

**Name of faculty** : Mukesh Bhaskar Ahirrao  
**Designation** : Assistant Professor



**A. Subjects Taught since date of joining:**

- Managerial Economics,
- Global Economic Scenario,
- Product & Brand Management
- Practical Aspects of Business
- Marketing Management
- Entrepreneurship & Project Mgt.,
- Marketing Research & Business Analytics
- Investment & Portfolio Mgt.
- Finance Management
- Cases in Finance Management

**B. Academic Performance:**

Degree/ Certificate	Specialization	Year of Passing	Institute	Board/ University	Percentage	Division
S.S.C.	-	1999	R. R. Vidyalaya, Jalgaon	Nasik Div.	56.13	2 <sup>nd</sup> Class
H.S.C.	Commerce	2001	J.D.M.V.P. Co-op Samaj's Bhausahab T.T. Salunkhe Commerce, Jalgaon.	Nasik Div.	58.67	2 <sup>nd</sup> Class
B.Comm	Commerce	2004	M.J.College, Jalgaon	NMU, Jalgaon	57.5	2 <sup>nd</sup> Class
M.Comm	Commerce	2007	M.J.College, Jalgaon	NMU, Jalgaon	53.75	2 <sup>nd</sup> Class
M.B.A.	Financial Mgt	2009	Godavari Institute of Management & Research	NMU, Jalgaon	65.64	1 <sup>st</sup> Class
Ph.D.	Marketing Mgt	Pursuing	NMU, Jalgaon	NMU, Jalgaon	Pursuing	Pursuing

**C. Experience:**

- Teaching : 6 Years
- Industrial : 3.3 Years

## D. List of Publication in journals

### 1. National Journals

Sr.No.	Name of Journal	Date of Publication	Title of Paper
1	Vision Research, ISSN 2250-2025, Volume-III, No. I, Jan-2013, Page No: 38-40,	02.02.2013	Mobile Network: A way to capital formation
2	Vision Research, ISSN 2250-2025, Volume-III, No. I (Part-II), March-2013, Page. No. 9-11,	19.03.2013	CSR at Jain Irrigation Systems Ltd.
3	Contemporary issues in Commerce, Management & IT. ISBN: 978-81-925956-2-7, 1st Edition, , 81 - 86,	24.12.2013	Web 2.0 - An E-Learning Tool.

### 2. International Journals

Sr.No.	Name of Journal	Date of Publication	Title of Paper
1	Indian Journal of Applied Research - ISSN - 2249-555X, Volume-III, Issue: 5, May 2013, Page.No. 389-391, Impact Factor-0.8215	May-13	Comparative Study of Claim Settlement Ratio of LIC with other Insurance Companies in India
2	International Journal of Applied Research and Studies (IJARS) - ISSN: 2278-9480, Volume 3, Issue 4 (April - 2014), Online 1-6.	April - 2014	Study of Customer Perception after separation of Hero & Honda – Study with reference to Faizpur town
3	Indian Journal of Applied Research - ISSN:2249-555X, Volume 4, Issue 5 (May - 2014), Page No 3 - 7, Impact Factor:2.1652	05-May-14	Fund Flow Analysis of Jalgaon District Central Co-operative Bank Ltd, Jalgaon.
4	Global Journal for Research Analysis - ISSN: 2277 - 8160, Volume 3, Issue 5 (May - 2014), Page No 35 - 37, Impact Factor: 1.5408	May-14	A Study on Investment Behavior of Young Unmarried Individual - With reference to Jalgaon Branch Office of Religare Securities Ltd.
5	International Journal of Engineering Sciences & Management - ISSN: 2277-5528, Volume 4, Issue 1 (Jan - Mar 2014), Page No 1 - 5, Impact Factor 2.745(SIJF)	30-Mar-14	Investors or Speculators - Behavior of Stock Market Players: A Case Study of Mangal Keshav Securities Ltd Jalgaon.
6	GE-International Journal of Management Research, ISSN: 2321-1709, Volume 2, Issue 7 (July 2014), Page No. 354 - 363, Impact Factor: 3.142	01-July-2014	Determinants of Cooperative Bank- A Case Study of Jalgaon Janta Sahakari Bank, Jalgaon.
7	Pratibha: International Journal of Science, Spirituality, Business and Technology (IJSSBT), ISSN (Print) 2277-7261, Volume 3, Issue 1 (Dec 2014), Page No. 354 – 363.	31-Dec-2014	The Study of Internet Banking Usage: A Case study of SBI Dana Bazaar Branch, Jalgaon.

