

## **Brief Biography**

Dr. Vikrant Jaswal is a distinguished academician renowned for his contributions to academia, research, and the entrepreneurial landscape. Since May 2022, he has served as an esteemed faculty member within the Department of Management Studies at SPU Mandi.

Dr. Jaswal's academic journey began with a Bachelor of Science degree from HPU-Shimla, followed by a Master's in Business Administration from PTU-Jalandhar. He furthered his academic pursuits by obtaining a Ph.D. in management from NIT-Hamirpur, where he was honored with a UGC-NET (JRF and SRF) fellowship, exemplifying his scholarly dedication and excellence.

Throughout nearly a decade, he has held instrumental positions at renowned institutions such as IIM-Kashipur, Ambika Enterprises-Una, and Chandigarh Business School-Mohali, demonstrating his versatility and profound expertise across various domains. His extensive knowledge encompasses teaching, research, and valuable experience within the startup industry.

Dr. Jaswal's current research interests span a broad spectrum, including innovation, performance assessment of small businesses, success factors for entrepreneurs, marketing strategies, branding, sales, consumer satisfaction, workplace spirituality, emotional ownership, and job stress. His remarkable publication track record in esteemed international and national journals, notably indexed in databases such as Scopus, ABDC, and the UGC Care List, underscores his scholarly excellence. Beyond his academic pursuits, he actively engages in international and national conferences, with notable participation in events held in Malaysia and at prestigious institutions like the IITs.

As an esteemed educator, Dr. Jaswal shares his wealth of knowledge across a diverse array of courses, spanning from marketing management and research to entrepreneurship and management information systems. His commitment to cultivating the entrepreneurial spirit is palpable through his mentorship roles within various startup industries, where he has been recognized for his exceptional contributions. Notably, he was honored with the annual Entrepreneurship Award under the Chief Minister's Startup Scheme by the Government of Himachal Pradesh in 2019.

He has significantly impacted society through his contributions, notably spearheading the development of in-house PPE kits for the Himachal Pradesh government in 2020. As the manager of the "Innovation and Entrepreneurship Foundation" at SPU Mandi, he occupies a pivotal role in fostering innovation and entrepreneurship within the region. His expertise extends to areas such as business incubation, agricultural entrepreneurship, and the marketing of rural products.

In summation, Dr. Vikrant Jaswal is a multifaceted professional whose influence transcends the boundaries of academia, leaving a profound mark on research and the advancement of entrepreneurship. His unwavering dedication and expertise serve as a beacon of inspiration, enriching the lives of those around him and solidifying his standing as a respected figure in his field.

*Dr. Vikrant Jaswal*