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### **Biography**

**Vinnie Jauhari Ph.D.**, is M.Sc. (Hons.) in Electronics from Panjab University, Chandigarh and MBA (Gold Medalist) (Marketing). She received her Ph.D. on Corporate Entrepreneurship from Indian Institute of Technology, Delhi and her Post-Doc from the United Nations University, Tokyo in the area of Technology and Society. Dr Jauhari heads the University Relations Division in India at Hewlett-Packard India. She is also currently Adjunct Professor and earlier the Head of the School of Management and Entrepreneurship at IIMT. She is also the founding editor of the Journal of Services Research, which features in the EBSCO and PROQUEST database. She has over seventy publications in National and International Journals and has also authored several books such as Business Strategy, Services Management, Readings in Services Management, Humanised Science and Technology. Her area of expertise is Corporate Entrepreneurship, Strategy and Technology issues. She is widely travelled and has been a speaker at numerous International Conferences. She is involved with numerous international projects on Technology and has been a frequent visitor at IIASA, Laxenburg. She is a reviewer for Technovation . She is on the Editorial Board of International Journal of Contemporary Hospitality Management.