

# Curriculum Vitae

## Vivek Vyas

Assistant Professor (Marketing) Senior Scale  
Nodal Officer-Institute of Agribusiness Management Sri Ganganagar  
Faculty of Agribusiness Management  
SK Rajasthan Agricultural University  
Bikaner, Rajasthan, India  
[vivek@iabmbikaner.org](mailto:vivek@iabmbikaner.org)



### A) Education Qualification

1. Successfully completed specialized **3 weeks Faculty Development Module** for Management Teachers in Marketing from Indian Institute of Management, Ahmadabad during September 3-19, 2015.
2. Awarded National Eligibility Test –Junior Research Fellowship (NET-JRF) from University Grant Commission (UGC), New Delhi for test conducted on 24th June, 2012.
3. Qualified Rajasthan State Certificate in Information Technology (RS-CIT), of Rajasthan Knowledge Corporation Limited (RKCL) issued by Vardhman Mahaveer Open University, Kota with 88 percentage in the year December, 2011.
4. Qualified State Eligibility Test (SET) for Lectureship conducted by Rajasthan Public Service Commission (RPSC), conducted on November 30, 2009.
5. Masters of Business Administration (MBA) with dual specialisation in Marketing and Finance from Department of Business Administration, Faculty of Management Studies and Research, Aligarh Muslim University, Aligarh during 2008-10.
6. Bachelors of Business Administration (BBA) with Service Marketing Specialisation from Institute of Management Studies, B.J.S. Rampuria Jain College, Bikaner with specialization in Marketing during 2004-07.

### B) Professional Experience (15+ Years)

1. Currently working as Nodal Officer for Institute of Agribusiness Management Sri Ganganagar, Faculty of Agribusiness Management, SK Rajasthan Agriculture University, Bikaner, Rajasthan since September 2021.
2. Working as O/I Department Head, Marketing Management at SKRAU, Bikaner since 2022.
3. Working as Assistant Professor (Marketing) Senior Scale from June 9, 2018 at SK Rajasthan Agricultural University, Bikaner, Rajasthan.
4. Worked as Assistant Professor (Marketing) Grade I at Institute of Agri Business Management (IABM), Swami Keshwanand Rajasthan Agricultural University (SKRAU) from June 9, 2012- June 8, 2018.
5. Worked as Computer Operator cum Clerk at State Bank of Bikaner and Jaipur, at Hanumangarh for duration of 8 months (November 21, 2011- June 8, 2012).
6. Worked as Statistical Investigator (On Contract basis) at National Sample Survey Office, Government of India, Ministry of Statistics and Programme implementation at Sri Ganganagar for duration of 5 months (June 20, 2011- November 16, 2011).
7. Worked as Faculty (Temporary) with Expert Tutorial (Yuvam Coaching Centre) for duration of 12 months from December, 2010 to November, 2011 at Sri Ganganagar.

8. Worked as Faculty of Marketing Management at Shree Balaji Institute of Technology, Hanumangarh for four months duration (August 1, 2010- November 30, 2010)
9. Worked as soft skill trainer and module developer (part time) at Care Career, Aligarh for duration of one year (December 2008- December 2009).

**C) Administrative Post Held during Professional experience**

1. Elected Member of Academic Council for SKRAU, Bikaner since August 2, 2024 for two years.
2. In-charge Department of Marketing Management at FABM, SKRAU, Bikaner, Rajasthan.
3. Admission In charge for IABM, SKRAU, Bikaner, Rajasthan.
4. Hostel warden, IABM, SKRAU, Bikaner.
5. Library In-charge, IABM, SKRAU, Bikaner
6. Store In-charge, IABM, SKRAU, Bikaner
7. Cafeteria In-charge, IABM, SKRAU, Bikaner
8. Nodal Officer for Official Ranking Surveys, IABM, SKRAU, Bikaner
9. Assistant Director Student Welfare, IABM, SKRAU, Bikaner
10. Nodal Officer for NTI of SKRAU, Bikaner for Agri clinic Agribusiness Centre scheme of Government of India.
11. Additional Placement Officer, IABM, SKRAU, Bikaner.
12. Alumni Relation Cell In-charge, IABM, SKRAU, Bikaner.
13. Nodal Officer for Institute of Agribusiness Management Sri Ganganagar, Faculty of Agribusiness Management, SKRAU, Bikaner.
14. Placement Officer, Course Coordinator, Examination In-charge, Store In-charge, and Library In-charge, IABM Sri Ganganagar, FABM, SKRAU, Bikaner.

