

# CURRICULUM-VITAE



## DIPAK Y. CHACHARKAR

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### PERSONAL PARTICULARS

FATHER'S NAME : Shri. Yashwant P. Chacharkar  
OFFICE ADDRESS : Post Graduate Teaching Department of Business  
Administration & Management,  
Sant Gadge Baba Amravati University,  
Amravati (M.S.) - 444 602  
ADDRESS FOR COMMUNICATION : 16 A, Ishwar Point, Near Yogiraj Nagar,  
Tapovan Road, Post Office: Camp,  
Amravati (M.S.) - 444 602

### ACADEMIC QUALIFICATIONS

S. N.	Degree	Year of passing	Name of the University	Subjects Offered	% of Marks
1	B.E.	1993	Shivaji University, Kolhapur	Mechanical Engineering	66.00% I with Distinction
2	M.B.A.	1995	Nagpur University, Nagpur	Marketing Management, Production Management	70.60%
3	Ph.D.	2004	Amravati University, Amravati	Rural Marketing	-----

*Qualified UGC-National Educational Test (NET) Eligibility for Lectureship  
in the subject 'Management' held in June 1998*

## **EXPERIENCE**

### **☐ DETAILS OF TEACHING EXPERIENCE:**

- Worked as a **Lecturer** in *the P. G. T. Department of Business Administration and Management, Sant Gadge Baba Amravati University, Amravati* from February 1998 to February 2004.  
Pay Scale: 2200-75-2800-100-4000
- Worked as a **Lecturer (Senior Scale)** in *the P. G. T. Department of Business Administration and Management, Sant Gadge Baba Amravati University, Amravati* from February 2004 to September 2008.  
Pay Scale: 10000-325-15200
- Worked as a **Reader** in *the P. G. T. Department of Business Administration and Management, Sant Gadge Baba Amravati University, Amravati* from **October 2008 to September 2011**.  
Pay Scale & Basic: 15600-39100 + AGP 8000 Basic 34850
- Worked as a **Head of the Department**, *P. G. T. Department of Business Administration and Management, Sant Gadge Baba Amravati University, Amravati* from 08/04/2009 to till 25/11/2010.
- Working as **Associate Professor** in *the P. G. T. Department of Business Administration and Management, Sant Gadge Baba Amravati University, Amravati* from **October 2011 to September 2014**  
Pay Scale & Basic: 37400-67000 + AGP 9000 Basic 44820

### **☐ PRESENT EMPLOYMENT:**

- Working as **Professor** in *the P. G. T. Department of Business Administration and Management, Sant Gadge Baba Amravati University, Amravati* from **October 2014 to till date. (Under CAS)**  
Basic Pay: 156900, AGP 9000

### **☐ POSITION HELD:**

- SENATE MEMBER, (2010-2015)  
*Sant Gadge Baba Amravati University, Amravati*
- MEMBER of MANAGEMENT COUNCIL September 1<sup>st</sup> to August 31<sup>st</sup>, 2020 of *Sant Gadge Baba Amravati University, Amravati*

## **SUBJECTS TAUGHT**

### **☐ M.B.A. I:**

- Production and Operations Management.
- Quantitative Methods.
- Research Methodology for Management Decisions.
- Management Science.
- Environment & Management

### **☐ M.B.A. II:**

- Marketing Research.
- Business Statistics.
- Consumer Behaviour.
- Advertising Management
- Logistics Management.
- Marketing of Services.
- Marketing for Non-Profit Organization
- Marketing of Social Services.

## **PUBLICATIONS**

### **☐ PAPERS IN SEMINARS / CONFERENCES / SYMPOSIA (PARTICIPATION/PRESENTATION):**

- Paper titled '*Media Planning Through Linear Programming - A Case Study Of The Dr. Panjabrao Deshmukh Urban Co-Operative Bank Ltd., Amravati*'.  
In second international conference on '*Operation and Quantitative Management*' at Nirma Institute of Management, Ahmedabad, between January 3-6, 1999. (Co-author)
- Paper titled '*Information Technologies for Publication Houses*'  
In second international conference on '*Business and Management*' at Nirma Institute of Management, Ahmedabad, between January 3-6, 2000.  
(First author)
- Paper titled '*Business with Electronic Commerce : Some Views*'  
In two day national seminar on '*Commerce Education in New Millennium*' at Amravati University, Amravati between August 18-19, 2000

- Paper titled '*Management Education Reforms : In reply to W.T.O. Challenges*'

In '*13th Annual Management Education Convention*' organised by Association Indian Management Schools in collaboration with Institute of Transport Management, Andhra University, Visakhapatnam, between August 25-27, 2001
- Paper titled '*Role Of IT In City Information System*'

In national seminar on '*Information Technology Revolution and Human Resource Management*' at Vidyabharti Mahavidyalaya, Amravati, between January 11-12, 2002
- Paper titled '*Standardization of Marketing Programmes through Child Route*'

In UGC sponsored National Seminar on '*Management in Transition*' at Department of Management Studies, University of Madras, Chennai between February 20-21, 2002.
- Paper titled '*Study of Corporate Social Responsiveness*'

