

DR. SANJEEV MALAVIYA

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Associate Dean – IBS Dehradun

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PRECIS

- **Ph.D. (Management), UGC-NET (Management; 73.71%), MBA, PGDIB (81.25%; Symbiosis, Pune); Certificate course on Predictive Analytics and Quantitative Marketing Research (completed with distinction) from IIM Bangalore.**
- A result oriented professional with around 27 years of experience in diverse areas in the service and education sector (covering both Academics and Industry). Currently associated with ICFAI Business School, ICFAI University Dehradun.
Adept at:
 - **Strategy planning**
 - **Brand Management**
 - **Training & Development**
 - **Sales & Marketing**
 - **Network Development**
 - **Relationship Management**
- Excellent communicator with the ability to analyze and handle issues with accuracy & precision.

AREAS OF EXPERTISE

- **International and Indian Patents & Copyrights (06) and Research Publications** in International and National Journals of repute.
- **Have thrice been the recipient of the Best Teacher Award** (2023, 2022, 2018) at the University for teaching excellence and institutional development.
- **Industry experience** in strategic planning, management of profit centers, expansion of business, brand management, channel sales management, budgeting and training and development.
- Convener of the HR Conclave- 2023 on "Building Digital Dexterity- A Strategic Perspective & Role of HR."
- Supervised the project on 'Digital Transformation of Street Vendors' conducted in collaboration with Friedrich Ebert Stiftung (FES), Germany (2022).
- Conducted workshops and seminars as keynote speaker on Career Development and Business Communication and diverse areas of business management.
- Initiated, organized and conducted IBS Thought Leader Web Series, Management Development Programs, Seminars and Conference.
- Successfully convened the first 'Shri N.J Yasaswy Memorial' Academic Corporate Engagement (ACE) program (2020) at the University.
- Have thrice won the 'Best Teacher Award' for institution building.
- Adjudged the best-Case Facilitator for the award-winning case on Business Strategy and Retail Management.
- Member of the All-India Management Association (AIMA) the apex body for management in India and Confederation of Indian Industries (CII).
- Appointed Convener of National Education Policy 2020- Implementation Committee, The ICFAI University, Dehradun.
- Research domain- Higher Education Methodology, Strategic Management, Services Quality, Brand Management, International Business and Human Behaviour.

ORGANISATIONAL DETAILS

Since Aug 2005, working with ICFAI Business School Dehradun (presently: Associate Professor, Associate Dean & Head- Career & Skills Development Center)

- **Teaching:** Marketing Management, Advanced Marketing Management, Services Marketing, Retail Management and Business Strategies by using innovative teaching pedagogy.
- **Research:** Organizing conferences, seminar, workshops, student development program, faculty development program, paper presentation, publications, best paper awards etc.
- **Placements:** Rapport developed with industry has helped IBS Dehradun to be among the first and the pioneer B School in the group to successfully complete the Placements of its students, despite the severe pandemic, lockdown and in the Covid curfew situation.
- **Institution building efforts**
 - Active involvement in activities related to Accreditation or the Admissions marketing of the MBA/PGPM programs. Two successful ACE program and fifty two thought leader sessions with prominent industry leaders and professionals have been successfully conducted (2020-2021).
 - Prepared the draft for the implementation of the recommendations of the new National Education Policy 2020 and have been appointed as the Convener of the National Education Policy 2020- Implementation Committee, The ICFAI University, Dehradun (2020).
 - Instrumental in conducting the Alumni meet of IBS, ICFAI University, Dehradun which was a huge success (2019).

Academics

- Key Interest Area: Marketing Management, Advanced Marketing Management, Services Marketing, Retail Management and Business Strategies and General Management.
- Resource member for Case Workshops, Group Discussion, Interview and Career choices.
- Recognized as a competent faculty in the area of Marketing Management, Advanced Marketing Management, Services Marketing, Retail Management and Business Strategies.
- Member of curriculum review for industry inputs for managements subjects that include Marketing Management, International Business, Digital Marketing, Retail Management, etc., for the various programs at the University.
- Student mentoring for career choices, summer internship and final placements.
- Soft Skills Training and Guiding students on Summer Projects on marketing, research domain.

