

**Sinhgad Technical Education Society's
Sinhgad College of Engineering, Department of Management Studies,
Vadgaon, Budruk, Off Sinhgad Road, Pune 411041**

Dr. Archana.A.Borde,
Ph.D. Management & Commerce
Email: archanaborde.scoe@sinhgad.edu
Phone: 91-9021044111



EXPERIENCE HISTORY

Sr.No	Name of the Organization	Designation	From	To
1.	Sinhgad College of Engineering, Department of Management Studies	Assistant Professor	20/03/2017	Till date
2.	Sinhgad Institute of Business Administration & Computer Application	Assistant Professor	01/09/2010	18/03/3017
3.	Institute of Business Management & Research	Assistant Professor	02/08/2004	31/08/2010
4.	Techno Build Engineering, Private Limited	Asst Manager-Business Development	15/09/1999	31/07/2004

EDUCATIONAL QUALIFICATION

Sr.No	Qualification	Name of the University/Board	Class
1.	Ph.D.	Gondawana University	
2.	MBA (Human Resource)	Savitri Bai Phule Pune University	First
3.	MBA (Marketing)	Savitri Bai Phule Pune University	First
4.	B.Com	Savitri Bai Phule Pune University	First
5.	HSC	Maharashtra State Board of Secondary and Higher Secondary Education	Second
6.	SSC	Maharashtra State Board of Secondary and Higher Secondary Education	First

ACHIEVEMENTS & AWARDS

Sr.No	Achievement/Award	Name of the Issuing Authority	Year
1.	Silver Medal for NPTEL Online Certification for Enhancing Soft Skills and Personality	Ministry of HRD ,NPTEL	July- October 2019
2.	Silver Medal for NPTEL Online Certification for Enhancing Soft Skills and Personality,	Ministry of HRD ,NPTEL	Feb - April 2019.
3.	Silver Medal for NPTEL Online Certification for Soft	Ministry of HRD ,NPTEL	Jan- April 2019.

	Skills for Business Negotiations & Marketing Strategies		
4.	Certificate of Appreciation as NPTEL BELIEVER	Ministry of HRD,NPTEL	July - December 2019.
5.	Certificate of Appreciation as NPTEL DISCIPLINE STAR	Ministry of HRD,NPTEL	December 2019.
6.	Certificate of Appreciation as NPTEL ENTHUSIAST	Ministry of HRD,NPTEL	December 2019.

PROFESSIONAL MEMBERSHIP

Sr.No	Membership Details	Membership .No
1	International Commerce Association.	MH816

GUEST LECTURES & WEBINAR DELIVERED

Sr.No	Name of the Topic	University/Institute Name	Date
1.	Webinar on “Time Management techniques for an effective Career”	Faculty of Commerce Parul University, Gujarat	01/01/2022
2.	Webinar on Career in Management	F.H.Shah College, Anand Gujarat	07/08/2021
3.	Seminar on Resume writing	Smt. Kashibai Navale College of Commerce, Narhe	02/02/2020
4.	Seminar on Emotional Intelligence	Sinhgad College of Engineering, Department of Management Studies	02/02/2019

WORKSHOPS/SEMINARS/WEBINARS CONDUCTED AS A COORDINATOR

Sr.No	Date of Conduction	Title	Speaker
1.	18/02/2022	Guest Lecture on Insta Marketing	Mr.Aditya Shastri
2.	9/6/2021	Workshop on Specialization Selection	Prof.Vivek Phadke
3.	8/2/2021	Creativity and problem solving	Dr. Rashmi Hebbelakar
4.	25/02/2021	National level Webinar on Digital Business	Mr.Prashant Kadukar
5.	25/02/2021	National level Webinar on Digital Business	Mr Prathamesh

			Kavishwar
6.	28/01/2020	"Be the Best version of yourself "Institute Level as a part of Spectrum workshop series	Mrs Sunita Shukla.
7.	25/02/2021	"How to keep Performance up to the mark, Practical Life requirements- Insights"	Miss Chetana Borkar
8.	19/10/2017	Seminar on Cyber Security	Seminar on Cyber Security
9.	12/2/2019	Self Introduction and Resume Writing	Mrs Sunita Shukla.
10.	22/9/2017	Cyber Security.	Dr. Dipti Lele
11.	29/9/2017	CV Writing.	Mrs. Sunita Sukla

