

CURRICULUM VITAE

Name: *Dr. (Mrs) Surya Ramdas*

Address: *D-1/3 Shivsrushti Apts, Shivaji Housing Society,
Senapati Bapat Road,Pune-411016.*

Qualifications: *B.ComM.B.A ; Ph.D*

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Educational Qualifications

- *PhD: June 1999-Doctorate in Commerce & Management, from the Dr.Babasaheb Ambedkar Marathwada University, Aurangabad.*
- *MBA- May'1986- University of Pune.*
- *B.COM.-May'1984, University of Pune*

Work Experience-: 25 Years experience

- *Working as a Director of Padmashree Dr. D. Y. Patil Institute of Management Studies, Nigdi, Pune from 29th Sept. 2015*
- *Worked as a Director of IIEBMs Indus Business School, wakad, Pune since 1st Oct. 2013 to 28th Sept. 2015*
- *Worked as Director of Alard Institute of Management Sciences Pune, from July 1st 2012 to Sept. 2013*
- *Worked as Dean Academics at the Symbiosis Institute of Distance Learning from Oct. 2011 to May 2012*

- *Worked as Director-Professor-Strategic management & marketing at the Sai-Balaji Education Society's Institute of Management & Human Resource Development, Pune from May'2008-Nov'2011.*
- *Worked as Professor-Strategic Management & Marketing at the All India Shri Shivaji Memorial Society's-Institute of Management, from Aug'2007- May'2008.*
- *Worked as a Lecturer-Marketing in Smt Hiraben Nanavati Inst. Of Management and research, Pune from Jan'2002- Aug'2007.*
- *Worked as a Lecturer –Marketing at the MIT School of Management from Sep'2000- Jan'2002*
- *Worked as a Lecturer-Marketing in the Sinhgad Institute of Management from Aug'1999 to May'2000.*
- *Worked as a City Manager-Pune at Ramniranjan Kedia Tourism (P) Ltd from Jan'1997 to June'1999.*
- *Worked as Marketing Incharge at the Hotel Kohinoor Park-Mumbai from March'1995 to Dec'1996.*
- *Worked as Area Sales Incharge at Jetking Electronics (P) Ltd from Jan'1989 to Dec'1992.*
- *Worked as Sales Executive at Ad House from July'1987 to Dec'1988.*
- *Worked as Market research trainee at Kirloskar Consultants Ltd, from Sep'1986 - May'1987.*
- *Worked as Management trainee at Filtron Engineers (P) Ltd from Feb'1985-Oct'1985*

Publication of papers at various national and international journals /conference proceedings.

- *Presented & published a paper on the “Buyer behavior of choosing India as a tourism destination” in the journal, on the occasion of the “National conference on Emerging trends and paradigms in Management at the Alard Institute of Management Sciences, Pune.*

- *Published a paper on the “Challenges in Agricultural Marketing in India in “Jidnyasa”- research journal of Smt Hiraben Nanavati Institute Of Management & Research.*
- *Presented & Published a paper on “WTO and its Impact on the various sectors of the economy w.r.t India” in the journal on the occasion of the National seminar on WTO at Smt Hiraben Nanavati Institute of Management & Research.*
- *Published on the topic: “Goal-setting” in the National edition of the Indian Express-Dec’2004.*
- *Published on the topic: “Perfect Goal” in the National edition of the Indian Express-November 2004.*
- *Presented & Published a paper on the topic “Managing Brands thru Trademark Protection” in the journal for the National Conference on “Creativity and Intellectual Property rights for Small and Medium Enterprises: Challenges and prospects” organized by the Dr. B. R. Ambedkar University, Agra.*
- *Presented & Published a paper on the topic “New Frontiers of Strategic Brand Management” at the Nirma International Conference on Management Ahmedabad.*
- *Presented & Published a paper on “Tourism marketing” in the journal of the Sinhgad Institute of Management,*

Subjects Taught:

Services Marketing, Sales Management, Business Policy & Strategic Management, Advertising & sales promotion, Strategic Marketing Management, Principles & practices of Marketing Management, consumer behavior & Brand Management

Other Academic responsibilities:

- *Examinations conducting.*
- *University related assignments: Chairman & Paper setter of the Business policy and Strategic Management and Marketing Management subjects,*

Important Academic related activities:

- *Placement activities*
- *Organizing case study competitions, academic fests-management games competitions*
- *Organizing experiential learning exercises*
- *Organized many Seminars/National conferences*
- *Arranging Guest lectures, expert sessions*
- *Marketing activities: Brand building activities*

In addition to the above as an editor of the following Journals at various Institutes:

- *Quarterly- newsletter-VRITTANT.-from Nov'2004-July'2007 of Smt Hiraben Nanavati Institute of Management & Research.*
- *Annual Research Journal-JIDNYASA, at Smt Hiraben Nanavati Institute of Management & Research.*
- *Annual magazines-Manthan &-Euphoria at Sai Balaji Education Society's.*
- *Research journal –“Yugantar” at the Alard Institute of Management Sciences.*

Personal Details:

Languages known:English,Marathi,Hindi,& Telegu

Marital status:Married

Date of Birth:24th June'1964

Dr.(Mrs) Surya Ramdas