

**Name of Faculty: Dr. Vishal S. Rana**

**Designation:** Associate Professor & Head (M.B.A. Dept)



**CAREER OBJECTIVE:** To Excel & Contribute in the field of Commerce & Management Education.

**PRESENT JOB PROFILE:**

- Head (I/c) of M.B.A. department, S.S.B.T's College of Engineering & Technology, Bambhori, Jalgaon from 07/02/2010 till date.
- Associate Professor in M.B.A. department at SSBT's College of Engineering & Technology, Jalgaon from 22/03/2016 till date.

**SUBJECT AREA:** Marketing Management, Retail Management & Consumer Behavior, Global Marketing Management, Cases in Marketing Management, Organizational Behavior.

**RESEARCH EXPERIENCE (Title of Ph.D):** A Study of Performance Evaluation of Automobile Industry with reference to Maruti and Hyundai in Marathwada Region.

**EDUCATIONAL QUALIFICATIONS:**

Course	University/ Board	Year of Passing	College / Institute	% Marks
<b>Ph.D</b> (Mgmt Science)	Dr.Babasaheb Ambedkar Marathwada University, Aurangabad (M.S)	2014 Awarded on (18/4/2014)	---	----
<b>M.Com</b>	Dr.Babasaheb Ambedkar Marathwada University, Aurangabad.	April 2006	J.E.S. College, Jalna (M.S)	65.00 %
<b>M.B.A.</b> (Marketing)	North Maharashtra University, Jalgaon (University Department )	April 2005	Dept.of Mgmt. Studies	63.14 %
<b>B.Com</b> (English Medium)	Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.	March 2002	J.E.S. College, Jalna	61.80 %
<b>H.S.C.</b> (Commerce)	Divisional Board, Aurangabad	March 1999	J.E.S. College, Jalna	56.50 %
<b>S.S.C.</b>	Divisional Board, Aurangabad	March 1996	S.M.S.J.V.Jalna	62.00 %

**GRANTS RECEIVED/ONGOING RESEARCH:**

Received grant of Rs.55,000 /- under Vice Chancellor Research Motivation Scheme (VCRMS), North Maharashtra University, Jalgaon in year 2015-16 (29.02.2016) for research topic, "A Study of Problems and Opportunities of Tourism in Jalgaon district with special reference to tourist destination-Manudevi.

### **BOOK PUBLICATION (Thesis):**

Book entitled, “Performance Evaluation of Indian Automobile Industry” published by ‘Scholars Press’ (OmniScriptum GmbH & Co.KG) Saarbrucken, Germany, 2016 (ISBN: 978-3-639-66157-6)

### **PAPERS PRESENTED IN NATIONAL CONFERENCES:**

- Presented Paper & Won First Prize in National level Conference on the topic, “E-Governance: The Vacuum that remains unfilled” at IBAT, Bhubaneswar, Orissa, during 24/02/2004 to 27/02/2004. (Published in edited book by Excel Books, ISBN No:81-7446-377-1, PP 173 -184)
- Presented paper in National level Conference at University Department of Management Studies, North Maharashtra University, Jalgaon on topic, Tools & Techniques to support Business Intelligence in Current Changing Scenario, during 10/01/2008 to 11/01/2008.
- Presented paper in National level Conference at KCES’s Institute of Management & Research, Jalgaon on topic: Ethics, Business and the Horizon, on 30/01/2008.
- Presented paper in National level Conference at Agrawal Institute of Management, Chalisgaon (Dist.Jalgaon) on topic, Exceeding Customer’s expectations for Bottom-line success ( e-Business - e-CRM ) the ethical context, on 03/02/2008.
- Presented paper in State level seminar at Dr.Moonje Institute of Management & Computer Studies, Nasik on topic, “Customer Retention & Loyalty- the Myth” on 31/01/2009.
- Presented paper in National level Conference at K.C.E’S College of Engineering & I.T, Jalgaon on topic: Retailing in Recession – “A Challenging Opportunity” on 20 & 21 March 2009.
- Presented paper in National level Conference at G.H.Raisoni Institute of Information Technology, Jalgaon on topic: “The Tata Nano: A perfect blend of Vision & Innovation” on 22 & 23<sup>rd</sup> January 2010. (ISBN No: 978-81-909936-0-9)
- Presented paper in National level Conference at S.S.B.T’s College of Engineering & Technology, Jalgaon on topic: “Emerging trends & challenges in Human Resources Management” on 29<sup>th</sup> March 2010.
- Presented paper in National level Conference at Saikrupa Institute of Management Science, Ghargaon, Dist-Ahmednagar on topic: “Driving in Recession – A Challenging Journey of Automobile Sector in India” on 8th April 2010.
- Presented paper on the topic, “Success Stories of Women Entrepreneur” in National Conference on Shining Glory: Women Entrepreneurship & Empowerment in 21<sup>st</sup> Century organized by Godavari Institute of Management & Research, Jalgaon on 19 March 2012. (ISBN No-978-93-81546-33-8)
- Presented paper on the topic, “Retaining Employees: A Value addition for an organization”, a National Conference on Business Management & Information Technology: Challenges and Strategies for Global Competitiveness organized by MAEER’s MIT School of Management, Pune on 15 December 2012.
- Presented paper on the topic, “A study of consumer behavior with special reference to passenger cars of Maruti and Hyundai” in 66<sup>th</sup> All India Commerce Conference of the Indian Commerce Association on Inclusive growth and sustainability: Role of Commerce Education in India hosted by Department of Commerce, Bangalore University, held at city campus Bangalore University during 5-7 December 2013.
- Presented paper on the topic, “Social Street Marketing by future entrepreneurs: a case study of MBA department of SSBT’s College of Engineering & Technology, Jalgaon in National

Research Conference on Contemporary Issues in Commerce, Management & I.T organized by School of Management Studies, North Maharashtra University, Jalgaon on 24 December 2013.

- Presented paper on the topic, “Green HR” in National level student paper presentation organized by SSBT’s College of Engineering & Technology, Bambhori, Jalgaon on 8 March 2014.
- Presented paper on the topic, “Impact of Make in India on Indian Automobile Industry”, organized by School of Management Studies, North Maharashtra University, Jalgaon on 10 February 2017. (Published in edited book by Excel India Publishers-ISBN No: 9-789386-256447, PP 86-89)

#### **PAPERS PRESENTED IN INTERNATIONAL CONFERENCES:**

- Contributed paper (in absentia) in ELIXIR 2011, International conference (“Sustaining & Enhancing competitiveness in today’s business scenario”) on topic “Designing the preeminent Global brand” organized by Datta Meghe Institute of Management Studies, Nagpur on 18<sup>th</sup> & 19<sup>th</sup> Feb 2011. (e-ISBN CD -No: 978-93-81432-07-5, PP 60-65)
- Presented paper in International Commerce & Management Conference (Strategic Management in Global Scenario; Challenges and Opportunities) on topic, “Marketing Strategies of Indian Automobile Companies: A Case study of Maruti Suzuki India Limited” organized by Department of Commerce, University of Mumbai on 23 & 24 Feb 2012 at Vidyanagari Campus, Kalina, Mumbai.
- Presented paper in ELIXIR 2012, International conference (Emerging Trends for value creation in the era of Knowledge Economy) on topic “Mutual Funds-an asset boulevard for Investors” organized by Datta Meghe Institute of Management Studies, Nagpur during 17 & 18 Feb 2012.
- Presented paper in International conference on Global trends in Engineering, Technology & Management (ICGTETM 2015) on topic “Buyer’s preferences and outlook towards Passenger Cars of Maruti Suzuki & Hyundai Motors: A study of Marathwada region of Maharashtra State”, organized by S.S.B.T’s College of Engineering & Technology, Bambhori, Jalgaon during 09 Jan -11 Jan 2015.
- Presented paper in International conference on Global trends in Engineering, Technology & Management (ICGTETM 2016) on topic “Awareness of Motorcycle Users towards Vehicle Air Pollution: A Study with Reference to Jalgaon City”, organized by S.S.B.T’s College of Engineering & Technology, Bambhori, Jalgaon during 04 Jan -06 Jan 2016.

#### **PAPERS PUBLISHED IN NATIONAL JOURNALS:**

- Published paper in “Vision Research” a National Research Journal (Vol-I, Issue-1, July 2011, pp 80-82 (ISSN: 2250-2025) of Commerce & Management Vikas Sanstha, Jalgaon on topic, “Scenario of Indian Automobile Industry”.
- Published paper in Vision Research a National Research Journal (Vol-3, Number 2, December 2013) of Commerce & Management Vikas Sanstha, Jalgaon (ISSN: 2250-2025) on the topic, “Social Street Marketing by future entrepreneurs: a case study of MBA department of SSBT’s College of Engineering & Technology, Jalgaon.
- Published paper in GITAM Journal of Management (Vol-13, No.2, pp 188-195, Apr-Jun 2015) (ISSN: 0972-740X) on the topic, “Learning & Earning: An innovative approach to enhance

entrepreneurial skills of management students: A case of SSBT's College of Engineering & Technology, Jalgaon (M.S.)

### **PAPERS PUBLISHED IN INTERNATIONAL JOURNALS:**

- Published paper in “Zenith International Journal of Multidisciplinary Research (SJIF Scientific Journal Impact Factor of year 2012: 3.567 & Index Copernicus Value of 2012 is 4.82) Vol.2, Issue 11, November 2012, PP 353-361 (ISSN online: 2231-5780) on topic, Marketing Strategies of Automobile companies in India: A case study of Hyundai Motors India Limited.
- Published paper in International Journal of Research and Development, Vol-I, Issue I, November 2012, PP 1-9, (ISSN online: 2279-073X), on topic, “Indian Automobile Sector: On Top Velocity”.
- Published paper in “Asia Pacific Journal of Marketing & Management Review (Global Impact Factor of year 2013: 0.645) an International Journal- Vol.2 (2), February 2013, PP 120-129 (ISSN online: 2319-2836), on topic, Performance Evaluation of Maruti Suzuki India Limited: An overview.
- Published paper in “Pratibha: International Journal of Science, Spirituality, Business & Technology (IJSSBT)” Vol.1, No.2, February 2013, PP 22-25 (ISSN Print: 2277-7261) on topic, “Academic Self Study Report: a strategic tool to measure the Institutional Performance”.
- Published paper in “Pratibha: International Journal of Science, Spirituality, Business & Technology (IJSSBT)” Vol.1, No.2, February 2013, PP 40-45 (ISSN Print: 2277-7261) on topic, “Marketing Strategies of Indian Automobile Companies: A Case study of Maruti Suzuki India Limited”.
- Published paper in “International Journal of Marketing, Financial Services & Management Research” (Global Impact Factor of year 2013: 0.687) Vol.2, No.3, March 2013, PP 114-120 (ISSN: 2277-3622), on topic, Performance Evaluation of Hyundai Motors India Limited: An overview.
- Published paper in “Pratibha: International Journal of Science, Spirituality, Business & Technology (IJSSBT)” Vol.2, No.2, May 2014, PP 92-95 (ISSN Print: 2277-7261) on topic , “Effective Employee Engagement Programme to Enhance the Performance of Employee: A Case Study of Vivanta by Taj Blue Diamond, Pune”.
- Published paper in Cyber Times International Journal of Technology & Management (CTIJTM), Vol 2, Issue 2, April 2014-September 2014, PP 453-458 ” (ISSN No: 2278-7518) on topic “Buyer’s preferences and outlook towards Passenger Cars of Maruti Suzuki & Hyundai Motors: A study of Marathwada region of Maharashtra State (Scientific Journal Impact Value for 2013= 4.896)
- Published paper in “Pratibha: International Journal of Science, Spirituality, Business & Technology (IJSSBT)” Vol.3, No.1, Dec 2014, PP 14-17 (ISSN Print: 2277-7261) on topic, “Green HR practices: An Empirical Study of Cargill, Jalgaon”.
- Published Doctoral Dissertation abstract entitled, “A Study of Performance Evaluation of Automobile Industry with reference to Maruti and Hyundai in Marathwada Region” in AIMS international Journal of Management Volume 9, Number 2, May 2015, Page 166 (ISSN: 1939-7011)
- Published paper in “Pratibha: International Journal of Science, Spirituality, Business & Technology (IJSSBT)” Vol.3, No.2, June 2015, PP 16-20 (ISSN Print: 2277-7261) on topic, “ Cash Flow Statement: Comparative Analysis of Financing, Operating and Investing Activities”.

- Published paper in “Pratibha: International Journal of Science, Spirituality, Business & Technology (IJSSBT)” Vol.3, No.2, June 2015, PP 1-4 (ISSN Print: 2277-7261) on topic, “Leverage Analysis: Measuring impact on return on equity”.
- Published paper in “Pratibha: International Journal of Science, Spirituality, Business & Technology (IJSSBT)” Vol.3, No.2, June 2015, PP 37-42 (ISSN Print: 2277-7261) on topic, “A study of Consumer Preferences and Attitude towards Passenger cars of Maruti Suzuki & Hyundai Motors in Marathwada Region of Maharashtra”.
- Published paper in International Journal of Engineering Trends and Technology” ISSN: 2231-5381, Number 4, January 2016, PP 478-481, on topic, “Awareness of Motorcycle Users towards Vehicle Air Pollution: A Study with Reference to Jalgaon City.
- Published paper in “Pratibha: International Journal of Science, Spirituality, Business & Technology (IJSSBT)” Vol.4, No.1, Nov. 2015, PP 71-75 (ISSN Print: 2277-7261) on topic, “A review on management of banana processing for effective utilization”.
- Published paper in, “Pratibha: International Journal of Science, Spirituality, Business & Technology (IJSSBT)” Vol.4, No.2, May. 2016, PP 16-19 (ISSN Print: 2277-7261) on topic, “A survey of Street Food Sellers in Jalgaon city regarding awareness of diet along with Hygienicness”.
- Published paper in, “IBMRD’s Journal of Management and Research”, Volume 5, Issue 2, September 2016, PP 27-32 (Print ISSN: 2277-7830) on topic,” A Study on Street Food Preparation Practices in Jalgaon City”.

#### **ACTIVE PARTICIPATION IN TRAINING/WORKSHOPS/SEMINAR:**

- Actively participated in two day’s programme on “Fit for Future” organized by Dnyanapeeth Academy, Pune on 13<sup>th</sup> & 14<sup>th</sup> Feb 2007 at Dept of Mgmt Studies, North Maharashtra University, Jalgaon.
- Actively participated in the three days Teachers’ Training Workshop, Jointly organized by S.S.B.T’s College of Engineering & Technology, Bambhori, Jalgaon & Deepstambh Foundation, Jalgaon, held at S.S.B.T’s College, Jalgaon on 9<sup>th</sup>, 10<sup>th</sup>, & 11<sup>th</sup> July 2009.
- Attended “Indo-American Education Summit 2009” held at The India Habitat Centre, New Delhi during 08-09 November 2009.
- Actively participated in two days national workshop on “Research Publication & Paper Presentation” organized by Department of Education, North Maharashtra University, Jalgaon on 4<sup>th</sup> & 5<sup>th</sup> January 2010.
- Participated in one day training workshop on “Disaster Management” organized by National Safety Council, Mumbai on 23<sup>rd</sup> January 2010 at S.S.B.T’s College of Engineering & Technology, Bambhori, Jalgaon.
- Attended the ISO 9001:2008 Awareness & Auditing Practices Course held on 20<sup>th</sup> February 2010 by Max Certifications Pvt.Ltd, Mumbai at S.S.B.T’s College of Engineering & Technology, Bambhori, Jalgaon.
- Attended workshop on, “Research Methodology” organized by Department of Business Administration & Department of Mechanical Engineering of SSBT’s College of Engineering & Technology, Bambhori, Jalgaon during 17-19 October 2011 at SSBT COET, Jalgaon.
- Attended workshop on, “Leadership Role in creating knowledge economy” organized by Datta Meghe Institute of Management Studies, Nagpur in association with Northern Illinois, United States and Lawrence Technological University, Michigan on 17 Feb 2012 at Nagpur.
- Actively participated in Faculty Development Programme on, “Making of a Great Teacher-Model for Excellence” organized by Datta Meghe Institute of Management Studies, Nagpur in

association with Northern Illinois, United States and Lawrence Technological University, Michigan on 18 Feb 2012 at Nagpur.

- Attended UGC, New Delhi assisted one day national workshop on, “Post Recessionary Measures for Escalating Economic Performance” organized by School of Management Studies, North Maharashtra University, Jalgaon on 31 January 2013.
- Actively participated in one day workshop on Master of Technology Management (MTM) course curriculum design organized by R.C.Patel Institute of Technology, Shirpur, Dist.Dhule on 30 April 2013.
- Actively participated in one day seminar on Metamorphosis of Management Education organized by Vanijya and Vyavasthapan Vikas Sanstha, Jalgaon at G.H.Raisoni Institute of Business Management, Jalgaon on 23 March 2014.
- Actively participated in One day workshop on Syllabus Restructuring of MBA held on 3<sup>rd</sup> April 2017 at KCES’s IMR, Jalgaon.
- Participated and contributed a paper on, “Importance of Research Methodology in Business” in state level workshop on, “Research Methodology” held on 3<sup>rd</sup> & 4<sup>th</sup> February 2017 at C.H.M.E Society’s Dr.Moonje Institute of Management & Computer Studies, Nashik.

#### **OTHER RESPONSIBILITIES (University):**

- Appointed as Chairman- Syllabus restructuring committee of Retail Management (MBA-II) (w.e.f 2015) by North Maharashtra University, Jalgaon.
- Working as a Chairman- Board of Paper Setter for the subject of General Management (MBA) of North Maharashtra University, Jalgaon.
- Worked as a Member: Local Inspection Committee (LIC Committee) appointed by North Maharashtra University, Jalgaon.
- Working as a Member of Board of Paper Setter for the subject of Marketing (MBA, BBA & DMEIM) of North Maharashtra University, Jalgaon.
- Working as an Evaluator for papers of MBA & BBA in the C.A.P of North Maharashtra University, Jalgaon.
- Chairman- Practical Examinations of D.M & E.I.M Examinations, NMU, Jalgaon.
- Worked as an Officer in the G.D & P.I Process of MBA/MMS CET 2007 held at Department of Management Studies, North Maharashtra University, Jalgaon from 14/05/2007 to 31/05/2007.
- Worked as a P.R.O for Alumni association of M.B.A., Department of Management Studies, North Maharashtra University, Jalgaon (M.S) from the year 2006-2007.
- Worked as a Coordinator of syllabus setting committee for MBA II SEM & member of Syllabus restructure committee of MBA-Sem III & IV of North Maharashtra University, Jalgaon.
- Worked as an External (Marketing, Agri Business Mgmt) for Viva Voce Exam of BBA, BBM, MBA in North Maharashtra Region.
- Worked as a member of MBA syllabus setting committee of IDEAL (Institute of Distance Education and Learning, North Maharashtra University, Jalgaon and prepare Self learning material and notes for the subject-Organizational Behavior.
- Worked as Senior Supervisor at MBA, BBM & Engg examinations of NMU, Jalgaon.

### **OTHER RESPONSIBILITIES (College):**

- Working as an active member of Examination and Academic Committee, Proctorial Board Committee, Anti Ragging Committee etc at SSBT's College of Engg & Tech, Jalgaon.
- Worked as a "Project Associate" for IEDC (Innovation and Entrepreneurship Development Centre) project at SSBT's College of Engg & Technology, Jalgaon for academic year 12-13.
- Worked as a member of Paper Selection & Intimation Committee of one day National Level Conference on Emerging Trends in Engineering, Technology & Management, conducted by Computer & IT Dept of S.S.B.T's College of Engg & Tech, Jalgaon & ISTE on 29<sup>th</sup> March 2010.
- Worked as a Judge/Evaluator at University & State level competition organized by various colleges.
- General Administration of MBA department.
- Organized various management events, EDP and CSR activities.

### **ACADEMIC WORK EXPERIENCE:**

- Worked as a Lecturer (Contract basis) at University Department of Management Studies, North Maharashtra University, Jalgaon from 22/07/2006 to 30/04/2007.
- Worked as a Lecturer at G.H.Raisoni Institute of Engineering & Management, Jalgaon during 01/08/2007 to 09/05/2009.
- Worked as an Approved lecturer in MBA department at S.S.B.T's College of Engineering & Technology, Bambhori, Jalgaon (M.S) from 01/07/2009 to 21/03/2016.

### **PROFESSIONAL MEMBERSHIPS**

- Life Member of "Indian Commerce Association" (Life Membership No-MH 692)
- Board member of Association of Indian Management Scholars, North Maharashtra Chapter
- Member of review board of International association of scientific innovation and research (IASIR) Georgia, United States.
- Member-Local review committee of Pratibha International Journal of Science, Spirituality, Business & Technology (IJSSBT) (ISSN-2277-7261)

### **EXPERT LECTURE & SEMINAR DELIVERED:**

- Delivered seminar on topic, "Management Education: A Door to Success" at J.T.E Societies, G.D.M Arts, K.R.N.Commerce & M.D.Science College, Jamner, Dist.Jalgaon on 18/12/2012.
- Delivered seminar on topic, "Management Education: A Door to Success" at Y.C.S.P.M'S Dadasaheb Digambar Shankar Patil Arts, Commerce & Science College, Erandol- Dist.Jalgaon on 05/02/2014.
- Delivered seminar on topic, "Management Education: A Door to Success" at P.R.High School Societies Arts, Science & Commerce College, Dharangaon- Dist.Jalgaon on 10/02/2014.
- Delivered seminar on topic, "Management Education: A Door to Success" at P.T.C Education Societies Sau.Rajnitai Nanasaheb Deshmukh Arts, Commerce & Science College, Bhadgaon- Dist.Jalgaon on 11/02/2014.
- Delivered expert lecture on topic, "Group Discussion & Personal Interview Techniques" at K.Y.D.S.C.T's Institute of Management and Science, Sakegaon, Tal.Bhusawal, Dist.Jalgaon on 11/10/2014.

- Delivered lectures for MBA students on various topics like Time Management, Stress Management, Goal Setting, Leadership, Research Paper Writing, Corporate Social Responsibility, Entrepreneurship, Case Study techniques, Team Building, GD & PI Techniques

**(Dr.Vishal S.Rana)**