

CURRICULUM VITAE



MAJOR DR. ASHOK V. GIRI

M.Com. B.Ed., M. Phil., GDC&A, Ph.D., DMC&J,
D.Litt. (USA), PGDBM, PGDIBM (USA), PGDRM,
FICAM (USA), D.S.Sc.(UK&USA). D.Litt. (UCA-USA),
D.Litt. (USA), FGCPR(USA),

PRINCIPAL

Jaywant Pratisthan Humgaon Sanchalit,

Amdar Shashikant Shinde Mahavidhyalay, Medha

Cell: 9822296596

E-mail: major.dr.ashokgiri@gmail.com.

API Verified by the

Savitribai Phule Pune University

on 27th June 2017

as per 4th Amendment of UGC

for the post of “Principal”

Annual Performance Indicator (Verified API Score) : 920

API Verified by the

Savitribai Phule Pune University

on 26th Dec 2018

as per 4th Amendment of UGC

for the post of “Professor / Principal”

Annual Performance Indicator (Verified API Score) : 1398

Approval of SPPU for the Post of Principal: Approval order no. CCO/452 dated 26.2.2019

API Verified by the

Shivaji University, Kolhapur

on 21st July 2022

as per UGC resolution no. Misc-2018-C, R.56/18? UNI-1 dated 18th March 2019 for the post of “Principal”

Annual Performance Indicator (Verified API Score) : 2494.4

Personal Information

Name : **MAJOR DR. ASHOK V. GIRI**
M.Com. B.Ed., M. Phil., GDC&A, Ph.D., DMC&J,
D.Litt. (USA), PGDBM, PGDIBM (USA), PGDRM,
FICAM (USA), D.S.Sc.(UK&USA). D.Litt. (UCA-
USA), D.Litt. (USA), FGCPR(USA).

Designation : **Principal**
Jaywant Pratisthan Humgaon Sanchalit
Amdar Shashikant Shinde Mahavidhyalay, Medha
Tal- Jawali, Dist- Satara-415012

Residential Address : Plot No. D-33, Aniket Housing Society, No.1, Sr.
No-689/3B/5 Bibvewadi, Pune-411037.

Cell No : (+91)9822296596

E-mail : major.dr.ashokgiri@gmail.com

Date of Birth : 1st March, 1965

Languages Known : Can read, write and speak English, Hindi & Marathi

Nationality : Indian

Index

Sr. No.	Particular	Page No.
1.	Personal Information	04
2.	Academic Qualification	05
3.	Certifications	05
4.	Administrative / Teaching Experience	05
5.	Research Papers Presented in Abroad	05
6.	Research Papers Published (UGC-Listed & UGC-Care, ISSN Research Journals, Conference / Seminar Proceedings)	05 - 17
7.	Research paper Published in reputed Research journals with ISSN Number	18
8.	Research Paper Published in Seminar / Conference Proceedings	18 to 22
9.	Reference Books Published by National Publishers: As a Sole Author	23 to 24
10.	Research Guidance for Ph. D : Marketing and Business Administration	25
11.	Chaired a Session at the International / National / State Conference	25
12.	Resource Person	26 to 28
13.	Co-Curricular Activities	29
14.	Achievements, Awards, Honors & Felicitations	31

Academic Qualification			
Degree / Class	Board / University	Subjects / Specialization	Year of Passing
D.Litt.	University of Central America	Accomplishment in the public life in promoting education	2025
D.Litt.	Mc Stem Eduversity, USA (UK &USA)	Marketing Management (Commerce)	2023
D.S.Sc.	British National University, Queen Mary (UK &USA)	Commerce, Marketing & Human Recourses	2024
Ph. D.	Pune University, Pune	<i>"Problems and prospects of Small-Scale Bakery Products manufacturing units in Pune District."</i> -Marketing	2011
M. Phil.	Pune University, Pune	<i>"Problems in Bakery Business with special reference to Pune City"</i>	1993
M.Com.	Pune University, Pune	Business Administration	1989
PGDIBM (USA)	McSTEM Eduversity, USA	Business Management	2024
PGDBM	Bestow Edutrex International	Business Management	2023
PGDRM	Bestow Edutrex International	Research Methodology	2023
FICAM (USA)	McSTEM Eduversity, USA	GCPR	2024
FGCPR (USA)	McSTEM Eduversity, USA	GCPR	2024
B.Ed.	Pune University, Pune	Marathi & History	1990
B.Com.	Pune University, Pune	Accountancy & Auditing	1987
GDC & A	Govt. of Maharashtra	Accountancy, Auditing and Cooperation	1993
DMC & J	YCMOU	Journalism and Mass Communication	2021

Post Graduate Degrees / Certifications			
Degree / Certification	Board / University	Subject	Year
PG Certification	Academic Council of Bestow Edurex International	Logistics and Supply Chain Management	2023
Certificate of recognition	McSTEM Eduversity, USA	How to develop Self-Confidence and Influence People by Public Speaking	2023
PG Certification	Academic Council of Bestow Edurex International	Strategic Human resource Management	2023

PG Certification	Academic Council of Bestow Edurex International	Banking and Finance Management	2023
PG Certification	Academic Council of Bestow Edurex International	Sales and Marketing Management	2023
PG Certification	Academic Council of Bestow Edurex International	Leadership, Goals Setting, and Negotiation Skills	2023
PG Certification	Academic Council of Bestow Edurex International	Business Management and Administration	2023

Administrative & Teaching Experience

Sr. No.	Name of the College	Designation	From	To	Experience in Years
1.	Jaywant Pratisthan Humgaon Sanchalit, Amdar Shashikant Shinde Mahavidhyalay, Medha	Principal	01/10/2022	till Date	
2.	Bharatiya Jain Sanghatana's ASC College Wagholi	Principal	01/02/2019	30/09/2022	3.5
3.	MES, Garware College of Commerce, Pune	Associate Professor	11/09/2001	31/01/2019	18
4.	Brihan Maharashtra College of Commerce	Lecturer	26/06/1990	10/09/2001	11

Research Papers Presented in Abroad

Country	University	Occasion	Date/Year
Australia	Central Queensland University, Sydney Campus, Australia	International Conference	13 th April to 14 th April 2015
Austria (Vienna)	F.H. Wine University of Applied Sciences Vienna, Austria	International Conference	17 th April to 21 st April 2016

