Dr. Rubaina Shrivastava

Assistant Professor - Indian Institute of Management, Indore

Ph.D. - Indian Institute of Management Ahmedabad

M.S. – National Law Institute University, Bhopal

Email: rubainas@iimidr.ac.in

Curriculum Vitae

Ph.D. in Management	Indian Institute of Management, Ahmedabad (IIM-A)	2018-2023
Master of Science in Cyber Law and Information Security (MSCLIS)	National Law Institute University, NLIU Bhopal	2011-13

Work Experience

Designation	Organisation	Duration
Assistant Professor	Indian Institute of Management, Indore	Currently working
Assistant Professor	Goa Institute of Management	Feb 2024 – July 2025
Head – Centre for Teaching and Learning	Indian Institute of Management, Udaipur	Aug 2023 – Dec 2023
International Exchange Program Executive	Indian Institute of Management, Indore	July 2017 – May 2018
Academic Associate	Indian Institute of Management, Indore	Oct 2014 – July 2017
Research Fellow	National Law Institute University, Bhopal	Oct 2013 – Oct 2014

Teaching Experience

Subject	Institution	Duration	Course Level
Research Aspects in Business Laws	Indian Institute of Management, Indore	Feb - April 2026	Doctoral Students
Cyber Law and Security for Organizations	Indian Institute of Management, Indore	Sep - Nov 2025	Executives (MDP)
Business Laws	Indian Institute of Management, Indore	Oct - Dec 2025	Executives
Legal Aspects of Business	Goa Institute of Management	July - Sep 2024	Post Graduate Students
Managing Cyber Security: A Techno-Legal Perspective	Jindal Global Business School, Sonipat	May 2024	Under Graduate Students
Technological Innovation in Emerging Markets: A Legal Environment Perspective	University of NewBrunswick, Canada	March 2023	Post Graduate Students
Cyber Laws & Information Security Compliances Intellectual Property Laws	National Law Institute University, Bhopal (NLIU)	2013-14	Post Graduate Students

Subject	Institution	Duration	Course Level
Business Continuity & Disaster Recovery Planning			
Identity Access Management			
Cryptography and Cryptographic Protocols			
Security Architecture and Models			

Research Publications

Published	
	1. Khandeparkar, K., Sharma, P., Patel, S. S., & Shrivastava, R. (2025). Examining drivers and outcome of influencer-based brand community engagement. *Journal of Brand Management*, 1- 15. (ABDC-A)
	2. Khandeparkar, K., & Shrivastava, R. (2024). Two-Faced Gifts—Power's Impact on Deceptive Status-Gifting. *Australasian Marketing Journal.* (ABDC-A)
	3. Dayal, M., Garg, S., & Shrivastava, R. (2014). Big Data: Road Ahead for India. *Indore Management Journal*, 6(2), 1–14.
Conference Proceeding	• Chaurasia, S. S., CHAWLA, A., Shukla, D., Motiani, M., Shrivastava, R., & Yadav, B. S. (2025). How Do Stakeholders Value Inclusive Co-Creation in Artificial Intelligence-Driven Healthcare?. In *Academy of Management Proceedings* (Vol. 2025, No. 1, p. 15181). Valhalla, NY 10595: Academy of Management
Management Case	• Vimal Elaichi: When a brand ambassador goes rogue! Presented at Ivey case Conference held at IIM Nagpur December 2024

Fellowships Awarded

Funded by RJMCEI (IIMA) centre with support from Foundation for Augmenting Innovation and Research in Education (FAIRE)	Thesis Data Collection	2022
Mirae Asset India Foundation	Awarded with the PhD Merit Scholarship at IIM Ahmedabad by the Mirae Asset India Foundation.	2019

Projects

Project	Duration	Institution
Project: Course Design and Development	2023	University of NewBrunswick Canada
Teaching Assistant (Course: Shodhyatra)	2022	IIM Ahmedabad
Project: Developmental change in teachers-Adopting and adapting activity-based learning in Gujarat	2020	IIM Ahmedabad
Project: Understanding the experiences of marginalized students on their educational learning and motivations	2019	IIM Ahmedabad
Project: Mobile Forensic	2012	Government Railway Police (GRP) Bhopal