

Name : Anuj Sharma  
Designation : Programme Chairperson - Centre for international Business & Policy, Professor of International Business  
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### **BIOSKETCH:**

Dr. Anuj Sharma is working as Professor in the area of Marketing & International Business. He has done Masters in International Business Management and PhD in Management. He has more than 21 years of teaching experience at post graduate level at various University departments and institutes.

He has conducted more than 30 Management Development Programs (MDP) in the area of International Business across all parts of the country. This includes both open and in company programs for reputed government organization like State Trading Corporation (STC), PEC Limited, Handloom and Handicraft Export Corporation (HHEC) and private organizations like Godfrey Phillips India Limited. In association with Federation of Indian Exporters Organisations (FIEO), as Program Director, he has successfully completed seven batches of part time Diploma in Foreign Trade (DFT) for working executives. He has been instrumental in forging relationship with many corporate, embassies and public sector enterprises.

His current areas of interest are international marketing, international trade operations, foreign trade policy, sector specific export strategies and management education. He has presented papers and chaired sessions at various national and international conferences. He has also written case studies and research papers in various national and international journals of repute and also completed consultancy assignments for organizations like NEHDDC and PEC Limited. He has also recently completed a research project "UNIQUE" funded by European Union. He currently holds the position of Chairperson of International Business Program at BIMTECH.

### **EDUCATION:**

- Completed Ph.D. in Management on Topic "Impact of Trade Related Intellectual Property Rights (TRIPS) on Indian Pharmaceutical Industry from Dr. B.R. Ambedkar University, Agra, Uttar Pradesh, India in 2006.
- Completed Master in International Business Management from Aligarh Muslim University, Aligarh, Uttar Pradesh, India in 2000 with 68.2 percent marks.
- Completed Bachelor in Science from Dr. B.R. Ambedkar University, Agra in 1997 with 69.5 percent marks.

### **AREA OF INTEREST AND RESEARCH**

- Globalization

## Resume of Dr. Anuj Sharma

- International Business
- International Marketing Strategies
- International Trade Policy
- International Trade Operations
- Doing Business in Emerging Countries
- Sectoral Strategies for Exports
- Management Education during COVID

### **TEACHING COURSES AND NEW COURSES DEVELOPED**

- International Marketing
- International Trade & Investment
- International Trade Operations
- Doing Business in Emerging Countries
- International Marketing Research
- Capstone

### **EXPERIENCE**

- Worked as lecturer in Faculty of Management, Dr. B.R. Ambedkar University, Agra from July 2000 to October 2005.
- Worked as lecturer in Asia-Pacific Institute of Management, New Delhi from November 2005 till 8 May 2006
- Worked as lecturer in Birla Institute of Management Technology (BIMTECH), Greater Noida 9 May 2006 till June 2007
- Worked as Assistant Professor in Birla Institute of Management Technology (BIMTECH), Greater Noida from June 2007 to 14 Dec 2010
- Working as Associate Professor in BIMTECH since 15 Dec 2010

### **ACADEMIC POSITIONS AND ASSIGNMENTS**

- Chairperson, PGDM(IB) Program, Birla Institute of Management Technology, June 2015 – Present
- Advisor – Centre for Corporate Relations, BIMTECH
- Member – Editorial Board, South Asian Journal of Business and Management Cases
- Member – Committee for AACSB Accreditation, BIMTECH
- Member – Admission Committee, BIMTECH
- Convener- NBA Accreditation Committee for PGDM(IB), BIMTECH
- Program Director of Joint six month part time diploma in foreign trade in collaboration with FIEO.
- Worked as Program Coordinator of PGDM (IB) Program, BIMTECH
- Worked as Coordinator – Placements, BIMTECH
- Worked as Member – Office of International Alliance, BIMTECH
- Worked as Member – Student Welfare and Hostel Committee, BIMTECH

### **PROFESSIONAL ASSOCIATION AND BOARD PARTICIPATION**

- Member, CII National Council on International Trade Policy 2019-20
- Member of Expert Committee of HHEC for selection of Managers
- Member of panels of many universities/institutes for paper setting, dissertation viva voce

