



Dr. Pavitra D. Patil

Associate Professor

School Of Management Studies

Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon

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EDUCATIONAL QUALIFICATIONS (DEGREE & ABOVE)

Examination Passed	Name of the University	Year of Passing	Class / Division / Grade	% of Marks	Special Subject(s), if any
B.Sc	NMU, Jalgaon	1999	I st Class	78	Statistics
M.B.A.	NMU, Jalgaon	2001	Ist Class	62	Marketing Management
Ph.D.	NMU, Jalgaon	2012	Management		

EXPERIENCE

- Presently Working as a Associate *Professor* in the School of Management Studies, Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon (Maharashtra), India since 12 jan. 2021 (Till DATE)
- Working as a Assistant professor in the School of Management Studies, North Maharashtra University, Jalgaon (Maharashtra), since 22 Dec.2008

Subjects Taught

P.G.Level

1. Agricultural Management
2. Operations And material Management
3. Quantitative Technique
4. Marketing Research and consumer behaviour
5. Operational Research

U. G. Level:

1. Business Statistics

2. Marketing management
3. Business Mathematics
4. Business research Methods

Innovation / Contribution in Teaching

I. Curriculum Designing:

Designed syllabus for M.B.A. & B.M.S. course, in subject relating to Marketing and Communication.

II. Teaching Methods :

Basically, the subject I teach require a lot of practical orientation e.g. communication skills, marketing etc. Therefore, I usually organize elocution competitions, group discussions, quiz, presentations, seminars For M.B.A. students specializing in Marketing; I organize “Ad Competition”. For the outgoing students, I conduct “Mock interviews” “Mock Viva” etc.

RESEARCH EXPERIENCE

1. Research Experience: 4 Years 4 Months (During Ph.D.)

2. Research Experience in the Department of Management Studies:

Every year I guide at least 10 students for their project report in various areas of Marketing. For both courses, M.B.A. & B.B.S., undertaking a Summer Project is compulsory.

3. Research guide: 5 student are pursuing Ph.D. (03 student Awarded Ph.D)

1. Mr. Kishor Hiran Awarded Ph.D on 6th August 2019

Topic: An analysis of value and value creation process in passengers transportation service”with reference to travel agency in Nashik city”

2. Niraj Chaudhary awarded Ph.D on 20th Nov.2020

Topic :A study of Impact of utomation to improve efficiency of private sector industries in North Maharashtra Region.

3. Chandrakant C. Deware awarded Ph.D. on 24 th may 2021

Topic:to study the impactof marketing of educational services on Education and its stakeholders with special reference to jalgaon city.

Training Programmee

Courses	ASC	Date	
		From	to
Orientation	BAMU,Aurangabad	1 Dec 12	29 th dec.2012

Refresher	BAMU,Aurangabad	5 june 13	25 th June 2013
Special winter course	BAMU,Aurangabad	15 Nov.16	3 Dec 16
Faculty Development course	HRDC Pune	17 Dec. 18	23 Dec.18
Faculty Development course	HRDC Pune	16 th Sept.19	22Sept 2019

PUBLICATIONS

1. Paper published in Online international Interdisciplinary Research Journal of sep-Oct 2015, on the topic “**consumer buying behavior and attitude towards organic food products**”A study of Jalgaon District., Page no. 152-159 ,ISSN No. 2249-9598 .
2. Paper published in international journal of research and development of Feb. 2015on the topic ,”A global prospective with customer relationship Management” ISSN.No. 2279-0438,vol 3 ,Feb.2015 ,page no. 61-63.
3. Paper publishes in the International Journal of Management and Economics,vol.1 No 9, August 2013 with ISBN no. 2231-4687 on the topic, “Opportunities for Young Entrepreneur in India” page no. 68to71.
4. Paper publishes in the Vision research Journal of commerce and management on the topic,”customer service:the missing Dimensuion”,vol 3,No.1 Jan 2013. Page no. 112-114,ISSN no. 2250-2025
5. Paper publishes in the International Journal of Management and Economics,vol.1 No.7 Jan-Mar 2013 with ISBN no. 2231-4687 on the topic, “organic food :Opportunities and challenges”
6. Paper publishes in the Vision research Journal of commerce and management on the topic,”Rural consumer buying behavior with Reference to FMCG product”,vol 2,No.1 Jan 2012. Page no. 34-38,ISSN no. 2250-2025.
7. Paper published in the journal Excel Journal of Engineering Technology and management Science. With ISSN No. 2249-9032,July-Dec.2012,VOI.I. NO. 3 on the topic “Management Education and Employment”page no. 143to 150.
8. Paper published in the Journal Vision Research on the topic, “Indian retail banking : Current trends and dynamics” ,ISSN -2250-2025, volume II ,. Page no.59 to 61
9. Paper published in the Journal Vision Research on the topic consumer perception and buying behavior of organic Food products.ISBN -978-93-81171-04-2, volume I,Issue I.Feb.2011, Page no. 56 to59.

