



Dr. Rohit Jaiswal

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Educational Qualification:

Certificate Course in Data Analytics and Generative AI (2025–2026)

E&ICT Academy, IIT Kanpur

Ph.D. in Management – Marketing (2019–2026)

Guru Ghasidas Vishwavidyalaya, Bilaspur (Central University)

UGC-NET Qualified in Management (December 2019)

Conducted by NTA (National Testing Agency)

Master of Business Administration – MBA (2017–2019)

School of Management Sciences, Varanasi (AKTU) | Specialization: Marketing & HR

Bachelor of Business Administration – BBA (2014–2017)

MM Institute of Management, Ambala (MMU) | Specialization: Marketing & HR

Work Experience:

Teaching Experience (in years)	: 2+ Years
Industrial Experience (in years)	: 0 Years
Total Experience	: 2+ Years

Research & Academic Contributions:

Books / Book Chapters	: 9 Book Chapters (National & International)
Copyrights	: 5 (Registered)
Paper Publications	: 8 (Scopus / ABDC / UGC CARE / Peer-reviewed)
Papers Presented	: 12 (National & International Conferences)
Workshops / FDPs / Certifications	: 30+

Areas of Specialization:

Marketing | Digital Marketing | Business Analytics | Human Resource Management | General Management