LIST OF FDP/WORKSHOPS/SEMINAR/WEBINARS

Sr.No	FDP/Workshops/Seminar/ Webinars Attended	Duration	Organizing BODY	Date
1.	Swayam ARPIT online course certification, ARPIT course for Career Advancement Scheme(CAS) promotion Online Refresher Course In Management	4 months	Swayam	1 Dec2020-31 March 2021
2.	Innovation Business Model and Entrepreneurship	8 weeks	NPTEL AICTE	Aug – Oct 2021
3.	Online Webinar on Intellectual property rights	1 day	Yashaswi Education Society's INTERNATIONAL INSTITUTE OF MANAGEMENT SCIENCE	26 Oct 2021
4.	'Preparation of Questionnaire & Data Analysis'	1 day	R. M. DHARIWAL SINHGAD MANAGEMENT SCHOOL	17 th January
5.	AICTE sponsored one week online FDP on outcome based education. A step towards Excellence	One Week	Govt.College of Engineering, Karad	11- 15 May 2020
6.	AICTE sponsored short term training program series on Emerging trends in Digital Analytic	6 days	Guru Nanak Institute of technical campus Hyderabad	24 th -29 th Aug 2020

7.	AICTE training learning Academic FDP on Digital Marketing	5 days	Guru Nanak Institute of technical campus Hyderabad	
8.	One week workshop on MOOC and E Content development	One week	UGC HRDC Indore	29 th April 2020
9.	Government of India, Ministry of Human resource Development 21 days Orientation Program	21 days	HRDC University of Delhi	4 th June to 1 st July 2020
10.	Government of India Ministry of Human Development, 15 days faculty development program	15 days	HRDC University of Delhi	
11.	NPTEL-AICTE FDP on Interpersonal skills	8 weeks	NPTEL AICTE	July-Sept 2019
12.	NPTEL-AICTE FDP on Emotional Intelligence	One week	NPTEL AICTE	Jan-Mar 2019
13.	NPTEL-AICTE FDP on Enhancing soft skills and personality	One Week	NPTEL AICTE	Feb-April 2019
14.	NPTEL-AICTE FDP on Marketing Management	One week	NPTEL AICTE	July-Sep 2019
15.	NPTEL-AICTE FDP on Soft skills for Business Negotiations and Marketing Strategy	One week	NPTEL AICTE	Jan-April 2019
16.	5 day FDP on Moodle learning Management System	5 days	IIT Mumbai National Mission on teachers teaching	26 th - 30 th May
17.	5 day FDP on Moodle learning Management System	5 days	K G Somaya Institute of Management	26 th - 30 th May
18.	5 days FDP on learning Pedagogy and Effective Use of Case Methodology	5 days	ASM & ASMA	17 th -21 st May 2019
19.	Two days FDP on research Methodology -Fundamentals and Data Analysis with SPSS and Excel,	2 days	Lexicon	28 th and 29 th February
20.	One day FDP on Bloomberg's Market concepts	1 day	SIOM	
21.	One day FDP cum workshop on Summative Education Based and Outcome Based Education	1 day	SPPU and SBS	24 th August
22.	State Level HR Seminar on Blazing	1 day	SKNCOE	10 th