10. Paper published in the Journal cosmos, ISBN No. 978-81-907408-8-3, Jan.11 on the Topic Organic Farming and Its penetration in India. Page no. 34 to 41.
11. Paper published in the Journal cosmos, ISBN No. 978-81-907408-5-2, Jan.10 on the Topic the Emerging trend:Organic Agriculture and Food Security”. Page no. 119 to 128.
12. Paper published in KRSCMS Management Journal on the topic ,”Managerial skills are essential for successful entrepreneur in Passenger Transportation service an analysis with reference travel agencies in Nashik City.”Issue-2016 volume 6 ISSN 2230-8067,page no12-18
13. Research paper published in vision research journal ,on the topic Rural Agriculture Development: A tool for Attaining sustainable development, with ISSN 2250-2025 ,page no14-17
14. Paper published in Online international Interdisciplinary Research Journal of sep- Oct2015 on the topic “consumer buying behavior and attitude towards organic food products” ,A study of Jalgaon District”,.page no. 152-159 ,ISSN No. 2249-9598
15. Research paper published with ph.D. Student Niraj Chaudhary on the topic,”Modeling of operations Support System for Business management and Automation”,in online International Journal of Research In management ,issue 6,Vol.5 (September 2016) ISSN 2249-5908.
16. Paper published in Online international journal of Engineering and management research ,on the topic, “Use of cloud computing and Automation for E-government in India:challenges and benefits”,Volume 7,Issue-I, January-February 2017,ISSN(online)2250-0758,Impact factor 2016:3.96.
17. .Paper published with Niraj Chaudhary in Online International journal of Advanced research ,ideas and Innovation in Technology on the topic ,Increaseing Productivity and Quality products by Implementations of Automation in manufacturing sectors”,Volume 3,Issue-2, March-April 2017 2017,ISSN(online)1254-132X,Impact factor 4.295
18. Paper published with pravin Bodade in Online International journal of research and scientific Innovation (IJRSI) on the topic , “Evolving Customer touch point in life insurance Industry for customer Experience Management”,Volume 4,Issue-5, May 2017 ,ISSN(online)2321-2705.
19. Paper published in Vision research Journal on the topic,Rural Agriculture Development:A tool for attaining Sustainable Development,Volume 7,Number1,jan2017,ISSN 2250-2025.page no.14-17
20. Paper published with Mr. yogesh tiwari in International journal of trend in scientific Research and development,on the topic, “Impact analysis on skill development with Abcus Users”,ISSN no. 2456-6470,vol. 1 issue-5.
21. Paper published with Komal jain in journal of digital payment system and Rural India ,research dimension,with ISSN 2249-3867,Impact factor 5.1899,on the topic ,” Digital payment systemand its acceptance and non acceptance in Unorganised Sector” on page no. 82-85.
22. Paper published in online International Interdisiplinary Research journal,on the topic,”customer attitude and perception towards TaTa sky DTH a study in Jalgaon city”,with ISSN 2249-9598 volume 7 Sept 2017 ,issue 02.

