

Name : Dr. Prateek Jain  
Designation : Associate Professor

Email : prateek.jain@bimtech.ac.in  
Phone : +91-120-6843000-10



- **BIOSKETCH:**

Dr. Prateek Jain is a Management & Strategy Professional with a work experience of 25 years. He is working as Associate Professor of Strategy & Entrepreneurship at Birla Institute of Management Technology (BIMTECH), Greater Noida.

Previously he had worked as Associate Professor of Strategy & Entrepreneurship with IIM Jammu for 2 years. Before joining Academics, he had worked in the Corporate sector for 23 years in various Industries & sectors.

Dr. Prateek had done his PhD from IIT Delhi and MBA from IIM Lucknow. He had done his graduation in Mechanical Engineering.

He had also authored 3 Books in the area of Management & Entrepreneurship which are available on many platforms including Amazon.

- **EDUCATION:**

\*Ph.D (Strategy & Marketing) from Indian Institute of Technology, New Delhi, Department of Management Studies (IIT Delhi)

\*MBA (Strategy & Marketing) from Indian Institute of Management, Lucknow (IIM Lucknow)

\*B.E (Mechanical Engineering) from Mangalore University

- **AREA OF INTEREST AND RESEARCH**

- General Management
- Strategic Management
- Entrepreneurship

- **TEACHING COURSES AND NEW COURSES DEVELOPED**

- Strategic Management
- Entrepreneurship & New Venture Planning
- Corporate Entrepreneurship
- Understanding Indian Market for Business Success

- **EXPERIENCE**

Previously worked as Associate Professor of Strategy & Entrepreneurship with Indian Institute of Management, Jammu (IIM Jammu) for 2 years.

Had previously worked in Industry & Consulting for 23 years: With some of the prominent Indian, European, American & Japanese Organizations across various sectors: Hero Motocorp (Hero Honda), Yamaha India, Honda Cars India, Suzuki Motors, Carrier Airconditioning & Refrigeration, Putzmeister construction machines; among others.

- **ACADEMIC POSITIONS AND ASSIGNMENTS**

Chairperson, Centre for Entrepreneurship, Innovation & Skill development, IIM Jammu ( 2021-2023 )

Chairperson, Centre for Small Business Development, IIM Jammu (2022-2023)

- **RECOGNITIONS AND AWARDS**

Had received the "Performance Excellence Award" from Indian Institute of Management Jammu (IIM Jammu) for the Performance rating of 'Outstanding'

- **RESEARCH PAPERS AND WORKING PAPERS**

- # 3 Books

- 1) '***Start your own Enterprise: The Must Know how guide for an Entrepreneur***'
- 2) '***The Unique Indian Market: Doing Business in India***'
- 3) '***Innovative Marketing: 30 Types of Marketing for Small & Medium Enterprises (SMEs)***'

You can look inside the Books on Amazon <https://bit.ly/BooksDrPrateekJain>

- # 12 Research Papers in Journals (8 ABDC, 3 Scopus, 1 Case study with Teaching Note)

- **RESEARCH IN PROGRESS**

The crux of his PhD Research at IIT Delhi was to find out how Small & Medium Enterprises (SME's) & Startups can grow in spite of various constraints & limited resources.

During the Research endeavour, he was able to discover some Tools, Techniques & Strategies which can facilitate their growth. He was also able to prove it, with the help of various real life Case studies, duly documenting them in his Research thesis.

- **CONFERENCE, SEMINAR PAPER AND PRESENTATIONS**

- # 7 Research Papers presented & published in Conferences (6 International & 1 National)

- **PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS**

- \*Certified Management Consultant (CMC) from Consultancy Development Centre, DSIR, Govt. of India.
- \*Accredited by the World Bank group (IFC) as a certified Consultant & Trainer.
- \*Certified Trainer by the International Labour Organization (ILO) to deliver its training programs.
- \*Empanelled with the development programs arm of the United Nations (UN) as a resource person for its Global alliance program.