Research Papers Published (UGC-Listed, UGC-Care, ISSN Research Journals, Conference & Seminar Proceedings) (In chronological order from oldest to latest)

UGC Listed / UGC Care	125
ISSN Research Journals	07
Conference / Seminar Proceedings	28
Total Research paper Published	160
Total no. of reference Books Published	21

Research Papers Published (UGC-Listed & UGC-Care Research Journals) (In chronological order from oldest to latest)					
Sr. No.	Name of the Research Paper	Name of the Journal	Year	ISSN & Impact Factor	Type of Journal
1.	Customer relationship management In Tourism Sector	A Research Magazine of Faculty Members of MES GCC, Pune	2009	-	National
2.	Customer Focused Management	Proceedings of 2 nd International Conferences on "Recent Trends in Business, Management & IT"	2010	978-81-920045-0-1	International
3.	Business service management in corporate sector	Business process innovation through advanced information technology	2011	978-81-921191-0-6	National
4.	Influence of TV advertising on buying decisions and behavior of young generation	Pezzottaite Journals	2012	319-9032	National
5.	Customer Managed relationship: The New Paradigm	International Journal of Business, Management & social Science	2012	2249-7463	International
6.	Marketing and Customer Perception a New perspective	International Journal of Business, Management & social Science	2012	2249-7463	International
7.	Customer Managed relationship: The New Paradigm	The Research Annual of MES Garware College of Commerce of Pune	2012	2277-341X	National
8.	Emerging Entrepreneurship in Globalized World	IJBMS	2013	2249-7463	International
9.	An Overview of Industrial Marketing	IJBMS	2013	2249-7463	International
10.	The New Face of Indian Advertising and Promotion Sector	IJBMS	2013	2249-7463	International

11.	Marketing of Banking Services	International Journal of Business, Management & social Science	2013	2249-7463	International
12.	Customer relationship management tools: an overview	International Journal of Business, Management & social Science	2013	2249-7463	International
13.	Public Relations Profession in India Changing Paradigm	International Journal of Multidisciplinary Research	2013	2277-9302	International
14.	Customer value Management: A Step Ahead of CRM	International Journal of Advances in Management, Technology & Engineering Sciences	2013	2249-7455	International
15.	Visionary Contributions of Dr. B.R. Ambedkar To Indian Economics	Makers of Modern India	2013	978-93-5104-807-7	National
16.	Ambedkarian Perspective for Sustainable Economic Development of India	Dikshabhumi Guarav Granth	2013	978-81-922444-8-8	National
17.	Emerging Entrepreneurship in Globalizing World	Mitigating Global Competition through strategic Innovations	2013	978-93-82588-11-5	National
18.	Marketing Research and Public Policy: a Functional Perspective	Pezzottaite Journals	2014	2279-0918, 5.97	National
19.	The Dynamic Customer	International Research Journal of commerce business & social sciences	2014		International
20.	An innovative study of Indian management	International Journal of Multifaceted & Multilingual Studies	2014	2350-0476	International
21.	Ethical aspects in business management	International research journal of commerce business & social sciences & social sciences	2014	-	International

22.	Green Marketing in India Some eco-issues	International research journal of commerce business & social sciences	2014	-	International
23.	A Conceptual Study of Retail Marketing in India	International Journal of Multidisciplinary research	2014	-	International
24.	A Responsibilities Framework for Marketing as A Professional Discipline	The Global Open University, Nagaland	2014	2249- 7463	International
25.	The Role of Public Relations in Non- Governmental Organizations	International Conference on Paradigm Shift in Commerce, Management and Social Science	2014	2249- 7463	International
26.	Cultural Values as Advertisement Themes in International and Indian Advertising 2014	Indo Global Chamber of Commerce Industries and Agriculture	2014	2277- 9302	International
27.	Public Relations Profession in India Changing Paradigm	Indo Global Chamber of Commerce Industries and Agriculture	2014	2277- 9302	International
28.	Analyzing the effectiveness of Multigrading in International marketing	International Research Journal of Business Management & Social Sciences	2014	2249- 7463	International
29.	Employer Branding	International Journal of Business Management & Social Sciences	2014	2249- 7463	International
30.	An Innovative Study of Indian Management	International Journal of Multilingual Studies	2014	2394- 207X	International
31.	Predictive Measurements for Increasing Advertising Effectiveness	International Journal of Multilingual Studies	2014	2394- 207X	International
32.	Women Entrepreneurs from India : Problems, Motivations and Success Factors	International Journal of Innovative Research and Practices	2014	2321- 2918	International
33.	Successful Time Management	Organizational Efficiency Through Personal Excellence	2014	978- 1630410 81-0	National

34.	Innovative Entrepreneurship In Competitive world	Business Environment Entrepreneurship and Society	2014	978-81-927305-0-9	National
35.	Trade Shows & Fairs : An Innovative Marketing strategy	The Research Annual of MES GCC, Pune	2014	2277-341X	National
36.	Policies and practices of human resource development : a strategic perspective	International Research Journal of Business Management & Social Sciences	2015	2249-7463	International
37.	The Ethical Impact of Business and Organizational Research	Pezzottaite Journals	2015	2279-0950	National
38.	Advertising and Consumer Behavior	International Journal of Multifaceted & Multilingual Studies	2015	2350-0476	International
39.	Challenges and Strategies of Global Branding in Indian Marketing Perspective	International Journal of Multifaceted & Multilingual Studies	2015	2350-0476	International
40.	Customer value management: A process oriented conceptual approach	International Journal of Multifaceted & Multilingual Studies	2015	2350-0476	International
41.	Effectiveness of Multigrading & Consumers Choice in International Marketing	International Journal of Multifaceted & Multilingual Studies	2015	2350-0476	International
42.	Rural Marketing in India: An Innovative Approach	International Research Journals of Commerce, Business and Social Sciences	2015	2277-9310	International
43.	Developing of Marketing Relationship & Communication: An Innovative Mode	International Research Journals of Commerce, Business and Social Sciences	2015	2277-9310	International
44.	Corporate Governance In India: Disciplining The Dominant Share holder	International Journals of Business, Management and Social Sciences	2015	2249-7463, 1.3409	International

