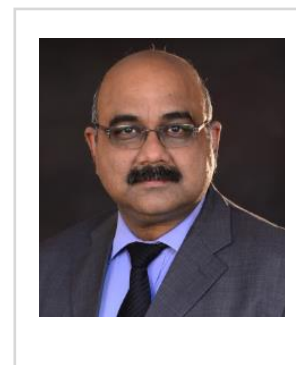


Name : Manoj Kumar Pandey  
Designation : Chairperson- Centre for Corporate Communications  
Associate Professor of Insurance, Marketing  
Institution : Insurance & Marketing  
Email : [manoj.pandey@bimtech.ac.in](mailto:manoj.pandey@bimtech.ac.in)  
Phone : +91-120-6843000-10, Ext- 378



### **BIOSKETCH:**

Prof Manoj K Pandey holds a Master degree in Management from Banaras Hindu University (BHU) & is an Associate member of Insurance Institute of India. He served in Life Insurance industry for 20 years in different capacities & roles in India & Gulf Countries. He had been Resident Manager of LIC in Sultanate of Oman. His last assignment in industry was that of Head - life & medical insurance of a leading local insurance company in Oman.

Prof. Pandey joined Birla Institute of Management Technology (BIMTECH) as a Associate Professor in its Insurance program in December, 2011. He is involved in teaching & research in area of life insurance , insurance channel management & general marketing. He has also handled the administrative portfolios of being course coordinator for PGDM – Insurance program & head of admission in past. At present Prof Pandey is in-charge of the branding & social media activity at BIMTECH.

### **EDUCATION**

- Master of Management Studies (MMS) , Institute of Management Studies, Banaras Hindu University , 1990
- Batchlor of Science ( Hons.) Physics , Institute of Science , Banaras Hindu University , 1988
- Associate of Insurance Institute of India , Mumbai , 2008

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

- Life & Medical Insurance
- Insurance Distribution Channel
- Social / Digital Marketing
- Technology in Finance / Insurance

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

- Marketing Management
- Insurance Distribution Channel

- Principle & Practice of Life Insurance
- Basic course on InsureTech
- Employee Benefit

## **EXPERIENCE**

- Associate Professor, Insurance & Marketing Area, Birla Institute of Management Technology, Greater Noida, India, December - 2011 onwards.
- Asst. General Manager & Head – Life & Medical Division , Oman United Insurance Company , Muscat , Sultanate of Oman , 2009-2011
- Country / Resident Manager , LIC (International) , Muscat , Sultanate of Oman , 2006-09
- Officer in Scale 1/2/3 with Life Insurance Corporation of India at different locations / assignments , 1992-2006.
- Research Assistant , Marketing Area , Indian Institute of Management , Ahmedabad , 1991-92
- Marketing Executive , GSL (India ) Ltd, Bharuch, Gujarat , 1990-91

## **ACADEMIC POSITIONS AND ASSIGNMENTS**

Chairperson, Centre for Corporate Communication , Birla Institute of Management Technology, June 2018 – Present.

Chairperson, Admission ,Birla Institute of Management Technology, June 2015-18  
Course Coordinator , PGDM – Insurance Program , Birla Institute of Management Technology , 2012-15

Member, Academic Advisory Committee (SMC), Birla Institute of Management Technology, June 2012-18.

Member , Admission Committee , Birla Institute of Management Technology , June 2012- onwards.

## **PROFESSIONAL ASSOCIATION AND INDUSTRY PARTICIPATION**

- Member, Policyholder Protection Committee, Aviva Life Insurance Company
- Member , Advisory Panel , Arthgram Agri and Business Services Private Limited company , Mumbai

## **RECOGNITIONS AND AWARDS**

India's Top 30 Marketers in Education by ASMA (Adoption of social media in academia) in year 2018

Cash award from Insurance Institute of India for securing 1<sup>st</sup> rank in two of the Fellowship papers in year 2009

## **RESEARCH FUNDING AND CONSULTING**

Part of the team working on a UN funded project in Bangladesh for developing micro-insurance product for SHG

## **RESEARCH PAPERS AND WORKING PAPERS**

Pandey M K , Seth Pallavi (2019) "Usages of technology for sustainable & inclusive growth in insurance industry in India" The Journal of Insurance Institute of India , Volume VII , Issue No I , July-Sept – 2019 – ISSN No 2278-6759

## **RESEARCH IN PROGRESS**

- One research article on Policy Holder Protection & related matter under consideration for Journal published by Insurance Regulatory & Development Authority of India.
- Study of the extent of financial inclusion among the vendor community in NCR / Delhi

## **CASE REPOSITORY AND PUBLICATIONS**

- Pandey M K , Dr. Seth Pallavi Verma Ajay (2017) "Use of technology for sustainable & inclusive growth – A case of Bajaj Allianz General Insurance Co" published in a ICMC edited book bearing no ISBN 978-93-84052-82-9
- Pandey M K , Verma Ajay (2016) "Increasing Rural Insurance Penetration through common service centre (CSC) – A case study of Future Generali Insurance Co" Case published in ICMC edited book bearing no ISBN 978-93-84052-82-9 IN December 2016 issue.

