

CURRICULUM VITAE

Nandini Desai

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EDUCATION

- PhD (Pursuing), Marketing from Shivaji University Kolhapur. Title “A study of business opportunities and buyers behavior towards the eco- friendly building projects with special reference to Pune city and PCMC area.”
- M. Phil, Commerce and Management from Shivaji University, Kolhapur. Research title – “A study of consumer awareness towards selected green products in Pune city” 2011.
- M.B.A. (HR and Marketing) Shivaji University, Kolhapur, 1994
- B.Com (Industrial Management) Shivaji University, Kolhapur, 1992

AREAS OF EXPERTISE

- Team Building
- Interpersonal Skills
- Life Skills
- Change management
- Consumer Behavior
- Green Marketing
- Leadership
- Motivation

TEACHING EXPERIENCE

- Padmashree Dr. D. Y. Patil Institute of Management Studies, Akurdi, Pune 2006 - Present

PROFESSIONAL EXPERIENCE

Administrative Officer,
M/s Carline Pressings Pvt. Ltd., Pune.

Feb 1994 to Mar 2000

PUBLICATIONS

- “Green Marketing – new success mantra of today’s era” Published- Creations Interdisciplinary Research Journal, vol.III, No.1, ISSN No.2231-3923.
- “Packaging, it makes a difference in purchase of packaged sales product” Resurrection Research Journal ISSN – 22780319.
- “Innovative leadership for sustainable growth” Published- Vidya Prathisthan Institute of Information Technology, vol. II research Journal ISSN – 2278-6112

OTHER PUBLICATIONS

- One Monograph on “Time Management” was written in 2008-09.
- Completed research project on TRAINING AND DEVELOPMENT at FILTRUM TOOLS & COMPONENTS PRIVATE LIMITED. PUNE.
- Done research project on TALENT MANAGEMENT at SURDESAI IRRIGATION PRIVATE LIMITED. PUNE.
- Completed research project on “COMPETENCY MAPPING IN MULTY FUNCTIONAL SKILLS ENVIRONMENT” at M/S CARLINE PRESSINGS PVT. LIMITED PUNE.
- Attended TRAINING AND DEVELOPMENT WORKSHOP ON “VERBAL AND NON VERBAL COMMUNICATION SKILLS” 8th Jan 2010 TO 14th Jan 2010. Conducted by Padmashree Dr. D Y. Patil Institute of Management Studies, Pune
- Attended training and development programme on EVENT MANAGEMENT/ GROUP DYNAMIS / MANAGEMENT GAMES / PUBLIC SPEAKING AND GROUP TEACHING SESSIONS ORGANISED by Padmashree Dr. D Y. Patil Institute of Management Studies. Pune From 12th April, 2010 to 17th April, 2010.
- Attended special workshop on “Research Methodology for PhD” on 11th December 2010. Organized by Padmashree Dr. D Y. Patil Institute of Management Studies. Pune

CONFERENCE PRESENTATIONS

- Presented research paper on “Job Uncertainty – an impact of recession” in one day seminar on managing human capital in uncertain scenario at Tilak Maharashtra University, Pune.
- Presented research paper on “The relevance of knowledge management in auto component manufacturers: an empirical study in Pune”. in the National Conference on Management of Innovation in Business and Technology: New Strides at School Of Management Sciences, Varanasi.
- Presented research paper on “Challenges before commercial banks” in a National Conference on Management Challenges in Globalization on 29th Feb & 1st march 2008. Organized by Jayawant Institute Of Management Studies, Pune.
- Presented Research Paper On “A STUDY OF CHANGING TRENDS IN SELLING AND SALES MGT. IN INDIAN TELECOM INDUSTRY” in International Conference On Ongoing Research In Management And IT” Organized By ASM GROUP OF INSTITUTES.
- Attended faculty development program “IMPROVING TEACHING EFFECTIVENESS FOR MANAGEMENT FACULTY” Held On 31ST JULY 2008.
- Participated in the national conference on Global management – cultural challenges and submitted research paper on “GLOBAL ISSUES AND MANAGING CHANGE AT MCDONALD’S IN INDIA.

- Attended state level seminar on “ALIGNING HR STRATEGIES WITH BUSINESS GROWTH on 6th and 7th march 2012. Organized by International Institute Of Management Science Pune.
- Attended Faculty Development Programme organized by the SDM institute of Management Studies Mysore on the topic “ INNOVATIVE METHODS OF TEACHING OB AND HRM.” On 3rd and 4th April, 2014.

AWARDS

Secured **5th rank** in the merit list of successful candidates of Master of Business Administration course at the Shivaji University, Kolhapur. (May – June 1994)