

Experience

- DES's J S Kothari Business School, Core/Marketing, Full Time Faculty 2023 – Present
- SIES College of Commerce and Economics, Dept. of BMS, FT Asst. Professor 2017 - 2023
- upGrad, Course Instructor 2022-2023
- First Principle Labs (Behavioral Architect Associate) 2022
- R.D. National College, Masters MAEMA course 2022-2023
- Don Bosco College, Dept. of BMS 3+ Years

Education

- Mumbai University, PhD. Scholar 2023 - Present
- SK Somaiya College, M.Com., Banking and Finance 2015 - 2017
- SIES College of Commerce and Economics, Banking and Insurance 2012 - 2015

Highlights

- i. The best Author (Academic Category) 2022' | Monomousumi services
- ii. Invited as Indian Youth Panelist for a talk on 'Nuclear communication' in Austria | The UN- IAEA
- iii. Interviewed and covered story of Mansi Joshi- India's 1st para champion Female | Monomousumi
- iv. Featured article on Cashless economy (April 21' Edition) | Weaver magazine
- v. Editor's Choice award - 1st prize Monomousumi services | Monomousumi services

Extra-curricular

- i. Devised a media campaign to bust the myth of obsession over skin color among the rural audience as part of a month-long STRIPED online course on 'Coloring the Narrative' by Harvard University.
- ii. Participated and planned out an intervention for a rural village in Tamil Nadu to promote indoor defecation under the Shaastra 2022 competition organized by the Indian Institute of Technology (IIT), Madras on the theme Nudge it (Behavioral Science Intervention) on 22/01/2022.
- iii. Teacher coordinator for Rotaract Club of SIES CE college organizing community and international service programs to create sustainable solutions to local and global challenges.
- iv. Conducted a hands-on session on the topic ' On-page SEO writing' for Monomousumi services attended by 50+ intern writers.
- v. Delivered an expert session to SVKM institute on the topic of Behavioral science & Consumer Psychology.
- vi. Accomplished handling community outreach NGO work as a Head for BCOM, BMS, BAF & BFM Department with a strength of more than 300+ students.
- vii. Co-ordinated, handled and managed volunteers for a residential camp stay at Shivansai Ambe, Panvel with 40 NSS student volunteers creating awareness and value generation among localities there.
- viii. Actively organized and hosted a National seminar on 'Innovations in Sustainability' as part of the organizing team jolting through pre and post-event settings in the years 2020 and 2022.
- ix. Successfully participated in State Level essay competition for placing the views regarding sexual violence amid covid owning 'Special honorary mention' in Newsletter by Majlis (Legal Centre forum for women's rights)

Publication / Research

Journal/ Publisher	Title	ISBN/ SSN NO.	Vol. #	Year
Rishabh Publishing House	Principles of Management	978-93-5249-147-6		2022
JBNB: A Multidisciplinary Journal	<u>Corona Protected, violence.....can't say!</u>	2454-2776	10	2021
Think India Journal (CARE International)	<u>E Platform exclusively crafted for Indian Merchandise in Dubai</u>	0971-1260	22	2019
International Journal of Advance and Innovative Research (International Research Conference on Innovation, Growth and Sustainability)	<u>AI: Is it Planet saving Technology?</u>	2394-7780	6	2019
International Journal of Advance and Innovative Research (New horizon in business and economics in the light of Digital World)	<u>Impact of Digitalisation on the Hospitality Industry with special reference to OYO</u>	2394-7780	6	2019
International Journal of Advance and Innovative Research	Smart HR 4.0	2277-5730		2018
Rishabh Publication	E-commerce and Digital marketing	978-93-5249-133-9		2020
Rishabh Publication	Strategic Marketing Management	978-93-5249-135-3		2020
Himalaya Publication	Service Marketing	978-93-5367-625-4		2019
Himalaya Publication	Principles of Management	978-93-5367-985-9		2019

Other

- Appointed as chairperson for 2 Masters program under Mumbai University for MA students under Advertising.
- Attended a webinar FDP on the theme "Practice Managers for Industry 4.0" organized by AICTE Training And Learning (ATAL) Academy at Indian Institute of Management, Sirmaur from 26/08/2021 to 30/08/2021.
- Attended an FDP of 4 days on the research workshop organized by Ph.D. Centre of SIES College of Commerce and Economics, Autonomous on 10/12/2021, 17/12/2021, 22/12/2021 and 23/12/2021.
- Attended an FDP on the theme "Recent Advancements in Research Methodology" organized by The Department of Mathematics, Statistics and Computers of Narsee Monjee College of Commerce & Economics (Autonomous) from 04/09/2021 to 09/09/2021.
- Attended an FDP on the theme "Blended Teaching Methodologies in Higher Education" organized by Government Ramnarayan Chellaram College of Commerce and Management from 04/08/2021 to 09/08/2021.
- Attended an FDP on the "Research Methodology" theme organized by Dr D Y Patil School of Management from 02/08/2021 to 06/08/2021.