

Resume of Dr. GAGAN KATIYAR

Name : GAGAN KATIYAR
Designation : Chairperson, PGDM (Retail Management),
Associate Professor of Marketing
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BIOSKETCH:

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 22 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, BSES Delhi 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, Bharti Airtel 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).

He is also the Global Head of Alumni, BIMTECH, Greater Noida.

EDUCATION:

- Ph.D. From Dr. B.R. Ambedkar University, Agra. Degree awarded in 2009
- PGDBM (Marketing & Finance) from NIILM, Delhi in the year 1998
- B.Sc (Physics, Chemistry, Maths) from Kanpur University in the year 1994
- Diploma in Information & Systems Management from APTECH in the year 1995
- Certificate in Exports Marketing from UP Export Corporation in the year 1995

AREA OF INTEREST AND RESEARCH

- Marketing Management
- B2B Marketing
- Services Marketing
- Consumer Behaviour
- Sales & Distribution Management

Integrated Marketing Communication

TEACHING COURSES AND NEW COURSES DEVELOPED

- Marketing Management
- Digital Marketing
- Strategic Marketing
- Markstat Simulation
- Services Marketing
- Integrated Marketing Communication

EXPERIENCE

- Associate Professor, Marketing, Birla Institute of Management Technology, Greater Noida, India, June 2014 – onwards.
- Assistant Professor, Marketing, Birla Institute of Management Technology, Greater Noida, India, Feb 2003 – May 2014.
- Director, Marketing, Work Mantra Consulting, New Delhi, India, August 2000 - Jan 2003.
- Manager, Marketing, Godfrey Phillips, New Delhi, India, May 1998 – July 2000.
- Manager, Marketing, Anand Nishikawa, New Delhi, India, May 1994- June 1996.

ACADEMIC POSITIONS AND ASSIGNMENTS

- Head, Alumni Relations, BIMTECH, Greater Noida..
- Visiting Professor at Symbiosis Centre for Distance Learning, Pune, India.
- Academic consultant and visiting faculty to Mountbatten Institute (UK) for their establishment in India.
- Visiting Professor for the employees of Organizations like Infosys, WIPRO, King Fisher Airlines, Dr. Reddy Labs, HINDALCO Industries, Computer Science Corporation, EXL Services and Bharti Airtel Ltd.
- Taught a 15 day course on Marketing Management at Uniglobe College, Kathmandu for the MBA students during October, 2015.

PROFESSIONAL ASSOCIATION

- Member-TiE (The India US Entrepreneurs), Delhi.
- Consultant & Advisor at Kommunity Industry Chamber of Commerce & Industry, Delhi.

RECOGNITIONS AND AWARDS

- Distinguished Service Award, Birla Institute of Management Technology, 2013.

RESEARCH FUNDING AND CONSULTING

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- Training program on Communication and Presentation Skills for Managers for Johnson Matthey (I) Ltd., Manesar, Gurgaon (a U.K. based MNC) during November, 2002
- Conducted a Pre and post testing studies for various national brands for SSC&B Lintas, New Delhi during 2003.
- Compensation benchmarking survey for all level of executives for Johnson Matthey (I) Ltd., at Manesar, Gurgaon during May-July, 2003
- One day training on Interpersonal Effectiveness using FIRO-B for Managers for Air Freight Ltd., New Delhi during September, 2003
- Pre launch feasibility study for Henkel Loctite (I) Ltd., New Delhi (a German MNC) during their launch of consumer adhesives in the major 'A' class cities of India during June-August, 2003
- Compensation benchmarking survey for staff for Asian Paints (I) Ltd., at Greater Noida during July-august, 2004
- Designed and developed a Mass Media campaign for DDA in February 2005.
- Developed Mass Media Campaign and Publicity Material for Ministry of Shipping and Road transport during May-June, 2005.
- Developed a corporate advertising campaign for Indian Trade Promotion Organization, New Delhi during June, 2006.
- Conducted a Sales Training workshop for the front line sales force of Henkel Adhesive India Pvt. Ltd. in Delhi during September, 2006.
- Conducted a two day out bound behavioural training program for the staff of Power Finance Corporation organized at Mount Abu in May, 2008.
- Conducted a one day workshop on Services Marketing for Bank Managers of UCO Bank in October, 2010 at Delhi.
- Conducted a workshop on 'Branding for Small Enterprise' for women entrepreneurs- A project funded by Goldman Sach and executed by ISB, Hyderabad in February, 2012, Greater Noida.
- Conducted a workshop on 'Integrated Marketing Communications for Exports' organized by the Federation for Indian Exporters Organization from the year 2012-2020 at New Delhi.
- Conducted a 8 day residential training program on Strategic Profitability through Operational Efficiency for Sub Divisional Heads of BSES, Delhi in Feb 2019.