**D) Additional Responsibilities**

1. Press and Media coverage for University level and departmental level programme.
2. Photography arrangement for press and placement brochure.
3. Organising sports events for staff and students in department.
4. B School ranking survey management.
5. Organising different examination of national level and state level as invigilator and organizing team members.
6. Anti Raging Squad member.
7. Organising Book Exhibition at Department level.
8. Organising Competitive classes at hostel for student for government job preparation.
9. Assisting Placement activities for students.
10. Comparing at University level programme like Republic Day, Independence Day, Gorband, Foundation Day Celebration, Youth Fest etc.
11. Organised Sports camp like Football, Basket Ball for students of SKRAU, Bikaner.

**E) Subject Taught**

**B.Sc. (Agriculture) at C. H. Sc. and COA Sri Ganganagar**

1. Agriculture Informatics (1+1)

**PG Diploma at IABM, Bikaner**

1. Marketing Management (2+0)
2. Sales and Distribution management (2+0)

### **M. Sc. (Agriculture) at C. H. Sc. Bikaner**

1. ICT and New Media (0+2)

### **MBA AB First Year at IABM Bikaner and IABM Sri Ganganagar**

1. Marketing Management (3+0)
2. Computers for Managers (1+1)
3. Rural marketing (3+0)
4. Management Information System (2+0)
5. Agriculture & Food Marketing I (2+0)
6. Agriculture & Food Marketing II (2+0)
7. Financial Management for Agribusiness 2(1+1)
8. Computer Applications for Agri Business 3 (2+1)

### **MBA AB Second Year at IABM Bikaner**

1. Banking and Insurance Management (2+0)
2. Food Retail Management (2+0)
3. Business laws and Ethics (2+0)
4. International trade and Sustainability Governance (2+0)
5. Advertising & Brand Management 1 (1+0)
6. Project Management & Agribusiness Entrepreneurship 3(2+1)

### **Ph.D. Agribusiness at IABM Bikaner**

1. Knowledge Management
2. Business Ethics and Corporate Governance

### **F) Research and Publication**

#### **Project Completed/ Associated**

1. As principal investigator successfully completed ICAR funded major project of 5.44 Lacs titled "Future Requirements for Popularising Agribusiness Education" during 2016-17.
2. As associated scientist successfully completed DST sponsored major project titled "Krishi IQ" during 2017-19.

#### **Publications**

1. Conference Proceedings and Abstract Souvenir: 20
2. Book Chapters: 12
3. Popular Articles: 2
4. Compendium Articles: 5
5. Research Papers: Total 10
  - a. In NAAS Rated Journals: 0
  - b. In International/ National Peer Reviewed Journals: 10

❖ **MBA Final Project guided as Major Advisor- 45**

❖ **MBA Final Project guided as Member Advisor- 50+**

❖ **Paper Presented in National and International Seminar- 40+**

❖ **Lecture delivered as invited speaker/ resource person- 20+**

❖ **Awards and Appreciation- 42+**

❖ **Orientation/ Refresher courses/Workshop/ Seminar/Training Attended- 71+**

❖ **Other Educational Initiatives-** Digital Learning Videos, You-tube Channel, ICAR Learning resources development; Flipped Classroom learning methods and Field experiment based teaching.

❖ **Professional Skills Development Workshops-** Conducted professional skills development sessions for professionals and students across 6 states and 15 institutions for 3000+ participants.

**Place: Bikaner, Rajasthan**

**CV Updated on August 3, 2024**