45.	Impact of brand On Rural and Urban Consumer Behavior -A Study on Mobile Phone Buyers	International Journals of Multidisciplinary Research,	2015	2277-9302	International
46.	Advertising Decisions an Innovative Approach	International Journal of Management	2015	2231-3397	International
47.	Challenges and Strategies of Global Branding in Indian Marketing perspective	International Journal of Multilingual Studies	2015	2394-207X	International
48.	Rural Marketing in India An Rural Approach	International Research Journal of Commerce ,Business And Social Sciences	2015	2277-9310	International
49.	Consumer Attitudes Towards Mobile Advertising : An Analytical Study	Dnyanaganga Management Journal	2015	2277-453X	National
50.	Entrepreneurial Innovation In Globalizing World	Business Entrepreneurship	2015	978-93-83144-07-5	National
51.	CSR-Ethical Practices For Business an Innovative Approach To achieve Global Leadership	A Compilation of Research Papers	2015	8-93-83777-01-3	National
52.	Role Market Research In Agriculture Business	Recent Trends In Marketing	2015	978-81-923914-0-3	National
53.	Innovative Challenges In Today's Indian Rural Market	International Society of Science and Technology	2015	987-81-920431-4-3	International
54.	Impact of Human Resource Management (HRM) Practices On Employees Retention : An Innovative Approach	Changing Dimension of Commerce Education In Globalized Era	2015	987-93-84916-63-3	National
55.	Leadership : An Innovative Approach	Principal Pune University	2015	978-81-928679-0-8	National
56.	Effectiveness of Multi Branding And Their Positive Impact On International Marketing" : An Analytical Study	Indian Streams Research Journal	2015	2230-7850	National

57.	Corporate Governance in India : Disciplining The Dominant Shareholder	International Journal of Business, Management & Social Science	2015	2249-7463	International
58.	Women Entrepreneurial Activity, Environmental factors & attributes: A literature review	-	2015	2347-2723	International
59.	Professionalism in Advertising: An innovative approach	-	2015	2347-2723	National
60.	Future marketing strategy & new marketing Trends An Analytical Approach	Indian Streams Research Journal	2015	2230-7850	National
61.	Emerging E - Commerce in India: Future Prospects and Challenges	Recent Trends and Impact of E-Trading in India	2016	978-81-927305-6-1	National
62.	Social Responsibility and Social Entrepreneurship" An Innovative study	International Journal of Multifaceted & Multilingual Studies	2016	2350-0476	International
63.	E-Commerce in India: A Prospective Success Key for Modern Business	Pezzottaite Journals	2016	2319-9032	National
64.	Evolving Terms of Human Resource Management and Development	International Journal of Multifaceted & Multilingual Studies	2016	2350-0476	International
65.	The Customer Value Strategy: An Innovative Study of Corporate sector	International Journals of Multifaceted & Multilingual Studies	2016	2394-207X, 4.205	International
66.	Efficient Marketing Communication: A Key of Success in Modern Indian Business	International Journal of Multifaceted & Multilingual Studies	2016	2350-0476	International
67.	Consumer Relationship Management Strategy in Indian Corporate Sector: An Innovative Approach	Royal Ajanta	2016	2278-8158, 4.42	International

68.	An Analysis of Impact of Green Marketing on Consumer Behavior Research Journey	Research Journey International E- Journal	2016	2348-7143	International
69.	Influence of TV Advertising on Buying Decisions and Behavior of Young Generation	International Journal of Logistics and Supply Chain Management Perspectives	2016	2319-9032	International
70.	Growth and Various Challenges of Retail Industry in India	Emerging Trade In Business Paradigm	2016	978-93-5158-594-7	National
71.	Advertising Impact and Influence of TV Advertising on Consumer's Behavior: An Innovative Study	Galaxy Ajanta	2017	2319-8508	National
72.	Imperative Issues in Electronic Commerce in India	International Journal of Multifaceted & Multilingual Studies	2017	2350-0476	International
73.	Innovation & Creativity in Advertising: An Imperial Study in Indian Perspective	International Journal of Multifaceted & Multilingual Studies	2017	2350-0476	International
74.	Human Capital Management & Development: An Innovative Study	International Journal of Multifaceted & Multilingual Studies	2017	2350-0476	International
75.	Modern marketing communication: A Key of Success for Indian Business	Royal Ajanta	2017	2278-8158 4.42	International
76.	Business Ethics and Values in Multinational Companies Operating in India: An Innovative Approach	Society for Science and Education, United Kingdom	2017	2054-7404 (online) 4.361	International
77.	Evolving Trends in Retail Malls with Special Reference to Malls in Thane & Mulund Cities	Galaxy Ajanta	2017	2319-8508	National
78.	Human Resource Management and Development: An Innovative approach	A Referred quarterly journal Pezzottaite Journals	2017	2279-0918	National

79.	Orientation of Customer Value Strategy in Indian Corporate Sector: An Innovative Study	Galaxy Ajanta	2017	2319-8508	National
80.	Role of Social Media In Marketing: A New Perspective	Pezzottaite	2017	2279-0977	National
81.	Recent Trends And Innovations in Marketing Mix	Galaxy Ajanta	2017	2319-8508	National
82.	Case Study on Transaction: From Unorganized Retail to Manufacturing	Pezzottaite	2017	2319-9059	National
83.	An overview of unorganized retail sector in India	International Journals of Information Systems	2017	2229-5429, 4.105	International
84.	E-commerce in India – New Challenges for Rapid Development	International Journals of Management Studies	2017	2249-0302, 2.26	International
85.	Customer Value Management: A Process Oriented Conceptual Approach	International Journals of Multifaceted & Multilingual Studies	2017	2394-207X	International
86.	Corporate Governance in India: Important Challenges and Issues	International Journal of Organizational Behaviour And Management Perspectives	2017	2279-0950	International
87.	An Overview of Unorganized Retail Sector in India	International Journal of Information Systems	2017	2229-5429	International
88.	Innovation Study of Indian marketing and advertising Sector : A Creative Approach	Archives of Business Research	2017	2054-7404	International
89.	A Study of Impact of Social Media on Consumer Behavior	An International Multidisciplinary Half-Yearly Research Journal	2017	2319-8508	International
90.	Innovative marketing strategy and new Indian marketing trends: An Imperial Approach	An International Multidisciplinary Half-Yearly Research Journal	2017	2319-8508	International
91.	Innovation & creativity in Advertising : An Imperial study in Indian Perspective	International Journal of Multifaceted & Multilingual studies	2017	2350-0476-2394-207x	International