In International Conference on '*Business Social Partnership Beyond Philanthropy*' at IIM, Calcutta between December 4-7, 2002.
- Paper titled '*Beyond Profit : A Path to Zenith*'

In Fifteenth National Convention on '*Corporate Governance and Citizenship*' at XIM, Bhubaneswar between August 22-24, 2003.
- Paper titled '*Entrepreneurial Opportunities In Rural Market: Some Insights*'

In 1<sup>st</sup> Biennial Center for Entrepreneurship Small Business management International Conference at Maharshi Dayanand Saraswati University, Ajmer (Raj), between September 9-11, 2005.
- Paper titled '*Consumer Awareness And Buying Behaviour Of Women Consumers: A Study*'

In Validation National Seminar on "Research Studies" Sponsored by Department of Consumer Affairs organized by The Indian Institute of Public Administration, New Delhi during September 21-22, 2007.

- Paper titled '*Recovery Concept In Customer Relationship Management: A Study*'

In 61<sup>st</sup> All India Commerce Conference organized by Indian Commerce Association at Dhanwate National College, Nagpur (M.S.), on December 27-29, 2008.
- Paper titled '*Institute Organisation Interface: A New Mantra of Development*'

In State Level Seminar organized by Shri. Shivaji Arts & Commerce College, Amravati in collaboration with M.I.D.C. Industrial Association, Amravati, on February 6<sup>th</sup>, 2009.
- Paper titled '*Fake Products Menace: A Study*'

In National Seminar on "Economic Environment of Business" organized by Institute of Management Studies and Research, Mumbai on October 9<sup>th</sup>, 2010.
- Paper titled '*Warning Tax Evaded Cigarettes Are Injurious To Health For Key Players In The Market*'

In 5<sup>th</sup> Indian Marketing Summit on "Innovative Marketing Strategies for Big Emerging Markets" organized by Birla Institute of Management Technology, Greater Noida, between January 22-23, 2011.
- Paper titled '*An Insight to Marketing Strategies of Soft Drink Industry Leader Coca-Cola (With Special Reference to Maaza)*'

In National Conference on "Marketing in Contemporary Times: Prospects and Challenges" organized by University of Pune in association with Ness Wadia College of Commerce, Pune, between February 09-11, 2012.
- Paper titled '*Transfer of Training to Workplace (On Job Training) and its Impact on Performance of Employee at Workplace – A Case Study*'

In All India Seminar on "Quality Progress 2012" organized by Institute of Engineers (India), Nagpur Local Centre & Shreyas Quality Management System, Nagpur, between February 25-26, 2012.
- Paper titled '*Social Marketing Approach to Develop Strategy for Adult Vaccine Market*'

In National Conference on "Emerging Strategies for Sustainable Growth & Competence" organized by Shri. Ramdeobaba College of Engineering & Technology, Nagpur, between March 01-03, 2012.

- Paper titled, “*Role of Social Networking to Create Awareness about Adult Vaccination*”  
In Proceedings of One Day National Conference on ‘ E-Business, E-Education, E- Learning’ organized by Department of Management Studies, KDK College of Engineering, Nagpur, on February 16, 2013.  
(First Author),
- Paper titled, “*The Future is at risk: Need for Food Safety Norms*”  
In 7 the International Food Convention (IFCON-2013) on ‘NSURE Healthy Food organized by CSIR-CFTRE, Mysore (Karnataka) during December 18-21, 2013. (First Author)
- Paper on Research project titled ‘*Critical Study of Menace of Imitated Brands*’,  
In Validation National Seminar on “*Research Studies*” Sponsored by Government of India, Ministry of Consumer Affairs, Food and Public Distribution, Department of Consumer Affairs, New Delhi organized at Indian Institute of Public Administration, New Delhi on February 23<sup>rd</sup>, 2013
- Paper on Research project titled “*New Tools of Research in CRM*”  
International Inter disciplinary Conference on “*Research in Behavioural Sciences the Road Ahead 2013*”, organized by Takshashila Mahavidyalaya, Amravati in collaboration with Department of Business Administration & Management, SGB Amravati University, during October 17-18, 2013.
- Paper titled ‘*TQM for Hospital Chemist Store*’,  
In 3<sup>rd</sup> International Conference on “*Chemistry for Sustainable Development: Indian Perspective*” Organised by Indian Council of Chemists, at Dubai during June 11-13, 2014.
- Paper titled ‘*Ensuring India’s Energy Security and Environment Sustainability through Green Consumerism*’,  
In 102<sup>nd</sup> Indian Science Congress at University of Mumbai on Jan 3-7, 2015
- Paper titled ‘*Pharmaceutical Drugs: A Study of Market With Special Reference to Price Differential of Drugs*’,  
In 4<sup>th</sup> International Conference on “*Applications and Management in Chemical Sciences*” Organised by Indian Council of Chemists, at Tashkent, Uzbekistan during June 13-15, 2015.

