

CURRICULUM VITAE

1. Personal Information

Name: Dr. Hemant Francis Wanjare

Post Applied For: Professor – Management (MBA)

Specialization: Marketing Management

Date of Birth: 26 December 1973

Nationality: Indian

Address: Nashik, Maharashtra, India

Mobile: +91 7276077781

Email: hemantwanjare73@gmail.com

2. Educational Qualifications

Degree	Specialization	University	Year
Ph.D.	Management	Kavayitri Bahinabai Chaudhari North Maharashtra University	2020
MBA	Marketing	Savitribai Phule Pune University	2000
B.Com	Commerce	Savitribai Phule Pune University	1996

Doctoral Research

- **Title:** *Analysis of Pre-Purchase Consumer Behaviour with Special Reference to Engineering Students of Nashik District*
- **Guide:** Dr. Sharad V. Bhope
- **Status:** Degree Awarded (2020)

3. Teaching Experience (PG Level – Full Time)

Total Teaching Experience: 15+ Years

Institution	Designation	Duration : Period From Up to	
Ashoka Business School, Nashik	Assistant Professor	May 2023	Present
Sandip Institute of Technology & Research Centre	Assistant Professor	Aug 2019	May 2023
Ashoka Business School, Nashik	Assistant Professor	Sept 2015	Aug 2019
Sandip Institute of Technology & Research Centre	Assistant Professor	June 2012	Sept 2015
S.N.D. College of Engineering & Research	Assistant Professor	Jan 2011	May 2012

4. Industry Experience (Relevant to Management Discipline)

Total Industry Experience: 10 Years

Organization	Position	Duration : Period From Up to	
Frankfinn Institute of Airhostess Training	Branch Manager	Jan 2009	Dec. 2010
IMS Learning Resources	Branch Manager	May 2005	Dec. 2008
DTDC Courier & Cargo Ltd	Branch Manager	Aug. 2000	April 2005

5. Areas of Specialization / Teaching & Research Interests

- Marketing Management
- Digital Marketing & Analytics
- Consumer Behavior
- Strategic Management
- Entrepreneurship & Innovation

6. Research Publications (UGC CARE / Peer-Reviewed)

Journal Publications

- **Total Research Papers Published: 20+**
- **UGC CARE–Listed Journals:** Multiple papers
- **ISSN Journals:** Yes

Key Research Domains:

- Corporate Governance
- Digital Advertising & Consumer Analytics
- FMCG & Retail Competitiveness
- Telecom & Defence Sector Studies
- Women Entrepreneurship
- Financial Inclusion & Microfinance
- Pedagogical Innovations in Management Education

Meets and exceeds **UGC minimum research output norms for Professor**

7. Conference Publications & Presentations

- National Conferences: 10+ papers
- International Conferences: 5+ papers
- Presented papers at reputed institutions and multidisciplinary forums.

Representative Themes:

- Paradigm Shift in Education
- Post-COVID Business Strategies
- Innovative Practices in Quality Enhancement
- Leadership & Sustainability

8. Books & Book Chapters

Books Published

1. *Sales and Distribution Management*
2. *Managing for Sustainability*
3. *MCQs on Marketing Management*

Book Chapters

- Green Marketing
- Leadership
- Multidisciplinary Research Perspectives

9. Patents (Published)

1. **AI-Based Customer Relationship Management System**
 - Application No.: 202241004605
 - Status: **Published**
2. **FITBUDDY – Gamified Health & Wellness Platform**
 - Application No.: 202521054536 A
 - Status: **Published (2025)**

10. Research Guidance & Mentorship

- **MBA Dissertations Guided:** 20+
- **Startup / Innovation Mentorship:** 50+ student startups
- Mentor for teams participating in:
 - IIM Kozhikode
 - IIT Roorkee
 - Maker Mela Mumbai

11. Faculty Development Programmes (FDPs / MDPs)

- **Total FDPs Attended: 20+**
- FDPs in:
 - Research Methodology & SPSS
 - Case Writing
 - Digital Marketing
 - Analytics & Data-Driven Decision Making
 - NEP 2020 & Outcome-Based Education

12. Administrative & Academic Leadership

- **NAAC Coordinator – Criterion IV**
- **NBA Coordinator**
- **Founder & Coordinator – Ashoka Innovation & Startup Cell (AISC)**
- Designed experiential pedagogy model: “**Battlefield – Business Simulation**”
- Active contributor to NAAC, NBA, IQAC documentation & audits

13. Certifications & Professional Development

- ISB Executive Certificate – Digital Marketing & Analytics
- AMFI / NISM Mutual Fund Certification
- Capital Markets – BSE Training Institute

14. Awards & Recognitions

- Recognition from **Ministry of Education – Innovation Cell**
- National-level Startup Mentorship Recognition

15. Languages Known

- English
- Hindi
- Marathi

Place: Nashik

Date: _____

Signature:

(Dr. Hemant Francis Wanjare)