92.	Impact of Demographic factors of consumer or online shopping behavior in Mumbai	International Journal of Information Systems (IJIS) (PRINT)	2017	2229-5429	International
93.	Consumer Relationship Management strategy in Indian corporate sector: An Innovative Approach	Royal Ajanta	2017	2278-8158	International
94.	A Critical review on GST	GST- One Nation One Tax	2017	978-93-84659-93-6	National
95.	A Study of impact of Social media on Consumer Behaviour	Galaxy Link	2017	2319-8508	International
96.	Evolving trend in Retail Malls W.S.R to malls in Thane and Mulund Cities	Ajanta	2017	-	National
97.	Creativity in advertising and customers perception towards various advertising campaigns: An Innovative Studies	Ajanta	2018	2277-5730 5.2	National
98.	Innovation Study of Indian marketing and advertising Sector ; A Creative Approach	Society for Science and Education, United Kingdom	2018	2054-7404 (online) 4.361	International
99.	Impact of Demographic factors of consumer or online shopping behavior in Mumbai	International Journal of Information Systems (IJIS) (PRINT)	2018	2229-5429, 5.406	International
100.	Innovative marketing strategy and new Indian marketing trends: An Imperial Approach	Galaxy Ajanta	2018	2319-8508	National
101.	Study of Impact of Social Media on Consumer behaviour	Galaxy Ajanta	2018	2319-8508	National
102.	Innovative Role of Social Media in Advertising and Marketing Sector in India	International Research Journal of Multidisciplinary Studies	2018	2454-8499 1.3599	International
103.	E- Commerce in India: An Innovative and Revolutionary Business Perspective	Ajanta	2018	2277 - 5730 5.5	International

104 .	Effectiveness of Multi branding And Their Positive Impact On International Marketing”:	An Analytical Study International Recognition Multidisciplinary Research Journal	2018	2230-7850 3.1560	International
105 .	The Role of technology in Sustainable Development Year:	An International Multidisciplinary Quarterly Research Journal	2018	2277-5730 5.5	National
106 .	Evolving Trends In Retail Malls With Special Reference To Malls In Thane And Mulund Cities	An International Multidisciplinary Half Yearly Research Journal	2018	2319-8508	International
107 .	Orientation of Customer Value Strategy in Indian Corporate Sector: An Innovative Study	An International Multidisciplinary Half Yearly Research Journal	2018	2319-8508	International
108 .	Recent Trends and Innovations in Marketing Mix	An International Multidisciplinary Half Yearly Research Journal	2018	2319-8508	International
109 .	New Challenges in Retail Human Resource Management, A study of Impact of Green Marketing on Cloth Retailers in Ahmednagar City	Ajanta	2019	2348-7143 5.5	National
110 .	Revitalizing Sustainable Education in India for Development-TQM Approach	Ajanta	2019	2277-5730, 5.5	National
111 .	A study Preferences of Certain life Insurances of Selected life Insurance Policy holders	Ajanta	2019	2277-5730 5.5	National
112 .	Sustainability of Street side Vendor (Case study of suburbs in Mumbai)	Ajanta	2019	2277-5730 5.5	National
113	Case study on Emotional of Police Man-Based on True Story	Ajanta	2019	2277-5730, 5.5	National
114 .	An Analytical study of Selected LIC Policy holders in Pune City	Ajanta	2019	2277-5730, 5.5	National

115	Challenges and Issues in Indian Corporate Governance an innovative Study	Ajanta	2019	2277-5730, 5.5	National
116	E-commerce A step Towards Sustainable Environment	Ajanta	2019	2277-5730, 5.5	National
117	A study of Impact of Green Marketing on cloth retailers in A. Nagar City	Ajanta	2019	2277-5730	National
118	Role of technology in Sustainable Development	Ajanta	2019	2277-5730	National
119	An Analysis of Impact of Green Marketing on Consumer Behavior	Research Journey	2019	2348-7143	International
120	Innovative Development in Commerce, Management, Economics, Banking, Humanities (Social Sciences), IT and Environment	An International Bilingual Peer Review Shodh Sanchar Bulletin	2020	2229-3620	International
121	Innovative Approaches and Ethical Challenges to Implement CSR Activities	An International Bilingual Peer Review Shodh Sanchar Bulletin	2020	2229-3620	International
122	Women Empowerment through E-Business: A Study on Women Entrepreneurs in Kalyan	An International Bilingual Peer Review Shodh Sanchar Bulletin	2020	2229-3620	International
123	Analysis Brand Position Strategies of Mahindra and Mahindra and Maruti Suzuki in automotive Industry	B. Aadhar Multidisciplinary International Peer Reviewed Research Journal	2020	7.675	International
124	Potency of Digital Marketing in the EXIGENT Age	Anvesak A bi-annual Journal	2022	0378-4568	UGC –Care
125	Supply Chain Management: A Innovative Approach	Vidya Bharati International	2022	2319-4979	UGC-Care

Research Paper Published in reputed Research Journals with ISSN Number					
Sr. No.	Name of the Research Paper	Name of the Journal	Year	ISSN & Impact Factor	Type of Journal
1.	Advertising decisions an innovative Approach	International Journal of Management Jayawantrao Sawant Institute of Management & Research,	2015	2231-3397	International
2.	Consumer Attitudes Toward Mobile Advertising : An Analytical Study	Dnyanganga Management Journal	2015	2277-453X	National
3.	Women Entrepreneurial Activity, Environmental Factors and Attributes: A Literature Review	Reviews of literature international multidisciplinary Research journal	2015	2347-2723, 1.4716	International
4.	Economic liberalization in India in the context of corporate performance and human resource management : An innovative study	International Journal of Economic, law and social sciences	2015	2348-165X	International
5.	Professionalism in Advertising: An innovative approach.	Reviews of literature international multidisciplinary Research journal	2015	2347-2723, 1.4716	International
6.	Role of marketing communication in modern Indian business	Quest 2016	2015-16	2277-341X	National

