



Sudhanshu BHATT

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OBJECTIVE

To leverage my expertise in international collaborations and contribute significantly to transformative internationalization efforts, I seek a challenging role as the Manager of International Relations & Global Affairs at Woxsen University. With a proven track record of establishing four international collaborations within six months in my current role, I aspire to bring my skills and potential to Woxsen, where I can make a substantial impact by fostering meaningful global partnerships and overcoming challenges related to funding and recognition.

PROFESSIONAL SUMMARY

A dedicated professional currently leading international collaborations in my current organization, I am driven by the goal of transforming the global landscape of education. Despite achieving commendable success in establishing partnerships, inadequate support, funding, and recognition have hindered realising my full potential. Seeking to contribute at a higher level, I am eager to join Woxsen University as the Manager of International Relations & Global Affairs. My extensive experience and passion for internationalization initiatives position me to bring about positive changes and propel Woxsen University to new heights of global recognition and success.

WORK EXPERIENCE

Head of Department and Professor-of-Practice

Sanjivani Business School, Kopergaon, Maharashtra, India

03/2023 -Current

Responsible for branding, outreach and internationalization for the newly launched business school (SBS) and the unique product PGDM-FBA (Fintech and Business Analytics) in collaboration with Imarticus Learning Pvt. Ltd.

Guest Faculty & Program Manager - MBA

Roorkee Institute of Technology (RIT Roorkee) - Roorkee, India

12/2017 – 2023

Instrumental in launching the "School of Management" in 2018. Successfully collaborated with an AMBA-accredited Russian Management Institute, IMISP-St. Petersburg.

Director of the Pharmaceutical Logistics Firm

Slonce Remedies Pvt. Ltd. - Dehradun, India

02/2016 – 02/2023

Managed the operation and distribution of pharmaceutical brands in Northern India—strategic marketing for branded generics in a competitive market.

Regional Sales Manager

Serve Pharmaceuticals Pvt. Ltd. - Dehradun, India

04/2012 – 11/2015

Human Resource Executive

Akums Drugs & Pharmaceuticals Ltd. - Haridwar, India

07/2007 – 01/2010

EDUCATION

Pursuing Doctoral Fellowship in Marketing

XLRI- Jamshedpur, India (AACSB & AMBA Accredited)
10/2018- Current

Master of Business Communication

Rennes School Of Business - Rennes, Bretagne, France
(AACSB, AMBA, EFMD Triple Accredited Business School)
11/2010 – 07/2012

Master of Commerce in International Business Management

Indira Gandhi National Open University (IGNOU), New Delhi, India
07/2009 - 08/2011

BSc in Hospitality & Hotel Administration

Institute of Hotel Management - Bangalore, India
05/2004 – 08/2007

JOURNAL REVIEW

Reviewed seven research papers for the Journal of Retailing and Consumer Services (ABDC

-A) and two papers for Marketing Intelligence and Planning (ABDC-A)

CASE STUDY PUBLICATIONS

1. *Juhi Warriar: Driving the Diversity Agenda at Revital Pharma Inc.* Ivey Publishing, Oct 2020. Available at Harvard Business Publishing <https://store.hbr.org/product/juhi-warriar-driving-the-diversity-agenda-at-revital-pharma-inc/W20864>

2 . *Employee Advocate or Company Custodian: Choosing Sides in a Sexual Harassment Case.* Ivey Publishing, Jan 2023. Available at Harvard Business Publishing <https://store.hbr.org/product/employee-advocate-or-company-custodian-choosing-sides-in-a-sexual-harassment-case/W31819>

3. *Pantaloons - Phygital Stores and Online Format Engagement*. Case Center (Case-Reference no. 523-0051-1), 2023
4. *Reliance Smart - Format and Layout Management*. Case Center (Case-Reference no. 523-0090-1), 2023
5. *Jack & Jones - Retail Management Framework*. Case Center (Case-Reference no. 523-0091-1), 2023
6. *Ally or Adversary: Examining the Role Managers Play in Retaining Employees Who Are New to Motherhood*. International Journal of Case Studies, Volume 11, Issue 5, May 5, 2022
7. *Towards Career Sustainability: Issues of Women in India*. International Journal of Science, Engineering and Management (IJSEM) Vol 9, Issue 8, August 2022

PUBLICATIONS IN PIPELINE

1. Medical Metaverse paper under second round of review in AIS Transactions on Human-Computer Interaction (ABDC-A)
2. Order Prescriptions Online: Determinants of purchase satisfaction in an emerging Indian e-pharmacy sector under the second round of review in International Social Science Journal (ABDC-B)

CONFERENCES

1. “*From Controversy To Consumer Engagement: A Half-Century Exploration Of The Dynamic Relationship Between Sex In Advertising And Consumer Behavior*” accepted for Winter AMA 2024 Conference HigherEd SIG Special Session
2. “*Breaking Barriers with Health Metaverse a comprehensive analysis*” accepted for British Academy of Management conference 2023
3. 7th International Communication Management Conference (ICMC) 2021 held at MICA in collaboration with Moody College of Communication (University of Texas at Austin) between Jan 7 - 9, 2021 – Presented a paper on the theme of “*Creativity & Culture for Management in a Changing World.*”
4. Presented a paper on “*Transformational Leadership Qualities: Are they more prevalent in Women?*” at the International Conference on HR Trends 2030 at the Indian Institute of Social Welfare and Business Management, Kolkata, 2019. Won the 'Best Presenter' Award.
5. SHRM – Society for Human Resource Management, Hyderabad – Paper Presentation: “*Handling Diversity at the Workplace*” –Session for SHRM Hyderabad Members, Dec 2012
6. All India Management Scholars International Conference at IBS, Hyderabad – Dec 2007 – 2 Papers presented. (a) “*What is Management Education and Why Management Education*” and (b) “*Educating and Training the Indian Workforce.*”

MEMBERSHIPS

American Marketing Association (AMA)
 Academy of Management (AOM)
 All India Organization of Chemists & Druggists (AIOCD)

REFERENCES

Available upon request.