

RESUME

Dr. MANOJ KUMAR BHATIA

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Summary

Experience of 29+ years as leader, motivator & team builder (setting up and managing a new campus) in management education in India and abroad. Presently working as Dean, School of Management and Commerce, SAGE University, Bhopal. Previously worked as Director Aditya School of Business Management, Mumbai. Worked as Dean & Professor Institute of Management J K Lakshmi Pat University, Jaipur Rajasthan., Director AIMS R, Mumbai, affiliated to Mumbai University and in past has worked as Director SIMS Indore, Director IBS (ICFAI Group, Hyderabad) for Ahmedabad campus, in Gujarat, Dean and Campus Head, for Indore campus, in MP and as Dean, Adelaide campus in Australia first overseas campus of IBS at Adelaide, South Australia. Has set up and successfully managed the IBS campuses at Indore in 2004, Nagpur in 2007 and Adelaide in 2009.

Self-motivated, dynamic management professional, results-driven manager with the proven ability to motivate personnel to reach desired individual and regional specific company objectives, and dedicated to maximizing profits, providing impeccable customer services, and creating an atmosphere of exceptional employee morale. Resourceful decision maker who combines integrity, exemplary leadership and proven operational skills to lead complex projects from conception through completion

Last 19 years working at senior management level in Academic Administration.

EDUCATION

Barkatullah University (Bhopal University), Bhopal

B.E. Mechanical 1991, Maulana Azad National Institute of Technology, Bhopal -72%.

M. B. A. 1994, C R Institute of Management, (UTD of Barkatullah University, Bhopal), (Major in Marketing) – 74 %.

Ph.D. 1999, Management, Barkatullah Vishvadiyala (Bhopal University), Bhopal

Doctoral Dissertation – Marketing Problems of Small Scale Industry in MP.

Honorary Doctorate, D. Litt. by the **University of Central America in February, 2021** for his accomplishments in promoting education for establishing a just and equitable society.

EMPLOYMENT

- **April 2022 – Present - Dean School of Management & Commerce, SAGE University, Bhopal**

Key Responsibilities

Reporting to Vice Chancellor

- ❖ Provide curricular leadership in relation to institutional goals Supervise coordinators in the construction of timely class schedules based on student needs and institutional resources including advisement and registration.

- ❖ Work collegially with management and institute's faculty to ensure collaboration and successful implementation of mission.
 - ❖ Responsible for human resource management of faculty and staff in campus Facilitate the resolution of disagreement or conflict between faculty and students.
 - ❖ Total Students strength in UG and PG Programs - 1200
- **June 2019 – Feb 2022 - Director Aditya School of Business Management, Borivali West, Mumbai**
Key Responsibilities
 - ❖ Reporting to Board of Trustees
 - ❖ Work collegially with management and institute's faculty to ensure collaboration and successful implementation of mission.
 - ❖ Provide curricular leadership in relation to institutional goals Supervise coordinators in the construction of timely class schedules based on student needs and institutional resources including advisement and registration.
 - ❖ As IQAC Coordinator for NAAC Accreditation since 2019. Responsible for human resource management of faculty and staff in campus Facilitate the resolution of disagreement or conflict between faculty and students
- **Aug 2016 – May 2019. Associate Dean & Professor, Institute of Management, J K Lakshmi Pat University, Jaipur, Rajasthan. A private University set up by Jk Organization (JK Tyre, JK Paper, JK Lakshmi Cement).**
Key Responsibilities
 - ❖ Head for Institute of Management reporting to Vice Chancellor/President of University
 - ❖ Work collegially with management and institute's faculty to ensure collaboration and successful implementation of mission.
 - ❖ Provide curricular leadership in relation to institutional goals Supervise coordinators in the construction of timely class schedules based on student needs and institutional resources including advisement and registration.
 - ❖ Responsible for human resource management of faculty and staff in campus Facilitate the resolution of disagreement or conflict between faculty and students.
- **Aug 2015 – July 2016 Director, Aditya Institute of Management Studies and Research, Borivali West, Mumbai**
Key Responsibilities
 - ❖ Work collegially with management and institute's faculty to ensure collaboration and successful implementation of mission.
 - ❖ Actively representation of the institute to students, parents, professional organizations, articulation partners, business and industry.
 - ❖ Provide curricular leadership in relation to institutional goals Supervise coordinators in the construction of timely class schedules based on student needs and institutional resources including advisement and registration.
 - ❖ Responsible for human resource management of faculty and staff in campus Facilitate the resolution of disagreement or conflict between faculty and students.
- **Oct 2012 – July 2015 Director, Sanghvi Institute of Management & Science Indore**

