

Current Work Profile

Professor,
S.P.Jain Institute of Management and Research, Mumbai

- Courses taught: Marketing, Strategic Marketing, Consumer Behaviour, Pricing at the PGP and EMBA both at SPJIMR, Mumbai and SPJCM, Dubai
- Head the Institute's initiative for the pharmaceutical industry.
 - Have developed a series of six Management Development Programmes for the pharmaceutical industry.
 - Co-ordinating a customized 2 year MDP for GSK "4th Quadrant".
 - Conducted a 3 day programme for Intas Pharmaceuticals, Ahmedabad.
 - Served as a jury member for the marketing Excellence award instituted by the Organisation of Pharmaceutical Producers of India.
- Participate in MDPs.
- Manage the international relationship with Reutlingen University, Germany.

Previous Experience

Academic
Experience:

Professor, S.P.Jain Institute of Management and Research, Mumbai, April 2, 2002 to date

Professor, MICA from April 1,2001 to March 31,2002

Director, MICA March 1, 1995 to March 31, 2001

Professor, S.P.Jain Institute of Management and Research, Mumbai, April 1994 to February 1995

Associate Professor, S.P. Jain Institute of Management and Research, Mumbai, October 1987 to March 1994.

Industry experience:

1981 to 1987, executed contracts in Painting, Plumbing and Carpentry at national projects such as Kribhco, Hazira (Surat); RCF, Alibag; IPCL, Baroda, Andheri Sports Complex, Mumbai.

1979 to 1981, Commercial Manager, Rathika Pvt. Ltd, overseeing all functions except production and accountable for revenue and profit objectives. This packaging unit dealt in flexible packaging with clients such as Hindustan Lever, Cadbury's etc.

1975-1979, The Metal Tray Manufacturing Calcutta Pvt. Ltd., General Manager. A merchant export firm trading with the Middle East and Europe.

1968-1975, Kamani Metals and Alloys Ltd, Export Officer. Export of copper alloys, sheets, strips, rods, tubes, zinc oxide and lead oxide to the Far East and Europe.

Academic Qualification

P.G.D.M. Indian Institute of Management, Calcutta

B.Sc. Karnataka University, Dharwad

Visiting faculty:

Taught as visiting faculty at various institutes in India including IIM Ahmedabad, IIM Kozhikode, MDI, Gurgaon and at Reutlingen University, Germany and S.P.Jain Center of Management, Dubai

Training:

Conducted and taught several training programmes for practitioners in the area of marketing, brand management, media marketing, internet marketing, international marketing and marketing communication. The organizations catered to include:

- o Godrej
- o Intas
- o GSK
- o Bajaj Electricals
- o Forbes Gokak
- o Indianoil
- o Mahindra & Mahindra
- o BOC
- o Core
- o Tata Motors
- o L & T
- o STC
- o Dr. Reddy's Labs

Consultancy:

Have given consultancy to business and non-profit organizations in the areas of Marketing and General Management.

Research and Publications:

Jointly authored "Increasing Exports and Enhancing International Competitiveness" which was commissioned by ASSOCHAM in 1991

Joint research on Study of Values, Lifestyles and Consumption, August 2000.