

**Academic Year 2025-26**

**OMBUDSPERSON**

Name : Dr. Smriti Verma

Qualification : PhD, MBA (Marketing), UGC NET

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Dr. Smriti Verma Ph.D. MBA, NET is a visionary educator, administrator, and scholar with over two decades of exemplary experience shaping the academic landscape at premier institutions across India and beyond, including Hindustan University, Chennai; Prestige Institute of Management, Indore; Institute of Management Technology, Nagpur; and Symbiosis University of Applied Sciences, Indore. Presently, she serves at Symbiosis Institute of Business Management, Nagpur, building on her prior leadership at YCCE, Nagpur, where she excelled as Head of the Department of Management Studies and Entrepreneurship, Dean of International Relations, and Dean of the prestigious Eagles Program roles in which she masterminded the signing of multiple Memorandums of Understanding (MOUs), orchestrated international activities, and successfully executed global partnerships that elevated institutional profiles on the world stage. A prolific researcher, Dr. Verma has published more than 60 research papers in esteemed national and international journals & many Scopus-indexed alongside three edited books, 15 insightful case studies, and a registered copyright, with her scholarly pursuits centering on innovative applications of marketing strategies, entrepreneurial ecosystems, and foundational organizational building blocks; she further extends her expertise as a valued member of reviewer boards for leading journals. Renowned as a dynamic trainer, she has facilitated countless Management Development Programs (MDPs) on branding and marketing strategies, as well as Faculty Development Programs (FDPs) covering case writing, case analysis, research paper composition, and research methodology, empowering professionals and academics alike. Complementing her

academic prowess is a robust five-year corporate career in technology management, where she led high-impact project implementations, including the development and deployment of Educational Learning Management Systems (LMS) and Enterprise Resource Planning (ERP) solutions at both national and international scales. Dr. Verma's global footprint is evident in her ongoing roles as Adjunct Faculty at Konstanz University of Applied Sciences in Germany and the University of Vorarlberg in Austria, underscoring her commitment to fostering cross-cultural knowledge exchange and excellence in management education.



  
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