About the Contributors

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Suresh Chandra Bihari has about 32 years of experience in industry and academics. He is pursuing his academic passion, leaving behind a banking profession for 28 years, including 3 years as a trainer in Allahabad Bank. Presently, he is working as a Professor in Banking & Finance at IBS, Hyderabad, a top ranking business school of India and a constituent of IFHE, a Deemed University under section 3 of UGC Act, 1956. He has more than 100 publications to his credit that includes 11 text books, 6 study materials prepared for MBA students of a reputed University, 8 edited books, and 7 case studies, included in the European Case Clearing House, more than 50 research papers published in reputed and referred International and National Journals both in India and abroad. He has also presented his research papers in about 30 International and National Conferences, both in India and abroad that includes those at Northern State University, USA, IIM, Calcutta, MDI, Gurgaon, IMT, Ghaziabad and Nagpur, among others. He is also the winner of Macro Research Award 2009-10 of the Indian Institute of Banking & Finance and one of the prize winners of Micro Research Award 2010-11 of the same Institute. For the year 2011-12, he has won the First Prize under Micro Research Award of Indian Institute of Banking & Finance, the professional body of bankers in India having ISO certification. He is also a reviewer of Text Books, International Journal and is also in the editorial boards of several International Journals. Since October, 2012, he is the Consulting Editor of The IUP Journal of Bank Management, ICFAI University.
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Sushil Gadekar is currently working as Vice Principal at MGV’s Institute of Hotel Management, Nashik, India. He had submitted Ph.D Thesis, titled ‘Market Segmentation and Effective Marketing Strategies For Tourism in Vidarbha Region’. He has done Masters in Tourism Management (MTM) and Bachelors in Hotel & Tourism Management (BHTM). He has 15 years of Industry Experience in India and abroad in the field of International Desserts, Bakery & Confectionery and Tourism as well as 11 years of academic experience. He used to participate in popular cookery show on Zee Television Channel in 2010. He had participated in the preparation of Longest Cake (3.5 km) in the World at Intercon Hotel in Dubai—an event got recorded in the Guinness Book in the year 1995.

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