



Dr. MAMTA MISHRA
Professor, Department of Management Studies

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OVERVIEW:

Qualifications: Ph. D. (Mktg), MBA (Mktg), M.Sc. (Organic Chemistry)
Experience: Teaching -18+ years
Date of Joining STES: 12/04/2007
Skills and Proficiencies: Soft Skills NPTEL certified

SIGNIFICANT ACHIEVEMENTS:

- Appointed as Advisory Board Member at Vidyavardhini's College of Engineering and Technology, Vasai-Virar, Maharashtra
- Published book on Marketing Management
- Editor for Chapters of IIP Edited Book Series of Iterative International Publishers (IIP)
- Written chapter 'Corporate Social Responsibility and Sustainability' in the edited book Futuristic Trends in Management, IIP Proceedings, Vol. 2, Book 5, Part 1 by Iterative International Publishers Chikmagalur, India and Michigan, USA
- Syllabus setting for various subjects at SPPU

AREA OF EXPERTISE /RESEARCH INTERESTS:

Brand Management, Corporate Social Responsibilities
Retail Marketing, Integrated Marketing Communication

NUMBER OF STUDENTS GUIDED:

- PG – 204 , Ph.D. 2

RESEARCH PULICATIONS:

Publication Summary:

National: 15
International Journal: 07

FUNDED RESEARCH PROJECT:

- A study of effect of societal advertisements on middle class income group in Pune.

RESEARCH WORK:

PhD Research Work:

A study of buyer perception of readymade garments in Amravati'

- The main objective of the research work was knowing buyers' perception for readymade garments in Amravati city. The branded readymade garments were newly introduced in the city and so the main aim was to know about perception of people regarding marketing mix and other factors influencing the purchase decision.
- Through this work, few of the following objectives achieved were:
 1. Knowing purchase and spending habits and patterns of the buyers for readymade garments
 2. Identifying the factors like social references, motivational factors, media habits influencing the purchase decision
 3. Exploring the methods of brand leveraging like celebrity endorsers etc. and their roles in purchase decisions.
- Research work proved useful to the shop owners/ franchise in taking various steps to promote brands in the city. They also came to know the preferred expectations of the potential buyers and the methods they chose while buying

NOTABLE GUIDED PROJECTS:

Ph. D. projects:

- Service quality and customer loyalty of Demat account holders in selected banks and securities brokerage firms in Pune city: A comparative analysis
- A study of marketing efforts and business performance of selected processed food product manufacturers in Pune region.

PG Projects:

- A study of employee engagement activities leading to employee satisfaction at selected organizations in Pune.
- A study of strategies opted by hospitality providers to attract end customers at Pune.
- A study of factors responsible for customer preferences and role of brand with respect to Outlook magazine in Pune city.

RESOURCE PERSON TO INDUSTRY/ACADEMIA:

- Reviewer for the prominent journals
- Case Study Workshops for Marketing Management
- Chairman for Internship Project Viva

SUBJECTS TAUGHT:

- Basics of Marketing
- Marketing Management
- Corporate Social Responsibility and Sustainability
- Product and Brand Management
- Retail Marketing
- Integrated Marketing Communication
- International Marketing

- Management of Non-Profit Organization
- Soft Skills
- Employee Engagement
- Public Relations and Corporate Communications

CONFERENCES ATTENDED:

- SHE VENTURES, Women Entrepreneurship Summit- 2024, organized by Institution's Innovation Council at National Institute of Bank Management, Pune

FDP/STTP/SDP ATTENDED:

Completed FDPs under NPTEL Swayam

- Education for Sustainable Development
- New products and services
- Product and Brand Management
- Business English Communication
- Developing soft skills and personality
- Introduction to Cognitive Psychology
- Marketing Management
- Services Marketing: A Practical Approach

RESPONSIBILITIES HANDLED AT STES/SCOE/DEPT:

- Case Study Coordinator for Sinhgad Management Institutes
- HoD, Department of Management Studies, SCOE
- Chairman, Internal Complaints Committee
- Member- Grievance Redressal Committee
- Institute coordinator for Criteria 10 of NBA and Criteria 6 of NAAC

DECLARATION:

I hereby declare that all the above information furnished by me are true to the best of my knowledge.