- Paper titled '*Sustainable Livelihood and Empowerment of Marginalised Population through SHG*',  
 In National Conference on "*Issues Pertaining to Socio-Economic Backwardness of Youths of Marginalised Sections*" Organized by Takshashila Mahavidyalaya, Amravati during October 26-27, 2015.
- Paper titled '*Influence of Sub-Cultural Variables on Impulse Buying Behaviour*',  
 In International Conference on "*MICON 2016 Strategies in the Present Scenario for Managing Growth and Competitiveness*" Organized by Shri Ramdeobaba College of Engineering & Management, Nagpur, In association with Northumbria University, Newcastle Business School, UK and National Institute of Personnel Management, at Ramdeobaba College of Engineering & Management, Nagpur during January 8-9, 2016.
- Paper titled "*Potential Business Model for Cord Blood Banking*"  
 In 7<sup>th</sup> International Conference on Excellence in Research and Education Organized by Indian Institute of Management, Indore during May 5-8, 2016. (Co-author)
- Paper titled "*Strategic Inputs to Capture Market Potential of Cord Blood Banking in Indian Market*"  
 In "ACUMEN 2016- International Conference on Recent Advancement in Business Management Practices" Organized by Dr. Ambedkar Institute of Business Management Practices, Nagpur during October 1<sup>st</sup>, 2016 (Co-author)
- Paper titled "*A Delve into Sway of Green marketing on Impulse Buying Behavior of Consumers*"  
 In "8<sup>th</sup> National Conference on Re-Imagining India: Game Changers for Business, Management and Society" Organized by Vishwakarma Institute of Management, Pune during February 17-18, 2017, (First Author)
- Paper titled "*Sculpting Structured Approach to Merchandising and Investigating Impact of Visual Merchandising on Impulse Buying*"  
 In "International Conference on Management Solutions for Socio-Economic Challenges" Organized by Tirpude Institute of Management Education, Nagpur during March 03-04, 2017, (Co-author)

- Paper titled *“Integrating Green Concept in Marketing & Supply Chain Management: A New Mantra of Business”*

In “National Conference on Sustainable Supply Chain Management – An Indian Perspective” Organized by Centre for Research in Materials Management(CRIMM), a joint venture of Indian Institute of Social Welfare and Business Management and Indian Institute of Materials Management, Kolkata, on March 10, 2017.
- Paper titled *“Probe Into Constituent Determinants of Impulse Buying”*

In International Conference, 2017, IIM, Indore – NASMEI Summer Marketing Conference, on Organized by Indian Institute of Management, Indore, during July 27-29, 2017, Co-author
- Paper titled *“Environment Sustainability through Environment Audit of Manufacturing Unit”*

In National Conference, XXXVI Annual Conference, on Organized by Indian Council of Chemists, at Andhra University, Visakhapatnam (A.P.) during December 26-28, 2017 Paper titled *“Environment Sustainability through Environment Audit of Manufacturing Unit”*
- Paper titled *“Pharmaceutical Marketing: An Insight to Issues, Challenges, and Future Trends of E-Marketing Strategies for Prescribed Drugs”*

In National Conference on “Rethinking Management Education in the Digital Age”, Organized by Faculty of Management Studies, University of Delhi on February 10<sup>th</sup>, 2018.
- Paper titled *“Retail Chain Performance Expectation: A Model Construct of B2B Customers of HUL-FMCG”*

In International Conference on “Building Intelligent Supply Chains” Biennial Supply Chain Management Conference 2018, Organized by Indian Institute of Management, Bangalore during December 10-11, 2018.
- Paper titled *“A Study of Impact of Investment Experience on Stock Market Investment Decisions in Amravati”*

In National Conference on “Innovative and Upcoming Technology in Banking and Financial Services”, Organized by R. J. S. P. Mandal’s Arts Commerce and Science College, Pune in association with Savitribai Phule Pune University, Pune during February 1-2, 2019.

- Paper titled “*NBFC: Growth, Prospects, Issues, and Challenges in India*”  
In Conference Global Conference on Multidisciplinary Research,  
Organized by P.R. Pote (Patil)... College of Engineering and Management,  
Amravati during November 7-8, 2019. (Co-Author)

