

## CV For Tushar Marwaha

### Contact Details:

Date of Birth – 05 March, 1985

Address: BL-13 (west), Shalimar Bagh, Delhi – 110088, India.

Phone: (M) +91-9871371441 (R) +91-11-27486118. E-Mail ID: [tusharmarwaha@gmail.com](mailto:tusharmarwaha@gmail.com)

Education		
Qualification	Institution	Year
NET (Management)	UGC	2012
Masters Degree	M.A. – English (IGNOU)	2008
PGDBM (MBA)	IMT, Ghaziabad (Full-time)	2007
Degree (B.A. Hons. – English)	Ramjas College (Delhi University)	2005
Schooling (X <sup>th</sup> & XII <sup>th</sup> )	St Columba's School, New Delhi (CBSE)	2002

### Other Professional Qualifications

- Accredited Management Teacher in Business Communication from AIMA (2013)
- IRDA – Certificate Exam in Life Insurance (2008)
- NSDL – Depository Operations Module (2008)
- AMFI – Mutual Funds (Advisors) Module (2007) and (Basic) Module (2007)
- NSE (NCFM) Financial Markets – Beginners Module (2007)
- MS Office Applications Foundation Course (NIIT Swift) (2005)

### Current Job Posting

Shaheed Sukhdev College of Business Studies, University of Delhi	Assistant Professor	03 Jun. 2014 to Till Date
“Academic activities and Director, SSCBS Innovation and Incubation Foundation (SIIF)”		
<ul style="list-style-type: none"><li>• Academic Activities like taking classes, evaluations, course development and Research</li><li>• Director of Incubation Centre (SSCBS Innovation and Incubation Foundation-SIIF) - Mar 2016 to Mar 2024.</li><li>• Papers Taught Recently: Corporate Strategy, International Marketing, Services Marketing, Business Marketing, Principles of Marketing, Business Communication</li><li>• Papers Taught Previously at PG Level: International Marketing, Leadership &amp; OB, Corporate Strategy, Marketing Management,</li></ul>		

### Previous Job Postings

IMT-Centre for Distance Learning	Sr. Lecturer	09 Feb. 2009 to 02 Jun. 2014
“PG Level Academic activities and Course Coordinator for 2 courses”		
<ul style="list-style-type: none"><li>• Academic Activities like taking classes, evaluations, developing courseware and Research.</li><li>• Have taught working professionals in corporates such as NTPC, RBS, THDC etc.</li><li>• Course coordinator for 2 courses with throughput of approx. 1450 students over 5 years.</li><li>• Taught papers like OB, HRM, Business Communication, International HRM, Strategic HRM etc.</li></ul>		
Kotak Mahindra Bank Ltd.	Branch Relationship Manager	04 Jun. 2007 to 28 Nov. 2008
“Managing portfolios for existing HNI clients and cross selling non-banking Third Party products”		
<ul style="list-style-type: none"><li>• Client portfolio management and cross selling non-banking products like Equity MF, Insurance, Debt and Gold; aiming to generate maximum revenue and ensure customer satisfaction.</li></ul>		

<b>Citibank N.A. (Summer Training)</b>	<b>Suvidha – Branch Banking</b>	<b>27 Mar. – 10 Jun. 2006</b>
“Identifying strategies to increase debit usage from Rs 7.5 to 15 crores p.a. in Delhi-NCR region.”		
<ul style="list-style-type: none"> <li>Studied all aspects of Debit card management from Merchants, technology to finances</li> <li><i>Additional Project</i> – “Analysing Chartered Accountant feedback for a proposed High Value Current Accounts Opening Leads Referral Programme” (Managed to convert three CA’s on a trial basis.)</li> </ul>		

