

CURRICULUM VITAE

Kunal Patil

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EDUCATION

Ph. D. (Pursuing), Organization Management, Padmashree Dr. D. Y. Patil Institute of Management Studies, University of Pune.

M.B.A., Marketing,

North Maharashtra University, 2005

B. Sc., Agriculture

College of Agriculture, Nagpur, 2003

AREAS OF EXPERTISE

Agricultural Input Marketing, Retail Marketing

TEACHING EXPERIENCE

- Marketing, Full Time MBA

Since 2007 - Present

PROFESSIONAL EXPERIENCE

Assistant Professor
Padmashree Dr. D. Y. Patil Institute of Management Studies,
Akurdi, Pune

2007 - Present

Junior Field Officer
Godrej Agrovvet Ltd,
Sangli

2006 - 2007

PUBLICATIONS

- Patil, K, Kalshetti C. 2012. “Factors affecting intrinsic motivation of salespersons working in AGRI input organization” [Lead Article] *Advances in Management, Technology & Engineering Sciences*, **8**(II), pp 113-116.
- Patil, K. , Joshi,N.2013 “Marketing Strategies Adopted By Organized Retail Organizations.”[Lead Article] *DYPIMS’s International Journal of Management and Research*, 2(I), pp 9-14.

CONFERENCE PRESENTATIONS

- National Conference on Management Science and Practice. 2009 (Indian Institute of Management, Ahmadabad) ; *Role and Impact of promotion tools on consumer behavior in real estate market of Pune*
- National Seminar on ‘Global management – Cultural Challenges’ 2010 (Padmashree Dr. D. Y. Patil Institute of Management Studies, Pune); *Innovative Tourism for Tottering Tourism Industry*
- National Seminar on ‘Changing Business practices in Indian Scenario’2010, (Ahmednagar) ; *Impact of Global Economic Crisis On Indian B school*
- International Conference INCON VI ,2011 (IBMR, Pune) ; ‘*Innovative strategies: Organized Rural Retailing*’