



Dr. Milind A Marathe, Professor SIMCA, an alumnus of Sinhgad Institute of Management Pune, is associated with Sinhgad Technical Education Society's since 2004. He has **over 24 years** of Academic and Industrial experience.

Academic Profile

1. Recognized Ph.D. guide of SPPU in Marketing Management
2. Case study – 'Kumar food corporation, Product and Market Growth strategies' is published at Ivy Publishing
3. Member -Board of Studies at Modern College -BBA-IB
4. Ex-Secretary of All India Management schools (AIMS) Pune Chapter in the year 2017-2018
5. Travelled across various countries -Thailand, Kuwait, Rwanda (Africa) on academic assignments
6. Written 4 Text Books: - Sales Management, Product Brand Management, Contemporary Market Research, MCQ for MBA Semester 3 Marketing Management specialization

Research

1. Reserach Head, at Sinhgad Institute of Management and computer Applications, Narhe pune
2. Woked as a Reviewer on Research Journal:-International Journal of Technology Transfer and Commercialization (IJTTC) , IJTTC is listed in Australian Business Deans Council(ABDC) Journal Rankings
3. Member Research advisory Committee at Suryadatta group of Institutes Pune
4. Member Research advisory Committee at Global Business School Research Centre-Dr Dy Patil Vidyapith Pune
5. Member Research Committee at Research centre of IBMR Chinchwad
6. Published and presented 24 research papers in National and International Journals and conferences including IIM Indore and IIM Kozhikode

Project Grants: -

1. World Bank Assisted Project, Dept of Higher Education MP-Grant 1.85 lakh
2. SPPU University Research Project Grant 1.5 lakhs

Resource Person for Syllabus Revision and FDPs: -

1. Syllabus revision 2013, SPPU-MBA, Basics of Marketing, Marketing Management
2. Syllabus revision 2017, SPPU -MBA, services Management specialization
3. Syllabus revision 2019, SPPU-MBA, Basics of Marketing, Marketing Management, Integrated Marketing Communication, IADR, Digital Business, Marketing 4.0, Marketing of high Technology Products

Resource Person-

1. National seminars/conferences held at Pratibha Institute of Management, SIBACA Lonavala, SBS Erandwane

2. Organised by S L Kirloskar Chair at SPPU -Session on Marketing Management for Entrepreneurs
3. Series of Training programs on entrepreneurship organized by science and Technology park, SPPU Pune
4. Conducted academic workshops on MBA courses at HNIMR, SIBAR, SIBACA, IBMR Chinchwad

Attended Seminars/conventions on

1. World University Rating and Ranking Seminar -organized by MIT –ADIT University
2. AIMS Annual Management Education Convention 2017
3. DELNET, Regional workshop –strategies for transforming libraries-Growing trends
4. World Hindu Congress at Delhi

Role at SPPU and other Universities

1. Subject expert on Local selection committee for the post of professor at AISSMS-IOM
2. Subject expert on Local selection committee for the post of professor at Pratibha institute
3. Subject expert on Local selection committee for the post of professor at Global Business School - Dr Dy Patil Vidyapith Pune
4. VC Nominee for selection committee-selection of Professor at Alard Institute of Management sciences Pune
5. VC Nominee for selection committee-selection of Professor at IICMR Nigdi Pune
6. LIC Committee member –Research Centre continuation committee at various institutes under SPPU
7. Session Chair for Research Conferences at IBMR Chinchwad-INCON 2016,2017,2018,2019,2020. D Y Patil Institute of Management studies. Nigdi, SIOM Pune
8. worked as an Examiner at Symbiosis Skills and Open University (SSOU) ,kiwale