### Research Activities

#### Publications:

- Marwaha, T. (2023) ‘Lesson 6: Service Quality, Service Delivery, Service Culture’, in *Services Marketing [MBA] (MBAFT-7606)*. 1st edn. Delhi, Delhi: Taxmann Publications Pvt. Ltd., pp. 124–176. ISBN = 978-81-19417-69-8.
- Marwaha, T. (2019). "Problems being encountered while promoting Entrepreneurship amongst (under graduate) students in Shaheed Sukhdev College of Business Studies, University of Delhi.", *NOLEGEIN Journal of Entrepreneurship Planning, Development and Management*, 2 (2). pp. 24-35. ISSN=2581-3900.
- Marwaha, T. (2017). Studying the ICT Skills Level in students enrolled in IMT-CDL’s Online Courses. *Eduspectra: An Interdisciplinary Journal of Research and Education* (a UGC recognized peer-reviewed national journal of the Army Institute of Education, G. Noida) Greater Noida, India. 3 (2017). pp. 14-38. ISSN=2394-9430.
- Marwaha, T. (2016). Factors that have influenced the current education system in India and how this is affecting the teaching of UG management students in the University of Delhi. In *Indian & Western Knowledge Traditions: Singh, G. et al eds.* New Delhi. Shivalik Prakashan, pp. 212-230. ISBN = 978-9385144-82-0.
- Marwaha, T. (2013). Using social media tools for enhancing student--institution interaction. A study at an Indian distance learning institute. *International Journal of Innovation in Education*, 2 (1), pp. 33--53. ISSN = 1755-151X.
- Marwaha, T. (2013). E-Enablement in Distance Education – Engineering Growth: A Case Study of IMT-CDL. In: Greener, S. eds. 2013. *Case Studies in eLearning*. Reading, UK: Academic Publishing, pp. 80-102. ISBN = 978-1-909507-81-4.
- Gupta, P., Singh, B. and Marwaha, T. (2013). Relationship between Social Media and Academic Performance in Distance Education. *Universal Journal of Educational Research*, [online] 1(3), pp.185-190. ISSN: 2332-3205 (Print) ISSN: 2332-3213 (Online).
- Marwaha, T. and Mathew, A. (2012). "E-enablement in Distance Education – Engineering Growth. A Case Study of IMT-CDL.", paper presented at *11th European Conference on E-learning (ECEL)*, Groningen, The Netherlands, 27th October. Reading, UK: Academic Publishing, pp. 289-313. ISBN = 978-1-908272-73-7.
- Marwaha, T. (2012). "Feasibility Study on Using Social Media Tools for Enhancing Student-Institution Interaction at IMT-CDL (India)", paper presented at *3rd Virtual Conference on Business and Management (VCOBAM)*, Online, Ghaziabad, India, 27th October. Ghaziabad: IMT-CDL, pp. 52-68. ISSN = 1793-9992.

#### Papers Presented:

- Managerial Learnings from post-1948 conflicts in the West Asian Region*. Presented at 2-day International Seminar on India’s Relations with West Asian Countries organised by UGC-HRDC, Jamia Millia Islamia, Delhi, India from 27-28 Jan. 2020.
- Israel facing off with its Neighbours - An Analysis of the Strategies Employed*. Presented at UGC-HRDC, Jamia Millia Islamia, Delhi, India on 13 Dec. 2019.
- Problems being encountered while promoting Entrepreneurship amongst (under graduate) students in Shaheed Sukhdev College of Business Studies, University of Delhi*. Presented at ICCSR sponsored National Seminar on Contemporary Strategies for Sustainable Development, Marketing and HR (at DDU College, University of Delhi), Delhi, India, 10 Nov. 2017.
- Case Study – Labour Unrest at Bharat-Yakuzi’s Jathesar Plant – Management Crisis or simply IR issues?* Presented at the 3<sup>rd</sup> International Case Conference (ICC) 2012, International Centre, Goa. 29 Nov-01 Dec 2012.

5. Case Study – *E-learning Experience of IMT CDL*. Presented at the 3<sup>rd</sup> International Case Conference (ICC) 2012, International Centre, Goa. 29 Nov. to 01 Dec. 2012.
6. *E-enablement in Distance Education – Engineering Growth. A Case Study of IMT-CDL*. Presented at the 11<sup>th</sup> European Conference on E-learning (ECEL) 2012, University of Groningen, The Netherlands. 26 to 27 Oct. 2012.
7. *Feasibility Study on Using Social Media Tools for Enhancing Student-Institution Interaction at IMT-CDL (India)*. Presented at the 3<sup>rd</sup> Virtual Conference on Business and Management (VCOBAM) online. 27 Oct. 2012.
8. *Studying the ICT Skills Level in students enrolled in IMT-CDL's Online Courses*. Presented at the International Conference on ICT Culture in Education (ICTCE) 2012, India International Centre, New Delhi. 27-29 Sept. 2012.

Books Edited:

1. Barpa, R., and Marwaha, T. (Eds.). (2023). *Principles of Marketing [BMS]* 1st ed. Delhi, Delhi: Department of Distance and Continuing Education, Campus of Open Learning, School of Open Learning, University of Delhi. ISBN: 978-93-95774-99-4
2. Marwaha, T. (Ed.). (2023). *Brand Management [MBA] (MBAFT-7608)* 1st ed. Delhi, Delhi: Department of Distance and Continuing Education, Campus of Open Learning, School of Open Learning, University of Delhi.
3. Marwaha, T. (Ed.). (2023). *Business Communication [MBA] (MBAFT-6107)*. 1st ed. Delhi, Delhi: Department of Distance and Continuing Education, Campus of Open Learning, School of Open Learning, University of Delhi.
4. Mathew, A. and Marwaha, T. eds. (2013) *Business Communication*. New Delhi: Tata McGraw-Hill, IMT-CDL Custom Publishing.
5. Marwaha, T. eds. (2012) *Human Resource Management*. New Delhi: Tata McGraw-Hill, IMT-CDL Custom Publishing.

