

Name : Mr. Vivek Sharma
Designation : Researcher Scholar
Institution : BIMTECH Noida
Email : vivek.sharma_fpm26@bimtech.ac.in
Phone : 6268303572

BIOSKETCH:

Mr. Vivek Sharma is currently a Research Scholar in Marketing at Birla Institute of Management Technology (BIMTECH), Greater Noida. He has worked as an Academic Associate at the Indian Institute of Management Indore (IIM Indore). His research interests include Marketing, Tourism, Generative AI, Digital Marketing, and Consumer Behaviour. He holds an MBA in Marketing & Finance from ITM University, Gwalior, and has experience with PLS-SEM.

EDUCATION:

- MBA in (Marketing & Finance) from ITM University, Gwalior, M.P.
- B.A. from Jiwaji University, Gwalior, M.P.
- Polytechnic Diploma in (Electronics & Telecommunication) from RGTU Bhopal, M.P.
- 12th from Govt. Gorkhi H.S. School, Gwalior, M.P.
- 10th from Gyan Mandir H.S. School, Gwalior, M.P.

AREA OF INTEREST AND RESEARCH

Tourism Marketing, Generative AI in Tourism; Consumer Behaviour.

EXPERIENCE

- Worked at Fare Labs Pvt. Ltd. from September 2021 to March 2022.
- Worked as a BDE (CASA) at CSB Bank Pvt. Ltd. from May 2022 to July 2022.
- Worked as an Assistant Professor at SRIIT College, Banmore, Gwalior from August 2022 to June 2023.
- Worked as a Visiting Faculty at ITM University, Gwalior, from September 2023 to January 2024.
- Worked as an H2I Club Manager at Anytime Fitness (Gwalior) Franchisee Store from December 2023 to May 2024.
- Worked as a Visiting Faculty in ITM University (Gwalior) since July 2024 to Oct 2024.
- Worked as an Academic Associate in the Marketing area at the IIM Indore from October 2024 to present.

ACADEMIC POSITIONS AND ASSIGNMENTS

Assistant Professor, SRIIT College, Banmore, Gwalior.

Visiting Faculty, ITM University, Gwalior.

Academic Associate, Marketing area, Indian Institute of Management Indore.

RESEARCH PAPERS AND WORKING PAPERS

Sharma, V., Gupta, A., & Sharma, A. (2026). From scroll to suitcase: How YouTube Shorts and Instagram Reels shape interest in mystery tourism across India. *Academy of Marketing Studies Journal*, 30(S2), 1–16.

SOCIAL ENGAGEMENT

Participated in ITM University plantation program in 2019.

Worked in NGO.

Participated as Vice-Captain in the IIM Indore Cricket Tournament.