## RECOGNITIONS AND AWARDS

- Best Performer in Academic Domain 2015-16 by BIMTECH, Greater Noida, India
- Distinguished Academic Contribution in the Area of International Trade, 2016, Federation of Indian Exports Organisations (FIEO), New Delhi, India
- Distinguished Service Award, 2016 by BIMTECH, Greater Noida, India
- Distinguished Academic Contribution in the Area of International Trade, 2017, Federation of Indian Exports Organisations (FIEO), New Delhi, India
- Outstanding Academic Contribution in International Business, 2017, KIBC, Seoul, South Korea
- Distinguished Academic Contribution in the Area of International Trade, 2019, Federation of Indian Exports Organisations (FIEO), New Delhi, India
- Distinguished Academic Contribution in the Area of International Trade, 2020, Federation of Indian Exports Organisations (FIEO), New Delhi, India

## RESEARCH FUNDING AND CONSULTING

- Member of team on Consultancy Project for NEHDDC to develop a plan for its revival in August – Dec 2011.
- Headed a consultancy assignment on Customer Satisfaction of Associates of PEC Ltd in 2014-15.
- Undertaken a joint project with FH Joanneum University, Graz on project titled “University Quality Exchange (UNIQUE)” on promotion of higher education being funded by Erasmus Mundus. This project involved institutes from eight countries from October 2013 – Dec 2016

## RESEARCH PAPERS AND WORKING PAPERS

- Singh, A., and Sharma, A. (2021) (In Press). Acceptance of MOOCs as alternative for Internship for Management students during COVID-19 Pandemic: An Indian Perspective. International Journal of Educational Management
- Sharma, A. (2021). (In Press) Collective Ownership: An Expo Mart for the Exporter by the Exporter, International Journal Human Resources Development and Management [Forthcoming Article <https://www.inderscience.com/info/ingeneral/forthcoming.php?jcode=ijhrdm#top>] DOI: 10.1504/IJHRDM.2020.10038043
- Bajaj, P., and Sharma, A. (2019). India’s Textile and Clothing Trade with ASEAN: Emerging Trends and Structure. Jaipuria International Journal of Management Research, Volume 5, Issue 2
- Sharma, A. (2019), Building Brand Through B2B Route—Del Monte in India, South Asian Journal of Business and Management Cases, VOL 8 No.2, pp. 215-227, Sage Publications, DOI: 10.1177/2277977919842477

- Sharma, A., Bajaj, P. (2018) Taj Hotels, palaces and resorts: The Road Ahead, Emerging Markets Case Studies Collection, VOL. 8 NO. 3, pp. 1-21, © Emerald Publishing Limited, DOI 10.1108/EEMCS-01-2018-0001,
- Bajaj, P., and Sharma, A. (2016). India's Textile and garment exports to ASEAN: A Preliminary analysis at HS 6 level. PRERANA Journal of Management Thought and Practice, Volume: 8 Issue: 2
- Bajaj, P., and Sharma, A. (2016). Impact of ASEAN India Free Trade Agreement (AIFTA) on India's HS-85 (Electrical Goods) Exports. Jaipuria International Journal of Management Research. Volume 2, Issue 2
- Bajaj, P., and Sharma, A. (2015), ASEAN-India Free Trade Agreement: Issues & Contentions, SCMS Journal of Indian Management, Volume XII Number 4.
- Sharma, A. (2015), Slag Brick Project – Feasibility Analysis for Sustainable development of Samalkha Foundry Cluster, The Case Centre (Formerly ECCH), Reference no. 815-026-1, 2015
- Sharma, A. (2015), Slag Brick Project – Feasibility Analysis for Sustainable development of Samalkha Foundry Cluster (Teaching Notes), The Case Centre (Formerly ECCH), Reference no. 815-026-8, 2015
- Sharma, A., Sardana, G.D. (2014), Escorts Agri-Machinery (Tractors) Business in Africa, The Case Centre (Formerly ECCH), Reference No. 314-326-1, 2014
- Sharma, A., Sardana, G.D. (2014), Escorts Agri-Machinery (Tractors) Business in Africa (Teaching Notes), The Case Centre (Formerly ECCH), Reference no. 314-326-8, 2014
- Bajaj, P., and Sharma, A. (2014), GOC Fashion Private Limited- Challenges in International and Retail Expansion, The Case Centre (Formerly ECCH), Reference no. 814-081-1, 2015
- Bajaj, P., and Sharma, A. (2014), GOC Fashion Private Limited- Challenges in International and Retail Expansion (Teaching Notes), The Case Centre (Formerly ECCH), Reference no. 814-081-8, 2015
- Sharma, A., and Varma, A. (2012), Competitiveness of Leather and Leather Product Exports: A Case of Kanpur Cluster, Foreign Trade Review, VOL. XLVI JANUARY-MARCH 2012 NO. 4.
- Sharma, A., Karwa, P., Dey, A.K. (2012), Buyer-Seller Relationship – Challenge in Export Marketing for The Handicrafts and Handlooms Export Corporation (HHEC), Emerging Markets Case Studies Collection, March 2012, DOI 10.1108/20450621211214469, VOL. 2 NO. 1 2012, pp. 1-11, Emerald Group Publishing Limited
- Sharma, A. (2008), Gems and Jewelry Exports from India – Challenges Ahead, South Asian Business Review, Vol1, Issue 1.

