

SPEAKER



Dr. Kshitiz Sharma

**Professor, Coordinator - IQAC
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Dr. Kshitiz Sharma is a Professor and Coordinator- IQAC at ABBS School of management, Bangalore. His past association has been with Alliance School of Business (Alliance University), VIHTM (Saurashtra University), UEI Global (Berggruen Education Pvt. Ltd.), IIAS School of Hotel Management and Tourism, Radisson (Carlson Hospitality Worldwide, Le Meridien etc.

Dr. Sharma is an author of a book and many book chapters. He has published papers including research papers, articles and case studies in prestigious Springer Nature, Japanese Business Magazine, Case Center and ET Case, ABDC listed, Scopus listed and UGC listed journals. He is Reviewer for many journals as Journal of Creative Communications, Int. J. of Business and Emerging Markets, Amity Journal of Entrepreneurship (AJE), International Journal of e-government and e-Business Research and many more. Dr. Sharma has conducted several EDPs and MDP and organized International Conferences at ABBS as Convenor.

His areas of interests are, Marketing Management, Entrepreneurship and Innovation, Service Economy, Disaster and Risk Management, Consumer Behaviour, Services Marketing, Marketing Research, Marketing Strategy, Hospitality Marketing and Marketing Analytics.

He is very keen on understanding the role of Disaster and Risk Management in the field of Management studies. He strongly advocates that this is an area that all management students should learn to be able to design more sustainable strategies for their businesses and help in reducing the challenges posed by natural and man-made disasters. He is pursuing research in this area and has recently completed a study on the impact of Covid pandemic on the MSME sector in India. He is part of global team of researchers in this project. He is keen to learn and share his thoughts with other researchers and experts in the area of Disaster Risk Management.