

Name : Vivek Malik
Designation : Research Scholar
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BIOSKETCH:

Vivek Malik is a PhD/FPM Research Scholar at the Birla Institute of Management Technology (BIMTECH), specializing in Strategy, Innovation, Entrepreneurship, Corporate Social Responsibility (CSR), and Sustainability. He holds an MBA in Operations from Welingkar Institute of Management and a B.Tech. in Information Technology from Banarasi Das Institute of Technology and Management. He is also UGC-NET qualified in Management.

A seasoned professional with a blend of academic depth, entrepreneurial passion, and consulting expertise, Vivek has rich leadership experience across diverse industries including travel, logistics, edtech, and foodtech. He has successfully co-founded multiple ventures such as *The Nature's Vault*, a luxury glamping initiative in Rishikesh; *The Consulting Fellow*, a startup consulting platform; *Pogiapp*, an edtech venture connecting students with career experts; and *ApniMaa*, a unique foodtech initiative delivering home-cooked meals crafted by mother chefs.

Previously, Vivek worked with Casby Logistics as part of the Managing Director's Office team, where he contributed to strategic initiatives, business process optimization, and cross-vertical projects. His role required close collaboration with senior leadership and involved working across multidisciplinary teams to drive organizational transformation and long-term growth.

Vivek is also the co-initiator of the Wemiga Foundation, a mission-driven organization focused on empowering rural communities, fostering sustainable livelihoods, and promoting social innovation. His professional and research pursuits reflect his deep commitment to developing sustainable and impactful models that bridge business growth with social good.

His achievements include being featured on an exclusive show by *Zee Zest* in association with NEXA by Maruti Suzuki, hosted by actor Karan Tacker, as well as collaborations with international brands such as Lenskart, ScoopWhoop, Popxo, and Decathlon on marketing and social initiatives. He has also been recognized as the *Best Student Career Counselor* by India's first edtech community platform, MCME.

Specializing in strategic opportunity identification, business model innovation, startup scaling, and social entrepreneurship, Vivek combines scholarly rigor with industry acumen. His vision is to advance sustainable development and entrepreneurial growth through impactful research, innovative strategies, and socially responsible initiatives.

EDUCATION:

University Grants Commission (UGC) – National Eligibility Test (NET):
Qualified in Management, 2024

Master of Business Administration (MBA): Operations Management
Welingkar Institute of Management, Mumbai, 2019

Bachelor of Technology (B.Tech.): Information Technology
Banarasi Das Institute of Technology and Management, Lucknow, 2016

AREA OF INTEREST AND RESEARCH

- Founder Motivation & Decision-Making
- Startup Success Frameworks & Scaling Strategies
- Entrepreneurship in Nascent & Emerging Markets
- Business Model Innovation & Strategic Opportunity Identification
- Corporate Social Responsibility (CSR) & Social Innovation
- Case Study Research & Applied Qualitative Methods

EXPERIENCE

Co-Founder & CEO — *The Nature's Vault*, Rishikesh, UK | Feb 2021 – Present
Introduced a luxury glamping concept merging adventure with comfort.

Co-Founder & Chief Marketing Officer (CMO) — *The Consulting Fellow*, Noida, UP |
Apr 2022 – Present
Assisting startups in building strong foundations for sustainable growth; expertise in presales, strategic initiatives, and client-focused solutions.

Co-Founder — *Pogiapp*, Pune, MH | Apr 2019 – Present
Connecting students and parents with education experts for informed career decisions.

Co-Founder — *ApniMaa*, Mumbai, MH | Jan 2019 – Mar 2021
Built a platform delivering home-cooked meals crafted by mother chefs, fostering health and nostalgia.

Executive – Strategic Initiatives — *Casby Logistics Private Limited*, Mumbai, MH | Sep 2019 – Feb 2021
Worked closely with the Managing Director's Office team on strategic initiatives, business process optimization, and cross-vertical projects; collaborated with multidisciplinary teams to drive organizational transformation.

ACADEMIC POSITIONS AND ASSIGNMENTS

Research Scholar (FPM), Birla Institute of Management Technology, July 2025 to Present

RECOGNITIONS AND AWARDS

Writing a Case Study Program

Emerald Publishing, Emerald Cases Hub — Issued September 2025

Mentored by Prof. Michael Goldman (Editor-in-Chief, Emerging Markets Case Studies) and Dr. Rebecca Morris (Editor, The Case Journal). Developed foundational skills in case study pedagogy, academic writing, and editorial best practices.

Mastering Systematic Literature Review and Meta-Analysis

ServiceSetu Academics — Issued August 2025

3-Day Online Workshop (5–7 August 2025) focused on literature reviews, meta-analysis, and the TCCM framework for rigorous academic research.

Best Student Career Counselor Award

India's first EdTech community platform, MCME

Featured Guest

Exclusive show by *Zee Zest* in association with NEXA by Maruti Suzuki, hosted by actor Karan Tacker

Brand Collaborations on Marketing & Social Campaigns

Worked with leading international brands including Lenskart, ScoopWhoop, Popxo, and Decathlon

RESEARCH IN PROGRESS

Founder Motivation and Decision-Making in Startup Scaling: A Study of Nascent Markets in Emerging Economies

SOCIAL ENGAGEMENT

Co-Initiator, Wemiga Foundation: Driving social innovation and empowerment initiatives for communities through sustainable livelihood models and capacity-building programs.

Mentorship & Advisory: Supporting early-stage social enterprises and startups to scale responsibly and create impact.

Community Collaboration: Partnering with NGOs, academic institutions, and corporate organizations to promote entrepreneurship, skill development, and social welfare.