## **RESEARCH IN PROGRESS**

- Impact of COVID 19 on India's International Trade
- Internationalization of MSMEs with special reference to India

## **CASE REPOSITORY AND PUBLICATIONS**

- Sharma, A. (2019), Building Brand Through B2B Route—Del Monte in India, South Asian Journal of Business and Management Cases, VOL 8 No.2, pp. 215-227, Sage Publications, DOI: 10.1177/2277977919842477
- Sharma, A., Bajaj, P. (2018) Taj Hotels, palaces and resorts: The Road Ahead, Emerging Markets Case Studies Collection, VOL. 8 NO. 3, pp. 1-21, © Emerald Publishing Limited, DOI 10.1108/EEMCS-01-2018-0001,
- Sharma, A. (2015), Slag Brick Project – Feasibility Analysis for Sustainable development of Samalkha Foundry Cluster, The Case Centre (Formerly ECCH), Reference no. 815-026-1, 2015
- Sharma, A. (2015), Slag Brick Project – Feasibility Analysis for Sustainable development of Samalkha Foundry Cluster (Teaching Notes), The Case Centre (Formerly ECCH), Reference no. 815-026-8, 2015
- Sharma, A., Sardana, G.D. (2014), Escorts Agri-Machinery (Tractors) Business in Africa, The Case Centre (Formerly ECCH), Reference No. 314-326-1, 2014
- Sharma, A., Sardana, G.D. (2014), Escorts Agri-Machinery (Tractors) Business in Africa (Teaching Notes), The Case Centre (Formerly ECCH), Reference no. 314-326-8, 2014
- Bajaj, P., and Sharma, A. (2014), GOC Fashion Private Limited- Challenges in International and Retail Expansion, The Case Centre (Formerly ECCH), Reference no. 814-081-1, 2015
- Bajaj, P., and Sharma, A. (2014), GOC Fashion Private Limited- Challenges in International and Retail Expansion (Teaching Notes), The Case Centre (Formerly ECCH), Reference no. 814-081-8, 2015
- Sharma, A., Karwa, P., Dey, A.K. (2012), Buyer-Seller Relationship – Challenge in Export Marketing for The Handicrafts and Handlooms Export Corporation (HHEC), Emerging Markets Case Studies Collection, March 2012, DOI 10.1108/20450621211214469, VOL. 2 NO. 1 2012, pp. 1-11, Emerald Group Publishing Limited

## **BOOKS, CHAPTERS AND TECHNICAL REPORTS**

Book Chapter-

- Sharma, A., Mahrotra, S. (2012), International Trade Operations of Handicrafts and Handlooms Export Corporation of India” Capacity Building for Organizational Transformation by Bloomsbury, ISBN 978-93-82563-41-9

## **EDITORIAL POSITIONS AND REVIEWS**

- Founding Editorial Board Member, South Asian Journal of Management, Sage Publication

### CONFERENCE, SEMINAR PAPER AND PRESENTATIONS

S.No	Name of Seminar/Conference	Organized by	Date of Seminar/Conference	Venue of Seminar / Conference
1	International Panel and Conference	ESC	March 25-27, 2009	Rouen, France
2	Delivered Key Note Address at Conference "Emergence of Africa with a Human Face"	St. Jerome Catholique University	8-10 Jan 2014	Douala, Cameroon
3	Chaired the Session at International Conference of Management Cases (ICMC)	BIMTECH	Dec 2014	BIMTECH, India
4	Visiting Faculty to GCI	Global College International	25 June – 3 July 2017	Kathmandu, Nepal
5	Key Note Address to SMEs at Seoul	SIPA	23 October 2017	Seoul, South Korea
6	Chaired the Session at International Conference of Management Cases (ICMC)	BIMTECH	Dec 2017	BIMTECH, India
7	Chaired the Session at International Conference of Management Cases (ICMC)	BIMTECH	Dec 2018	BIMTECH, India
8	Chaired the Session at International Conference of Management Cases (ICMC)	BIMTECH	Dec 2019	BIMTECH, India