8	Pratibha: International Journal of Science, Spirituality, Business and Technology (IJSSBT), ISSN (Print) 2277-7261, Volume 3, Issue 2 (June 2015), Page No. 01 – 04.	30-Jun-2015	Leverage Analysis: Measuring impact on return on equity
9	Pratibha: International Journal of Science, Spirituality, Business and Technology (IJSSBT), ISSN (Print) 2277-7261, Volume 3, Issue 2 (June 2015), Page No. 01 – 04.	30-Jun-2015	Cash Flow Statement: Comparative Analysis of Financing, Operating and Investing Activities.
10	International Journal of Engineering Trends and Technology, ISSN: 2231-5381(Special Issue), Page No. 478 – 481.	04-Jan-2016	Awareness of Motorcycle Users towards Vehicle Air Pollution: A Study With Reference to Jalgaon City
11	IBMRD's Journal of Management & Research, Print ISSN: 2277-7830, Online ISSN: 2348-5922, Volume 5, Issue 2, Page No. 27 – 32.	01-October-2016	A Study on Street Food Preparation Practices in Jalgaon City
12	International Journal on Recent and Innovation Trends in Computing and Communication, ISSN: 2321-8169, Volume: 4, Issue: 12 , Page No. 12 - 15, Scientific Journal Impact Factor: 5.837	07- December - 2016	An overview of E-learning Tools and Analysis of its Awareness among
13	International Journal of Creative Research Thoughts (IJCRT), ISSN: 2320-2882, , IJCRTICGT072 & December, 2017, Page No. 547 - 558, Impact factor: 5.97	22-24 December, 2017	Customer Based Brand Equity: A Review of Literature

## E. Paper Presentation

### 1. International Conference :

Sr. No.	Name of Conference	Date of Publication	Title of Paper
1	International Conference on Global Trends in Engineering, Technology, and Management - 2015	04-Jan-2016	Awareness of Motorcycle Users towards Vehicle Air Pollution: A Study With Reference to Jalgaon City
2	International Conference on Global Trends in Engineering, Technology & Management - 2017	22-24 December, 2017	Customer Based Brand Equity: A Review of Literature

## 2. National Conference

:

Sr. No.	Name of Conference	Date of Publication	Title of Paper
1	Service Sector Spiral: Upward or Downward - Organized by Department of Management, KCE's College of Engineering & I.T. Jalgaon	02.02.2013	Mobile Network: A way to capital formation
2	Prayaas" CSR: A Rays of Hope for Developing Nations... - Organized by Godavari Institute of Management & Research, Jalgaon	19.03.2013	CSR at Jain Irrigation Systems Ltd.
3	Contemporary issues in Commerce, Management & IT. - Organized by School of Management Studies, NMU, and Jalgaon.	24.12.2013	Web 2.0 - An E-Learning Tool.
4	National Level Students' Paper Presentation "Milestone 2k14 - Organized by SSBT's College of Engineering & Technology, Bambhori, Jalgaon.	08.03.2014	Internet Banking Usage at SBI Dana Bazaar, Jalgaon

## F. Conference Attended

### 1. International Conference

:

- International Journal of Engineering Trends and Technology 2016, 04.01.2016.
- International Conference on Global Trends in Engineering, Technology & Management – 2017, 22 December, 2017

### 2. National Conference

:

- Service Sector Spiral: Upward or Downward - Organized by Department of Management, KCE's College of Engineering & I.T. Jalgaon, 02.02.2013.

## G. Workshops

### 1. National Level Workshop

:

02

### 2. Faculty Development Program

:

05

### 3. Other workshops

Sr. No.	Particulars	Date	Title
1	A 3 days Counselor Training Programme organized by M.J.College & Nemade Hospital Jalgaon in cooperation of Institute for Psychological Health, Mumbai	25-27 Feb 2005	JIGYASA
2	1 Day Workshop on Capital Market Investment & Finance to Micro Small & Medium Enterprises organized by MBA Dept, SSBT's COET, Bambhori, Jalgaon.	20.09.2013	1) Finance Avenues to SME 2) Capital Markets & Instruments.
3	12 Day Certificate Course on Stock Market & Investment Management organized by MITCON Consultancy Services Ltd.	26.06.2006 To 06.07.2006	Share Market & Investment Management