Intellectual capital

Patents

- Title: Autonomous Demand Forecasting and Inventory Replenishment System Blockchain-Based Supply Chain Transparency and Verification Method; Name of the Granting Agency: Intellectual Property Office, Govt. of United Kingdom; Year of Publication: 2024; Type of Publication: Design Patent; Status: Published and Granted; Design No.: 6396881
- Title: An Electronic Device for Sustainable Supply Chain Management Using Environmental Impact Analytics; Name of the Granting Agency: Intellectual Property Office, Govt. of United Kingdom; Year of Publication: 2024; Type of Publication: Design Patent; Status: Published and Granted; Design No.: 6373699
- Title: Security Device; Name of the Granting Agency: Indian Patent Office, Govt. of India; Year of Publication: 2024; Type of Publication: Design Patent; Status: Published and Granted; Design No.: 387218-001
- Title: Model for Interrelation between AI-enabled e-Learning Environment, Learner's Engagement, and Learner's Performance with Independent, Dependent, Moderate, and Mediating Variables; Name of The Granting Agency: Register of Copyright, Copyright Office, Government of India; Year of Publication: 2024; Type of Publication : Copyright; Status : Published; Registration No. : L142697
- Title: A Graphical User Interface with AI-enabled Adaptive Learning for E-learning; Name of the Granting Agency: Intellectual Property Office, Govt. of United Kingdom; Year of Publication: 2023; Type of Publication: Design Patent; Status: Published and Granted; Design No.: 6295346
- Title: Analysis Of Foreign Trade Policy To Promote The Development Of Exports In India; Name of the Granting Agency: The Patent Office Journal India; Year of Publication: 2023; Type of Publication: Patent; Status: Published and Granted; 202341033870 A.

Research Papers Publications (Recent)

- AI-Enabled Online Adaptive Learning Platform and Learner's Performance: A Review of Literature, Empirical Economics Letters, 23 (Special Issue 3), ABDC, (September 2024) ISSN 1681 8997.
- Adoption of Adaptive Learning-based E-learning platforms among University Students in Uttarakhand, India: A Study, Journal of Informatics Education and Research, ABDC-C, ISSN: 1526-4726 Vol 4 Issue 3 (2024)
- AI - Enabled Effective Computing in Adaptive Learning : An Integrated Approach to Learning, The IUP Journal of Information Technology, ISSN Number : 0973-2896 Year of Publication: 2024 Vol (Issue), Page No.: 20 (1), 25-56 Publisher: ICFAI Publications
- The Impact of AI-Driven Personalization on Learners' Performance Journal: International Journal of Computer Sciences and Engineering ISSN Number: 2347-2693 Year of Publication: 2023 Vol (Issue), Page No.: 11 (8), 15-22 Publisher: ICFAI Publications
- AI-Enabled Adaptive Learning for Special Education Students Journal: The IUP Journal of Information Technology ISSN Number: 0973-2896 Year of Publication: 2023 Vol (Issue), Page No.: 19 (3), 45-61 Publisher: ICFAI Publications
- Book Chapter: Leveraging Technology to Enhance Learner Engagement, Book Title: Design Thinking: Science, Engineering, and Management in Action Page No.: 215-220 Publication House: JBIT, Year of Publication: 2023 ISBN: 978-81-961781-9-2
- Book Chapter: Learner's Performance: An Introduction, Book Title: Design Thinking: Science, Engineering, and Management in Action Page No.: 221-225 Publication House: JBIT Year of Publication: 2023 ISBN: 978-81-961781-9-2
- Book chapter 'Marketing Issues of New Venture' (Ch.9, 185-204) has been published in the book 'Entrepreneurship in India' (Manakin Press, 2022).
- Reviewer of the interdisciplinary journal Asian Women published quarterly and covered by Social Sciences Citation Index (SSCI), SCOPUS, and Korea Citation Index (KCI) (2021).
- Certification from Sookmyung Women's University, Seoul, KOREA appreciating the contribution to the improvement of the journal (2021).
- 'Determinants of the Satisfaction of Students Studying in Private Universities – Application of Kano Model'. Theoretical Economic Letters. Scientific Research Publishing Inc, USA, 10(1), 1-16. ISSN 2162- 2078. (2020)

Academic Achievements

- Consistently received an excellent student feedback in the subjects taught- Services Marketing, Retail Management, Business Strategies, Advanced Marketing and Marketing Management.
- Adjudged the IBSAF Best Teacher and won the first Best Teacher Award for institution building (2018). Subsequently won the best teacher award (2021, 2023) , winning it three times at the University.
- Adjudged the best Case Facilitator for the award winning case on Business Strategy, 'Tesco- Losing ground in U.K', in the three day workshop/Faculty Development Program on Case Method for Management, conducted by Case Research Center, ICFAI Foundation For Higher Education (Hyderabad).
- Conducted the workshop on 'Enhancing Digital Marketing Capabilities' (September 2021) as a key resource person along with Mr. Sandeep Santosham, Director- Digital Nest.
- Organizer of the first Shri N. J Yasaswy Academic Corporate Engagement program on first "Shri N. J Yasaswy Memorial Academic Corporate Engagement (ACE) program" – a thought leaders' panel discussion for the year 2020 on 'Knowledge Spillover factors that foster Innovation and Growth'on January 24, 2020. The event was held at ICFAI University, Dehradun with panelists from TCS, Adobe Systems, Infosys, CA Technologies, Sembcorp, Class One Systems etc.

