the corporate in the area of Emotional Intelligence, Team Building, Conflict management, Negotiation, Creativity, Empowerment etc.



**Dr. Ritu Srivastava**  
Assistant Professor, International Business

She has an experience of twelve years in the research and academic field. Her doctoral research work is in the area of Cross Border Mergers and Acquisitions as a Tool for Global Expansion. She has a Masters Degree in International Business Management and she is UGC -NET qualified in Management Studies. Her areas of academic interest are internationalization of Indian SMEs, value creation in emerging markets and regional geography of trade. Some of her publications are in the areas of trade regionalism and knowledge creation in the pharmaceutical industry.



**Dr. Gaurav Tripathi**  
Assistant Professor - Marketing

Gaurav Tripathi is a Professor in the area of Marketing at Birla Institute of Management Technology, Greater Noida. He has completed his doctoral degree from the University of Mysore in 2016. He has accomplished Post Graduate Diploma in Business Administration from Jaipuria Institute of Management, Lucknow. He has over 12 years of experience in industry and academia. Prior to joining BIMTECH, he has taught at various levels in the management domain including courses from Oxford Brookes University, UK. His teaching courses include Consumer Behaviour, Marketing Research, Retail Management, and Services Marketing. Professor Gaurav Tripathi is a passionate researcher. His key research interest lies in the field of Marketing and more specifically in Service Marketing, Retailing, Hospitality and Tourism. His dissertation for the doctoral degree focuses on restaurant service quality. Usually, his research work encompasses deployment of multivariate analysis techniques for which he has attended numerous workshop delivered by experts in the area. He has presented papers at conferences both in India and abroad including the one organized AIMA pertaining to research paper presentation competition in 2007 for which he had won the "Best Research Paper Award". He has also published research papers in international journals from publishers namely Elsevier and Emerald and other renowned journals listed under the Australian Business Deans Council's (ABDC) list of journals. He is also an ad hoc reviewer for international journals from Emerald, Elsevier and other journals from ABDC list. In addition, he has also contributed chapters in international books from reputed publishers. He further aims for collaborative research work with scholars from different domains across places.



**Dr. Krishna Akalamkam**  
Associate Professor - Marketing

Dr. Krishna Akalamkam has over two decades of experience in industry, consulting and teaching. His main focus areas include marketing, marketing research and consumer behavior with a special focus on consumer online shopping behavior and digital marketing. He has worked with leading research agencies like AC Nielsen, Indian Market Research Bureau and Research International, a WPP group company. He handled a variety of assignments including communication research, new product development, brand health, usage and attitudes, pricing research, customer satisfaction measurement and worked with several clients from different industries. Some of the clients he has worked with include Nestle India Ltd., Hindustan Unilever, Reckitt Benckiser, Nokia, Radico Khaitan, Coca Cola, Mother Dairy, Philips, ICI Paints and Dominos.

He has written and presented papers and cases at international conferences. He has also conducted MDPs for corporates and mentored entrepreneurs under Goldman Sachs "10,000 women entrepreneurs' initiative". Krishna has done his bachelor's degree in Chemical Engineering from University College of Engineering, Andhra University and MBA as well as Ph.D from Faculty of Management Studies (FMS), University of Delhi.

# Profiles of members of Thesis Supervisory Committee



**Dr. Ashwani Singh**  
Programme Coordinator  
Centre for Research Studies

Dr. Ashwani Singh has joined BIMTECH as Assistant Professor Marketing. He has completed his FPM from IIM Bangalore where his research focussed on consumer judgment and decision making. Dr. Singh's research interests lie in the area of consumer behaviour, with special focus on consumer cognition, numeracy, and decision making. He has presented papers relating to these areas in reputed international conferences, and published two papers in the IIMB Working Paper series.

Prior to pursuing doctoral studies, he worked in primary market research, where he managed qualitative and quantitative projects for some of the leading brands in the country. He has also served as consultant on projects involving primary research, data visualization, and behavioural assessment. He has also conducted training modules for analytics professionals focussing on research methodology and study design.



**Dr. Abha Rishi**  
Faculty  
Entrepreneurship and International Business.

Dr. Abha Rishi is a faculty in the fields of Entrepreneurship and International Business. She has 23 years of experience in the field of international trade- in industry and academics. She is an EEC Honors from STVP, Stanford University. Her other qualifications in the field of International business and management are a PhD, PGDIBO, MFT and MIB. She is a Fulbright Research Fellow from India at Rutgers University, Newark, USA for 2009-10. She is also a CRISP 2014 (Chevening Rolls Royce Science and Innovation Leadership Programme) scholar from Said Business School, University of Oxford. She has been selected for the 10 K Women Global Programme under the aegis of Goldman Sachs- London Business School, held in India with NEN. She was the Programme Director from BIMTECH for UP and Orissa for the BIMTECH ISB Goldman Sachs 10000 Women global project.

Presently she is also the Chairperson for the Centre for Innovation and Entrepreneurship Development (CIED) at BIMTECH.

She has published and presented papers in various domestic and international forums. She has been selected as one of the semi- finalists in the GDN Japanese Award for Outstanding Research in Development Work in 2011. She has traveled extensively in Russia, Zambia, Zimbabwe, Kenya, Colombia, Dubai and USA as part of her work and also for research. She was also the managing editor for the South Asian Business Review- a peer reviewed journal from 2008 to 2012. Her areas of interest are International Retailing and Global Entrepreneurship. Her hobbies include reading and quizzing. She has also won the Championship Winners Trophy in 2008 in the All India Women's Quiz conducted by AIMA. She has been conferred the Entrepreneurship Education Champion's Award from the Ministry of Skill Development and Entrepreneurship (MSDE), along with NEN in partnership with Entrepreneurship Development Institute of India (EDII), the British Council and Intel, in March 2015. On March 8, 2017, she was conferred the Accenture Inclusion & Diversity Recognition Award, for her work with the underprivileged in jails and villages.



