



**Prof.(Dr.) Timira Shukla**

**Director, ITS School of Management**

Prof. Timira Shukla is a researcher, mentor, facilitator and a management professional with diverse skills in curriculum design and development. Her competencies include Marketing Strategy, Services Management, Sales & Distribution and Marketing Research. In her career spanning 35 years; she has been engaged in rigorous academic pursuit in the field of professional higher education for over 31 years.

Listed in international databases such as EBSCO, COPENICUS, and SPRINGER, she has over 70 papers published in peer-reviewed journals and international & national conference proceedings. A facilitator, a mentor, and a teacher, she has conducted MDPs, FDPs and workshops in organisations of repute. She has been invited to chair/co-chair national & international conferences and has reviewed research papers for prestigious journals.

Prof. Shukla has held positions like Dean, Chairperson, Head of Department, etc. at other B-Schools in her career.

She firmly believes that learning is a continuous journey and upskilling is important. She has successfully completed courses on Marketing Analytics (University of Virginia) and Viral Marketing (University of Pennsylvania) on *Coursera* platform.