Research Papers Published in Seminar / Conference Proceedings				
Sr. No	Name of the Seminar / Conference / workshops / Symposia	Name of the Sponsoring Organization / Agency	Place & Date	Subject
1.	<u>International Level Conference</u> Recent Trends in Business Management & IT	Poona College of Arts, Science & Commerce Pune 411001	Pune, 22 nd Mar. 2010	Customer Based (Focused) Management
2.	<u>International Conference</u> Buddhism Past and Present	Abasaheb Garware College of Arts & Science, Pune	Pune, 27 th , 28 th , & 29 th Jan. 2011	Globalization from Buddhist Perspective
3.	<u>National Seminar</u> Recent Trends in Service Sector with Special Reference to Insurance & Banking.	Poona College of Arts, Science & Commerce, Pune	Pune, 5 th , 6 th , 7 th Mar. 2011	Marketing of Banking Services
4.	<u>National Seminar</u> Business Process Innovation Through Advanced Information Technology	Poona Institute of Management Sciences & Entrepreneurship Camp, Pune	Pune, 10 th , 11 th & 12 th Mar. 2011.	Business Service Management In Corporate Sector.
5.	<u>International Conference</u> Recent Trends in Business Management & IT	Department of Commerce and Research Center University of Pune and Poona College of Arts, Science & Commerce Pune	Pune, 24 th April 2011.	Customer Focused Management
6.	<u>International Interdisciplinary Conference</u> on Changes, Challenges and Consequences in Commerce, Management, Engineering, Technology and Social Science	International Association of Academicians and Researches (INAAR) Institute of Business Management & Research, Chakan. Choice Institute of Management Studies & Research, Pune.	Pune, 15 th Sep 2012	
7.	<u>International Research Conference</u> on Advances in Business, Management, Engineering, Technology and Social Science.	<ul style="list-style-type: none"> PDEA's Institute of Technical Education Research & Management, Pune. Choice Institute of Management Studies & Research, Pune. 	Pune, 3 rd Nov 2012	

8.	<u>International Conference</u> on Innovative Emerging Strategies in Business, Engineering and Management Studies	<ul style="list-style-type: none"> Institute of Management Science, Pimpri (BK), Khed, Dist. Pune. Indo Global Chamber of Commerce Industries and Agriculture, Pune. 	Pune, 15 th Feb 2013	
9.	<u>National Interdisciplinary Conference</u> on Makers of Modern India	<ul style="list-style-type: none"> Abasaheb Garware College, Karve Road, Pune-411004. 	Pune, 22 nd Feb & 23 rd Feb 2013	
10.	<u>International Seminar</u> on Deekshabhoomi: A Social, Literary, Cultural, Religious, Economic, Political and Educational Revolution	<ul style="list-style-type: none"> Dr. Ambedkar International Mission, U.S.A. Bahujan Sahitya Prasar Kendra, India, Nagpur. 	Nagpur, 10 th Mar 2013	
11.	<u>International Conference</u> on Recent Trends in Commerce, Management, Economics and Social Science	<ul style="list-style-type: none"> Bharatiya Jain Sanghatana's Arts's, Science & Commerce College, Wagholi, Pune 	Pune, 16 th Mar 2013	
12.	<u>2nd International Conference</u> on Current Trends and Challenges in Management, Engineering, Computer Applications and Technology	<ul style="list-style-type: none"> Deogiri Institute of Engineering and Management Studies, Aurangabad. Choice Institute of Management Studies & Research, Pune. 	Aurangabad, 23 rd Mar & 24 th Mar 2013	
13.	<u>National Level Seminar</u> on Mitigating Global Competition Through Strategic Innovation"	<ul style="list-style-type: none"> Poona Institute of Management Sciences & Entrepreneurship Camp Pune-411004. 	Pune, 5 th & 6 th April 2013	
14.	International Conferences on Issue and challenges in current Global Economy:- its Impact on Commerce, Engineering & Technology	<ul style="list-style-type: none"> Prof. Ramkrushna More College of Arts, Commerce and Science Akurdi, Pune. International Association of Academicians and Researchers. (INAAR. Asia Pacific). 	Pune, 11th August, 2013.	An Overview of Industrial Marketing

15.	2 nd International Interdisciplinary Research Conference on Business Management, Engineering, Technology and Social Science	<ul style="list-style-type: none"> • Indo Global Chamber of Commerce, Industries and Agriculture. • International Association of Academicians and Researchers. • (INAAR. Asia Pacific). 	Surat, Gujrat, 24 th August, 2013.	The New Face of Indian Advertising and Promotion Sector
16.	4 th International Research Symposium on Management, Technology, Engineering and Social Science	<ul style="list-style-type: none"> • Dnyansagar Institute of Management and Research. • International Association of Academicians and Researchers. (INAAR. Asia Pacific) • Indo Global Chamber of Commerce, Industries and Agriculture. 	Pune, 21 st September, 2013.	Emerging Entrepreneurship In Globalizing World
17.	International Conference on Global Changes and Challenges :- Its Impact on Commerce, Management, Engineering, Technology and Social Sciences	<ul style="list-style-type: none"> • World Management Congress. • Indira Gandhi Technological and Medical Sciences University ZIRO, Arunachal Pradesh. • Indo Global Chamber of Commerce, Industries and Agriculture. • The Global Open University, Nagaland. 	Delhi, 30 th December, 2013.	Public Relations Profession In India Changing Paradigm
18.	International Research Conference on Global Revolution: - Its Impact on Commerce, Economics, Management,	<ul style="list-style-type: none"> • World Management Congress, • Indira Gandhi Technological and Medical Sciences University ZIRO, Arunachal Pradesh. 	Pune, 18 th January, 2014.	Cultural Values As Advertisement Themes In International
	Engineering, Technology and Social Sciences	<ul style="list-style-type: none"> • Indo Global Chamber of Commerce, Industries and Agriculture. • The Global Open University, Nagaland. 		and Indian Advertising

