

CURRICULUM VITAE

SHILPA KANKONKAR

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EDUCATION

- Pursuing PhD from Tilak Maharashtra University (Registration date – October 10, 2013)
- Masters in Business Administration, University of Pune, 2001
- BSc in Chemistry, University of Pune, 1999

AREAS OF EXPERTISE

Marketing Of Financial Services, Insurance Services, Marketing and Entrepreneurship.

TEACHING EXPERIENCE

Since July 2009 with Dr. D.Y. Patil Pratishthan's Padmashree Dr. D. Y. Patil Institute of Management Studies, Akurdi, Pune as an Assistant Professor.

Taught various subjects like i) Basics of Marketing ii) Marketing Management iii) Sales Management and Personal selling iv) Marketing of Financial Services v) Consumer Behavior vi) Integrated Marketing Communications (Advertising) vii) Strategic Marketing viii) Advance Financial Services(AFS) ix) Merchant Banking & Financial Services ix) Entrepreneurship Development & Project Management as per the University syllabus of MBA and MMM.

PROFESSIONAL EXPERIENCE:

1. MAX NEW YORK LIFE INSURANCE Co LTD 2006-2007
Designation: Training Manager:
2. HDFC STANDARD LIFE INSURANCE CO LTD 2005-2006
Designation: Corporate Agency Manager
3. ICICI PRUDENTIAL LIFE INSURANCE CO LTD 2004-2005
Designation: Unit Manager
4. AMERICAN EXPRESS BANK 2001-2004
Designation: Territory Sales Leader

RESEARCH PAPER & PUBLICATIONS:

1. RESEARCH PAPER PUBLISHED

- a) Topic - Relevance of luxury branding in Current Marketing Scenario
 - Journal – Paridnya (WSMS) Research Review
 - Date of Publication - Sept/2013, ISSN/ ISBN No. – ISSN No-2347-2405\
 - b) Topic - Building an innovative ecosystem for sustainable growth of organizations in current era of competitive market
 - Volume – Proceeding of National Conference (Pages 41 -45)
 - Date of Publication - 3/1/2012, ISSN/ ISBN No. - ISBN 2277-8586.
 - c) Topic - Role of NGO in CBRN Disasters
 - Volume – Proceeding of National Conference (Pages 109 -113)
 - Date of Publication - 3/1/2011
1. Written two Monographs on “Effective Teaching “and “Insurance” Text and Cases and already written monograph on Financial services, yet to be published.
 2. Submitted 1 progress report of Ph D. Two research papers are in process of publishing in International Journal.

CONFERENCE PRESENTATIONS

- Paper presentation in National Seminar on the topic, Successful Business Strategies in Global scenario organized by Neville Wadia Institute of Management Studies & Research.
- Paper presentation in National Seminar on the topic ‘**Imperatives of service industry**’ at J.S.P.M., Pune
- Paper presentation in National Seminar on the topic, ‘**Overview of Life Insurance Industry,At DYPIMS.**
- Paper presentation in National Seminar on the topic, ‘**Role of NGO in Capacity Building** ’At Hiraben Nanavati College of Architecture, Pune.
- Paper presentation in National Seminar 2013 at Padmashree Dr. D.Y. Patil Institute of Management Studies, Nigdi on ‘**Building an innovative ecosystem for sustainable growth of organizations in current era of competitive market.**
- Paper presentation in National Seminar 2011 on the topic ‘**Relevance of Luxury Branding in India at Modern College of Management.**
- Published research paper in Compendium of Research Article at DYPIMS
- Participated in Pre Ph. D. Orientation workshop at VAMNICOM, Pune
- Participated in FDP on “Expanding Horizons at Sinhgad institute of Business Administration.
- Participated in FDP On Lean Six Sigma organized by DYPIMS [November 28 & 29, 2010]
- Participated in FDP on ‘Do’s and Don’ts of writing research papers’ organized by Matrix Business School, Pune.
- Participated in FDP on Mentoring in Entrepreneurship By NEN at Symbiosis.

AWARDS & RECOGNITION:

- Invited as a facilitator for a Faculty Development Program at Pravara Engineering College and Polytechnic on the topic of “Innovative Teaching Pedagogies.”
- Conducted Entrepreneurship Development Programme (EDP) for the 3rd year students at Pravara Engineering College and Polytechnic.
- Invited as a speaker at Hiraben Nanavati College of Architecture for the topic of “Capacity Building in Disaster Management and Dhyansagar College of Management and Research, Pune for Soft skills and Resume Building.