- Successfully organized a 4 Days MS- Excel Training Workshop (Sep 7-10, 2020). It covered Business Modeling, Dash-boarding Pivot Table, Charts and Graphs and an overview of Basic Operations in MS Excel.
- Conducted the MDP on 'Networking Skills for Managers' for the practicing Managers at Hotel Pacific, Dehradun (first MDP for IBS Dehradun, October 2018).

Extra-curricular achievements

- Organizing team member for many events at university level (Conferences, Fests, Role plays, management competition, students' seminars, annual alumni meet, fresher party, farewell party, guest lectures, workshops etc.)
- Have contributed in University Convocation ceremonies in preparations and drafting speeches for the dignitaries.

Professional Meetings and Conferences

- Convener and Moderator of the second Shri N. J Yasaswy Memorial Academic Corporate Engagement (ACE) Program that was organized by IBS, ICFAI University Dehradun in association with Lead India Foundation. The panel discussion on 'INDIA AFTER THE COVID-19 IMPACT' witnessed some interesting views from the eminent panelists that included Dr. Parin Somani (International Academic Scholar, Motivational Speaker, Writer), Dr. Hari Krishna Maram (Vice Chancellor-Global Digital University, USA & Chairman- Vision Digital India) and Dr. G. Ganpathy Reddy (Founder- Stayfit Health) along with the Vice Chancellor, ICFAI University Dehradun. The session was moderated by Dr. Sanjeev Malaviya. Students and participants who attended it online found it intellectually stimulating (December 18, 2020).
- Successfully completed five-day workshop on 'Mediation, Moderation and Conditional Process Analysis' offered by the distinguished professor of IIM Ahmedabad (April 2021).
- Awarded certificate for successfully completing the two-credit course on Predictive Analytics and Quantitative Marketing Research (completed with distinction) offered by IIM Bangalore (2020).
- Successfully completed one-week faculty development program on 'Structural Equation Modeling' offered in association with distinguished professor of IIM Ahmedabad (2020).
- Successfully completed five days' workshop on "Designing, Conducting and Writing Mixed Method Research Design" (2020).
- Organized a seminar on the topic "Overview of Mutual Funds: An Investment, The Industry and Career Path." The Joint Assistant Vice President, Mr. Prashant Sharma, of HDFC AMC interacted with the students' of IBS Dehradun (October 2019).
- Conducted a two days' workshop at ICFAI University Dehradun in coordination with Karvy Stock Broking, Dehradun (December 2019).
- Contributed in the ten-day FDP on Data Analysis Techniques using SPSS organized by Uttaranchal University, Dehradun (July 22-31, 2019).
- Attended workshop on Learning Management System and Moodle-Mobile Application at ICFAI University, Dehradun (October 13-14, 2018).
- Participated in three days Faculty Development Program on "Analysis with R" at Department of Decision Sciences, COMES, UPES, Dehradun (April 27-29, 2017).
- Participated in the Seven-day FDP on Business Research Methods organized by Faculty of Management Studies (FMS), University of Delhi (May 9-15, 2015).
- Two days' workshop on 'LATEX- a Document Preparation System' organized by Faculty of Science & Technology, IUD.

- Attended one day workshop on “Research Process and Data Analysis using SPSS & MS. Excel” organized by IBS Business School, The ICFAI University Dehradun (April 19, 2015).
- Participated in the Workshop on ‘Foreign Exchange Management Act (FEMA)’ conducted by Reserve Bank of India at Dehradun (June 5, 2013).

Talks delivered

Title	Auspices under which delivered
Key Resource person for the Faculty Knowledge Sharing Program on ‘Experiential Learning-Model, Methods and Practices’	Faculty members of Teerthanker Mahaveer University, (August 22, 2020).
Key Resource person for the Seminar conducted on ‘Employability Skills’	Lucknow Public College of Professional Studies, Lucknow, (April 10, 2019).
Organized a 4 Days MS- Excel Training Workshop	IBS, ICFAI University Dehradun, (September 7-11, 2020).
Addressed three webinars as key note speaker for prospective MBA students.	IBS Admissions Marketing (2020)
Conducted a one-day seminar on Digital Marketing for management graduates as keynote speaker.	Uttaranchal University, Dehradun, (April 15, 2019).
Conducted a Seminar on Changing Market Scenario and Careers in Management	Graphic Era University, Dehradun, (May 5, 2016).
Conducted a Seminar on Emotional Intelligence	SGRR- ITS, Dehradun (May 5, 2014)