23. Paper published with ph.d. student Mr. Swapnil kate in online International journal of research in management and social science on the topic, "An exploratory study on human resource accounting",page no. 31-36,volume 5,issue 4. Oct-Dec.2017,ISSN 2322- 0899.
24. Paper published with ph.d. student Yogesh Tiwari May 2017 ,on the topic,."Effective impact of whole brain development among the abacus learners of younger generation" inInternational Journal of Multidisciplinary Research and Development,Online ISSN: 2349-4182, Print ISSN: 2349-5979,Impact Factor: RJIF 5.72,Volume 4; Issue 12; December 2017; Page No. 61-65
25. Paper published with ph.d. student Mr. Kishor Hiran in Aarhat Multidisciplinary International Education Reseach Journal with ISSN no. 2278-5655 Ugc approved no 48178,with Impact factor 5.18, on the topic,"Factors affecting in success of start up for passengers transportation service in India"page no. 51-54 isue Feb-Mar.2018.
26. Paper published with ph.d. student Mr. Kishor Hiran in international Journal of research in management and social science with ISSN 2322-0899,vol.6 Jan-March 2018 ,on the topic Determinants of values for passengers transportation service in India: An Analysis with the help of travel agencies in nashik city.page no 66-69 UGC no.48996
27. Paper published with ph.d. student Mr.Niraj Chaudhary in peer Reviewed Referred and UGC listed journal 47100 GENIUS ,vol.VI,Feb-July 2018 with ISSN no.2279-0489 ,on the topic ,"Impact of Automation management for Industrial Effectiveness",page no. 106-111
28. Paper presented with Kishor patil in journal of digital payment system and Rural India ,research dimension, with on the topic ,A study of use and awareness of E-banking services among college students of jammer city.", with ISSN no.2249-3867 page no.1-5
29. Paper published with chandrakant Deore in International Journal of research and Development on the topic:"Marketing Mix of educational service" with Issn 2279-0438 ,volu iv,issue 1 Jan.2016 ,page no. 46.
30. Paper published in International research Journal "Research Journey" of Recent trends in social sciences with ISSN NO 2348-7143 ,Feb 2019 on the topic,A study of consumer buying behavior of preference of life insurance product
31. **Paper presented with** Ph.D. student Mr kishor patil in International Journal of creative Research thoughts,on the topic,"Social Media and Education:with ISSN 2320-2882,March 18,page no 164-168.
32. Paper published in Journal of Information and computational science ,on the topic,"**A study on lean manufacturing technques implementation in industries with help of automation**"with ISSN no. 1548-7741,vol.9,issue 8 August 2019.
33. **Paper presented with** Ph.D. student Mr kishor patil in Journal of Information and computational science ,on the topic ,"E banking and college student in jammer city"with ISSN no.1548-7741,vol.9,issue 8 October 2019.
34. Paper presented with Ph.D. student Mr. Chandrakant Deore in the Research Journey' *International Multidisciplinary E- Research Journal with* ISSN 2348-7143,Nov. 2019.on the the topic , "**A study on Impact of Digital marketing of professional Educational Services on Education and students with special reference to chopada city**",page no. 76-86.
35. Paper presented with Ph.D. student Mr. Chandrakant Deore in the Research Journey' *International Multidisciplinary E- Research Journal with* ISSN 2348-7143,Jan. 2019.,on the

- topic , “A study on Impact of Marketing of Educational services on Education and parents with special reference to chopada city”,page no. 322-331.
36. Paper presented with Mr. Swapnil kate in in the Research Journey’ *International Multidisciplinary E- Research Journal with ISSN 2348-7143*,Jan. 2019.on the topic ,**A comparative Analysis of HRM accounting Models and their Implication**”,page no116-123.
 37. paper Published with Ph.D. student Mr. Chandrakant Deore in Research Journey Multidisciplinay International Journal on the topic,“ **A study of perception difference among stake holders toward the impact of marketing of Education services with special reference to chopada city**” with ISSN 2348-7143.Impact factor 6.625.
 38. Paper published in *Journal of Information and computational science* ,vol.10.issue2 ,Feb.2020 ,on the topic,“**Green marketing and its challenges for competitive advantages**”.with ISSN 1548-7741
 39. Paper published with Mr. Chandrakant Deore in *Journal of Information and computational science* ,vol.10.issue2 ,Feb.2020 ,on the topic,**A study of the Importance attached by the students to the marketing mixcomponents of the educational services while selecting the college**” . with ISSN 1548-7741
 40. Paper published in *Journal of Information and computational science* ,vol.10.issue2 ,Feb.2020 ,on the topic ,”**A study of source of Information of students and parents about the Esducational services**”,with ISSN 1548-7741
 41. . Paper published in *Akshara Multidisciplinary Research Journal* (peer revied)o the topic,“**Impact of covid -19 situation on manufacturing Industry**”,April-june 2020 ,vol.02,issuel(b),ISSN 2582-5429,page no.177-180.
 42. Paper published in *Infokara Journal* on the topic,“**Evolving Indian Insurance Industry:prospect and challenges**”in Vol.9,Issue 9,sept.2020 ,with ISSN no.1021-9056.