19	National Conference On “Role of IQAC in Quality Enhancement in Commerce Colleges”	<ul style="list-style-type: none"> MES Garware College of Commerce. 	Pune, January 30-31 & February 1, 2014.	Participated as Professor Incharge of Technical Session
20	State Level Seminars on Organizational Efficiency through Personal Excellence	<ul style="list-style-type: none"> City Bora College of Arts, Commerce, and Science Shirur. Sponsored by BCUD Pune University. 	Shirur, 10 th & 11 th January, 2014.	Successful Time Management
21.	National Seminars on Business Environment, Entrepreneurship and Society	<ul style="list-style-type: none"> Department of commerce Shirdi Sai Rural Institute’s Arts, Science, and Commerce College, Rahata. Sponsored by BCUD Pune University. 	Pune, 8 th & 9 th February, 2014.	Innovating Entrepreneurship In Competitive World
22	National Seminars on Business Environment, Entrepreneurship and Society “Chairman of Technical Session”-	<ul style="list-style-type: none"> Department of commerce Shirdi Sai Rural Institute’s Arts, Science, and Commerce College, Rahata Dist. Ahamadnagar. 	Pune, 8 th & 9 th February, 2014.	
23.	International Conference on Emerging Trends in Commerce & Social Sciences	<ul style="list-style-type: none"> Prof. Ramkrishna More College of Arts, Commerce & Science Pune. The Global Open University Nagaland (TGOU). Indo Global Chamber of Commerce Industries & Agriculture. 	Pune, 22 nd February, 2014.	Ethical Aspects in Business Management
24.	International Conference on Emerging Trends in Commerce & Social Sciences “Chairman of Technical Session”	<ul style="list-style-type: none"> Prof. Ramkrishna More College of Arts, Commerce & Science Pune. The Global Open University Nagaland (TGOU). Indo Global Chamber of Commerce Industries & Agriculture. 	Pune, 22 nd February, 2014.	

25.	International Conference on Emerging Trends in Commerce and Social Sciences	<ul style="list-style-type: none"> International Association of Academicians and Researchers (INAAR Asia Pacific). Institute of Management (Business School of Management Sciences Pune). 	Pune, 8 th March, 2014.	A Conceptual Study of Retail Marketing In India
26.	International Journal of Multidisciplinary Research “Chairman of Technical Session”	<ul style="list-style-type: none"> International Association of Academicians and Researchers (INAAR Asia Pacific). Institute of Management (Business School of Management Sciences Pune). 	Pune, 8 th March, 2014.	
27.	International Conference on Paradigm shift in Commerce, Management & Social Sciences	<ul style="list-style-type: none"> Department of Management Science Dr. Babasaheb Ambedkar Marathwada University, Aurangabad. Indo Global Chamber of Commerce, Industries & Agriculture. Dept of Commerce, Sir Sayyed College, Aurangabad. 	Aurangabad, 21 st & 22 nd March, 2014.	The Role of Public Relations in Non-Governmental Organizations
28.	International Research colloquium on Contemporary issues in Commerce, Management & Social Sciences.	<ul style="list-style-type: none"> The Global Open University Nagaland (TGOU), International Association of Academicians & Researchers(INAAR). 	Hyderabad, 29 th March, 2014.	A Responsibilities Framework for Marketing as a Professional Discipline
29.	State Level Conference Presented Research Paper	<ul style="list-style-type: none"> Conference On: NEP 2020:Opportunities and Challenges Kamala College, Kolhapur 	3 rd and 4 th Feb, 2024	A critical Analysis of Indian National Education Policy 2020: various Difficulties and Perspective Solutions

Reference Books Published by National Publishers: As a Sole Author				
Sr. No.	Title of the Book	Publisher	Year of Published	ISBN
1.	Bakery Industries in India Important Challenges & Issues (<i>Reference Book</i>)	Idea Publishing, New Delhi	20 th May, 2016	978-93-86518-17-0
2.	Hurdles and Barriers in the Development of Bakery Business (<i>Reference Book</i>)	Idea Publishing, New Delhi.	5 th Sep., 2016	978-93-86518-20-0
3.	Human Resource Management (<i>Reference Book</i>)	Idea Publishing, New Delhi	19 th Oct., 2016	978-93-86518-21-7
4.	Consumer Relationship Management (<i>Reference Book</i>)	Blue Diamond Publisher, Bhilai, Chhattisgarh	31 st Jan., 2017	978-93-86518-22-4
5.	Retail Management (<i>Reference Book</i>)	Blue Diamond Publisher, Bhilai, Chhattisgarh	20 th May, 2017	978-93-86518-23-1
6.	Entrepreneurship (<i>Reference Book</i>)	Idea publication, New Delhi	Year 2018	978-93-87063-38-9
7.	Strategic Management of Human Resource and Knowledge Management (<i>Reference Book</i>)	Idea publication, New Delhi	20 th May 2018	978-93-87063-58-7
8.	Foreign Direct Investment in India (<i>Reference Book</i>)	Idea publication, New Delhi	31 st Jan 2018	978-93-87063-59-4
9.	Human Resource Management (<i>Reference Book</i>)	Idea publication, New Delhi	Year 2018	978-93-87063-37-2
10.	Marketing Management (<i>Reference Book</i>)	Shubham Publications, Kanpur (U.P)	19 th Oct, 2018	978-93-83144-42-6
11.	Learning Business entrepreneurship (<i>Reference Book</i>)	Shubham Publication	Year 2019	978-93-83144-53-2
12.	Business Administration: Strategies and implementation (<i>Reference Books</i>)	Shubham Publication	Year 2019	978-93-83144-57-0
13.	Recent Trends in Commerce and Management (<i>Reference Book</i>)	Shubham Publication	Year 2020	978-93-83144-68-6
14.	Recent Trends in Commerce and Management (<i>Reference Book</i>)	Shubham Publication	Year 2020	978-93-83144-68-6
15.	Brand Management (<i>Reference Book</i>)	Shubham Publication	Year 2021	978-93-83144-26-6

16.	Business Ethics and Corporate Social Responsibility (Reference Book)	Shubham Publication	Year 2021	978-93-83-144-41-9
17.	Supply Chain Management (Reference Books)	Shubham Publication	Year 2022	978-93-83-144-00-6
18.	Modern Marketing Principles and Practices (Reference Books)	Shubham Publication	Year 2022	978-93-83-144-02-0
19.	Service Marketing (Reference Books)	Shubham Publication	Year 2022	978-93-83-144-09-9
20.	Research Methods in Commerce and Management (Reference Books)	Shubham Publication	Year 2022	978-93-83-144-11-2
21.	International Human Resource Management (Reference Book)	Shubham Publication	Year 2024	978-81-19699-68-1

Research Guidance Ph. D: Marketing and Business Administration			
Sr. No	Name of the Research Scholars	Title of the Research Topic	Year of Ph.D. Awarded
01.	Prof. Kajal Chheda	Comparative Analysis of Organized Retail Market and Its Impact and Effect on Unorganized Sector	Awarded 2019
02.	Prof. Komal Bodhwani	An Analysis of Impact of Online Marketing on Buying Behavior of Women with Reference to Apparel Sector	Awarded 2021
03.	Prof. Sneha Burgul	A Study of Problems and Prospects of Marketing of Fashion Retailers with Special Reference to Cloth Retailing in Ahmednagar	Awarded 2022
04.	Mrs. Swapna Thorgule	An Analytical Study of Policy Holders in Selecting Life Insurance Policy in Pune City	Awarded 2021
05.	Prof. Ravi Kosgi	Developing Successful Brands Through Positioning – A Study of Indian Auto Industry	Awarded 2023
06.	Prof. Pinkal Doshi	Social Media Marketing: The Role of Facebook as a Marketing Tool with Special Reference to Household Units in Pune	Registered 2022

