

CURRICULUM VITAE

Dr. Mrs. Srilatha Tushar Palekar

Assistant Professor (Marketing)
DYPIMS,
Nigdi Pradhikaran,
Pune- 411044

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EDUCATION

Ph. D.
Master's in Business Administration
Masters in Commerce
B.Com

Dr. D.Y. Patil Vidyapeeth, Pune May2015
University of Madras, Chennai - June 2010
University of Madras, Chennai - March 2002
University of Madras, Chennai - March 1997

AREAS OF EXPERTISE

Marketing

TEACHING EXPERIENCE

Assistant Professor
DYPIMS, Pune

1st Feb. 2017 to Till Date

Assistant Professor
ASM's IBMR, Chinchwad, Pune

22nd Aug. 2016 to 17th Jan.2017

Assistant Professor
Global Business School and Research Centre,
Tathawade, Pune

18th Nov.2015 to 3rd Sep. 2016

Assistant Professor
Padmashree Dr. D.Y. Patil College of Arts, Science
& Commerce, Pimpri, Pune.

9th July 2012 to 30th April 2013
1st July 2013 to 30th April 2014
4th July 2014 to 30th April 2015

Assistant Professor
Dept. of B.B.A & B.C.A & S.N.B.P College,
Morwadi, Pune

1st June 2008 to 30th April 2009
1st June 2009 to 30th April 2010
1st June 2010 to 10th May 2011
1st June 2011 to 24th Feb. 2012

Assistant Professor
Rajmata Shikshan Prasarak Mandal, Pune

June 2007-April 2008

Padmashree Dr. D.Y. Patil College of Arts, Science
& Commerce, Pune – 18.

July 2006 - April 2007

PUBLICATIONS

- An Abstract of my research paper was published at the 11th International Conference, Jaipur, in January 2012, titled: “Challenges for Future Management Education - Prospects and Expectations”
- A paper was published in the International Journal of Advances in Management, Technology & Engineering Sciences. (IJAMTES), Vol.I, Issue 3 (1), Dec.2011 titled: “Innovative Employee Engagement Practices”.
- A Paper was published in the International Journal of Latest Technology in Engineering, Management and Applied Sciences (IJLTEMAS) IISN 2278-2540
- A Paper was published in The Board of International Journal of New Innovations in Engineering and Technology (IJNIET) Vol 6 Issue 2 – Nov 2016
- A Paper was published on ASM’s “International Conference on Ongoing Research in Management and IT” Study of factors while making purchase decision : The case of Insurance products.
- A Paper was published on ASM’s “International Conference on Ongoing Research in Management and IT” A Study on Education Reference to Women.

AWARDS

- Award given by Maitri Parivar on Swami Vivekananda Day for completing PhD on Women Empowerment.
- Award given by Pimpri Chinchwad Police on Women’s Day for completing PhD on Women Empowerment.

FACULTY DEVELOPMENT PROGRAMME & SEMINAR ATTENDED

- Faculty Development Program Organized by Global Business School by Dr. George Judah on 9th October 2015 to 11th October 2015