Details of faculty development programs/workshops conducted

- Conducted a one-day workshop on ‘Enhancing Digital Marketing Capabilities’ (September 15, 2021) as a key resource person along with Mr. Sandeep Santosham, Director- Digital Nest.
- Organized a four days’ Workshop on Advanced MS-Excel (August 23-27, 2021).
- Key Resource person for the Faculty Knowledge Sharing Program on ‘Experiential Learning-Model, Methods and Practices’ delivered to the Faculty members of Teerthanker Mahaveer University (August 22, 2020).
- Successfully organized a 4 Days MS- Excel Training Workshop (Sep 7-10, 2020). It covered Business Modeling, Dash-boarding Pivot Table, Charts and Graphs and an overview of Basic Operations in MS Excel.
- Conducted a MDP on ‘Networking Skills for Managers’ at Hotel Pacific at ICFAI University Dehradun for the practicing Managers at Hotel Pacific, Dehradun (first MDP for IBS Dehradun, October 15, 2018).

Additional Responsibilities

Ranking and Rating of IBS Dehradun

- Handled additional responsibility for coordinating with identified ranking/rating agencies (2015-2020) for the Ranking of ICFAI Business School Dehradun. Collecting data, compiling and preparing reports for the same. There have been significant improvements in the rankings over the years.

Media Relations

- Successfully handled Media activities for IUD (2009-2011), as additional responsibility that involved obtaining coverage for events at IUD in almost all major newspapers locally and national coverage in newspapers like Hindustan Times and Pioneer and Tribune.

IUD Website Management

- Coordinated with IBS HO for improvements and up gradation in the University website (2017-2018).

In charge- the Alpha Foundation, Dehradun (Corporate Social Responsibility initiative of ICFAI, 2008-2010).

Mentoring Students, Summer Internship generation and supervision : Active involvement in students' preparation and mentoring activities.

IBS Apex Committee Member

NAAC & NBA member of executive committee

Member Board of Studies

Member Moderation Committee

Resource person for faculty development program and student development program

- Training for enhancing the skills of the faculty members and students.

Question Paper Setter

Invited for Paper Setting by Uttaranchal University, Dehradun (Subject: Operations and Supply Chain Management) and Rama University, Kanpur (Subject: Principles of Management, Organizational Behaviour).

Statistical Proficiency: Statistical Packages- **SPSS, R-software, Smart PLS 3.**

Worked with Graphic Era Institute of Technology, Dehradun (September 2004- August 2005) as Senior Faculty (Management)

Key Responsibilities:

- Providing Interactive learning to MBA students on Sales & Distribution, Marketing Management, Marketing Research, Organizational Behavior and Principles & Practices of Management.

Worked with Perematt India Ltd., (Major Activities: Real estate, Insurance and marketing of consumer durables-mattresses, having pan India presence) **(July 1996- September 2004) as Regional Operations Head.**

Key Responsibilities

- Overall responsibility of customer service centers Administration
- Training & Team Management- Monitoring, recruiting, training & motivating the team to ensure quality deliverables.
- Monitor employee productivity and optimize procedures to reduce cost.
- Effectively controlled costs and developed operating budgets.
- Client Relationship Management.
- Conducting employee performance meetings, taking feedback and identifying training needs.
- Managed and Supervised the Marketing and Sales Operations in the region.
- Brand Management- Building brand focus in conjunction with operational requirements.

The Notable Accomplishments

- Appreciated for planning & scheduling individual and team assignments to achieve the pre set goals within time, quality & cost parameters.
- Effective liasoning with various government bodies.
- Developed & implemented a Standard Working Procedure in the customer service centers to streamline operations, reduce service time gaps & for better response time management.

- Identified inefficiencies and made recommendations for process improvements.
- Increased productivity with the existing headcounts.

ACADEMIA

- **Ph.D in Management from ICFAI University, Dehradun.**
- **Qualified UGC-NET (Management) with 73.71% marks.**
- **PGDIB (81.25%; Symbiosis, Pune)**
- **Certificate course on Predictive Analytics and Quantitative Marketing Research (completed with distinction) from IIM Bangalore.**
- **MBA from M.J.P Rohilkhand University, Bareilly in 1995.**
- **B.Sc. (Physics, Chemistry) from Bareilly College with 80% marks and distinction in Physics & Chemistry in 1993.**

IT SKILLS: Office Automation & Internet Applications

- Proficient in MS Office, working knowledge of R software.

PERSONAL DETAILS

Date of Birth : February 24, 1972
Address : 16, Drona Vihar, Near Indian Military Academy, Prem Nagar, Dehradun-248007