



## **Dr. Sanjeev Tandon**

### **Associate Professor**

#### **Qualifications:**

PhD (Marketing-Retail Mgt), MBA (Marketing), PGDMM, BSc (Maths).

**Area of Specialization/Research:** Marketing & Retail Mgt.  
**Experience :** 30 Years (Academics & Corporate)

**Subjects Taught:** Marketing Mgt, Sales & Distribution Mgt, Retail Mgt, Retail CRM & Promotional Strategies, Mall Mgt, Retail & Mall Mgt, Service Marketing, Consumer Behaviour, Ad & Brand Mgt, Social & Rural Marketing, B2B Marketing, Business Communication, CSR, Human Values & Ethics, Entrepreneurship and Small Scale Business Development, Internet Marketing & Strategic Mgt.

**Research / Consultancy:** Army Taurus CSD (Army Canteen Retail Research: Merchandise Planning & Store Layout).

**Additional Responsibilities:** Offg. Director & Offg. Registrar (Army Institute: AIMT, Greater Noida), Academic Council Member, Chair (Admission Cell), Chair (Discipline & Student Affairs Committee), Chair (Sports) & Placement Guide.

**Research Publications:** 7 (National & International Journals)

Book Chapter Published: 1 Book :**Shopping Mall (An Indian Perspective),**

by m/s Sunrise Publications, Delhi (Publisher approved by ICSSR, N Delhi, through ICSSR Publication Grant: Award letter dt 24 April 2014, F No 14-41 (T) RSP / 2012), ISBN 978-93-80966, total pages: 305, Rs 476=00.)

**Guiding Students for Ph.D / M.Tech:** 2 PhD Scholars. 1 under submission stage.

**Work Profile: (Academic Administration)**

#### **Institution Building**

**Participation in Events / Activities Participated:** Conference, Seminar & Workshops and Training Programmes as Convener. Admission Cell Activities, conducting Sports Club Activities, Member of Examination Cell, Inter-Institute Competitions, Industrial Visits, Trade Shows / Exhibitions, TV Talk Shows, Student Excursions, Inter-Institute Placement Drive, AIMA

Learning Sessions, student participation in CII/ FICCI Conferences & Learning Sessions.

**As Resource Person : 50 +**

**As Participant: 100 +**