

## RESUME

Name : Prof. Dr. S. P. Rath  
Designation: Director & Professor in Management  
C.S.I.B.E.R., Kolhapur, Maharashtra, India



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### SUBJECTS EXPERTISE

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1. Marketing Management
  2. Strategic Management
  3. Tourism Planning & Development
  4. International Business
  5. Hospitality & Tourism Marketing
  6. Integrated Marketing Communication
  7. Consumer Behaviour
  8. Marketing Research
  9. Research Methodology
  10. International Business Environment

### PROFESSIONAL EXPERIENCE

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1. Working as Director, Chhatrapati Shahu Institute of Business Education and Research (CSIBER)
  2. 30 Years Experience in Teaching and Industry in U.K., UAE, Saudi Arabia, Africa, Oman, South East Asia, Asia Pacific Forum Countries, Western Europe in the areas of Marketing and Strategy
  3. Conducted more than 35 International Research Projects and Consultancies
  4. Recognized Wild Life Protection Activist, Recognized Life Skills Trainer

### ACADEMICS

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| 2011 | Ph. D. in Management (Specialization in Marketing)   |
| 1996 | PGDBM (MBA) – Marketing Specialization               |
| 1992 | PGDCFR – Communication Field Research                |
| 1989 | M.A. – Political Science and International Relations |

### MEMBERSHIPS & RECOGNITIONS

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Life Member – Life Skills Association of India

Awarded – International Level Wild Life Protection Activist

### PUBLICATIONS:

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1. Seven Books Published in the Area of Business Management
  2. One Book of English Poetry “Poems of the Portraits”
  3. One Edited Book on Management
  4. Eighty-Two Research papers Published in the International Referred Journals
  5. Seventy International Conference Research Papers Presented
  6. Thirty-Five National Conference Research Papers Presented
  7. Editor and Guest Editor of Three International Research Journal

### CONFERENCE PRESENTED / ATTENDED / Organized

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1. Participated as a Keynote speaker in more than 12 International Conferences in foreign countries
  2. Conducted more than one thousand hours plus training sessions for the Industry and Academia world
  3. Conducted more than 11 International Conferences

Place: Kolhapur

(Prof. Dr. S. P. Rath)