

Dr. Vidhu K. Mathur

Designation: Assistant Professor

Qualification: MBA, UGC-NET, Ph.D.

Experience: 24 Years



Dr. Vidhu K. Mathur has over all 24 years' experience, of which 22 years in academics, and 2 years is in the industry.

His research and teaching interests are Marketing, Strategic Management and Leadership in Small and Medium Enterprises. He was awarded the Doctor of Philosophy (Ph.D.) on Corporate Entrepreneurship in Small and Medium Enterprises. He has qualified UGC-NET in Management. He has published his research in various national and international journals, and attended various seminars and conferences. Notable among them are "Social Entrepreneurship and Institutional Environment in an Emerging Economy" published in the International Journal of Social Entrepreneurship & Innovation and 'Urban Solid Waste Management in India

– A Case Study of Nagpur City' at 'Waste – The Social Context Conference', organized jointly by the Edmonton Waste Management Centre, the City of Edmonton and University of Alberta at Edmonton, Canada. He has also worked as a Consultant to development organizations focusing on urban development issues.