	trials of Entrepreneurship & human Resources .			October
23.	One day Marketing Seminar on Emerging Technologies for customer centricity	1 day	SKNSSBM	17th October
24.	2 days State Level Seminar on Trends for workplace in Industrial 4.0	2 days	SIOM	23rd and 24th January
25.	One FDP on Orientation of MBA syllabus	1 day	SIOM	6th January 2019
26.	Faculty Development Program on Effective and Efficient online teaching and content development	2 days	IICMR	8 th -9 th July
27.	Faculty Development workshop on “Writing and Publishing Quality Research Papers in Scholarly top tier Journals”	2 days	RMD Sinhgad School of Management Studies	19-20 July 2020
28.	FDP On Operations and Supply Chain Management	1 day	IICMR	24 th July
29.	FDP on MBA “CBCS & CS OBE Pattern in Organization and Management Board for Sem 3”	3 days	Dnyasagar Institute of Management & Research, Balewadi, Pune	31 st July 2020
30.	FDP on “Fundamentals of Statistics and Research”	2 days	Sai Balaji International institute of Management Sciences	20 th -21 st August 2020
31.	Online FDP on MBA HRM Specialization	1 day	DYPIMS & SPPU	22 nd July 2020
32.	FDP on “New Paradigms in e-learning Tools and techniques for Teaching Learning”	3 days	SIMCA	17 th July to 19 th July
33.	National Level faculty Development Program on “Insight into Intellectual Property rights”	2 days	SIBAR, Kondwa	30 th -31 st July
34.	National level webinar on “Role of Teachers in Academic Research”	2 days	Sinhgad College of Arts and Commerce Narhe	28 th -29 th July
35.	International Webinar on “IT consulting :Success factors”	1 day	Pratibha Institute of Business Management	24 th July 2020
36.	One day Seminar on International Financial Reporting Standards and	1 day	SKNSSBM	15th October

	Global Opportunities in Finance			2019
37.	Seminar on Soft Skills and Corporate excellence	1 day	SKNCOE	1st October
38.	One day National Level FDP on Decoding Examination during and Post COVID 19	1 day	Skill slate	8th May 2020
39.	3 days Digital Marketing Boot Camp	3 days	North Storm Academy	15th-17th May
40.	One day Webinar on The opportunities and Challenges for Entrepreneurs during COVID-19	1 day	JSPM MBA Dept	27th May
41.	One Day Webinar on PowerPoint	1 day	XL Comm Solutions	20-Apr
42.	National Webinar on Impact of Sampling and Non Sampling Errors on Survey Studies	1 day	Dept of Statistics St. Johns college Agra	18th May 2020
43.	2 days Webinar on Start-up life cycle and Patent registration	2 days	Atharva college of Engineering	18th and 19th May 2020
44.	National webinar on Strategies for extension as a social responsibility :perspectives of Higher education	1 day	SPPU and SBS	13th may 2020
45.	National Webinar on COVID-19 Lockdown a challenge or Opportunity	1 day	Smt Radhabai Sarda college Amravati	18th May 2020
46.	2 days National Level E entrepreneurship Conclave	2 days	Sandip University Nashik	30th-31st May 2020
47.	6 days National Webinar Series Umang : Entrepreneurship	6 days	Sandip University Nashik	25th-30th May 2020
48.	National Level Webinar on “National Education Policy 2020”	1 day	Institute of Management Studies Ahmednagar	13 th August
49.	Online Development Webinar on “Digital Transformations and Management’	1 day	Sinhgad College of Engineering, Department of Management Studies, Vadgaon	4 th August
50.	‘National level Webinar Series”	1 day	Institute of Industrial and Computer Management and Research	1 st September
51.	International Webinar on Transforming Education through	3 days	Sinhgad Institute of Management,Pune	15h-17 th July 2020

	Global Collaboration-The Roadmap			
52.	National Webinar on National Education Policy-2020	1 day	Shri G.S.Institute of Technology and Science, Indore (M.P)	11 th Oct 2020

LIST OF BOOKS CO- AUTHORED

Sr. no	Books Name	Semester	Year	ISBN No.
1	Strategic Human Resources Management	IV	2016 Patten	978-93-87665-33-0
2	MCQ for Online Test	IV	2016 Patten	Not Applicable
3	MCQ for Online Test (IV	2016 Patten	978-93-87665-24-8
4	Sales and Distribution Management	IV	2016 Patten	978-93-87665-32-3
5	Introduction to Retailing	III	2016 Patten	978-81-935612-4-9
6	Employee Relations and Labour Legislations	II	2018 Pattern	978-93-89739-76-3
7	Internet Marketing- I	III	2016 Patten	978-93-87317-02-4
8	Managing for Sustainability	IV	2016 Patten	978-93-87665-06-4
9	Retails Store and Operations Management	III	2016 Patten	978-81-935612-5-6
10	Integrated Marketing Communications	III	2016 Patten	978-81-935612-1-8
11	Digital Business	I	2018 Pattern	978-93-89066-69-2

RESEARCH PUBLICATIONS/CONFERENCES/JOURNALS.