Key Responsibilities:

- ❖ Translate vision into strategic goals by developing a unit assessment plan related to mission and strategic planning objectives.
 - ❖ Work collegially with management and institute's faculty to ensure collaboration and successful implementation of mission.
 - ❖ Prepare reports, plans, and analyze to document and advance institutional activities, initiatives and development.
 - ❖ Actively representation of the institute to students, parents, professional organizations, articulation partners, business and industry.
 - ❖ Provide curricular leadership in relation to institutional goals Supervise coordinators in the construction of timely class schedules based on student needs and institutional resources including advisement and registration.
 - ❖ Responsible for human resource management of faculty and staff in campus Facilitate the resolution of disagreement or conflict between faculty and students.
- **June 2010 – Sep 2012, Director, IBS (ICFAI Group, Hyderabad) Ahmedabad**
 - **March 2009 – June 2010 Dean IBS (ICFAI Group, Hyderabad) Adelaide, South Australia, additional responsibility within the group.**
 - **April 2004 – June 2010 Dean & Campus Head IBS (ICFAI Group, Hyderabad) Indore**

Key Responsibilities at IBS Ahmedabad, Adelaide & Indore:

Translate vision into strategic goals by developing a unit assessment plan related to mission and strategic planning objectives. Work collegially with management and institute's faculty to ensure collaboration and successful implementation of mission. Prepare reports, plans, and analyze to document and advance institutional activities, initiatives and development. Actively representation of the institute to students, parents, professional organizations, articulation partners, business and industry. Provide curricular leadership in relation to institutional goals Supervise coordinators in the construction of timely class schedules based on student needs and institutional resources including advisement and registration.

Develop new curriculum and review and revise existing curriculum with industry and faculty, considering the industry need and available resources Mediate between students, faculty and parents in legal and appropriate ways. Facilitate the resolution of disagreement or conflict between faculty and students.

Responsible for human resource management of faculty and staff in campus Develop long-range staffing plans to include new faculty hires, retirements, and adequate support staff that are aligned with program delivery, enrollment, and market projections. Responsible for all fiscal matters at campus level Plans for, requests, and disburses operational, travel, and other funds legally, responsibly, and fairly within given budget limitations.

Responsible for institute-wide strategic planning activities related to academic matters, training and placements..

- **2001-2004 – Associate Professor, ITM Business School, Kharghar, Navi Mumbai**
- **2000-2001 – Assistant Professor, MICA, Ahmedabad**
- **1996-2000 – Faculty, C R Institute of Management, Bhopal University, Bhopal**

Employment (Industry)

- 1994-1996 – Engineer – Marketing, Gemini Hydraulic Services P.Ltd, Mumbai (A division for BICC Components, UK in India)
- 1991-1992 – Engineer Trainee, Mech& Fab Industries, Bhopal

TEACHING

- **Marketing Management** – A fundamental course for MBA students
- **Integrated Marketing Communications** – An elective course for Marketing students of MBA focused on advertising and promotion
- **Sales & Distribution Management** – An elective course for Marketing students of MBA geared towards theory and practices in Sales
- **Consumer Behaviour** – An elective course for Marketing students of MBA focused on understanding of consumer needs and complexity in decision making in consumer markets
- **Product Management** – An elective course for Marketing students of MBA geared towards theory and practices related to issues in product management
- **Brand Management** – An elective course for Marketing students of MBA geared towards theory and practices related to issues in brand management

SERVICE

SERVICE CONTRIBUTIONS TOWARDS SIMS, INDORE

Oct1, 2012 – July 31, 2015, Director for MBA program affiliated to DAVV (DehiAhilyaVishwaVidyalya, Indore University) & AICTE approved. Selected under University code 28 for Devi Ahilya University, Indore

SERVICE CONTRIBUTIONS TOWARDS IBS (ICFAI GROUP, HYDERABAD)

- 2004– May 2010 – **Founder Dean & Head of IBS Indore**
- 2004 – Coordinator for placements, academics, examinations
- 2005 onwards – Examiner Ph.D. program, ICFAI University, Dehradun
- 2005 onwards – Member, Committee on restructuring courses, ICFAI Group
- 2006 onwards – Member, Executive Council, ICFAIAN Foundation
- **2008 – Additional charge as Dean IBS (ICFAI Group, Hyderabad) Nagpur, a new campus to set up & start operations**
- **2009 – Represented IBS (ICFAI Group, Hyderabad) as panel member at Adelaide, Australia for DFEEST approval for international programs**
- 2009-2010 – **Dean IBS Adelaide, additional charge to set up and commence operations**
- June 2010 – Sep 2012– **Director, IBS (ICFAI Group, Hyderabad) Ahmedabad**
- 2011-12 – **IBS Ahmedabad ranked no 6 in Top 25 B-Schools with Best ROI by Digital Mailers Salary Survey 2011**

- 2011-12 – IBS Ahmedabad ranked no **12 in West Zone and 76 in top 100 B-Schools by Careers 360**
- 2011-12 – IBS Ahmedabad ranked in **category A by Business & Management Chronicle**
- 2011-12 – IBS Ahmedabad ranked no **8 in West Zone by Silicon India**
- Feb 2012 – IBS Ahmedabad was awarded ‘**B-School with Excellent Industry Interface Award**’ by *Bloomberg/UTV powered B-School Excellence Awards*

SERVICE CONTRIBUTIONS TOWARDS ITM BUSINESS SCHOOL, Navi Mumbai

- 2001 – Member, Admissions committee
- 2003 – Coordinator, Management Development Programs

SERVICE CONTRIBUTIONS TOWARDS MICA, Ahmedabad

- 2000 – Member, MDP committee
- 2001 – Member, faculty search and selection committee

SERVICE CONTRIBUTIONS TOWARDS CRIM, Bhopal

- 1997 – Coordinator, Admissions committee
- 1997 – Member, Placement committee
- 1998 – Coordinator, Admissions committee
- 1998 – Coordinator, MBA Part-Time (Executive education) Program
- 1999 – Coordinator, Admissions committee
- 1999 – Coordinator, Examinations committee
- 1999 - Coordinator, MBA Part-Time (Executive education) Program

PUBLICATIONS (Partial List)

- Bhatia Manoj Kumar & Rangrajan K. “Influence of TV on Buying Behavior in children”, Indian Management, pp 80 -83, June 1997
- Bhatia Manoj Kumar & Rangrajan K “Brand Loyalty in Cigarette smokers”, Indian Management, pp 35-37, Aug 1997 “Trends in Indian Automobile Industry”, Auto India, pp 44-45, Jan 1998 (with Dr K Rangarajan)
- Mishra P K & Bhatia Manoj “Management Education in India – Challenges ahead”, Indian Management, pp 58-60, April 1998
- Bhatia Manoj & Rangrajan K “Baby’s Oral care market in India”, Indian Management, pp 67-68, Sept 1998 “Trends in lottery buyers – a special reference to online lottery”, Journal of Management Research, pp 68-70, March 1999
- Bhatia Manoj & Murty BVR “Marketing and Brand building in Indian Tourism”, Osmania Journal of Management, pp 10-12, June 2000
- Bhatia Manoj “Buyer’s Behavior for Hair cream in India”, Abhigyan, pp 55 -58, March 2001
- Bhatia Manoj & Chandani Kumar “Strategic Communication and Importance of Corporate Campaigns”, Abhigyan, pp 90-92, Sept 2001
- Chandani Kumar & Bhatia Manoj “E-commerce Revolution in India”, Global Business Review, pp 45-47, Dec 2001
- Bhatia Manoj & Chandani Kumar “Positioning of Health Beverages in Indian market”, ICFAI Journal of Marketing Management, pp 55-57, Nov 2003

