

Name : Manoj Kumar Pant  
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## **BIOSKETCH:**

Live by the adage 'Knowledge is power'. A practitioner faculty having diversified experience in electrical maintenance, paint and luggage sales, retail and telecom. Currently in higher education sector. Also conducting MDP for corporates like UCO bank. Mentoring candidates for Goldman Sachs' 10000 women entrepreneurs programme. Some of my observations and learnings from sales:

- Hard work has an alternative in smart work
- Customer always calls the shots
- People buy your words and promise (they also buy your products)
- Technology has the shelf life of a banana, upgrade before you are forced to
- Thinking on your toes always helps
- In sales skin has to be thick irrespective of whether it is black or white.

Teaching and learning are a never ending ongoing journey. Good and sharp students raise the discussion bar higher and it helps both (the students and the teachers). Was fortunate to teach students from MDI, Murshidabad, IMT Ghaziabad, Jaipuria Institute of Management, Noida, IBS, and Gurugram.

Specialties: Started student run retail start up in Bimtech called 'Froosh' run by students of Retail. This has inculcated a sense of ownership in the students who manage the self run shop as a profit centre. Organising OJT (on job training) for 1st year students in retail organizations for them to have a hands on exposure to the real world of retail. Mentoring management students in retail, marketing and operations. Teaching 'MARKSTRAT': marketing strategy simulation game to students in a very engaging environment.

Hobbies: I am a fitness freak and read across a wide genre of topics. Married with two sons who upgrade me on tech matters.

## **EDUCATION: (TOP 3/4)**

- Pursuing Phd from Aligarh Muslim University.
- PGDM, Xavier Institute of Management Bhubaneswar, 1998 .
- BE (Electrical), University College of Engineering Burla (Sambalpur University), 1994
- 10+2, St. Pauls's School Rourkela, 1990
- 10<sup>th</sup>, Kendriya Vidyalaya Rourkela, 1988

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

- Marketing Management
- Consumer Behaviour
- E commerce
- Sales and distribution
- Private label

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

Marketing Management I, II

Consumer Behaviour

Sales & distribution Management

Mall Management

Category Management & Private Label

Advanced Markstat Simulation

Services Marketing

### **EXPERIENCE**

- Associate Professor, Marketing and Retail, Birla Institute of Management Technology, Greater Noida, India, Jan 2012 – onwards.
- Visiting faculty at MDI Murshidabad(2016, 2019), IMT Ghaziabad(2012), IBS Gurugram ( 2016), Apeejay Stya University Gurugram( 2010-2011)
- Centre Director, WLC College, Sainik Farm, New Delhi ( Jan 2011-April 2011)
- Head PACE(Key Accounts), AIRCEL, UP(W), 2009-2010
- Chief Manager, Reliance Retail Ltd. Delhi, 2006-2009
- Head Retail North, Blow Plast Ltd(VIP), 2004-2006
- Branch Manager, Berger Paints Pvt. Ltd. 1998-2004
- Executive trainee at Orissa Synthetics Ltd. Dhenkanal, Odisha,(J,K,Corp, part of RIL group now), 1994-1996

### **ACADEMIC POSITIONS AND ASSIGNMENTS**

- On job training coordinator in PGDM Retail , Birla Institute of Management Technology, June 2016 onwards - Present.
- Member Alumni committee Bimtech since June 2018 - Present
- Visiting Professor, MDI, Murshidabad, India, 2016 -Present
- Visiting professor, IMT, Ghaziabad, 2012.
- Visiting professor, Jaipura Institute of Management, Noida, 2012.
- Visiting professor , IBS, Gurugram, 2014

### **RESEARCH PAPERS AND WORKING PAPERS**

- Pant, Manoj., Pradhan, Saurabh., (2019). International Journal of Scientific Publishing and Research, DOI:10.14299/ijser.2018.05.11

### **RESEARCH IN PROGRESS**

- The effect of price verification, product display, assortment satisfaction on overall satisfaction, online repatronage with a co-author.

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

Book Chapter-

- Pant, Manoj., Priya, Pankaj., (2017) ' Opportunities and challenges for scaling up dairy business in India, Case of Gopaljee Ananda Dairy '. In G.D.Sardana and Toho Thatchenkery (Eds) (pp. 150-158). Bloomsbury Publication .

### **EDITORIAL POSITIONS AND REVIEWS**

- Reviewer, Global Business Review , Sage Publication , 2019

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

- Pant, Manoj., Priya, Pankaj., (2016, 2<sup>nd</sup> Dec ). 'Opportunities and challenges for scaling up dairy business in India, Case of Gopaljee Ananda Dairy' presented in ICMC, Bimtech, Greater Noida (U.P).
- Pant, Manoj., Pradhan, Sourav., (2016, 9<sup>th</sup> Dec). Using predictive analytics modeling to optimize losses in commercial kitchen operations: Research Paper , presented in International conference on innovation, market competition and economic development at IMI, Bhubaneswar(Odisha)

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

- Marketing resource person for 'Workshop on improving skills for managerial effectiveness' UCO Bank , one day workshop each on 21<sup>st</sup> May 2012, 28<sup>th</sup> May 2012 respectively.