ISSN/ ISBN	PAPER TITTLE	PUBLICA TION YEAR	JOURNAL/CO NFERENCE	AUTHORS
ISSN - 2229-3620	A STUDY ON IMPACT OF WORK FROM HOME AND ONLINE EDUCATION ON HUMAN LIFESTYLE	2021	UGC CARE Journal	Dr. Archana Borde, Miss Priyanka Panpaliya
ISSN-011-9342	A COMPARATIVE STUDY OF NEW ENTERTAINMENT SERVICES PLATFORMS THAT IS OTT PLATFORM.	2021	Scopus Indexed Journal	Dr. Archana Borde, Mr.Sanket Bajaj
ISSN :2249-6661	A STUDY ON RURAL PRODUCT PROMOTION WITH REFERENCE TO FERTILIZER AND PICKLES PRODUCT	2020	Sambodgi Journal, UGC - Care Journal	Dr. Archana Borde, Miss.Priyanka Panpaliya, Mr.Sanket Bajaj

ISSN (130 ISSN: 2455- 5398	A STUDY ON PREFERENCE OF WORKING MEN & WOMEN FOR READY TO EAT FOOD OR TAKEAWAYS	2020	Our Heritage UGC care listed Journal	Mrs. Archana Borde, Mr Rohit Sarnaik
ISSN: 2455- 5398	A STUDY ON PERCEPTION OF FACTOR AFFECTING PURCHASE DECISION OF STUDENTS TOWARDS LAPTOP IN PUNE	2020	National Journal of Research in marketing, Finance and HRM	Mrs. Archana Borde
ISSN: 2455- 5398	A STUDY ON IMPACT OF SOCIAL NETWORKING SITES USUAGE BY STUDENTS	2019	National Journal of Research in marketing, Finance and HRM	Mrs. Archana Borde, Mr.VinayKharade
ISSN 2455- 5318	A COMPARATIVE STUDY ON VARIOUS DIGITAL PAYMENT MODES IN THE MODERN ERA.	2020	National Journal of Research in Marketing, Finance & HRM	Mrs. Archana Borde
EISSN: 2340	A STUDY ON NEW STARTUPS ERA IN MEDICAL SYSTEM FOR LIFE LINE AND DEFENDER OF HUMANS	2021	Research Journey International E- Research journal	Dr. Archana Borde, Priyanka Panpaliya, Sanket Bajaj
ISSN 2277- 5730	A STUDY ON CUSTOMER SATISFACTION OF RELIANCE FRESH TOWARDS PUNE	2021	International Multidisciplinary quarterly research Journal	Prof. Archana Ajit Borde
ISSN:2 455- 5398	A STUDY ON USE OF DIGITAL MARKETING TO IMPROVE BUSINESS TOPLINE AND BRANDING AT IKSC KNOWLEDGE BRIDGE PVT.LTD, PUNE	2021	National Journal of Research in Marketing, Finance & HRM	Prof. Archana Ajit Borde
ISSN: 2320- 0502	COMPARATIVE ANALYSIS OF FACTORS RESPONSIBLE FOR USERS PREFERENCE FOR SELECTED E-COMMERCE WEBSITES	2018	Bi-annual journal Ansal University Business Review	Prof. Archana Ajit Borde
ISBN. No.978 -93- 88441- 42-1	A STUDY ON MEDIA HABITS OF MANAGEMENT STUDENTS IN SELECTED INSTITUTES IN PUNE	2019	National Journal of Research in Marketing, Finance & HRM	Prof. Archana AjitBorde, Mr Abhishek Sankat
ISBN. No.978 -93- 88441- 42-1	A STUDY ON PREFERENCE OF NON LOCALITE FEMALE STUDENTS REGARDING ACADEMIC PREFERENCE IN SPECIFIC CAMPUS	2019	National Journal of Research in Marketing, Finance & HRM	Prof. Archana Ajit Borde