**Dr. Archana Singh**  
Assistant Professor  
Academic Area: Operations and Decision Sciences

Dr. Archana Singh is a PhD and M.Sc in Statistics from University of Rajasthan, Jaipur. She is a Six-Sigma green belt certified professional and also has done a certificate course in Lean Management. She has more than 13 years of experience in academics and is actively involved in research and academic activities. She has taught in different Programs of Management, Engineering, Computer Applications, Commerce, Social Sciences and Life Sciences at University level.

Dr. Archana Singh is dedicated to enthusiastic and vibrant teaching as a means of creating and nurturing a lifelong love of knowledge in students



**Dr. Jaya Gupta**  
Associate Professor  
Organizational Behavior and Human Resource Management

Dr. Jaya Gupta is an Associate Professor in Organizational Behavior and Human Resource Management at Birla Institute of Management Technology, (BIMTECH), Greater Noida. She is an MBA with specialization in Human Resource Management and UGC-NET qualified. She has a PhD in the area of High Performance Work Practices from Gautam Buddha University, Greater Noida. She is also holding certification in Talent Management by T.V.Rao Learning Systems.

She has over 17 years of rich experience in management education, training and research. She has conducted Management Development Programmes and training workshops at mid and senior management levels in the area of Time Management, work life balance, conflict management, stress management, performance management, human resource management, team building and healthy mind and healthy body for leading organizations such as NTPC, IIFCO, Power Grid, ISB Goldman Sachs 10,000 Women Entrepreneur project etc.

Prior to her assignment with BIMTECH, Dr. Jaya was actively engaged as a visiting faculty with Devi Ahilya Vishwa Vidyalaya, Indore. She has attended and presented papers at many national and international conferences at IIM Ahmedabad, IIM Indore etc. Her research interests include Positive Psychological Capital, Gen X and Y, Emotional Intelligence, Employability skills and Talent Management.



**Dr. Harpreet Kaur**  
Assistant Professor  
Operations and Decision Sciences.

Dr. Harpreet Kaur is an Assistant Professor in the area of Operations and Decision Sciences. She is Ph.D. from Department of Management Studies, IIT Delhi. She has published several research papers in leading international journals such as Annals of Operations Research, Computers & Operations Research, Sustainable Production & Consumption, International Journal of Fuzzy System, International Journal of Operations Research, International Journal of Procurement Management, International Journal of Services and Operations Management and Global Journal on Flexible System in Management. In addition, she has also published several book chapters and presented papers at international conferences. She has also received research fellowships in past to work with leading universities such as RWTH Aachen (Germany) and EPFL Lausanne (Switzerland). She regularly serves an active reviewer of leading journals in her field. Her research interest lies in Sustainable business operations, optimization techniques, mathematical modelling, Multi-criteria decision making techniques, disaster relief operations and procurement management.

# Profiles of members of Thesis Supervisory Committee



**Dr. Baishali Mitra**  
Assistant Professor

After having completed her double M.A. in Linguistics and English Literature Dr Baishali Mitra has received her PhD in English Literature from Osmania University. She has 18 years of rich experience in teaching and training in reputed Educational Institutions .Her primary research interests are in Business Communication, English Language Teaching and Diaspora Literature. Apart from that, she is presently, researching on social entrepreneurship. She has presented her research papers in various conferences and her papers are published in National and International journals. Her research in mobile enabled language learning under the UGC Minor Research Project scheme has helped students in anytime, anywhere learning. She is also a qualified Business English Certificate (Cambridge English) Trainer. When she is not busy teaching or reading she loves to spend her time writing for her blog.

She is presently an Assistant Professor in Business Communication Area at the Birla Institute of Management Technology where she teaches Business Communication.



**Veenu Sharma**  
Fellow of BIMTECH

Veenu Sharma joined Birla Institute of Management Technology in 2012. She is Assistant Professor in Retail & Marketing Area. She had been in Industry for 5 years managing Business Development position before shifting to academics. Worked in Industry and college, she holds 12 years of rich teaching and training experience.

Veenu Sharma earned her Fellow from BIRLA Institute of Management Technology, Greater Noida and M.Phil from Chaudhary Devi Lal University, Sirsa. She has done her MBA in Insurance and Marketing from Institute of Management Studies and Research, M.D. University, Rohtak.

Her current research and publishing is in the area of Marketing Mix and Consumer Behaviour covering topics related to Modern Retailers, Store operations and Customer Relationship Management. She has participated and presented papers in various conferences held in India. She has authored case studies and research papers which got published in reputed journals like Inderscience and The Case Centre (formerly ECCH,European Case Clearing House). She is a recipient of BIMTECH –STOUGH, Young Scholar Award by BIMTECH in the year 2014 and won Best Case Award by The Case Centre, UK in year 2017.

Veenu Sharma has more than 12 years of industry and academic experience to teach/train a variety of courses including, Retail Concepts, Retail Store Management, Luxury Retailing, Consumer Behavior and Customer relationship Management. She has also been mentoring and developing students in the area of developing research papers and reports.



**Amrendra Pandey**  
Fellow of BIMTECH

Dr. Amrendra Pandey is a faculty of Economics area at BIMTECH. He has published mainly in the area of monetary economics. Currently he is doing research in the field of text mining, machine learning, time series econometrics. He is also certified Financial Risk Manager (FRM) from Global Association of Risk Professionals, USA. His research interests lie in macroeconomics, financial risk and financial econometrics and text mining techniques.

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