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

N/A

## **EDITORIAL POSITIONS AND REVIEWS**

Member Editorial Team – Nepalese Journal of Insurance & Social Security ISSN 2565-4942

## **CONFERENCE, SEMINAR PAPER AND PRESENTATIONS**

Moderated a panel discussion on the theme " Changing distribution landscape in India" in [#Insurance](#) Tech Conference organized by [B2B Infomedia](#) on February 19th, 2020 in Delhi

Participated as a panelist in [#InsuranceSummit2020](#) on February 7, 2020 in Kathmandu on the theme “ The future of insurance & the growing use of technology”.

Lead convenor of an industry-academia seminar on the theme "Insurance Industry in India : A spectrum of opportunity " in association [#CPCU](#) India forum & [BimaMall](#) on January 24, 2020

Presented a research paper titled " Digital technology bringing sustainable & inclusive business in rural India - A case of Indian general insurance industry" at a national seminar on transformation of rural economy in Sardar Patel University , VallabhVidyanagar , Gujarat on January 18th , 2020

Delivered talk on theme “Digital Transformation : Risk for Insurance Sector” in BFIN annual risk management conference in Kathmandu , Nepal on August 14, 2019

Participated as a panellist in 14<sup>th</sup> World Education Summit in Delhi on August 9<sup>th</sup> , 2019 on the theme “ Scope of automation in enrolment in higher education”

Participated as a panellist in Higher Education Technology Conference in Gurugram on June 22<sup>th</sup> 2019 on the theme “ Leveraging technology for scaling application & enrolment management”

Lead convenor of 1st BIMTECH-FAIR International Seminar on "CAPITALIZING ON THE EMERGING TRENDS IN INSURANCE IN AFRO-ASIAN REGION: IN QUEST OF PROFITABLE AND SUSTAINABLE GROWTH" April 22-23, 2019.

Participated as a panellist on the theme "Digital disruption & paradigm shift in enrolment at educational institution" at [#IndianEducationCongess2019](#) in Aerocity , New Delhi on February 13<sup>th</sup> , 2019

Participated as a panellist in ASMA annual convention & award ceremony 2018 on the theme “Adoption of social media as a marketing tool for educational institutions” in Bengaluru on August 31<sup>st</sup> , 2018.

## **MAGAZINE AND NEWSPAPER ARTICLES**

- Pandey M K , Namrah Akram (2018) “Growing use of social media in customer engagement in insurance industry in India” published in The Insurance Times Volume XXXVIII No 5 ,May 2018 issue , ISSN – 0971-4480
- Pandey MK , Vikas Rana ( 2019) “Insuring Road for National Development” published in The Insurance Times Volume XXXIX No 2 , Feb -2019 issue , ISSN – 0971-4480
- Pandey MK , Shubham Singh (2019) “Insurance protection for Solar Farms” published in The Insurance Times Volume XXXIX No 6 , June -2019 issue , ISSN – 0971-4480

## **INTERVIEWS AND MEDIA IMPACT**

Resume of .....

Traditional Vs ULIP

<https://www.youtube.com/watch?v=T69CdYYp7xQ>

Panel discussion on February , 2020

<https://www.youtube.com/watch?v=DRWx825mcw&feature=youtu.be&fbclid=IwAR2cziJdtjWOOEw0BMJj86PPbTh3XUPu42yHr2bz72QAeyfhtz4ovlBspyg>

#Insuretech is the new insurance paradigm November , 2019

[https://www.youtube.com/watch?v=lhhu\\_O3CBGE&t=3s](https://www.youtube.com/watch?v=lhhu_O3CBGE&t=3s)

Retirement planning for senior citizens November, 2019

<https://tennews.in/prof-manoj-pandey-associate-prof-at-bimtech-shares-schemes-for-senior-citizens-after-retirement/?fbclid=IwAR3DpDFELu73BFNykj8bG6IGdvE0lBqFSwou4XeQpX46pxhHbi5wqY0UP5E>

Basics of Insurance

[https://tax4wealth.com/watch/insurance-what-is-insurance\\_1moJyL4aGbQEmgt.html?fbclid=IwAR3nSOMnHK\\_RUkcxP1kc7pSZnPVIRYOpik-75qSZw5RTAxmNAAN5w8A-5l](https://tax4wealth.com/watch/insurance-what-is-insurance_1moJyL4aGbQEmgt.html?fbclid=IwAR3nSOMnHK_RUkcxP1kc7pSZnPVIRYOpik-75qSZw5RTAxmNAAN5w8A-5l)

Technology disrupting education

[https://www.youtube.com/watch?v=Qw681q\\_DTBM](https://www.youtube.com/watch?v=Qw681q_DTBM)

ASMA annual convention 2017

<https://www.youtube.com/watch?v=-ib92e9zQpw>

## **MDP SESSIONS, WORKSHOPS AND TECHNICAL LECTURES**

MDP session on “Digital Marketing” for the group of banking & insurance official from Nepal on January 29<sup>th</sup>, 2020 in Vikramsheela , BIMTECH

## **PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS**

N/A

## **DOCTORAL DISSERTATIONS AND AWARDS**

N/A

## **SOCIAL ENGAGEMENT**

N/A