### MAGAZINE AND NEWSPAPER ARTICLES

- Published editorial in Hindustan Hindi Daily on 27<sup>th</sup> May 2020 <https://www.livehindustan.com/blog/story-hindustan-opinion-column-27-may-2020-3240171.html>
- [Published article in The Times of India newspaper on topic "Vocal for Local-Challenges Ahead" dated 7 June 2020](#)
- Published article in India Today Magazine on topic "Made in India, Made for the World – Reviving India's Export" dated 6<sup>th</sup> July 2020
- Published article in Business World on 9<sup>th</sup> July 2020 <http://www.businessworld.in/article/Boycott-China-Are-We-Ready-/09-07-2020-295698/>
- Published views in Perspective column of Trade Promotion Council of India on 12<sup>th</sup> August 2020 <https://ibt.tpci.in/blogs/iot-ai-automation-can-be-lucrative-for-indian-manufacturing-smes/>

- Published article in Business World on 16<sup>th</sup> November 2020  
<http://www.businessworld.in/article/Will-Indo-US-Economic-Ties-improve-under-Biden-Presidency-/16-11-2020-343056/>
- Published article in The Hindu Business Line on 2 Dec 2020  
<https://www.thehindubusinessline.com/opinion/why-it-is-better-to-be-in-than-out-of-rcep/article33223852.ece>
- Published article in The Hindu Business Line on 22 January 2021  
<https://www.thehindubusinessline.com/opinion/why-demand-for-guaranteed-msp-is-justified/article33628209.ece>
- Published article in The Hindu Business Line on 13 March 2021  
[https://www.thehindubusinessline.com/opinion/how-to-make-india-a-global-export-hub/article34054913.ece?utm\\_source=print%20article&utm\\_medium=qrcode](https://www.thehindubusinessline.com/opinion/how-to-make-india-a-global-export-hub/article34054913.ece?utm_source=print%20article&utm_medium=qrcode)
- Published views in Perspective column of Trade Promotion Council of India on 10<sup>th</sup> May 2021  
<https://www.tpci.in/indiabusinesstrade/blogs/transforming-india-into-a-major-defence-export-power/>
- Published article in Business World on 12<sup>th</sup> June 2021  
<https://www.businessworld.in/article/Sign-FTA-With-UK-To-Counter-China-s-Might/12-06-2021-392944>

### MDP SESSIONS, WORKSHOPS AND TECHNICAL LECTURES

In last 12 years conducted 27 Management Development Programs (MDP) and 7 six months executive programs in the area of International Business and Marketing across all parts of India. This includes both open and in-company programs for reputed government organization like State Trading Corporation (STC), PEC, Handloom and Handicraft Export Corporation (HHEC), Federation of Indian Exporters Organization (FIEO), BSES Yamuna Power Ltd and private organizations like GPI.

S.No	Name of MDP	Dates	Role	Organization
1	Managing International Trade	21-22 Jan, 2009	Coordinator & Faculty	STC*, Delhi
2	Managing International Trade	12-13 Feb, 2009	Coordinator & Faculty	STC, Delhi
3	Managing International Trade	23-24 Feb 2009	Coordinator & Faculty	STC, Delhi
4	Managing International Trade	2-3 March, 2009	Coordinator & Faculty	STC, Mumbai
5	Managing International Trade	16-17 March, 2009	Coordinator & Faculty	STC, Kolkata
6	Foreign Trade Policy and Export Import Documentation & Procedure	9 June, 2009	Coordinator & Faculty	STC, Delhi
7	Export Import Documentation & Procedure	14-15 Sep. 2009	Director & Faculty	Open MDP
8	Managing International Trade	27-29 Nov. 2009	Director & Faculty	HHEC**, Delhi
9	International Shipping, Chartering & Marine Insurance	15-16 Dec. 2009	Coordinator & Faculty	STC, Delhi
10	International Shipping, Chartering & Marine Insurance	5-6 Jan, 2010	Coordinator & Faculty	STC, Chennai