Book Proceeding

1. Book article published on the topic “Rural buying behavior:-Need for the confluence of traditional and Modern Marketing StrategiesC Volume II, ISBN 978-81-907408-2-1(page no.193)
2. Paper published in the book *Managing Economic Downturns*, on the topic “**Organization reforms to Manage Business In Economic Downturn**”.ISBN-81-85543-12-7 ,page no 90-95.
3. Paper published in the proceeding of the book “**Women Entrepreneurship And empowerment in 21st Century with ISBN 978-93-81546-33**” on the topic “**Promoting women entrepreneurship for the women empowerment**” “page no.191
4. Paper published in the proceeding of the book, *Nurturing Service Industry for economic Development* on the topic “**Globalization and its Impact on service sector**” “with ISBN 978-93-5024-768-6 page no 226-232
5. Paper published in the conference proceeding of *Contemporary issues in commerce Management & IT*’ at SOMS NMU on the topic “**Private labels brands and market**” page no.110,ISBN 978-81-925956-2-7.
6. Paper published in the conference proceeding of *Make in INDIA,Rejuvenating Indian Economy for sustainable development* held on 10th Feb. 2017.on the topic ,”**Impact of make in India efforts on management of business.**”with ISBN 978-93-86256-44-7 page no. 82-85.

CONFERENCES:

International

1. Paper presented in International Conference at T.A.Pai management Institute Manipal. “on Service Management on the topic “CRM And Technology “held on 15th & 16th Feb. 2008.
2. Paper presented in two days international conference on Global Meltdown- Opportunities and challenges on the topic “ Brand Building and competitive strategy “organized by Pumba , during 20-21 March 2009
3. Paper presented in two days international conference on “Promotion Of Brand In Rural Market” at Asia Pacific conference held at S.I.E.S. college of management studies, Nerul on 29th and 30th December, 2010.
4. Paper presented in 5th SIMSR ASIA MARKETING CONFERENCE, SIMSR, Mumbai INDIA (2nd and 3rd JANUARY 2010) on the topic “An empirical Study of life insurance product Influencing on consumer Buying Behavior.”
5. Paper presented in two days International conference on Global food security: reality, concern and Remedies on the topic “during 28th and 29th Jan. 2010
6. Dimension in marketing management” in the Service management –the catalyst conference organized by KBSMR , KHANDALA on 20th February 2010.
7. Paper presented in the International conference on Bridging the Urban-Rural Divide: through Rural transformation Held 30th and 31st January 2015 on the topic “Sustainable Development: A Way to Rural India Development”
8. Paper Published with Kishor Hiran in the International conference on ‘contemporary issues in commerce and management, on the topic, current trend in Road Transportation service : an analysis of passengers of bus transportation service in India on 10th Dec. 2015.
9. Mr. Pravin Bodade and Dr. Pavitra Patil presented the Case study titled Indian Insurance Industry at a crossroads-CRM to customer experience management in the International conference on cases and pedagogical Innovation 2017 , held on 29th and 30th June 2017.
10. Paper presented with Ph.D. student Mr. Chandrakant Deore in 1st International conference of Maharashtra state commerce association and Gujrat university commerce management teacher , at Seth G.B. Moraraka arts, commerce college Shegaon , on 29-30 Nov. 2019, on the topic , “A study on Impact of Digital marketing of professional

Educational Services on Education and students with special reference to chopada city”.

