

**Name: Dr. Vidhu K Mathur**

**Designation: Assistant Professor**

**Qualification: MBA, PhD., NET**

**Experience: 23 Years**



Dr. Vidhu K. Mathur is an academican and industry expert, with a comprehensive background encompassing over two decades in academia and an additional three years in the corporate realm. With a passion for exploring various facets of business, Dr. Mathur's expertise encompasses the realms of Marketing, Strategic Management, and Leadership matters within the context of Small and Medium Enterprises (SMEs). He is deeply committed to shaping the future leaders of the business world through his engaging teaching methods and thought-provoking research. Notably, his scholarly contributions have found their place in renowned journals, reflecting his commitment to advancing the knowledge base of the academic community. One of his notable works, "Social Entrepreneurship and Institutional Environment in an Emerging Economy," was published in the esteemed International Journal of Social Entrepreneurship and Innovation, a distinguished publication indexed in SCOPUS. His recent contribution, "Food waste in India: Prevention strategies and outcomes," showcased in the Waste Management World Journal of ISWA International Solid Waste Association, published by WEKA Industrie Medien GmbH in Germany, highlights his commitment to addressing real-world challenges through rigorous research. Dr. Vidhu K. Mathur's multifaceted contributions to academia, industry, and research underscore his dedication to fostering excellence and innovation in the fields of Marketing, Strategic Management, and SME Leadership. His rich experience and diverse achievements position him as a pivotal figure in shaping the future of business education and practice.