

**VISHWAKARMA UNIVERSITY
FACULTY PROFILE**

Sr. No.	Details
1	<p><i>Introduction - I am a higher education professional with PhD in Commerce & Management having 18 years of experience in academia, in this journey till date worked on various academic position starting from Lecturer, assistant professor, professor to Director of AICTE approved management institute. Done extensive research in the area of Marketing & Brand Management.</i></p> <p><i>I personally developed case methods based on videos, and successfully using it when required in my course, I write cases on important business happenings around world and take it to the students and fortunately students eagerly wait for it as it gives them opportunity to understand problems and developments of business world besides theory.</i></p>
2	<p>Name : <i>Prof. (Dr.) Yuvraj Lalitkishor Lahoti</i></p> <p>Qualification : <i>.Sc.(Microbiology), MBA (Marketing and Human Resources Management), PhD (Commerce Management)</i></p>
3	<p>Teaching Philosophy: <i>As a Marketing Professor, I want my students to make more and more field connections. On one hand, I want them to develop and articulate a clear, deep understanding of marketing world and theories and on another I want them to practice it by immersing themselves in to the environment so I administer Rural Immersion, Brand Field Immersion programme; and to my knowledge it is most admired activities of my class, student's get engrossed in it</i></p>
4	<p>Core Teaching Areas : <i>Brand Management, Marketing Communications, Services Marketing</i></p>
5	<p>Experience (as on 31st Dec. 2018) putting industry and teaching together : <i>18 Years</i></p>
6	<p>Areas of Interests (Research) : <i>Consumer Behavior, Brand Management and Communications, Digital Marketing</i></p>
7	<p>Doctoral Research Scholars : <i>7 (Pursuing)</i></p>
8	<p>Funded Research Projects : <i>In process of submitting a proposal</i></p>
9	<p>Training / Consultancy / Projects etc.</p>

	<p><i>Name of the organization – T Choithram & Sons Dubai (Retail Managers Training on Services Marketing)</i></p> <p><i>Consultancy – Goel Ganga Group – Feasibility study for Mega Retail Mall at Nagpur.</i></p>
10	<p>Awards & Achievements : <i>Received Prof.Y.K Buushan Best Teacher Award in World Education Congress.</i></p>
11	<p>Professional Memberships – Names of the Professional Body: AIMS</p>
12	<p>Learning and Development Initiatives (FDPs, MDPs, MOOCs etc.) - e.g.</p> <p>Attended AIU Examination Reforms Workshop at Integral University Lukhnow.</p> <p>MOOCS: Combating Money Laundering and Terrorist Financing by ADB.</p>
13	<p>Global Exposure (Projects, Internships etc.) : Worked on Capacity Development Project for Bamenda University Republic of Cameroon with Prof.Dr.Siddharth Jabade</p>