

Dr. Bibek Banerjee

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Professor, Marketing, Strategy & Economics

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Dr. Bibek Banerjee is the Senior Dean and University Head of Strategic Initiatives, and the Director of School of Management and Entrepreneurship (SME). He, along with the University's leadership team drives efforts to build Shiv Nadar University as an outstanding research-driven, multidisciplinary institution, and also develop a world-class management school.

Prior to joining the University, Dr. Banerjee has served as the Senior Dean of Strategic Initiatives and Planning at the Ahmedabad University. He has earlier been Director General and Academic Mentor of the Institute of Management Technology (IMT) Group, spread across Ghaziabad, Dubai, Nagpur and Hyderabad campuses, where he led IMT Ghaziabad in becoming the 4th B-school in India to secure the coveted AACSB business accreditation.

Dr. Banerjee is a former Professor of Marketing and Economics, at IIM Ahmedabad (IIMA), where he chaired and led the Marketing Area, co-founded the Centre for Research in Retailing, created and led IIMA's successful collaboration with Duke University in the area of Executive Education during his 18-year tenure. Dr. Banerjee has also held visiting professor positions at several international universities around the world and is an honorary Director of the Academy of Indian Marketing (AIM), an academic and professional think-tank that promotes impactful scholarship and faculty development in marketing. He has also successfully incubated companies in education and technology.

His research publications have appeared in several international academic journals including Marketing Science, International Journal of Management, Journal of International Consumer Marketing, Advances in Applied Microeconomics, Vikalpa, and many more. Dr. Banerjee is also the founding co-editor of the Journal of

Entrepreneurship and Innovation in Emerging Economies; and had also served in AACSB' s Asia-Pacific Advisory Council.

Dr. Banerjee has significant experience in conceptualizing, designing and delivering Executive Education programs and has mentored large businesses across sectors for their leadership development initiatives. His teaching interests span sustainable and integrated business orientation as well as strategic marketing and leadership across hierarchies.

Dr. Banerjee holds PhD and MS degrees from Purdue University' s Krannert Graduate School of Management and BS (Economics Honors) from Calcutta University. An avid world traveler, high altitude trekker and a nature photographer, Dr. Banerjee has led expeditions in the Himalayas and the Andes, including to the base camps of Mount Everest, Annapurna and Machhapuchhare.