



● PROFILE & PORTFOLIO

## Dr. Sagar S. Tanna

Ph.D. · Assistant Professor (Marketing) · AI-in-Research Trainer & Consultant · Founder, MS Advisory

A research-driven academic and corporate trainer who helps organisations and institutions apply Artificial Intelligence to the research and knowledge-work function — from market and competitive intelligence to evidence synthesis, data analysis and report writing. Positioned at the intersection of rigorous academic research methodology, generative-AI fluency and hands-on corporate delivery.

**10+**

Workshops &  
MDPs delivered

**200+**

Professionals &  
learners trained

**3**

Scopus & Web  
of Science  
publications

**16+**

Papers, cases &  
conferences

**10+ yrs**

Teaching ·  
training ·  
consultancy

01 PROFILE

## Academic rigour, meet *AI-accelerated delivery*

Dr. Sagar S. Tanna is an Assistant Professor in Marketing at an NDA-accredited

We use cookies for analytics and to improve your experience. Analytics and advertising cookies are used only if you accept. See our [privacy policy](#).

Decline

Accept

qualified, an NPTEL Domain Scholar (Marketing) and NPTEL Discipline Star (Management), with peer-reviewed work in Scopus Q1 and Web of Science indexed outlets. Through MS Advisory he designs and delivers AI-enabled research programmes, FDPs/MDPs and consulting for corporates, institutions and community bodies — translating academic-grade research method into practical, AI-accelerated business research that teams can apply the same day.

## 02 FLAGSHIP SPECIALISATION

# AI in Research — *two delivery tracks*

### PRIORITY OFFERING

## AI in Research for Corporates

- **AI-accelerated market & competitive research** — rapid scanning, synthesis and briefing from large information sets.
- **Evidence synthesis for decisions** — structured source reviews adapted for business intelligence and strategy.
- **Data analysis with AI & statistical tools** — survey, consumer and operational data (SPSS, SmartPLS, Orange, Excel).
- **Report, insight & deck generation** — decision-ready outputs with responsible, source-checked AI.
- **Prompt engineering & workflow design** for research and knowledge-work teams.

**Outcome: faster, better-evidenced research cycles and analyst productivity — without sacrificing rigour or credibility.**

### ESTABLISHED TRACK

## AI in Research for Academics

- **Bibliometric analysis** — VOSviewer, Bibliometrix / Biblioshiny, thematic and co-citation mapping.
- **Systematic Literature Review & PRISMA** — search strings, screening logic and synthesis.
- **SmartPLS-SEM** and quantitative / qualitative method design.
- **AI research tools** — Elicit, Consensus, Scite.ai, ResearchRabbit for discovery & synthesis.
- **Publication strategy & mentoring** — journal targeting for Scopus / Web of Science, from method to manuscript.

**Outcome: measurable lift in faculty and scholar publication output and research quality.**

## 03 WHY PARTNER

We use cookies for analytics and to improve your experience. Analytics and advertising cookies are used only if you accept. See our [privacy policy](#).

### Published, not just presenting

A Scopus Q1 and Web of Science author teaching the same indexed research workflow he uses himself.

### Formally certified in AI & ML

Google Cloud generative-AI skill badges and 29 Microsoft Learn AI/ML badges with 6 trophies (Level 7).

### Proven corporate delivery

AI productivity and train-the-trainer MDPs for industry and professional bodies, plus consulting credibility including CSR impact assessment for a major port authority.

## 04 CREDENTIALS

# Qualifications & *AI credentials*

### EDUCATION & QUALIFICATIONS

- Ph.D., Entrepreneurship (Campus Startup Ecosystems), R K University, 2024
- MBA, Marketing Management, IGNOU, 2023
- PGDM, Marketing & Finance — Bronze Medalist, 2014
- UGC-NET qualified, 2024 · NPTEL Domain Scholar (Marketing) · Discipline Star (Management)
- NISM Series V-A (Mutual Fund Distribution) · NISM Series XV (Research Analyst)

### AI & MACHINE-LEARNING CREDENTIALS

- Google Cloud Generative AI skill badges — Agent Assist & Gen AI capabilities; building AI agents with enterprise databases (2026)
- Microsoft Learn — 29 badges + 6 trophies (Level 7): Azure ML, AI-900, generative AI & agents, model deployment
- Generative AI for training — Microsoft Copilot, prompt design, AI-powered learning tools
- Runner-up, International Case Writing Competition, GTU (2022) · Resource Person, ICAI (WIRC)

## 05 EXPERIENCE & PRODUCT

# Productivity & Generative AI

We use cookies for analytics and to improve your experience. Analytics and advertising cookies are used only if you accept. See our [privacy policy](#).

#### PROFESSIONAL EXPERIENCE

**Assistant Professor, Marketing** at an NBA-accredited business school — teaching Marketing Management, IMC, Services Marketing, Digital Marketing and Strategic Brand Management, and leading AI-focused academic workshops, student mentoring and research publication.

**Founder & Lead Consultant, MS Advisory** — a research training and consultancy practice delivering AI-in-research programmes, FDPs/MDPs, PhD mentoring and corporate/institutional consulting across Gujarat and India.

#### PRODUCT BUILT & OPERATED

**MSA Sarthi** — an accreditation-ready LMS developed and operated by MS Advisory for colleges and university departments: CO-PO attainment, NBA documentation, NAAC evidence vault and IQAC workflows. It demonstrates hands-on capability to build and ship software platforms, not only to train on them.

#### 06 SIGNATURE PROGRAMMES

## Selected *workshops & corporate programmes*

A selection across corporate MDPs, faculty & staff development, student career-readiness and community business workshops — latest first.

| DATE     | PROGRAMME                                                                 | AUDIENCE / TYPE                                   |
|----------|---------------------------------------------------------------------------|---------------------------------------------------|
| Jul 2026 | AI-Enhanced Teaching, Learning & Research — One-Day FDP                   | Faculty, scholars & academicians <span>FDP</span> |
| May 2026 | Faculty Research Seminar — USR & the SDG Agenda                           | Faculty & researchers <span>RESEARCH</span>       |
| Apr 2026 | Train the Trainer Using AI — Shreeyam Power & Steel Ltd                   | Trainers, HR / L&D <span>CORP MDP</span>          |
| Apr 2026 | AI for Workplace Productivity — Shreeyam Power & Steel Ltd                | Corporate teams & managers <span>CORP MDP</span>  |
| Mar 2026 | Digital Retail & AI for Local Business (Gujarati) — Adipur Lohana Mahajan | Retailers, traders & youth <span>COMMUNITY</span> |

We use cookies for analytics and to improve your experience. Analytics and advertising cookies are used only if you accept. See our [privacy policy](#).

| DATE     | PROGRAMME                                                                   | AUDIENCE / TYPE                                     |
|----------|-----------------------------------------------------------------------------|-----------------------------------------------------|
| Feb 2025 | LinkedIn & AI Digital Tools for students                                    | Students <b>STUDENT</b>                             |
| Jan 2025 | AI-Powered Office Administration — Simplify, Automate & Excel               | Faculty & admin staff <b>FDP</b>                    |
| Oct 2023 | Fundamentals of Social Media Marketing — Kutch Management Association (KMA) | Business owners & professionals<br><b>COMMUNITY</b> |
| 2018     | ICAI MCS & Orientation Training (Trainer / Faculty) — ICAI, WIRC            | CA students & professionals<br><b>PROF. BODY</b>    |

## 07 CONSULTING

### Selected *consulting engagements*

#### CSR — Impact

Completed a CSR impact-assessment engagement for one of India's largest port authorities — structured social-impact evidence and formal impact reporting in a large institutional context.

