

## **Tapish Panwar**

Tapish Panwar has around ten years of overall experience which includes two years as an academican and eight years of experience in corporates. His corporate experience spanned across domestic as well as international markets in multiple sectors like Sales & Marketing, IT consulting and Social Development. He was associated with organizations like Tata Trusts, Maersk Line, Tata Motors and Cognizant in past in functional as well as leadership roles in areas like Sales, MarCom, Organisation Strategy, Project Management and Consulting. He has been teaching Services Marketing and Marketing Management at RIMSR since two years. He has also published two papers in the internal periodical –Management Vision;

Tapish is currently pursuing his PhD in the area of Branding from ITM University. He completed his Master in Business Administration from Faculty of Management Studies, Delhi which is the Management Faculty of University of Delhi, with Marketing as his majors. He also holds an Engineering degree from RGPV University, Bhopal in Electronics and Telecommunication.

In his corporate stint, he started his career in IT and worked as a Team Lead and Onsite Coordinator managing projects for Novartis Pharma from client site in Basel, Switzerland. He has also worked in Heilbronn, Germany while working in a project with T-Systems Enterprises through T-System, India. At Tata Motors, he worked in various departments like Marketing Communication, Spare Parts Sales and Organization Strategy while working with channel partners, agencies and vendors, and customers in the automotive segment. He also had a brief stint at Maersk Line as Key Account Manager for Consumer Durables segment at the organization which was a national role.

In his last organization, Tata Trusts, Tapish worked as a Consultant, working under the Commissioner & Principal Secretary, Rural Development Department, Gujarat for the Swachh Bharat Mission (Gramin). As a consultant, he was responsible for providing strategic and operational support to the Principal Secretary for Swachh Bharat Mission (G) and was also responsible to support in project management with major emphasis on monitoring and coordination.

He qualified NET twice, in 2013 and again in 2014 and also qualified the JRF criterion in 2014 in Management stream.

**Work Experience:**

<b>Name of the Company</b>	<b>Designation</b>	<b>Period</b>	<b>No. of Years</b>
Rizvi Institute of Management Studies and Research	Assistant Professor	4 <sup>th</sup> July 2017 – till date	2
Tata Trusts	Consultant	1 <sup>st</sup> September 2016 – 30 <sup>th</sup> June 2017	1
Maersk Line	Key Account Manager	10 <sup>th</sup> December 2015– 30 <sup>th</sup> January 2016	0.2
Tata Motors	Manager	8 <sup>th</sup> September 2013- 30 <sup>th</sup> October 2015	2.2
Cognizant Technology Solutions	Consultant- ERP	20 <sup>th</sup> March 2008 – 31 <sup>st</sup> July 2010	2.4
T-Systems India	Consultant	3 <sup>rd</sup> December 2007 – 20 <sup>th</sup> March 2008	0.4
Satyam Computers Ltd	Developer	5 <sup>th</sup> August 2005 – 28 <sup>th</sup> November 2007	2.2

**Awards / Recognition:**

<b>Honouring Body</b>	<b>Recognition Details</b>	<b>Year</b>
Tata Motors	Rated 'Exceptional'	2014-15
Tata Motors	Rated 'Exceptional' & PPO	2012
Cognizant Technology Soln.	Rising Star of the Quarter	2009-10
Cognizant Technology Soln.	Employee of the Month	2008
Satyam Computers Ltd	Star Performer of the Year	2006-07

**Academic Credentials:**

<b>Degree</b>	<b>Specialisation</b>	<b>University</b>	<b>Year</b>
PhD (pursuing)	Marketing	ITM University	Pursuing
NET(JRF)	Management	UGC	2014
NET	Management	UGC	2013
MBA	Marketing	University of Delhi	2013
BE	Electronics & Telecommunication	RGPV, Bhopal	2005
HSC	Science/Maths	CBSE	2001
SSC	-	CBSE	1999

**Conferences / Seminars / Workshops Attended:**

<b>Conference Details</b>	<b>Organising Body</b>	<b>Year</b>
Workshop on Research Methodology	Rizvi Institute of Management Studies & Research	2019
Techno Management Trends	Institute of Technology and Management	2019
Enhancing Teaching Pedagogy	Forum for Marketing Education	2018
Workshop on Brand Equity and Brand Valuation	Rizvi Institute of Management Studies & Research	2018
Digital Warfare Armoury	Rizvi Institute of Management Studies & Research	2018
Enhancing Teaching Pedagogy	Forum for Marketing Education	2017

**Publication – Research Articles:**

<b>Title of the Article</b>	<b>Name of the Journal</b>	<b>ISSN</b>	<b>Year</b>
Racing Ahead: Gujarat's journey towards becoming an Open Defecation Free state	Management Vision	0975-7813	2019
Is there a First among Equals in Social Media Platforms for Millennials? An empirical study	Management Vision	0975-7813	2018