▣ **ARTICLES PUBLISHED IN JOURNALS/EDITED BOOKS/CONFERENCE PROCEEDINGS :**

- Article titled ‘*Continuous Improvement at Kanchan and Company Limited.*’  
In ‘*Cases in Management An Indian Perspective*’, Publisher: Prestige Institute of Management and Research, Indore, May 2001, pp. 81-85.  
(Co-author)
- Article titled, ‘*Ethics in Pharma Marketing*’  
In Amravati University Research Bulletin, Volume I (1), July, 2002,  
pp. 92 - 94, Publisher: Amravati University, Amravati.
- Article titled, ‘*Non-ethical Products are Fast Growing in Pharmaceutical Market : A Review*’  
In Indian Journal of Marketing, Volume XXXII, Number 9,  
September, 2002, pp. 23-25  
Publisher: Associated Management Consultant (P) Ltd, New Delhi.
- Article titled, ‘*Role of Corporates in Rural Development*’,  
In Kisan World, Vol. 31, No. 1, January 2004, pp. 25-26,  
Publisher: Sakthi Sugars Ltd., Chennai, ISSN No.: 0971 – 9229.
- Article titled, ‘*A study of Corporate Social Responsiveness*’,  
In Management and Labour Studies, Vol. 29, No.2, May 2004, pp.120-126,  
Publisher: XLRI, Jamshedpur, ISSN No.: 0258 – 042 X. (First author)
- Article titled, ‘*A Study of Brand Consciousness Among Rural Buyers*’,  
In International Journal of Management Sciences’, Vol.1, No.1,  
July 2005, pp. 51-59, Publisher: Shiva Institute of Management Studies,  
Ghaziabad, ISSN No.: 0973 – 2101.
- Article titled, ‘*A study of Cooperative Institutions in the Context of Rural Marketing*’  
In Indian Cooperative Review, Vol.43, No. 2, October 2005, pp.484-491,  
Publisher: The National Cooperative Union of India, New Delhi.

- Article titled, '*Kid's Dominance in Marketing Programmes*'  
In The Management Scientist, Vol. 5 No. 2, 3 & 4, April-July-Oct-2006,  
pp.23 - 26, Publisher: Chitransh Institute of Management Science, Jaipur.
- Article titled, '*The Magic of Micro-Credit :A Case Study of Grameen Bank*'  
In NCDC Bulletin, Vol. XXXXI No.1, April 2007, pp. 2-6,  
Publisher: National Cooperative Development Corporation,  
Department of Agriculture & Cooperation, Ministry of Agriculture,  
ISSN No. 0972 – 3161. (First author),
- Article titled, '*Beyond Profit: A Path to Zenith*'  
In The Chittagong University Journal of Commerce, Vol. 17, 2002  
Published in February 2008, pp. 135-146,  
Publisher: University of Chittagong, Chittagong, Bangladesh. (Co-author),  
First Author: Dr. Mohammad Shamsuddoha, Professor University of  
Chittagong, Bangladesh
- Article titled, '*Rural Marketing: An Inquiry into Policies, Practices &  
Buying Habits with Special Reference to Amravati District*' (*Abstract of  
Doctoral Dissertation*)  
In Finance India, Vol XXII No.1, March 2008, pp. 210-215,  
Publisher: Indian Institute of Finance, Delhi, ISSN No. 0970 – 3772.
- Article titled, '*New Emerging Cooperatives- A Critical Study of Self Help  
Group*'  
In NCDC Bulletin, Vol XXXXII No.5, December 2008, pp. 2-7,  
Publisher: National Cooperative Development Corporation,  
Department of Agriculture & Cooperation, Ministry of Agriculture,  
ISSN No. 0972 - 3161 (First author)
- Article titled '*Consumer Awareness and Buying Behaviour: A Study of  
Women Consumers*', **In Edited Book**  
Titled '*Consumer Education and Empowerment – Laws, Policies and  
Strategies*', Centre of Consumer Studies, Indian Institute of Public  
Administration, New Delhi & Abhijeet Publications, Delhi, 2010, pp.  
81-96, ISBN No. 978-93-80031-54-5.

- Article titled '*A War Against Brand Attacks.*', **In Edited Book**  
Titled '*Emerging Perspectives in Consumer Welfare- Twenty Five Years of the Consumer Protection Act*',  
Centre of Consumer Studies, Indian Institute of Public Administration,  
New Delhi, 2012, pp. 126-135. The book was released by Prof. K.V. Thomas, Hon'ble Minister of State Consumer Affairs, Food and Public Distribution, GOI, ISBN No. 81-86641-59-9.
- Article titled '*Fake Products Menace: A Case Study*', **In Edited Book**  
Titled '*Consumer Protection in India - Policies and Case Studies*',  
Concept Publishing Company Pvt. Ltd., New Delhi, 2012,  
pp. 280-292, ISBN-13:978-81-8069-874-3.
- Article titled '*Social Marketing Approach to Develop Strategy for Adult Vaccine Market*'  
In the Conference proceeding of National Conference on "Emerging Strategies for Sustainable Growth & Competence" organized by Shri. Ramdeobaba College of Engineering & Technology, Nagpur, between March 01-03, 2012. ISBN No. 978-93-81432-16-7. (Co-Author).
- Article titled '*A Toolkit for Beverages Market*'  
In the journal 'PMR-Pravara Management Review', A research journal of Dr. Vikhe Patil Foundations, Pravara Centre for Management Research & Development, Pune, Vol 11 No. 1, Jan-June 2012,  
ISSN No. 0975-7201 (Print), 2278-0165 (Online), pp. 14-19, (First Author)
- Article titled, "*An Insight in Marketing Strategies of Soft Drink Industry Leader 'Coca Cola' (With Special Reference to Maaza)*"  
In 'Bizz...Ness', Vol I Issue.1, July 2012  
A Publication of Modern Education Society's, Ness Wadia College of Commerce, Pune. ISSN No. 2277 – 4823, pp. 94-110. (First Author)
- Article titled, "*Role of Social Networking to Create Awareness about Adult Vaccination*"  
In Proceedings of One Day National Conference on ' E-Business, E-Education, E- Learning' organized by Department of Management Studies, KDK College of Engineering, Nagpur, on February 16, 2013.  
ISBN No. 978-93-5097-174-1, pp. 175-182. (First Author)