07.	Prof. Shilpa Kulkarni	Impact of Covid 19 Pandemic on Grocery Retail Business in Pune City	Registered 2022
08.	Mr. Jayant Joshi	Digital Marketing as Business Promotion Tool for retail banking services: A study	Registered 2022
09.	Prof. Komal Krishna Wanjale	A Study of Business Organization Planning	Registered 2022

Chaired a Session at the International / National / State Conference

Sr. No	Name of the Seminar / Conference / Workshops / Symposia	Name of the Sponsoring Organization / Agency	Place & Date	Level
1.	Conference on Emerging Trends in Commerce and Social Sciences		Pune, 22 nd February 2014	International
2.	Conference on Emerging Trends in Commerce and Social Sciences, Ethics and Corporate Social Responsibility: Emerging Issues and Challenges, Emerging Trends in Management Technology and Engineering		Pune, 8 th March 2014.	International
3.	Conference on New Trends in commerce, Economics, Banking, cooperation, Management, Computer Science, IT & Environment		Pune, 8 th & 9 th February, 2019	International

Achievements, Awards, Honors & Felicitations

Sr. No.	Award / Achievement Name	Name of the Sponsoring Organization / Agency	Year	Level
1.	Best Teacher	Pune Municipal Corporation on the occasion of Teacher's day.	5 th Sept. 2000	
2.	Best Teacher	Vidya Sahakari Bank Ltd on the occasion of Teacher's day.	5 th Sept. 2001	
3.	Best Teacher	Parvati Nagarik Kruti Samiti	14 th Sept. 2003.	
4.	Best Teacher	Lions Club of Pune – Bhosari o	9 th Sept. 2004.	

5.	Best Teacher	Pune Municipal Corporation on the occasion of Teacher's day.	5 th Sept. 2011	
6.	Defense Secretary Commendation	Government of Maharashtra, Deputy Director General National Cadet Corps have given Cash Award of Rs.10000/-(Ten Thousand Only) for Extraordinary Service and Performance for Obtaining prestige's " Defense Secretary Commendation Award " Maharashtra State	2017	
7.	Chairman of Selection Committee	Appointment of Assistant Professor at Maharashtra Girls Education Society Narayan Peth Pune-30	17 th May 2017	
8.	Outstanding Educator Award	Indo Global Chamber of Commerce Industries and Agriculture, Pune	11 th March 2018	
9.	Chairman of Subject Expert	Attended Pre Ph.D.-Interview for the Subject of Marketing as Subject Expert at Poona College, Pune		
10.	VC Nominee and Subject Expert	Nominated Vice Chancellor's Nominee and Subject Expert for CAS (Assistant and Associate Professor) at K.T.H.M. College Nashik.		
11.	Resource Person	As a Resource Person: Attended Workshop for Principal/Director conducted by UGC-Human Resource Development Center Pune University K.T.H.M College, Nashik		
12.	Chief Guest	Attended Maharashtra Mandal Pune district level Skeeting Championship as Chief Guest in NSS Champ Pathare College at Dongargaon	February, 2019	
13.	VC Nominee and Subject Expert	Appointed as Vice Chancellors Nominee and Subject Expert for the Selection Committee for the Post of Principal at Shrimati Sudhatai Mandke College Paud Road, Pune-38	14 th December 2021	
14.	Truth Seeker Meritorious Professor	<i>Father of the Nation Mahatma Jyotirao Phule University Level</i> Truth Seeker Meritorious Professor	28 th November 2021	

15.	Subject Expert	Appointed as Subject Expert for the Selection Committee for the Post of Principal at A.E. Kalsekar Degree College Mumbra, Thane	28 th May 2022	
16.	Subject Expert	Appointed as Subject Expert for the Selection Scrutiny Committee for the Post of Principal at A.E. Kalsekar Degree College Mumbra, Thane	13 th May, 2022	
17.	BOS Member	Board of Study Member National Cadet Corps, Punyashlok Ahilyadevi Holkar Solapur, University.	2022	
18.	Director	Director, Yashwantrao Chavan Open University, Study Center, BJS College, Wagholi, Pune.	2022	
19.	BOS Member	Member, Board of Student Development of Savitribai Phule Pune University, Pune.	2022	
20.	Vice-chancellor Nominee Subject Expert of Principal Section	Namdevrao Suryvanshi Mahavidyaly, Phaltan	1 st April, 2023	
21.	Chairman of Affiliation Committee	Savitribai Phule Mahila Mahavidhyaly, Satara	19 th May, 2023	
22.	Chairman of Local Selection Committee	D.G. College of Commerce, Satara	24 th May, 2023	
23.	Best Principal Award	Mc. Stem EDUversity, USA	Dec., 2023	
24.	Chairman of Affiliation Committee	Prof. Sanhajirao Kadam Mahavidhyalay, Deur	8 th Feb., 2024	
25.	Chairman of Affiliation Committee	Mudhoji College, Phaltan	17 th Feb., 2024	
26.	Voice- Chancellor University Member	Aazad College, Satara as a NACC Peer team University Member	22 nd April, 2024	
27.	Chairman of Affiliation Committee	D.G. College of Commerce, Satara	20 th May, 2024	

