



Profile of Prof. (Dr.) P.P. Srivastava:

Dr. P.P. Srivastava is a distinguished Professor of Practice, renowned for his extensive academic qualifications and rich industry experience spanning over three decades. With a Ph.D. in E-Retailing and an MBA in Marketing, Dr. Srivastava has cultivated a profound understanding of the complexities of modern business landscapes. His academic journey is marked by excellence, as evidenced by his status as a Gold Medalist in his postgraduate studies and his recognition as a Junior & Senior Research Fellow (JRF & SRF) under a national UGC scholarship program. He did M.Phil. from Delhi University and completed couple of PG Diplomas in International Business as well as in Industrial Relations & Personnel Management. This strong academic foundation has equipped him with the theoretical insights necessary to navigate and teach the intricacies of business development and management.

Dr. Srivastava's professional career is characterized by a remarkable blend of roles in both academia and industry. He has held significant positions in organizations across various sectors. His recent tenure as President (Sales & Marketing) Eclipse International where he led initiatives in business development, e-retailing, and B2B projects. His strategic approach to marketing and sales has not only driven revenue growth but has also fostered consumer loyalty and brand recognition in a competitive market. His ability to develop comprehensive marketing plans and manage key accounts with major retailers such as Wal-Mart, Flipkart and Amazon showcases his adeptness in bridging theoretical knowledge with practical application.

Earlier Dr. Srivastava served as Vice President with Usha Shriram group , where he was instrumental in spearheading business development efforts across multiple channels. His leadership in sales and collection activities, coupled with his innovative marketing strategies, significantly contributed to the company's growth trajectory. His experience as Sales Manager at Group 4 and Territory Manager at RPG Paging further solidified his expertise in demonstrating his commitment to excellence in sales and marketing and every aspect of his work.

In addition to his industry accomplishments, Dr. Srivastava is deeply committed to academia. He has served as a visiting faculty member at prestigious institutions, including IBI Greater Noida, NIS and IIM Rohtak, where he has delivered guest lectures and conducted professional training sessions. His passion for teaching is evident in his dedication to mentoring students and professionals alike, helping them navigate the challenges of the business world and his commitment to fostering the next generation of business leaders.

Dr. Srivastava's research contributions are equally impressive, with published papers exploring the social impact of e-retailing and its relationship with social systems in Delhi NCR. His scholarly work not only enriches his teaching but also contributes to the broader discourse on contemporary business practices. As a member of professional organizations such as the **All India Management Association and the Indian Anthropological Association**, he remains actively engaged in the academic community, continuously seeking opportunities to share knowledge and collaborate with peers.