

About the Prof. Shyam Vyas, Ph.D. :

Dr Shyam Vyas did his initial schooling from Mayo College, Ajmer, (recognized as one of the finest public school in India), and his initial graduation from the prestigious Birla Institute of Technology & Science, Pilani. He went on to earn his BBA and MBA from Western Illinois University in USA. His Ph.D. is from JNVU. He has taught at AACSB accredited universities (WIU, and UW-L) in USA for many years with distinction. He was repeatedly nominated for “Teacher of the Year Award” at University of Wisconsin – La Crosse, USA – and was Faculty Advisor to American Marketing Association Collegiate Chapter at both American universities. He was one of the most active consultants to local industry through university’s Small Business Development Centre.

Additionally, he has been a visiting faculty on semester-long assignments to Zhongshan (Sun Yat-sen) University, China, Simon Fraser University, Canada, and at University of the Fraser Valley (previously UCFV), Abbotsford, British Columbia, Canada. He continued to be associated as visiting faculty with UFV India, Chandigarh campus since 2007 – and is currently their full-time Professor of Marketing & Business.

Prof Shyam Vyas was awarded “UFV Teaching Excellence Award” – 2018”.

He was served in role as “Principal”, UFV India, Chandigarh, from 1st July’19 – 17th Sept 2020..

In India, he has taught (as visiting faculty in the areas of marketing) at reputed management programs such as *Faculty of Management Studies* (FMS’s MBA program), *Shriram College of Commerce’s* Post Graduate “Global Business Operations” program, at The Times Group’s “*Times School of Marketing*”, *Infinity Business School*, and at *Birla Institute of Management Technology’s* MBA Program. He has been PhD guide to research scholars enrolled in PhD programs in marketing at *Birla Institute of Technology*, Mesra, and at *NorthCap* University, Gurgaon. He is member of “PhD Thesis Evaluation Panel” at NorthCap University, and has recently been invited to join the “Advisory Council” at newly formed PML SD Business School, Chandigarh.

Prof. Shyam Vyas, was Coordinating Head of MBA Dept at *Bharatiya Vidya Bhavan*, New Delhi (1996–2006), and their Professor of Marketing until Aug 2008 – when he decided to leave the Bhavan to pursue his writings, research and consultancies. He has been Founding Director of *Aashlar Business School* (Delhi-Agra Highway), Founding Executive Dean of *Ansal Institute of Management Technology*, and Founding Director of *Shyam Vyas MARC School of Business*, and has also been Program Director, & Lead Faculty at *G-Marc Executive Excellence Program* at Gargi College, Delhi University, New Delhi.

He is also the President & Managing Director of his marketing consulting firm *Shyam Vyas MARC Pvt. Ltd.*, that operates globally, and is actively involved in domestic and international marketing effort, and in assisting businesses deal effectively with emerging marketing issues and opportunities.

Dr Shyam Vyas has been associated with many types of organizations and their marketing effort as a consultant to assist them – these include Modi Revlon, Modi Lufthansa, MMTC, Tata Rallis, NAFED, NDDB, Texplas Group, Classic, Crystal-sun Ventures, The Train Co., Cargill India, FAI, SBEC Sugar, Win Medicare, Senator, Delhi Tourism, Omega etc. to name a few, and has organized more than 100 seminars on marketing related topics in India and abroad.

Additionally, he serves as an *Independent Director* on “Board of Directors” for a few large reputable public limited companies, advising them on marketing and business matters.

One area of his specialization in business consultancy includes projects to accomplish 100% increase in brand sales within a fixed time-frame.

Author of three major text books in Marketing, Consumer Behavior and Market Research areas. Dr Shyam Vyas has published a total of 13 text books, and has been published in international journals like *Journal of International Business Studies (JIBS)*, *Asia Productivity Journal (APJ)*, and *Journal of Personal Selling & Sales Management (JPSSM)*. He has published/presented many international & domestic conference research papers including the prestigious Annual - *Global Research Symposium on Marketing & Entrepreneurship*.

He has been a keynote speaker at several national & international conferences including the 39th World Marketing Conference. Recently he was invited to address the “International Conference on Changing Economic Scenario : Strategies for Business Sustainability”.. Conducted Seminar in Research Methodologies for PhD. scholars, Faculty & MBA students at GLA Univ., Mathura, and delivered Key note address at UGC sponsored Conference at KP Group of Institutions, Agra.

What he likes most, cherishes & enjoys most is interactions with his students, seekers & learners.

Feel free to connect with him anytime & without any hesitation.