RESEARCH PAPERS AND WORKING PAPERS

- Katiyar G (2015) 'Factors affecting the retailer perception for the sale of snacking products through traditional retail outlets in India', Nepalese Journal of Management Science & Research to be published in 2015, Vol 1, No.1, 22-32, ISSN: 2467-9356.
- Katiyar G, Dey AK, Arora S (2012) 'Purchase motivations of Indian consumers for facial skincare wet wipes', Edited book titled Building Competencies for

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Sustainability & Organizational Excellence, p 377-398, Mc Milan, 2012. ISBN: 978935-059-038-6

- Katiyar G, Kaur S (2012) 'Branding the Business Marketing Offer: Exploring Brand Attributes in the Ceramic Business Market in India', Edited Book titled Capacity Building for Organizational Transformation, P 255-265, Bloomsbury, 2012. ISBN: 978-13-82563-41-9
- Katiyar G, Upadhyaya S (2013) 'Attribute based perception mapping of retailers on choice of brand in the edible oil segment-A case study', Edited book on Understanding Work Experiences from Multiple Perspective, p 181-192, by Bloomsbury in 2013. ISBN: 9789384898-58-8
- Katiyar G, Gupta S (2015) 'Service Quality in Travel & Tourism-Optimizing Business Growth', Edited book titled Strategies for Scaling Up by Bloomsbury. ISBN: 9789385436789
- Mishra M, Katiyar G, Dey AK (2010) 'Consumer perception & buyer behavior for purchase of residential apartments in NCR', Indian Culture & Business Management (Inderscience) in 2013, Vol 6, No. 1, 56-58

RESEARCH IN PROGRESS

- Motivations of Social Entrepreneurs: Use of Self Determination Theory to gain insight into the Indian scenario (Paper Accepted to be published in International Journal of Business & Globalization)

CASE REPOSITORY AND PUBLICATIONS

- Book on Entrepreneurship Cases of BIMTECH Entrepreneurs to be published by Sage Publications in the year 2020.

CONFERENCE & SEMINAR ORGANIZED

- Two day workshop on "Perspectives of Contract Labour in the Current Economic and Legal Milieu" at hotel Maurya Sheraton, New Delhi during July, 2002
- One day national seminar on "Insurance Brokerage: Instrument for Restructuring Insurance Market" at hotel Maurya Sheraton, New Delhi during September, 2002
- Workshop on "Neuro Linguistic Programming as a fast track concept in Marketing Management" at Birla Institute Auditorium, New Delhi during November, 2002.
- One day workshop on "Sexual Harassment in the Workplace", towards organizational preparedness at Birla Auditorium, New Delhi during December, 2002.

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- One day national seminar on “Transaction to Transformation – An Emerging Role of HR” at India Habitat Centre, New Delhi during April, 2003
- One day national seminar on “Retailing” at hotel Le Meridien. New Delhi during December, 2003
- One day national summit on “Rural Marketing” at hotel Le Meridien, New Delhi on April 10, 2004.

DOCTORAL DISSERTATIONS AND AWARDS

- 1 doctoral candidate in progress at different Synopsis stage