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11	Managing International Trade	24-25 July, 2010	Coordinator & Faculty	STC, Ahmadabad
12	Managing International Trade	31 July- 1 Aug, 2010	Coordinator & Faculty	STC, Hyderabad
13	International Shipping, Chartering & Marine Insurance	25-26 Sep., 2010	Coordinator & Faculty	STC, Hyderabad
14	Foreign Trade – Policy and Procedural Issues	12 October 2010	Director & Faculty	GPI***, New Delhi
15	International Shipping, Chartering & Marine Insurance	22-23 October, 2010	Coordinator & Faculty	STC, Ahmadabad
16	International Shipping, Chartering & Marine Insurance	9-10 Nov, 2010	Coordinator & Faculty	STC, Delhi
17	Export Marketing & International Trade Operations	22-24 Dec, 2010	Coordinator & Faculty	PEC, Delhi
18	International Shipping, Chartering & Marine Insurance	13-14 Jan 2011	Coordinator & Faculty	STC, Kolkata
19	Trade Finance, Risk Management & Methods of Payment	Feb 15 - 16, 2012	Coordinator & Faculty	STC, Delhi
20	Export Import Documentation and Procedure	March 16 - 17, 2012	Coordinator & Faculty	STC, Mumbai
21	Export Import Documentation and Procedure	March 18 -19, 2012	Coordinator & Faculty	STC, Kolkata
22	Managing Export Business in Turbulent Times – Appropriate Global Business and Marketing Strategy	April 9 - 10, 2012	Coordinator & Faculty	PEC****, Delhi
22	Diploma in Foreign Trade – I Batch (6 Month Part Time Program in association with FIEO)	Sep 2012 – Feb 2013	Program Director	FIEO*****, Niryat Bhawan, New Delhi
23	Managing Export Business with Success in Turbulent Marketing Conditions	18 Dec 2012	Program Director	FIEO, Niryat Bhawan, New Delhi
24	Diploma in Foreign Trade – II Batch (6 Month Part Time Program in association with FIEO)	October 2013 – March 2014	Program Director	FIEO, Niryat Bhawan, New Delhi
25	Shipping In International Trade	7-8March 2014	Faculty	PEC, New Delhi
26	Diploma in Foreign Trade – III Batch (6 Month Part Time Program in association with FIEO)	September 2014 – March 2015	Program Director	FIEO*, Niryat Bhawan, New Delhi
27	Diploma in Foreign Trade – IV Batch	September 2015 – March 2016	Program Director	FIEO, Niryat Bhawan, New Delhi



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	(6 Month Part Time Program in association with FIEO)			Delhi
28	Procedures and Practices of International Trade	28-29 Dec 2015	Program Director	PEC, Delhi
29	Diploma in Foreign Trade – V Batch (6 Month Part Time Program in association with FIEO)	October 2016 – March 2017	Program Director	FIEO, Niryat Bhawan, New Delhi
30	Diploma in Foreign Trade – VI Batch (6 Month Part Time Program in association with FIEO)	Feb 2018 – Aug 2018	Program Director	FIEO, Niryat Bhawan, New Delhi
31	Strategic Profitability through Operational Efficiency	1-2 Feb 2019 & 26-27 April 2019	Faculty	BSES Yamuna Power Ltd, New Delhi
32	Strategic Profitability through Operational Efficiency	15-16 March 2019 & 10-11 Jan 2020	Faculty	BSES Yamuna Power Ltd, New Delhi
33	Diploma in Foreign Trade – VII Batch (6 Month Part Time Program in association with FIEO)	Sep 2019-March 2020	Program Director	FIEO, Niryat Bhawan, New Delhi

\*State Trading Corporation (STC), a four star trading house has been in international trade for over six decades.

\*\*Handloom & Handicraft Export Corporation (HHEC) has been working under the aegis of Ministry of textiles, Government of India. HHEC has been nurturing Indian craftsmanship since five decades of undertaking this creative endeavour.

\*\*\*Godfrey Phillips India Ltd. (GPI) is a tobacco manufacturer headquartered in India. The Company was originally established as "Godfrey Philips Ltd." in London in 1844.

\*\*\*\*PEC Ltd is a premier trading company of India

\*\*\*\*\*Federation of Indian Export Organisations (FIEO) is the apex trade promotion organisation in India set up by the Ministry of Commerce, Government of India and private trade and industry in 1965. The organisation is responsible for representing and assisting Indian entrepreneurs and exporters in foreign markets

### PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

- Member, Academy of International Business
- Member, National HRD Network, India
- Member, Federation of Indian Export Organisations, India
- Member, Confederation of Indian Industry, India

### PERSONAL SOCIAL ENGAGEMENT

Date of Birth : 4 June 1975  
 Address : SS-4, Old Block, BIMTECH, Plot No. 5, Knowledge Park II, Greater Noida