- Paper titled *'Marketing of Food Products Targeted Towards Children- The Ethical Issues,*  
 In VNSGU Journal of Management & Administration, Vol.6, Issue 1&2, Jan-Dec 2014, ISSN No. 0975 6361, Publisher: Veer Narmad South Gujrat University, Surat, Gujrat Pg. No. 64-73.
- Paper titled *'Total Quality Management for Hospital Chemist Store,*  
 In AE International Journal of Multidisciplinary Research, Vol.3, Issue 4, April 2015 – Special Issue, ISSN No. 2348 - 6724, Publisher: Archers & Elevators Publishing House, Pg. No. 144-151, (As Principal Author)
- Paper titled *'Sustainable Livelihood and Empowerment of Marginalised Population through SHG' ,*  
 In the Proceeding of National Conference on *"Issues Pertaining to Socio-Economic Backwardness of Youths of Marginalised Sections"* Organized by Takshashila Mahavidyalaya, Amravati during October 26-27, 2015.  
 ISBN No. 978-93-84021-37-5, pp. 4-8. (Co- Author)
- Paper titled *"Influence of Sub Cultural Variables on Impulse Buying Behavior "*  
 In 'International Journal for Administration in Management, Commerce and Economics', Issue -7, Vol. - 1  
 ISSN No. 2347 - 9558, pp.19-30, 2016 (Co- Author)
- Paper titled *"An Evaluative Study of Market Dynamics of Cord Blood Banking Companies And Consumer Response"*  
 In 'International Journal for Administration in Management, Commerce and Economics', ISSN No. 2347 - 9558, pp.13-31 (Co- Author)
- Paper titled *"A Study on Awareness about Cord Blood Banking in Vidarbha Region"*  
 In 'International Journal of Science and Research Methodology', Vol.: 2, Issue: 4, February 2016 ISSN No. 2454 - 2008, pp.17-27 (Co- Author)
- Paper titled *"Strategic Inputs to Capture Market Potential of Cord Blood Banking in Indian Market"*  
 In Conference Proceedings *"ACUMEN 2016- International Conference on Recent Advancement in Business Management Practices"* Organized by Dr. Ambedkar Institute of Business Management Practices, Nagpur during October 1<sup>st</sup>, 2016 ISBN : 978-93-86011-09-1 Page 167-177 (Co-author)

- Paper titled “*Sculpting Structured Approach to Merchandising and Investigating Impact of Visual Merchandising on Impulse Buying*”

In “International Conference on Management Solutions for Socio-Economic Challenges” Organized by Tirpude Institute of Management Education, Nagpur during March 03-04, 2017, ISBN: 978-93-5267-373-5, Page No. 1-21, (Co-author)
- Paper titled “*A Delve into Sway of Green marketing on Impulse Buying Behavior of Consumers*”

In Conference Proceeding of “8<sup>th</sup> National Conference on Re-Imagining India: Game Changers for Business, Management and Society” Organized by Vishwakarma Institute of Management, Pune during February 17-18, 2017, ISBN: 978-81-928679-4-6, Page No. 1-10, (First Author).
- Paper titled “*Model of Impulse Buying Behavior*”

In BVIMSR’s ‘Journal of Management Research’ April 2017, ISSN: 0976-4739, Issue Vol.9, No.1, April 2017, Page No. 45-53 (Co-Author)
- Article titled “*Pharmaceutical Marketing: An Insight to Issues, Challenges and Future Trends of E-Marketing Strategy for Prescribed Drugs*”

In Edited Book Titled ‘Management Practices In the Digital Age’, New Delhi Publishers. New Delhi, First Edition, 2018, pp. 205-226, ISBN-978-93-86453-37-2 (Co-Author)
- Paper titled “*A Study of Impact of Investment Experience on Stock Market Investment Decisions in Amravati*”

In Conference Proceeding of National Conference on “Innovative and Upcoming Technology in Banking and Financial Services”, Organized by R. J. S. P. Mandal’s Arts Commerce and Science College, Pune in association with Savitribai Phule Pune University, Pune during February 1-2, 2019. ISBN: 978-93-8844162-9, pp36
- Paper titled “*A Study on Grievance Redressal System of Banks with Special Reference to Amravati City*”

In Vidyabharti International Interdisciplinary Research Journal. December 2019, ISSN: 2319-4979, Issue Vol.9 (2) pp 59-64 (Co-Author)

- Paper titled “*Retail Supply Chain Performance Expectation: A Model Construct of B2B Customers of HUL-FMCG*”