11. Paper presented with Ph.D. student Mr. Chandrakant Deore in Ist International conference of Maharashtra state commerce association and Gujrath university commerce management teacher ,at Seth G.B.Moraraka arts,commerce college Shegaon ,on 29-30 Nov.2019 ,on the topic , “**A study on Impact of Digital marketing of professional Educational Services on Education and students with special reference to chopada city**”

National

1. Attended Two Days National Conference “Going global: Changing prospects of Indian corporation” Organized by Department Of Management Studies, NMU, Jalgaon. On Jan. 10th and 11th 2008.
2. Paper presented in One Day National Seminar “Smart Organization: A Global Prospective” Organized By I.M.R., Jalgaon on 30th jan.2008.
3. Paper presented in AICTE sponsored Two Days National Conference “Sustainable rural development- a strategic roadmap for Economic Excellence” Organized by Department Of Management Studies, NMU, Jalgaon.on 25th and 26th 2008.
4. Paper presented in the national seminar on “corporate social Responsibilities: A tool for human Resource Development “held on 6th Jan.2010
5. Attended the ALFUCTO 27th academic conference2010 on Restructuring and Privatization of Higher Education in India: Inclusiveness And Access on 19th-20th Nov. 2010.
6. Attended and presented paper in the National conference organized by P.O. Nahata Commerce And Management college,Bhusawal on “Managerial Skills And Ethics In Global Era” as on 17th Sept. 2011.
7. Attended and presented paper in the National conference organized by Godawari Institute of Management And Research, Jalgaon on 8th March 2011.,on the topic “Facts and concepts about Innovative brands, A study.
8. Attended and presented paper in the National conference organized by KCE’s college of Engineering and I.T. ,Jalgon , on the Gramin: Envisioning the growth of real India held on 28th January 2012 .
9. Paper presented in the national conference “Service Sector Spiral:Upward Or Downward”held on 2nd Jan 2013.

10. Presented paper in National conference on silk trade Route and dissemination of Buddhist on 19th March 2013 organized by Bhudist study & Research Center, school of thoughts on the topic “Essence and Comparative Approaches of Buddhism a pathway to Peace”.
11. Paper presented in the National conference organized by school of management studies North Maharashtra university on Emerging Issues in Legal, Aspects of Business on 2nd Jan .2015 in soms NMU,Jalgaon on the topic ICT MARKET and REGULATORY TRENDS
12. Paper presented in the national conference on Technomantra: The Tantrajana for business Organized by KCE’s COEIT,Jalgaon on the topic A Global Perspective with Customer Relationship Management on 7th Feb. 2015.
13. Paper presented with Mr. Chandrakant Deore in national conference on “Emerging trends in Business and commerce : A sustainable Mechanism for vision 2020” on the topic: Marketing mix of Educational services” organized by S.P.D.M Arts,S.B.B. &S.H.D. commerce& S.M.A. science college,Shirpur,held on 5th and 6th January .
14. Paper presented with Mr. Kishor hiran in national conference on “Emerging trends in Business and commerce : A sustainable Mechanism for vision 2020” on the topic: Marketing mix plays an Important role in passengers Transportation Service an analysis with reference to travel agency” organized by S.P.D.M Arts,S.B.B. &S.H.D. commerce& S.M.A. science college,Shirpur,held on 5th and 6th January 2016.
15. Research paper published with Mr. chandrakant Deore in National conference on Leading Edge-Issues in commerce, Management and Social science ,on the topic “Higher Education In India”at 5th and 6th Jan.2017.
16. Research paper published in vision research journal ,on the topic Rural Agriculture Development: A tool for Attaining sustainable development, with ISSN 2250-2025 ,page no14-17.
17. Research paper published with Ph.D. Student Niraj Chaudhary on the topic, “Modeling of operations Support System for Business management and Automation”, in online International Journal of Research In management ,issue 6,Vol.5 (September 2016) ISSN 2249-5908.
18. Paper presented in the national conference, E commerce,Innovation and business Excellence ,on the topic, “CRM and supply chain management “organized by G.H. raisoni Institute of Business management, Jalgaon ,held on 3rd Feb. 2017.
19. Paper presented in the national conference, Make in INDIA,Rejuvenating Indian Economy for sustainable development held on 10th Feb. 2017.on the topic ,”Impact of make in India efforts on management of business.”

