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Dr.Manish Bansal, Ph.D. is an Associate Professor of Management cum Dean (Academics, Research & Planning) at Malout Institute of Management & Information Technology (MIMIT), Malout, Punjab, INDIA. He holds Ph.D from Punjabi University along with MBA Marketing from Shivaji University. He has served as Director, Baba Farid College of Management & Technology for about four years as an established administrator, where he is credited with numerous positive changes. He is published in various national and international journals in the areas of Marketing, Retail, Hospital management and Entrepreneurship. He is credited with the organization of three national level conferences and one international level conference with large participation. He has authored ten books and edited six conference proceedings besides being on advisory panel of various institutes and research journals. He has taught MBA classes in Marketing, Retailing and Advertising and supervised to various Ph.D. scholars.



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