In SNKALAP July-December 2019, ISSN: 2231-1904, Vol.9, Issue 2, Published in September 2020, Page No. 12-20 (Principal Author)  
Published by C.K. Shah Vijaypurwal Institute of Management, Vadodara, Approved by AICTE, Peer Reviewed Journal Indexed in ProQuest, Impact Factor 5.741 (ISRA:JIF)

- Paper titled “A Threat of COVID-19 to Global Economy: An Appraisal”

In PIMT Journal of Research, UGC Care Listed Journal, ISSN: 2278-7925, Vol.-12, Issue -4 (B), Published in (July-September) 2020, Page No. 74-79 (Co Author)

- Paper titled “Mental Health Training at the Workplace in the Contest of COVID 19 Panademic”

In YASHOMANTHAN September 2020, ISSN: 2347-8039, Vol.7, Issue 2, Published in September 2020, Page No. 59-66 (Principal Author)  
Published by National Institute of Personnel Management, Peer Reviewed Journal Indexed in Scientific Journal Impact Factor, Impact Factor 6.692

#### ▣ **BOOKS:**

- Co-author, '*They Said it*', Five Star Publications, Amravati, 1999.
- Co-author, '*The Complete Guide to SET Examination Paper-I*', Kruti Publications, Pune, 2000.
- '*Grahak Samadhan*' Yashwantrao Chavan Maharashtra Open University, Nashik, B. Com. - III study material, 2002, ISBN No. 81-7171-988-0.
- '*Brand Imitation Counterfeiting and Consumers*' Centre for Consumer Studies, Indian Institute of Public Administration, New Delhi. Monograph is published with Financial Assistance from Department of Consumer Affairs, Food & Public Distribution, Government of India, ISBN No. 81-86641-68-8., 2013

- ‘*Consumer Impulse Buying Behavior: Constituent Determinants*’ is published with Lap Lambert Academic Publishing, Mauritius, ISBN No. 913-613-9-57973-0., 2018 (Co-Author)

<b>CHAIRMAN OF THE SESSION/INVITED TALK IN CONFERENCES/SEMINAR</b>
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- National Seminar on “*Emerging Issues in Legal Education & Research*” organized by P.G.T.D. of Law, Sant Gadge Baba Amravati University, Amravati during March 13-14, 2010.  
President of Inaugural Session.
- A One-Day Workshop on, “*Course Curriculum of MBA Programme in Changing Scenario*”, organized by Prof. Ram Meghe Institute of Management & Research, Badnera on April 3<sup>rd</sup>, 2010.  
Chairman of Inaugural Session.
- One-Day Seminar on “*Natural Resources, Bio-Diversity & Geography Information System*” organized by Indian Social Congress Allhabad, UGC-Academic Staff College, Sant Gadge Baba Amravati University, Amravati on October 18<sup>th</sup>, 2011.  
Chairman of Technical Session-II.
- One-Day National Level Conference on “*Service Sector In India*” organized by Smt. L.R.T. College of Commerce, Akola, in collaboration with Department Of Bus. Administration & Management, Sant Gadge Baba Amravati University, Amravati on January 27<sup>th</sup>, 2014.  
Co-Chairperson of Technical Session.
- One-Day National Level Conference on “*Promoting Economic Development by Applying Business Management Strategies*” organized by Raisonni Institute of Management Studies, Amravati on February 7<sup>th</sup>, 2014.  
Chairperson of Technical Session.
- In the Two Day National Conference on “*Issues Pertaining to Socio-Economic Backwardness of Youths of Marginalised Sections*” Organized by Takshashila Mahavidyalaya, Amravati during October 26-27, 2015.  
Chairman of the Session, Session-III, October 26<sup>th</sup>, 2015

- In International Conference on “*MICON 2016 Strategies in the Present Scenario for Managing Growth and Competitiveness*” Organized by Shri Ramdeobaba College of Engineering & Management, Nagpur, In association with Northumbria University, Newcastle Business School, UK and National Institute of Personnel Management, at Ramdeobaba College of Engineering & Management, Nagpur during January 8-9, 2016.

Session Chair of Technical Session, Session-I, Jan 8, 2016

- In ICSSR sponsored Ten Day National Level Workshop on “*Research Methodology in Social Sciences*” for Ph.D. Scholar organized by Takshashila Mahavidyalaya, Amravati on February 15<sup>th</sup>, 2016.

Invited Speaker

- In MSME, Development Institute sponsored National Seminar/Workshop/ on “*marketing /Public Procurement/ Packaging, etc.*” for Industrialist on November 6<sup>th</sup>, 2017.

Invited Speaker

<p><b>ORIENTATION / REFRESHER/SHORT TERM COURSES ATTENDED</b></p>
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- Orientation Programme at Academic Staff College, Nagpur University, Nagpur, during February 1-28, 2001.
- Refresher Course in Commerce at Amravati University, Amravati conducted by Academic Staff College of Nagpur University, Nagpur during, 23rd October to 12th November 2001.
- Refresher Course in Commerce/Economics/Management conducted by Academic Staff College of R.T.M. Nagpur University, Nagpur during, October 16<sup>th</sup> to November 5<sup>th</sup>, 2007.
- Refresher Course in Business Studies conducted by Academic Staff College of R.T.M. Nagpur University, Nagpur during, October 01<sup>st</sup> to October 21<sup>st</sup>, 2008.
- Short term course on “*Research Methodology*”, organized by UGC-MHRDC, Pondicherry University, Puducherry during July 25<sup>th</sup> to 30<sup>th</sup>, 2016.

- Short term course on “Soft Skill, LMS & E-Content Development”, organized by UGC-MHRDC, S.G.B. Amravati University, Amravati, during January 2<sup>nd</sup> to 07<sup>th</sup>, 2017.
- Short term course on “Achieving Excellence in Higher Education”, organized by S.G.B. Amravati University, Amravati, Faculty Development Cell during December 11<sup>th</sup> to 16<sup>th</sup>, 2017.
- Faculty Development Programme: National level FDP on “G Suite & Allied Tools in Education Teaching & E-Content Development”, organized by S.G.B. Amravati University, Amravati, June 29<sup>th</sup> to July 4<sup>th</sup>, 2020.

### **REFRESHER/SHORT TERM COURSE COORDINATOR**

- Refresher Course in Commerce, Economics, Management at S.G.B. Amravati University, Amravati conducted by Academic Staff College of S.G.B. Amravati University, Amravati during, 04/12/2009 to 24/12/2009.
- Refresher Course in Business Studies at S.G.B. Amravati University, Amravati conducted by Academic Staff College of S.G.B. Amravati University, Amravati during, 04/10/2010 to 21/10/2010.
- Refresher Course in Commerce, Economics, Management at S.G.B. Amravati University, Amravati conducted by Academic Staff College of S.G.B. Amravati University, Amravati during, 16/07/2011 to 05/08/2011.
- Refresher Course in Commerce at S.G.B. Amravati University, Amravati conducted by Academic Staff College of S.G.B. Amravati University, Amravati during, 24/09/2012 to 15/10/2012.
- Refresher Course in Commerce at S.G.B. Amravati University, Amravati conducted by Academic Staff College of S.G.B. Amravati University, Amravati during, 19/01/2015 to 07/02/2015.
- Short Term Programme on Research Methodology at S.G.B. Amravati University, Amravati conducted by Academic Staff College of S.G.B. Amravati University, Amravati during, 05/10/2015 to 10/10/2015.
- Refresher Course in Commerce at S.G.B. Amravati University, Amravati conducted by Academic Staff College of S.G.B. Amravati University, Amravati during, 01/07/2016 to 21/07/2016.

- Refresher Course in Commerce at S.G.B. Amravati University, Amravati conducted by Academic Staff College of S.G.B. Amravati University, Amravati during, 04/07/2017 to 23/07/2017.
- Short Term Course in “Soft Skill and Personality Development” at S.G.B. Amravati University, Amravati conducted by Academic Staff College of S.G.B. Amravati University, Amravati during, 17/12/2018 to 22/12/2018.
- Refresher Course in Commerce at S.G.B. Amravati University, Amravati conducted by UGC Human Resource Development Centre of S.G.B. Amravati University, Amravati during, 16/07/2019 to 29/07/2019.
- Refresher Course in Commerce & Management at S.G.B. Amravati University, Amravati conducted by UGC Human Resource Development Centre of S.G.B. Amravati University, Amravati during, 14/09/2020 to 26/09/2020. (Online Course)

<b>CONFERENCE      COORDINATOR      AND      OTHER ACADEMIC ASSIGNMENTS</b>
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- International Interdisciplinary Conference on “Research in Behavioural Science The Road Ahead 2013” Jointly organized by S.G.B. Amravati University, Amravati Department of Business Administration and Management, and Takshashila Mahavidyalaya, Amravati during, October 17-18, 2013.
- Convener, Life Coping Skills Development Centre at S.G.B. Amravati University, Amravati. Centre worked for developing life coping skills of Students of S.G.B. Amravati University, Campus started from academic year 2015-16.

<b>RESEARCH PROJECTS</b>
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☐ **RESEARCH PROJECTS COMPLETED:**

- Worked as a Co-investigator on a U.G.C. supported major research project titled '*Consumer Protection Act 1986: An Evaluatory Study*', 2004.  
Financial Assistance of Rs. 4,25,000/- sanctioned for research project.

- A Minor Research Project titled, "*An Enquiry into Social Commitment of Business Enterprises*" financially supported by TRDEA, Amravati University, Amravati, 2005
- Worked as Project Director on a Government of India, Ministry of Consumer Affairs, Food and Public Distribution, Department of Consumer Affairs, New Delhi supported research project titled '*Consumer Awareness and Buying Behaviour of Women Consumers: A Study*', 2007.
- Worked as Project Director on a Government of India, Ministry of Consumer Affairs, Food and Public Distribution, Department of Consumer Affairs, New Delhi supported research project titled '*Critical Study of Menace of Imitated Brands*'.

Financial Assistance of Rs. 3,85,000/- sanctioned for research project.

