

RESUME

Name : **Ms Anuradha Gaikwad**
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SUBJECT EXPERTISE

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|-------------------------|-------------------------|-------------------------|
| 1. Strategic Management | 2. Marketing Management | 3. Communication Skills |
| 4. Soft Skills | 5. Digital Marketing | 6. Ethics |

PROFESSIONAL EXPERIENCE

- Over Twenty years of Teaching Experience Post Graduate Management Students
- Four years of Industrial Experience

ACADEMICS

- **1989 MBA (Marketing Management & Human Resource Management) Shivaji University Kolhapur**
- **2008 PG Diploma in Environment Protection and Management**
- **1987 B Sc Microbiology Bombay University**

Faculty Development Programs completed

- 8 FDPs completed
- MDP on Digital Marketing at IIM Indore

BOOKS AUTHORED

- **Co-Edited Conference proceedings**

RESEARCH PAPER - PRESENTATION & PUBLICATION

- 23 Papers Presented in International Seminar/ Conferences
- 02 Papers published in UGC care listed journals
- 09 Papers published in peer reviewed journals

WORKSHOPS/ SEMINARS/ CONFERENCES ATTENDED

- Over 30 Workshops, Seminars & Conferences attended

ADMINISTRATIVE EXPERIENCE

- Chairperson Hostel Committee
- Worked as BOS member
- Worked in Academic Administration

MEMBERSHIPS

- Life Member Indian Society for Training and Development
- Life Member Indian Commerce Association