ISBN:9 78-93- 24457- 20-0	A STUDY ON PROMOTIONAL STRATEGIES AND PROBLEMS FACED BY WOMEN SELF HELP GROUPS FOR MARKETING OF THEIR PRODUCTS	2017	INCON 2017	Prof. Archana A. Borde, Dr.J.N. Chakravorty
ISBN:9 78-93- 24457- 19-9	A STUDY ON THE ROLE OF WOMEN SELF HELP GROUPS IN RURAL WOMEN EMPOWERMENT.	2017	INCON 2017	Prof. Archana A. Borde, Dr. N.G. Sarode
ISBN:9 78-93- 5254- 058-7	A STUDY ON EKRANTI WITH SPECIAL REFERENCE TO TECHNOLOGY FOR FARMERS	2017	Digital India: Opportunities & Challenges	Prof. Archana A. Borde, Prof. Reena Nath
ISBN:9 78-81- 92486- 2-3	A STUDY ON ADVERTISING AND PROMOTIONAL STRATEGIES AND ITS EFFECT ON SALES ON SAHARA AAMBY VALLEY CITY	2016	INCON 2016	Prof .Archana Borde
ISBN:9 78-93- 84916- 76-3	ROLE OF PRIVATE CHANNEL MEMBERS AS ALTERNATIVE MEANS OF PAYMENT WITHIN THE COMMON FRAMEWORK OF RETAIL PAYMENTS SYSTEM REGULATION	2015	INCON 2015	Prof. Ajit Kumar Borde, Prof. Archana A. Borde
ISSN:2 249- 7463	INCLINATION OF BUSINESS MANAGEMENT STUDENTS TOWARDS ENTREPRENEURSHIP IN SINHGAD INSTITUTE OF BUSINESS ADMINISTRATION AND COMPUTER APPLICATION	2012	International Journal of Business Management & Social Sciences	Prof. Archana A. Borde, Prof. Ajit Kumar Borde
ISBN:9 78-81- 924861 -0-9	INTERNET OF THINGS-PROSPECTS AND CHALLENGES	2016	INCON 2016	Prof. Reena Parth Nath Prof. Archana A. Borde
ISBN:9 78-93- 83414- 49-9	A STUDY ON EMERGING TRENDS IN CORPORATE SOCIAL RESPONSIBILITY IN MODERN INDIAN CORPORATES	2015	National Conference on corporate social responsibility. Relations between Business & Society	Prof. Ajit Kumar Borde, Prof. Archana A. Borde, Prof. Charulata Kulkarni.

ISBN:978-93-84916-78-7	A STUDY ON USE OF ERP SOFTWARE WITH REFERENCE TO REVENIR DEVELOPMENT SYSTEM,AURANGABAD.	2015	INCON 15	Prof. Archana A. Borde, Prof. Ajit Kumar Borde
	GRIEVANCES IN INDUSTRY	2014	Impact Journals	Prof Charulata Kulkarni & Prof Archana Borde
ISSN:2319-6998	A STUDY ON EMPOWERMENT OF WOMEN'S SELF HELP GROUPS AND RURAL WOMEN ENTREPRENEURS IN MAHARASHTRA WITH SPECIAL REFERENCE TO BHIMTHADI JATRA	2014	Indian Journal of Research in Management	Prof. Archana A. Borde, Prof. Ajit Kumar Borde
ISBN:978-194417190-2	A STUDY ON THE RECENT TRENDS OF MOBILE COMMERCE IN RETAILING (M-	2017`	Global M Commerce- Opportunities and Challenges	Prof Archana Borde,Mr Prateek Sharma
ISSN(P rint):2319-9059	PRICE SENSITIVITY STUDY OF 100 PERCENT WATER SOLUBLE FERTILIZERS IN PUNE DISTRICT: A STUDY BASED ON RASHTRIYA CHEMICALS AND FERTILIZERS IN PUNE DISTRICT: A STUDY BASED ON RASHTRIYA CHEMICALS AND FERTILIZERS LIMITED, MUMBAI	2014	International journal of trade and global Business Perspective, Pezzottaite Journals	Prof. Archana A. Borde
ISSN(E): 2321-886X.I SSN(P) :2347-4572	ARE LEADERS BORN OR MADE?: AN INSIGHT GRIEVANCES IN INDUSTRY	2010	Leadership Skills Parameters & Paradigms	Prof. Archana A. Borde, Prof. Ajit Kumar Borde