#### ☐ DOCTORAL RESEARCH:

The doctoral research work titled '*Rural Marketing - An Inquiry into Policies, Practices and Buying Habits (with special reference to Amravati district)*' at Amravati University, Amravati.

#### ☐ GUIDANCE RENDERED TO RESEARCH SCHOLAR

##### DEGREE AWARDED - 05

**Guide Registration: AU/Guide-PhD/HMNT/001/27/07/2006 Dated 27/07/2006 in Business Management Board, Faculty of Commerce, SGB Amravati University, Amravati**

- ❖ Doctoral Research Project undertaken by Shri. Ravindra C. Satpute entitled: "*Micro-Finance: A Critical Study of Need, Practices and Future Trends (with special reference to Self Help Group of Amravati District)*".

Degree Awarded : **November 2012**. Date of Registration 15.01.2007  
Registration No. : AU/554-Ph.D./B. MGT/01/2007

- ❖ Doctoral Research Project undertaken by Shri. Anantkumar Bhide entitled: "*Analysis of Consumer Behavior At Malls – A Study of Mumbai City*"

Date of Registration 15.01.2010 Degree Awarded 24/09/2013  
Registration No. : SGBAU/Ph.D./Busi.Magmt./1/2010 DATE 15/01/10

- ❖ Doctoral Research Project undertaken by Shri. Anil M. Kathoye entitled: “*Role of Human Resource Development Department in Developing and Effectively Utilizing the Manpower in Maharashtra State Power Generation Company Ltd.*”  
Date of Registration 15.07.2006 Degree Awarded 17/01/2014  
Registration No. : AU/Ph.D./BUS. MGT/3/2006
- ❖ Guiding Doctoral Research Project undertaken by Ms. Mahek Iram Qureshi entitled: “*A Qualitative Exploration of Subculture and Lifestyle Variables Influencing Impulse Buying and its Post Purchase Cognitive Dissonance*”  
Registration No. : SGBAU/Ph.D./COMM/6885/2015 DATE 15/07/15  
Degree Awarded 18/07/2019 Notification No. 115/2019
- ❖ Guiding Doctoral Research Project undertaken by Shri. Chetan V. Dubey entitled: “*A Critical Study of Marketing Strategies of Cord Blood Banking Companies & Consumer Response*”  
Registration No. : SGBAU/Ph.D./BUSS MGT/5750/2013 DATE 15/01/12  
Degree Awarded 10/12/2019 Notification No. 176/2019

#### **ONGOING -02**

- ❖ Guiding Doctoral Research Project undertaken by Shri. Sachin G. Pethe entitled: “*Detail Study of Celebrity Endorsement Management*”  
Registration No. : SGBAU/Ph.D./BUS. MGT/3/2008 DATE 15/07/08
- ❖ Guiding Doctoral Research Project undertaken by Prof. Sagar R. Shah entitled: “*A Critical Analysis Of Financial Inclusion Of NBFC's For MSME Sector With Special Reference To Amravati District*”  
Registration No. : SGBAU/Ph.D./COMM/7144/2015 DATE 15/01/15

#### **EXAMINER FOR DOCTORAL RESEARCH PROJECT**

- ❖ North Maharashtra University, Jalgaon
- ❖ Rashtrasant Tukdoji Maharaj Nagpur University, Nagpur 2011-12.
- ❖ S.R.T. Marathwada University, Nanded
- ❖ Manonmaniam Sundaranar University, Tirunelveli
- ❖ Pune University, Pune

- ❖ Bharathiar University, Coimbatore, Tamilnadu
- ❖ Osmania University, Hyderabad
- ❖ Madurai Kamaraj University, Madurai, Tamilnadu

### PROFESSIONAL DEVELOPMENT ACTIVITIES

❖ ***Membership of Professional Bodies:***

*Life Member, Indian Institute of Public Administration, New Delhi.*

*Life Member, National Institute of Personnel Management, Kolkata*

❖ E-Content development :

Annual Refresher Programme in Teaching ( ARPIT)2019 on SWAYAM Platform, January 2020, 4 Credit MOOC “ Skills of New Educational Architecture” Topic: Attitude Measurement scale, Module: Research Skill

### COURSE DEVELOPMENT

- ❖ Chairman of Sub-Committee for Replacement of Syllabus of Paper Logistics Management, Paper No. MBA/3403/POM.  
The paper is replaced with subject titled ‘Project Management’.
- ❖ Prepared a course material of B. Com. Part-I, subject ‘Principles of Management’ for Institute of Distance Education, Sant Gadge Baba Amravati University, Amravati.
- ❖ Member of Committee for Designing syllabus for
  - Certificate Course in Consumer Protection
  - Diploma Course in Consumer Protection
  - Higher Diploma Course in Consumer Protection
  - Master of Business Administration
  - Post Graduate Diploma in Retail Management
  - Health Club Management & Tourism
  - Chairman, Sub Committee for Designing syllabus for Master of Human Resource Development
- ❖ Prepared a course material of Savitribai Phule Pune University Curriculum FOR B. Voc., Bachelor in Vocation in Faculty of Commerce and Management

**Dipak Chacharkar**