Resource Person (International / National / State Conferences)				
Sr. No	Name of the Seminar/Conference/workshops/Symposia	Name of the Sponsoring Organization/Agency	Place & Date	Level
1.	Orientation Programs for Students	Sanskar Mandir Sanstha'a Arts and Commerce College, Warje Malwadi, Pune	4 th July, 2011	University
2.	Orientation Programs for Students	Sanskar Mandir Sanstha'a Arts and Commerce College, Warje Malwadi, Pune	11 th July, 2012	University
3.	Orientation Programs for Students	Sanskar Mandir Sanstha'a Arts and Commerce College, Warje Malwadi, Pune	17 th July, 2013	University
4.	Orientation Programs for Students	Sanskar Mandir Sanstha'a Arts and Commerce College, Warje Malwadi, Pune	23 rd July, 2014	University
5.	Orientation Programs for Students	Sanskar Mandir Sanstha'a Arts and Commerce College, Warje Malwadi, Pune	16 th July, 2015	University
6.	Invitation for Delivering the Guest Lecture on the topic 'Social Security	Gurukul College of Commerce, Ghatkopar, Mumbai- 400077	13 th Dec. 2015	University
7.	Conference on Recent Trends and Impact of e- training in India	Arts, Commerce and Science College, Rahata, Dist.-Ahmednagar	12 th & 13 th Feb, 2016	National
8.	Invitation as a Resource person to deliver a speech on the topic 'Consumer Behavior'	Swami Hansmuni Maharaj Degree College of Commerce, Ulhasnagar- 421004	15 th Nov 2016	University
9.	Invitation as a Resource person to deliver a speech on the topic 'New Company Law 2013'		16 th Nov 2016	University
10.	Resource Person Invitation for Delivering the Guest Lecture on the topic 'Career Opportunities In Marketing'	Swami Hansmuni Maharaj Degree College of Commerce, Ulhasnagar- 421004	17 th Nov 2016	University

11.	Invitation as a Resource Person to deliver a speech on the topic 'How to Start Various Business'	Swami Hansmuni Maharaj Degree College of Commerce, Ulhasnagar- 421004	8 th Nov 2016	University
12.	Invitation as a Resource Person to deliver a speech on the 'Business Entrepreneurship'	Gurukul College of Commerce, Ghatkopar, Mumbai- 400077	18 th Nov. 2016	University
13.	Invitation for Delivering the Resource Person on the topic 'How to Start Various Business'	Gurukul College of Commerce, Ghatkopar, Mumbai- 400077	19 th Nov. 2016	University
14.	Invitation for Delivering the Resource Person on the topic 'Research Methodology'	Swami Hansmuni Maharaj Degree College of Commerce, Ulhasnagar-421004	19 th Nov. 2016	University
15.	Invitation for Delivering the Resource Person on the topic 'Marketing Management'	Swami Hansmuni Maharaj Degree College of Commerce, Ulhasnagar- 421004	27 th Nov. 2016	University
16.	Invitation for Delivering the Resource Person on the topic 'Various career opportunities in Marketing'	Arts and Commerce College, Warje Malwadi	09 th Dec. 2016	University
17.	Invitation for Delivering the Resource Person on the topic 'Consumer Relationship Management'	Swami Hansmuni Maharaj Degree College of Commerce, Ulhasnagar- 421004	11 th Dec. 2016	University
18.	Invitation for Delivering the Resource Person on the topic 'Personality Development'	Gurukul College of Commerce, Ghatkopar, Mumbai- 400077	18 th Dec. 2016	University
19.	Invitation for Delivering the Resource Person on the topic 'Elements of New Company Law'	Arts and Commerce College, Warje Malwadi.	6 th Jan. 2017	University
20.	Resource Person delivered Lecture on the Subject "Councilors and Youth"	Inauguration Ceremony held at Indian Red Cross Society Rasta Peth, Pune	10 th August 2019	

Co-Curricular Activities		
Sr. No.	Participation Various Co-Curricular Activities	Year & Date
1.	Manager of 13 th Pune Region Boxing Championship	13 th to 15 th Sept. 1991
2.	Member of organizing committee of Pune Mayor's Trophy District Level Boxing Meet 1994	4 th to 6 th March, 1994
3.	Shivshri Body Show Competition (Participation as a Referee)	5 th May, 1994
4.	Symbiosis Society Body Show Competition 1995(Participation as a Referee)	1995
5.	The Maharashtra Amateur Boxing Association – Participation as Referee and Judge in 12 th Sub-junior and 58 th Junior Western India Boxing Championship	Nov. 1997
6.	Narayan Govind Prathishthan's Boxing Championship (Participation as a Referee)	13 th Dec. 1999
7.	Pune Mahapaur Chakra State Level Boxing Championship (Member of organizing committee).	March, 1999
9.	Worked as a Support Executive in the National Road Race championship 2002, Pune	8 th Dec. 2002
10.	Officiated in the 18 th Pune International Marathon	14 th Dec. 2003
11.	Officiated in Member of managing committee in Pune International Marathon	19 th Dec. 2004
12.	Worked as a Support Executive in the Hutch Pune International Marathon	4 th Dec. 2005
13.	Member of organizing committee of 21 st Hutch Pune, International Marathon	26 th Nov. 2006
14.	Worked as a Support Executive in 22 nd Vodafone Pune International Marathon	2 nd Dec. 2007
15.	Worked as a Support Executive in the Road Race of Uninor Silver Jubilee Pune International Marathon	5 th Dec. 2010
16.	Committee Member of National Education Policy 2020: Shivaji University, Kolhapur	25 th April, 2023
17.	Certified carrier Counselor and Coach: MC Steam Eduversity, USA	2023
18.	PG Recognition: Shivaji University, Kolhapur	27 th Dec, 2023
19.	Certified International Business Professional: Mc stem Eduversity, USA	2 nd March, 2024
20.	Fellow Membership International Association of Commerce and Management (IACM)of Bestow Edutrex International (FIACM)	30 th May, 2024
21.	Premium Fellow Membership: Global Consortium of Professional and Researchers (GCPR) USA.	July, 2024

22.	<i>Awarded Doctor of Social Science:</i> British National University of Queen Mary UK & USA	2024
23.	<i>Research Guide / Research Supervisor:</i> Shivaji university, Kolhapur (Commerce)	2025

Patent & Copyright

Sr. No.	Patent & Copyright	Place / Institute	Year & Date
1.	<i>Data Analysing Device to Analyse the Employee Performance (No.202316590)</i>	Commonwealth of Australia	January 2024
2.	<i>ICT Education Importance in education World (No. L138493/2023)</i>	Intellectual property India (Govt. of India)	December 2023

Institutional Award

Sr. No.	Award / Achievement	Date& year
1.	<i>National Education Achievement Award:</i> Best College with Innovation Award	5 th Sept., 2024
2.	<i>Best Principal Award:</i> MC Stem Eduuniversity, USA	December 2023

DECLARATION

I hereby declare that the above information is true to the best of my knowledge and belief.

Place:

Date: