



Dr. Nitin .C. Mali

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A Management Professional with prime interest in academic career possessing strong decision making skill and ability to influence people in fair honest and cordial way .To seek challenging position for achieving excellence in management teaching, consultancy and research, which offers professional growth for being resourceful, innovative and flexible.

1. Professional Experience: Over 15 years of Experience in Management education and Industry (Industry 1 year + Academic 14 years)

1.1 Professional Background

Currently working as Assistant professor at YCSR, MBA department Shivaji University, Kolhapur.

- Worked as Assistant professor and I/C HOD MBA & MBA Textiles at DKTE Society's Textile and Engineering Institute Dept of Mgmt studies, From June 2008 to September 2014.

Key Responsibilities: Heading the MBA department at Dkte's Textile and Engineering Institute Department of Management Studies, Ichalkaranji. Hands on experience in developing Marketing campaign, admission process and assisted in design and development of course curriculum.

- Worked as a full time lecturer at Vasantrao Dada Patil Institute of Mgmt Studies & Research Sangli, for the period June 2004-June 2008.

Key Responsibilities: Actively involved in Teaching and worked as a Coordinator for BBA Programme.

- Worked as a full time lecturer at VSM'S College of Business Administration and Computer Application, Nippani for June 2001-June 2004

1.2. Industry background

- Worked as Executive Sales in Hemkiran Diesels (Sister Concern of Ghatge Patil Industries), Kolhapur for the period July 2000 -May 2001.

Key Responsibilities: Proven track record in Marketing and Sales of Opel cars General Motor's India for Hemkiran Diesels Kolhapur.

Administrative experience: worked as Quality director Cap for M.Com and MBA November 2014-15 examination.

2. Educational Background

- **PhD** awarded for the study entitled “A study of Customer Relationship Management with reference to Private and Public sector banks in Western Maharashtra” from Shivaji University, Kolhapur as of 19 Dec 2012.
- **M.Com** (Subject Communication in Management) in May 2010. A teaching effectiveness degree program of Yashwantrao Chavan Maharashtra Open University, considered as equivalent for two refresher courses as per UGC guidelines.
- **M.Phil** from Chh. Shahu Institute of Business Education and Research, (CSIBER), Kolhapur in the area of Marketing in Outstanding (O) grade in April 2003.
- **MBA** from DRK College of Commerce, Kolhapur in April 2000 with dual specialization in Marketing and Human Resources.
- **DCM** from CSIBER, Kolhapur a Diploma program of Shivaji University in May 1998.
- **B.Sc.** (Chemistry) from Arts Science and Commerce College, Ichalkaranji under Shivaji University in May 1997.

2.1 Teaching Interest: Introduction to Marketing, Consumer Behavior, Advertisement and Brand management, Marketing Strategy, Retail and Rural marketing, Customer relationship management, Global Marketing Management.

2.2 Research Thrust Area: Customer relationship Management, Consumer behavior, Retail and Rural marketing, Advertising and Branding.

2.3. Recognition as M.Phil. /Ph.D. Guide: Recognition as Research guide for M.Phil. (Business Management) Shivaji University Kolhapur.

Ongoing Research Projects:

	Title of the project		Funding Agency	Cost	Status
1.	“An analytical study of rural customer relationship management with reference to private and public sector banks in western Maharashtra”.	Principal Investigator	UGC (Minor Research Project)	2.00 Lakhs	Applied
2.	Health and sleep issues: with special reference to Kolhapur district	Principal Investigator	Rashtriya Uchtar shiksha Abhiyan(RUSA)	25 Lakhs	Applied

2.4. After work passion- Yoga and Pranayam.

3. Special Achievements:

- Was selected by IIM-A (Indian Institute of Management) as Trainee Academic Associate in April 2004.
- Event convener for National level conference Emerge-2011 organized by DKTE's Textile and Engineering Institutes Department of Management Studies, Ichalkaranji in Jan 2011.
- Organized a one day Research workshop on "Research Methodology and use of IBM SPSS 22.0" in association with IBM SPSS South East Asia Bangalore and DKTE Ichalkaranji.

4. Certification

Mutual Fund Certificate (NISM Series-V-A) from NISM (A Subsidiary of SEBI)

4. Seminars Attended

- National level seminar on Water Pollution Management sponsored by AICTE New Delhi in April 2006, Organized by SIBER, Kolhapur.
- International conference on "Business Ethics and Corporate Governance at Institute of Management Education and Research, Belgaum in December 2010.
- National seminar on "Critical HR Challenges with reference to Western Maharashtra" organized by DKTE, Ichalkaranji.
- National seminar on "Training in Turbulent Times" organized by ISTD Pune, in January 2010.

5. Workshops

- HR and IR Conclave organized by CII "Shaping Today for Tomorrow" in September 2010
- HR and IR Conclave organized by CII "Managing People for Sustainability" in September 2011.
- HR and IR Conclave organized by CII "Global opportunities and challenges" in September 2012.
- Two days ISTE workshop on 11th and 12th November, 2012 "Aakash Tablets for Education" organized at Dkte sponsored by IIT Bombay.
- HR and IR conclave organized by CII "Current and Emerging HR trends" in September 2013.
- One day workshop on "NAAC Accreditation process for Management Institutes" organized by Shivaji University, Kolhapur and K.B.P Institute of Management, Satara in April 2014.

6. Faculty Development Programme

- Three days FDP sponsored by AICTE, New Delhi organized by Shivaji University Kolhapur and IMER, Belgaum on 6, 7, 8 Jan 2007.
- FDP conducted by National Institute of Technical Teachers Training and Research (NITTTR) Bhopal, an in-house programme conducted on “Core Teaching Skills” from 4.12.2008 to 8.12.2008.
- Six days FDP on “Innovative Teaching Practices and Quality Research Parameters” at Sanjay Ghodawat Institute of Management during January 6-11, 2014.

7. Resource person

- Vasant Vikas Prathisthans – Agrilclinic, Agribusiness Management, Sangli EDP program, sponsored by Ministry of Agriculture Govt of India, for post graduate Agri students, Managers & Agripreneurs.
- Training in the area “Customer Relationship Management in Textile Industry” under the EDI (Entrepreneurship Development Cell) of DKTE’S Textile and Engineering Institutes FDP programme for Industry and academia.
- Soft Skills Training programme for the employees of Funfirst Electronics Mumbai, at Indocount Industries (Electronic division) Five Star MIDC Kagal, Kolhapur between 12th-23rd July 2013.
- Resource person for the Induction programme “Artham-2013”for MBA I students at Annapurna Institute of Management Studies, Sankeshwar (Belgaum) in September-2013.
- Resource person for the valedictory function of Technovision 2014 a paper presentation competition at KLE’s C.B.Kore Polytechnic, Chikkodi (Belgaum) in April, 2014.

8. Administrative Experience

- Worked as Head of the Department at Dktes Textile and Engineering institute Ichalkaranji, MBA and MBA (Textiles) department.
- Worked in various committees of university for syllabus setting, external senior supervisor, Cap Director, paper setter, Examiner, moderator, Viva –Voce, UGC scheme for Remedial teaching coordinator.

10. Honors and Awards

- Awarded as Best Teacher in Management for the academic year 2010 by DKTE, Ichalkaranji.
- Received the 3rd Best paper Award at International Research Conference in Innovative Marketing strategies track at Symbiosis Institute of Business Management (SIBM), Pune in March 2014.

- Associate editor for International Journal Of Trade And Global Business Perspectives Pezzottaite journal ,Jammu (J & K) With high impact factor of (IF-2013: 5.017)

11. Publications: Referred-Journals

- “Customer Relationship Management in Banking Industry” Marketing Mastermind, (ISSN 2231-1009) IUP Press Publications Hyderabad, September 2010.
- “A Study of Customer Loyalty with Reference to Private and Public sector Banks in Western Maharashtra” IJRCM, Volume No. 2 (2012), Issue No. 8 (August) ISSN 2231-1009,
- “Managing Customer Relationship in Private and Public sector banks: an Empirical study in Western Maharashtra” International Journal of Contemporary Research in India (ISSN 2231-2137): September 2012
- “A Study on Customer Service and Preference with Reference to Private Sector Banks in Western Maharashtra “Ethos (ISSN: 0974-6706) December 2013.
- “Increasing Effectiveness of GD and Seminar Methods to improve Soft Skills in Management students” Vishwakarma Business Review, Vol.I Issue 1 July 2010.

12. Book Chapters:

- Published a Case study on “Indian consumer behavior in festive times” Case Studies in Management: Theory to Practice (ISBN-978-81-920730-1-9)
- Published a Case study on “Viral marketing buzzes in social media” Case Studies in Management: Theory to Practice (ISBN-978-81-920730-1-9)

13. Paper presentations

13.1 National level:

- “Water Resources Management in 21st Century” at BVCON-2007, organized by Bharti Vidyapeeth, IMRDA, Sangli.
- “Customer Relationship Management Challenges in Contemporary Banking” organized by Indira Institute of Business Management (IIBM) on the theme Changing Management Paradigms at Navi Mumbai, on 22nd November 2008.
- “Customer Experience Management” organized by Swami Vivekananda group of Institutes (SVGOI) at Patiala, Punjab on 23rd Jan 2009.
- “CRM: a Paradigm Shift in Marketing ”organized by Chetna Institute of Management Studies on the theme Evolving Perspectives in Management Education Creating Great Employees and Great Employers at Bandra ,Mumbai, on 24th Jan 2009.
- “IT enabled HR-Scorecard” organized by Vishwakarma Institute of Management, Pune on Feb. 2010.
- “Managing Customer Lifetime Value in Banking through CRM” organized by DKTE Ichalkaranji.

- “Marketing of Transport Services with Reference to sangli and Kolhapur and Sangli Districts” organized by Sinhagad Institute of Business Management, Sangola.
- “Antecedents and Consequences of Management Education for Improving Employability” organized by Devchand College, Nippani on the theme Revitalizing Commerce and Management Education sponsored by UGC on 20th and 21st September 2013.
- “Antecedents and consequences of Agro tourism in Kolhapur district” organized by IMRDA Bharti vidyapeeth university, Sangli on 28th and 1st March 2015

13.2 International level:

- “IT Enabled HRIS (Human Resource Information System)” organized by Indian Education Society’s Management College and Research Center (IES) in Feb 2009 at Bandra, Mumbai.
- “E-CRM: A Corporate Renaissance in Retail Banking” organized by Indian Education Society’s Management College and Research Center (IES) in Feb 2009 at Bandra, Mumbai.
- “Indian Consumer Behavior in Festive Times” at Dhruva International Case Writing Competition, Hyderabad in December 2011.
- Case Study on “Viral Marketing Buzzes in Social Networking” at Dhruva International Case Writing Competition Hyderabad in December 2011.
- Doctoral Thesis on “A study of Customer Relationship Management in Private and Public Sector Banks in Western Maharashtra” at Doctoral Colloquium organized by Indian Institute of Management, Lucknow (IIM-L) Noida Campus, in January 2012.
- “A Study of Innovative Customer Relationship Management with Reference to Private and Public Sector Banks in Western Maharashtra” on the theme International Research Conference at Symbiosis Institute of Management (SIBM) Pune, in March 2014.
- “A Comparative Study of Make In India and Made In China campaigns as fastest Growing Emerging Economies In the World” organized by D G College of Commerce, Satara On Recent Trends in Commerce, Economics and Management 10th – 11th February, 2015 .
- “Impact of Make in India campaign as Emerging economy in the World” Organized by Commerce and Management department, Shivaji University, Kolhapur on the theme demographic dividend 2nd and 3rd March 2015.
- “A study on consumer behavior of soft drink in India “Organized by MDI Gurgaon on the theme GCMRM (Global conference on Managing in Recovering Markets) 11-13 March, 2015.
- “Akshay patra model: Feeding the knowledge hungry children” an International case study conference organized by flame university Pune on 10th and 11th July 2015.
- “Sustainable Rural Agro-Tourism marketing practices for Smart Villages in Kolhapur district” International Conference on Agribusiness on January 6-7, 2016 organized by IRMA Anand, Gujrat and Whitman School of Management USA.