



Mr. Mayank Sharma
Assistant Professor – Marketing

PGDM, BBA

I have been teaching since last 11+ years to students and command areas include subjects like Entrepreneurship & Small Business Management, Intellectual Property Rights (IPR), Brand Management, Advertising & PR, International Marketing, International Business and Productions Management. He has scored merit in Marketing as a specialization in PG.

Also, certified by Wadhvani Foundations – National Entrepreneurship Network (NEN) as an Entrepreneurship & skill trainer on NEN modules WF 101 & WF 100.

Also, UGC NET Qualified and management post graduate from IMS Ghaziabad with specialization in Marketing. He, by choice left his job with SBI Life Insurance Co Ltd. to enter into education as his chief interest and has been associated in crystallizing students of University of Rajasthan, UPTU, in the past. Credited with almost 11+ years of rich experience in teaching marketing specializations & administration work, he has also contributed few research papers at PHDCCI, University of Delhi conference. He has been associated with Eicher Tractors as SIP trainee, for working & training on their HRIS during

ISO visit. He has participated in and organizing member of many conferences, workshops and seminars organized by various bodies.