CERTIFICATIONS FOR KNOWLEDGE ENRICHMENTS

Sr.No	NAME OF THE CERTIFICATION	DATE
1.	Innovation Business Model and Entrepreneurship	Aug- Oct 2021
2.	Digital Marketing, Internship Training Program, by Digital Deepak	21/03/2021-21/03/2021
3.	LinkedIn Online 5 day workshop ,Growth School.	31/01/2022-4/02/2022
4.	Affiliate Marketing Supremacy ,Short term Learn Affiliate Marketing ,Certification course - Udemy	4/005.2020
5.	Create your own online course , Certification course,Udemy	02/05/2020
6.	You Tube Marketing for Super Growth:Viralmomics 2020,Certification course,Udemy	23/04/2020

7.	Communication skills,CV,Interview,Business Letter ,Short term Certification course,Udemy	12/05.2020
8.	Professional technical writing ,Short term Certification course,Udemy	30/04/2020
9.	Public Speaking: Start Strong & engage any Audience, Certification course,Udemy	30/04/2020
10.	Public Speaking ,Short term Certification course,Udemy	21/04/2020
11.	Create a Memorable Brand name for your Business or Product, Certification course,Udemy	23/04/2020
12.	Content Marketing Strategy &techniques, One day Certification course,Udemy	24/04/2020
13.	Improve your English with Conversations and Quizzes, One day Certification course,Udemy	22/04/2020
14.	Complete Time Management Course raise Personal Productivity. Short Term Certification Course,Udemy	03/05/2020
15.	The Complete Personality Development Course,Udemy	22/04/2020
16.	Email Etiquettes	22/04/2020 to
17.	TCS ion Digital Hub Certification Course	05/05/2020
18.	Interview Skills	22/04/2020 to
19.	TCS ion Digital Hub Certification Course	05/05/2020
20.	The Complete certification course, Short term Certification course	22/04/2020
21.	NPTEL/SWAYAM online certification courses from Ministry of HRD, Govt. of India.,Interpersonal skills(8 Weeks)	July- Sep 2019
22.	NPTEL/SWAYAM online certification courses from Ministry of HRD, Govt. of India.,Marketing Management (8 Weeks)	July- Sep 2019
23.	NPTEL/SWAYAM AICTE approved FDP from Ministry of HRD, Govt. of India., Marketing Management (8 Weeks)	July- Sep 2019
24.	NPTEL/SWAYAM online certification courses from Ministry of HRD, Govt. of India.,Soft Skills (12 Weeks)	July- Oct 2019
25.	NPTEL/SWAYAM online certification courses from Ministry of HRD, Govt. of India.,Developing Interpersonal Skills and Personality (8 Weeks)	Aug-Oct 2019
26.	NPTEL/SWAYAM AICTE approved FDP from Ministry of HRD, Govt. of India., Interpersonal skills and Personality(8 Weeks)	Aug-Oct 2019
27.	NPTEL/SWAYAM online certification courses from Ministry of HRD, Govt. of India.,Soft Skills (12 Weeks)	July- Oct 2019
28.	NPTEL/SWAYAM online certification courses from Ministry of HRD, Govt. of India.,Train the Trainer (12 Weeks)	July- Oct 2019
29.	NPTEL/SWAYAM AICTE approved FDP from Ministry of HRD, Govt. of India., Train the Trainer (12 Weeks)	July- Oct 2019
30.	Google Digital Unlocked ‘The Fundamentals of Digital Marketing’ 40 hours	23/05/2020
31.	Common Wealth of Learning “Understanding Open Educational Resources”	04/05/2020

DECLARATION

I Dr. Archana Borde hereby declare that the information contained herein is true and correct to the best of my knowledge and belief.

Dr. Archana Borde
Pune, Maharashtra.