



Brief Profile

Designation**Dr. Rishi Dwesar****Dean and Program Head, IBS Dehradun,
ICFAI University**

- **PhD. (2014), Icfai Foundation for Higher Education (IFHE), Hyderabad, 2014; MBA (Scholarship Holder), IBS, 2009; Post Graduate Diploma in Export Marketing Management (PGDEMM), Kurukshetra University, 2006.**
- He has more than 15 years of rich experience in Corporate and Academia.
- He has worked as Research Consultant, iCRM Kuala Lumpur, Malaysia; Account Manager, Bounce Communication and Design Gurgaon; Sales Manager, Hero Honda Motors, Panchkula.
- He has published several research papers and case studies in high impact factor journals such as Management Decision; Environment, Development and Sustainability; Sustainable Futures; The Case Journal and many more.
- His case study on GoPro has been published by prestigious Ivey Publishing and is a best seller on GoPro.
- He has won several best paper awards including AIM-AMA Best Paper Award (2018) worth Rs. 1,00,000 and the Pritam Singh Memorial Best Paper Award (PRISM-2023).
- He has conducted several management developments programs for companies like Maruti Suzuki India Pvt. Ltd., India Post, Khadi and Village Industries Commission, Ashiana Homes, Indian Drugs & Pharmaceuticals Ltd and many more.
- He has been invited as a guest speaker/resource person to many prestigious Indian B-Schools such as IIM Indore, IIFT Delhi, Fore School of Business Delhi, IMT Hyderabad, Narsee Monjee Mumbai and Hyderabad and many more.
- He has been part of several important committees in IBS Hyderabad and IBS Dehradun, and is member to several academic and industrial bodies such as Informing Science Institute. He has instrumental in Digital Transformation of IBS Hyderabad during covid pandemic and launched many institutional initiatives for smooth conduct of classes and operations online.
- He has hosted many national and international conferences and has been a track chair in numerous conferences over the years.
- He is very passionate about teaching and has trained more than 10,000 executives and post graduate students in digital marketing.
- He has consulted many SME companies including IIMJobs.com, Relegate Interactive, Ashiana Homes, TravelExic and several others.
- He launched a new course on Marketing Technology in the year 2020 at IBS Hyderabad. The course is offered at both IBS Hyderabad and IBS Bangalore as an elective year on year.