20. Paper presented with Mr. Niraj Chaudhary in the National conference, “Energy and waste management and waste to energy conversion” organized by KYDSC Trust’s Institute of Management and Science ,Sakegaon-Bhusawal held on 19-20 January 2017 ,on the topic, “Renewable energy sources for solution of energy crisis”.
21. Paper presented with Komal Jain in journal of digital payment system and Rural India ,research dimension,with on the topic ,” digital payment system and its acceptance and non acceptance in Unorganised Sector”,organized by the Shendurni Secondary Education co-operative society on 7th Oct.2017.
22. Paper presented in two days National level conference on Recent trends in management computer science and application organized by IMR,Jalgaon on the topic ,”brand building in service sector: A dimensional study”.held on 9th -10th Feb 2018
23. Paper presented in two days National level conference on managing Sustainability through organic Agriculture and organic business organised by KYDSC trust’s Institute of Management science,sakegaon-bhusawal held on 18-19 January 2018.
24. Paper presented in two days National level conference on Role of start ups in Evolution and Development of Indian industry ,organized by Ashoka Business School ,Nashik on the topic, Factors affecting in success of start up for passengers transportation service in India,held on 23rd and 24th Feb 2018.
25. Paper Published in 31st National conference of Maharashtra state commerce Association organized by School of commerce and Management Science,Pratap college Amalner on the topic **“A study of perception difference among stake holders toward the impact of marketing of Education services with special reference to chopada city”** on 18th and 19th Jan.2020
26. Paper presented in National conference on Evolving Trends in Accounting ,Auditing,taxation,Management and social science ,on 29th Feb 2020,on the topic **,”Green marketing and its challenges for competitive advantages**
27. Presented paper in online one day National conference on Emerging Issue In commerce, Management and Accountancy in the times of Covid -19,organized by Department of commerce and management and Research Centre ,Bhusawal Arts,science&P.O.nahata commerce college,Bhusawal,on 8th June 2020.on the topic,”Impact of covid -19 situation on manufacturing Industry”

Workshop/Training

1. Attended Two days workshop on “Fit for Future” Conducted by Dnyanapeeth Academy, Pune (13th - 14th Feb 2007)

2. Participated in Two days Training on SPSS Software, conducted by Indiasoft Technologies Ltd. Pune. (24th-25th Jan 2008) at Department of Management Studies, NMU, Jalgaon.
3. Participated in Two days Training on SPSS Software, conducted by In SPSS South Asia And Department of management Studies. (10th-11th Jan 2009) at Department of Management Studies, NMU, Jalgaon.
4. Attended one day workshop on “corporate social responsibilities & business ethics” Conducted by Department of Management Studies, NMU, and Jalgaon on 9th Mar. 09
5. Attended Faculty development workshop on Article Writing and Publications at ICFAI National College Jalgaon.
6. Attended two days faculty Development Programme in IMR ,Jalgaon ,on 30&31 July 2010 .
7. Attended the UGC New Delhi one day national workshop on “post recessionary measures for escalating economic performance” on 31st Jan. 2013.
8. Attended the workshop on entrepreneurship development programme held on 26th and 27th September 2014. organised by School of management studies, NMU, Jalgaon.
9. Attended one day state level workshop on Opportunities in IT Industries for Management and technology ,on 11th Oct. 2014.
10. Co-ordinator of Swayam siddha programme under Yuvati sabha for one Week from 17th Sept. 2014 to 22nd Sept 2014.
11. Co-ordinator of Swayam siddha programme under Yuvati sabha for one Week from 03th Oct. 2015 to 10nd oct 2015.
12. Attended training programme on personal Development and Intellectual Honesty, organized under CABGIN –Establishment of Capacity building, on 17th and 18th Sept 2018. cofunded by the Erasmus programme of the European Country.

Others

1. Co –ordinator of yuvati sabha and Parent teacher meet in School of management studies.
2. Organising committee member of Avishkar and Yuvarang Activity organized by University.
3. Expert in pre Ph.D. viva voce and activity related Ph.D .
4. Member of LIC and other committees like admission, examination , Student welfare .
5. Member of Student Welfare as NSS Women co ordinator for the year 2018-2021
6. Co-ordinator and member of syllabus setting, Admission committee, Exam Committee in School of management studies.