Journals:

1. NOLEGEIN Journal of Human Resource Management & Development – Editor
2. Electronic Journal of e-Learning – Reviewer

Orientation and Refreshers:

1. Refresher Course in West Asian Studies at UGC-HRDC, Jamia Millia Islamia, Dec. 2019
2. Orientation at CPDHE, DU in Nov-Dec. 2016

Workshops/ Events Participation:

1. *AWS Public Sector Summit*. Organised by Amazon Web Services, Delhi, 22 Sept. 2023.
2. *AWS Public Sector Summit*. Organised by Amazon Web Services, Delhi, 09 Sept. 2022.
3. *AWS Public Sector Summit*. Organised by Amazon Web Services, Delhi, 06 Sept. 2019.
4. *FDP on English Language Teaching (Skill Enhancement Course)*. Organised by Embassy of United States of America and Kamala Nehru College, DU, 30 Sept. to 03 Oct. 2016.
5. *FDP on Entrepreneurship*. Organised by EDII, Bangalore, 11 to 22 Jul. 2016.
6. *FDP on Digital Marketing*. Organised by SSCBS, DU, 05 to 10 Oct. 2015.
7. *FDP on Excel Applications*. Organised by SSCBS, DU, 17 to 22 Aug. 2015.
8. *Ivey-SRCC-GBO Case Teaching FDP*. Organised by SRCC, DU, 17 to 22 Nov. 2014
9. *ISB-Ivey Case Writing Workshop*. Organised by ISB, Mohali, 04 to 06 May, 2013.
10. *Workshop on Statistical Data Analysis (SPSS)*. Organised by IMT-Nagpur, 29 to 31 Jan. 2013.
11. *11<sup>th</sup> National HR Summit on 'Positioning HR to Create Value: Building Indian Multinationals-The HR agenda'*. Organised by AIMA. Hotel Shangri-La Eros, New Delhi. 14 to 15 Sept. 2012.
12. *Workshop on Effective People Management 'IMPACT'*. Organised by IMT-Centre for Distance Learning, India International Centre, New Delhi. 05 Jun. 2011.
13. *National Workshop on 'Development of Self-Learning Materials for Distance and Online Learning'*. Organised by IGNOU, New Delhi. 14 to 18 Feb. 2011.
14. *12<sup>th</sup> Annual Management Convention on 'Global Meltdown: Opportunities and Challenges for Indian Corporates'*. Organized by Noida Management Association (NMA), Noida. 20 Mar. 2009.

Events/ Conferences Organised:

1. 8 National Debate Events in association with JIMS, Kalkaji and SSCBS (2016-23). Organizer.
2. *Convergence (Annual SSCBS Management Conference)*. Organised by SSCBS. VP Chest Institute, University of Delhi, New Delhi. 04 to 05 Nov. 2015. Organizer.
3. *Confluence (A Connect Program for Online Students)*. Organised by IMT-Centre for Distance Learning. IMT-CDL Campus, Ghaziabad. 13 April, 2014. Organizer.
4. *National Conference on Lean Thinking in Management (EDGE 2013)*. Organised by IMT-Centre for Distance Learning, IMT-CDL Campus, Ghaziabad. 13 April, 2013. Member – Academic Advisory Committee.
5. *International Conference on Organizational Effectiveness in Economic Slowdown (EffeScope)*. Organised by IMT-Centre for Distance Learning, Taj Mahal Hotel, Mansingh Road, New Delhi. 19 Feb. 2009. Member – Organising Committee.

#### **Achievements & Awards**

- Ranked as 2nd Most Knowledgeable Individual Across Kotak Mahindra Bank, Retail Liabilities in August 2008.
- Stood 3rd in the Ramjas College English Hons entrance test among 800+ candidates (2002)
- Was awarded the BookWorm prize by my school library in 1999.

#### **Extra Curricular Interests**

- My personal library stocks around 800 titles and a number of periodicals
- My trilingual (English, Hindi & Punjabi) video library has over 900 movies, documentaries and serials
- My trilingual (English, Hindi & Punjabi) jukebox has music to suit a variety of moods
- Aircraft – Military and Commercial
- Sports cars and Formula One Racing
- Infotainment

#### **Additional Information**

*Career Plans:* To achieve success through hard work and dedication while striving to effectively contribute to the growth and development of the organization by practicing good work ethics leading to job satisfaction and wholesome growth.

*References:* Available on Request.

---

*I declare that the above information is true to the best of my knowledge.*

Place: Delhi

Dated: 15 April, 2024

**(TUSHAR MARWAHA)**