

Dr. Sapna Popli is a Professor of Marketing & Leadership with over 20 years of work experience in teaching and training of students, executives and faculty. She has handled varied roles and responsibilities of a corporate executive, teacher, trainer, researcher and an academic leader. Sapna has a doctoral degree in the area of services marketing from International Management Institute (IMI), New Delhi, is a MBA major in Marketing from the Faculty of Management Studies, Jammu University and has an undergraduate degree in Mathematics (Honours) from Delhi University.

She has taught as a marketing faculty both in India and Internationally. Over these years she has been associated with various schools in the Delhi-National Capital Region of India. Currently associated with IMT Ghaziabad as an Adjunct Professor, she has earlier worked for various leading schools in NCR including BIMTECH, IILM and FIIB. Internationally she has been offering a course in cross cultural marketing at the ESCA School of Management, Casablanca, Morocco (2016,2017) & and has offered a course earlier at the Shanghai university School of Management, Shanghai, China (Nov 2005). She has offered courses in marketing, services marketing, consumer behaviour and understanding the Indian consumers and markets.

She has also offered trainings in interpersonal skills, emotional intelligence, service excellence and service orientation at NUEPA (National University of Education Planning and Administration), BHEL, EIL, NTPC and NLI in the public and govt. sector and for many organizations in the private sector too. Her work has been published and presented in the areas of leadership, employee engagement, business education, quality, customer satisfaction, learning and culture in various journals and conferences in India and overseas. Her current research and consulting interests are in the areas of leadership, people development, employee engagement and service orientation.

In her former role as the Dean and Director at IILM, besides developing and managing the business programs, she also had the responsibility for curriculum development, faculty development, accreditations (SAQS), student development, international collaborations and partnership development. Partnership development has also included developing and delivering joint programs with corporate in healthcare, IT and retail through various learning & development initiatives.

Organizing and leading events and conferences at a global level have also been a part of the portfolio. Work on International Collaborations have included working with universities and business schools worldwide University of Bradford, School of Management UK; Dublin Institute of Technology, Ireland to develop and offer joint programs in India and enhance exchange opportunities for students and faculty across partner schools. She has also represented her institute at various conferences, events and seminars organized by the AACSB (Association to Advance Collegiate Schools of Business, USA); efmd (European Foundation for Management Development) in Australia, Canada, Germany, France and Hawaii.