

## **Dr. Tapan K Panda**

Dr Tapan K Panda works as a Pro-VC at KIIT DU. Before this, he was a Pro-VC at MIT-WPU, Pune. He was also a Professor and Director of the Narsee Monjee Institute of Management Studies (NMIMS) Hyderabad campus. He is an alum of the University of Houston, USA. He holds a Ph.D. in Business Administration in the area of Brand Management.

He has worked at some of India's leading business schools as a full-time faculty member, including The Indian Institute of Management, Lucknow, IIM-Kozhikode, and IIM-Indore. He was the Director at Great Lakes Institute of Management Chennai, Founding Dean at BML Munjal University, and Dean at Jindal Global Business School at O P Jindal Global University. He is a visiting professor at The University of Paris, The University of Bordeaux, France, The University of Maryland and The China University of Politics and Law (CUPL) Beijing.

Dr Panda has published extensively on marketing, branding, customer relationship management, and sustainability. He has published more than 24 books with national and international publishers, more than 100 research papers in the leading research journals of the world, and has more than 11,000 citations on Google Scholar. He has received many awards for his research work in India and abroad. He consults for leading brands like LG, Hero, Axis Bank, Flipkart, Fortune, and different state governments on public policy. He had consulted for national and international agencies, including USAID, the Government of Uttar Pradesh, the Government of Kerala and the Government of Madhya Pradesh. He is part of Angel Network in India and mentors' start-ups in technology and e-commerce. He consults in marketing, public policy, higher education and education technology.

His other interests include poetry, fiction and song writing. He, along with his wife, runs the Tapasya Foundation and works in education, literature, and old-age care in Odisha. He can be reached at [tapanpanda@gmail.com](mailto:tapanpanda@gmail.com).

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