- Bhatia Manoj “Customer’s Preferences towards reward programs”, Marketing Mastermind, pp35-37, Feb 2005
- Bhatia Manoj “ TV advertising: Impact on Indian Youth”, ICFAI Journal Of Marketing Management, Aug 2006
- Bhatia Manoj “Importance of Word of Mouth in marketing” ICFAI Journal of Marketing Management, Nov 2007
- Bhatia Manoj “Impact of ad campaigns featuring children on consumers”, ICFAI Journal of Marketing Management, Feb 2008
- Bhatia Manoj “Packaging – A silent Salesman”, Marketing Mastermind, May 2010
- Bhatia Manoj&RavindraK“Medical Tourism in India – Growth & Opportunities” Marketing Mastermind, Sep 2010
- AhujaVivek& Bhatia Manoj“Customer Value Management: A step ahead of CRM”, Marketing Mastermind, July 2011
- Shafiulla B & Bhatia Manoj“Branding of Sugarcane Juice in Indian Market”, Marketing Mastermind, Feb 2011
- Bhatia Manoj “Purchase patterns of customers in hypermarkets” IUP Journal of Marketing Management, Feb 2012
- Bhatia Manoj “ Relationship Marketing – An effective tool for SMEs in India”, Australian Journal of Business & Management Research ISSN 1839-0846, May 2013

PROCEEDINGS AND PRESENTATIONS (partial list)

- “Revitalising a classic Brand – Premium” Nirma International Conference, Nirma Institute of Management, Ahmedabad, Jan 2002
- “Promotion – A double-edge sword in the battle for market share” Prestige Institute of Management & Resaerch Indore, Jan 2003
- “Eco –Tourism in India” National Conference on Brand Building, Institute of Business Management & Research, IPS Academy, Indore, Nov 2004
- “Visual Merchandising – A silent salesman to Retailers” Nirma International Conference, Nirma Institute of Management, Ahmedabad, Jan 2010
- “Buying patterns in pre-owned cars in Indian market”, Nirma International Conference, Nirma Institute of Management, Ahmedabad, Jan 2011

BOOKS PUBLISHED

Dr. Manoj Bhatia, Anupam Saxena, Upasana Singh, Richa Mishra and Sugandha Shanker	Green, Growth, Globalization and Governance: Challenges and Opportunities , ISBN no: 978-1-908106-62-9	Cambridge Scientific Publishers, UK.	2017
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WORKING PAPERS

- Creating value for sustainable growth in Automobile sector in India
- Opportunities for transition to sustainable development of Transport in India

Ph. Ds guided/awarded

Three research scholars awarded, six are pursuing (two scholars at JKLU, Jaipur and one at Pacific University, Udaipur)

Six are pursuing with me at SAGE University Bhopal

Professor In-Charge Research (PhD program) at JKLU Jaipur

Ph D SUPERVISOR & Member

- Member, RPC, Institute of Management Studies, Nirma University, Ahmedabad
- Pacific University Udaipur
- Tilak Maharashtra Vidyapith, Pune

ACADEMIC AND PROFESSIONAL ORGANIZATIONS

- Member of Academic Council at JKLU Jaipur
- Chairman BoS of Institute of Management at JKLU Jaipur
- Professor In Charge Research at JKLU Jaipur
- Board Member, ICFAI University, Badi, Himachal Pradesh
- Member, Academic Board, IBS Adelaide, South Australia
- Member, Executive Board, ICFAIAN Foundation
- Panel Member, M P Stock Exchange
- Secretary, AIMS – Gujarat Chapter
- Member, AIMA, All India Management Association
- Member, CII, Conferderation of Indian Industry
- Member, IMA, Indore Management Association
- Member of Research Progress Committee (RPC), Nirma University, Ahmedabad
- Ph D Examiner for Tilak Maharashtra Vidyapith, Pune
- Secretary, Board of Governors, Sanghvi Institute of Management & Science

CONSULTANCY ASSIGNMENTS

- Exponent Management Solutions, Indore & Bangalore
- Dream Ally Management Solutions, Indore & New Delhi
- My Aura Image Consultants, Ahmedabad