

Prof. (Dr.) Sanjeev Malaviya

MBA, PGDIB (Symbiosis), UGC-NET (Management),

Ph.D. (Management)

Registrar & Dean (P)

Dr. Malaviya has around 30 years of experience in industry and academics. He is the Professor of Marketing and General Management. He has research **publications in reputed ABDC & Scopus indexed international journals with seven (07) patents and copyrights.** He has research interests in Strategic Management, Services Quality, Services Marketing, Retail Management, Consumer Behaviour and Higher Education Methodology.

Dr. Malaviya is an alumnus of IIM (Indore) and has successfully completed the Certificate Program in Digital Transformation and AI for Leaders from Indian Institute of Management, Indore (IIMI). He has done the course on 'Marketing Analytics' offered by Darden School of Business, University of Virginia (Grade Achieved: 99%).

Dr. Malaviya has been recognized and appreciated for the 'valuable & exemplary contribution in the Education Sector' at the 'Ardor Comm Education Leadership Summit & Awards 2025'.

He has thrice won the '**Best Teacher Award**' for **teaching excellence and institution building** (2023, 2022, 2018).

He has initiated and organized IBS Thought Leaders Series, FDP, Conferences, Seminars and HR Conclave. He has successfully supervised the project on '**Digital Transformation of Street Vendors**' conducted in collaboration with **Friedrich Ebert Stiftung (FES), Germany.**

Dr. Malaviya has also been adjudged the best-Case Facilitator for the award-winning case on Business Strategy, 'Tesco- Losing ground in U.K', in the three-day Faculty Development Program on Case Method for Management, conducted by Case Research Center, ICFAI Foundation for Higher Education (Hyderabad).

Dr. Malaviya has received the prestigious IBSAF Certificate of Appreciation in recognition of supervision for the award-winning project on 'Marketing Cost Optimization' undertaken at ITC Ltd.