#### Marketing — Growth

Advisory for business clients across growth strategy, brand and market positioning, digital marketing, content/campaign planning and consumer-insight support.

#### AI — Integration

Designing customised AI integration and automation workflows for business teams: use-case discovery, marketing & data analytics, prompt/workflow design and responsible-AI adoption.

**Confidentiality:** private client names are withheld under NDA / confidentiality. Capabilities and public credentials are stated without disclosing private client information.

## 08 RESEARCH

### Selected *research & publications*

We use cookies for analytics and to improve your experience. Analytics and advertising cookies are used only if you accept. See our [privacy policy](#).

| TITLE                                                                                                                                | OUTLET                                                       | INDEXING · YEAR       |
|--------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|-----------------------|
| University Social Responsibility & the SDG Agenda: A Bibliometric Review of Sustainability Practices in Higher Education (2000–2025) | Int. Journal of Sustainability in Higher Education (Emerald) | SCOPUS Q1 · 2026      |
| Scaling with Purpose: The Strategic Growth Dilemma of Torchit in Assistive Innovation                                                | Emerald Emerging Markets Case Studies                        | SCOPUS · 2026         |
| Mapping the Evolution of Campus Startup Ecosystem: A 25-Year Bibliometric Review (1998–2023)                                         | Journal of Global Entrepreneurship Research                  | WEB OF SCIENCE · 2024 |

Backed by 10+ active research projects across bibliometrics, AI in marketing & research, ESG / sustainability and entrepreneurship.

## 09 WORK TOGETHER

# How we can *work together*

Every engagement is customised to your objectives, audience and context — format, topic, modules and duration are scoped with you, not fixed packages.

### FOR CORPORATES

- **AI MDP / Workshop** — topic, modules, depth and duration fully customised to your organisation's need.
- **Train-the-Trainer** — equip your internal L&D / HR to run AI workflows at scale.
- **AI Integration & Automation Advisory** — use-case discovery, workflow design and safe adoption.
- **Consulting / Retainer** — ongoing AI, analytics & digital-strategy support.

### FOR ACADEMICS & INSTITUTIONS

- **Research Methodology & AI FDP** — bibliometrics, SLR, SmartPLS and publication strategy.
- **AI in Teaching & OBE** — pedagogy, CO-PO mapping and assessment design.
- **PhD & Scholar Mentoring** — structured support from method to manuscript.
- **Accreditation-ready LMS (MSA Sarthi)** — NBA / NAAC / OBE evidence & IQAC workflows.

## ● MS Advisory

Research methodology, AI training, Faculty Development Programmes (FDPs), Management Development Programmes (MDPs) and publication-oriented mentoring by Dr. Sagar S. Tanna.

📍 **Adipur, Kutch, Gujarat, India**

MS Advisory is the professional training and research advisory initiative led by Dr. Sagar S. Tanna for workshops, mentoring and institutional programmes.

 **LinkedIn**

 **Google Scholar**

 **ORCID**

 **Instagram**

|                             |   |
|-----------------------------|---|
| About Dr. Sagar             | > |
| Profile — Dr. Sagar Tanna   | > |
| Bibliometric Workshop       | > |
| Research Circle (Free)      | > |
| Workshops & MDPs            | > |
| FDP & MDP Programs          | > |
| PhD Mentoring               | > |
| MSA Sarthi LMS              | > |
| Free Research Tools         | > |
| Gallery                     | > |
| Contact                     | > |
| Blog                        | > |
| info.msadvisory11@gmail.com | > |
| +91 93278 33004             | > |

[Give feedback](#)



[Privacy Policy](#)



[Terms of Use](#)



[Sitemap](#)



Share your requirement by WhatsApp or email. I usually respond within 24 hours.

© 2026 MS Advisory. All rights reserved.

[Privacy Policy](#)

[Terms of Use](#)

We use cookies for analytics and to improve your experience. Analytics and advertising cookies are used only if you accept. See our [privacy policy](#).