

Prajakta Pradhan

Present position

- Assistant Professor at Deccan Education Society's Institute of Management Development & Research

Contact Details (Mention e-mail) -



prajakta.pradhan@despune.org

Work Experience

- Teaching: 15 years
- Research/Industrial: 7 years

Field of Specialization/Areas of Interests

Management & Retail Marketing, International Marketing, International Trade, EXIM, Shipping and Logistics,

Education

- **Master's in Marketing Management:** 2014
College: Institute of Management & Computer Studies
University: Pune University
- **Master of Arts- (Economics):** 2007
University: Pune University
- **Post Graduate Diploma in International Trade (2 Years):** 2007
College: Deccan Education Society's Institute of Management Development & Research
- **Bachelor of Arts- (Economics):** 2005
Fergusson College,
Pune University

Fellowship/Awards/ Certifications/Achievements/Recognitions

- NPTEL Online Certification in Management of New Products and Services conducted by IIT Kanpur
- Certificate course in Supply Chain Management: A learning perspective from Korea Advanced Institute of Science and Technology

- Certificate course in Marketing conducted by ICFAI University Pune
- Certificate course in German from Symbiosis Institute of Foreign Languages
- IBM digital Catalyst Explorer Award- Telecommunication Media and Entertainment Industry, Block Chain & Innovator Award Building Car Auction Application in Block Chain

Member of College Committees/ Professional Bodies and Others

College Level	Professional Bodies	Others
• External Paper Setting at Brihan Maharashtra College of Commerce	MCCIA PMA	1) Management Representative on Boards of Governors at Deccan Society's Technical Institute Pune 2) CDC Member at D.E.Society's Brijlal Jindal College of Physiotherapy 3) CDC Member at D.E.Society's Smt. Subhadra.K.Jindal College of Nursing 4) Local Management Committee Member at JRVGTI 5) CDC Member at Fergusson Centre for Higher Learning Renigunta, Tirupati 6) Management representative on various school committee's of DES and Central Committees of DES
•	<u>Director at IMDR Alumni Association</u>	
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Employment History

- 7) Organization : -Deccan Education Society's Institute of Management Development & Research
 Role : Assistant Professor
 Duration : 2023-till date

Responsibilities	○ In charge of the Compliance work at IMDR, this includes monitoring and adhering to the guidelines set up by AICTE and coordinating with DES Legal, Estate, HR and Finance Department for Compliance.
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	○ Coordinating and preparing material for the IMDR Advisory Committee ○ Responsible for the International Trade Elective, which includes revising and up-grading the curriculum, coordinating with the visiting faculty and mentoring students for placements. ○ Taking classes for International Marketing, EXIM, Transport Insurance, Economics of Foreign Trade, Commercial Geography and Introduction to Foreign Trade
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- 8) **Organization** : -Deccan Education Society's Jayashree Sharad Chandra Kothari Business School Mumbai,
Role : Assistant Professor
Duration : 2022-23

Responsibilities	○ In charge of the Compliance work, this includes monitoring and adhering to the guidelines set up by AICTE and coordinating with DES Legal, Estate, HR and Finance Department for Compliance. ○ Taking classes for Global Strategic Management, Competing in Global Markets, Commercial Geography and Introduction to Foreign Trade and EXIM
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- 9) **Organization** : -Deccan Education Society's Institute of Management Development & Research
Role : Assistant Professor
Duration : 2009-2022

Responsibilities	○ . In charge of the Compliance work at IMDR, this includes monitoring and adhering to the guidelines set up by AICTE and coordinating with DES Legal, Estate, HR and Finance Department for Compliance. ○ Responsible for the International Trade Elective, which includes revising and upgrading the curriculum, coordinating with the visiting faculty and mentoring students for placements. ○ Taking classes for International Marketing, Introduction to Foreign Trade, Self and Career Development, Commercial Geography, Theory of Communication and Communication Processes and Cases in Marketing Management.
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Organization : Punctual Services

Role : International Business Development Executive
Duration : 2007-2009

Responsibilities	• Defining the requirements received from clients. • Identifying new scope and global business development opportunities. • Establishing, maintaining and building current client and potential client relationships. • Market study, demand analysis & customer prospecting • Market intelligence, competitor analysis on technical specifications, price & promotion
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Research Publications in National and International Journals/Books and Magazines

1. Nagar, S., Pradhan P. (2022). Higher Education Student's outlook Towards Online Assessment: A Multivariate Analysis. Seybold Report, 17 (6). DOI: 10.5281/zenodo.6659579
2. Co-authored chapter on Scope and Growth Potential of Millets for the Book Millets Natures Nutri-Grain ISBN:978-8195073993
3. Co-authored an article on Expectations in March 2024 edition of Sampada Magazine ISSN 2455-2097 by Mahratta Chamber of Commerce, Industries, and Agriculture (MCCIA Pune)

Participation in Conferences/Seminars/Symposia/Workshop:

- Co-authored and presented a paper on Theoretical concepts in Functional Communication: Business Presentation in the International Conference for Interdisciplinary Social Sciences, Held in University of Split, Croatia in June 2015.
- FDP on blended learning - Learning to teach Online along with offline teaching conducted by Fore School of Management
- Faculty Development Program on Rubrics Designing, CO-PO Mapping and Attainments To Facilitate NAAC & NBA Accreditation Process on Friday, 16 September 2022 at SBPIM
- Workshop conducted by AICTE on Universal Human Values in Education-(English)

Additional skills/Activities

Trained for last 15 years in Behavioural Event Interview and Competency Mapping

Consultancy Services & Other Academic Assignments

- Conducted Faculty Development Program on Transferable Skills, Competencies and Crafting Vision 2030 at DES's Navin Chand Mehta Institute of Technology and Development, Dadar, Mumbai and DES Primary School English Medium, Tilak Road, Pune.
- Visiting Faculty at Fergusson College Pune for B. Voc Media Management and B. Voc Fashion Design. (Subjects taught Basics of Management and Fashion Marketing and Retailing)
- Visiting faculty at Brihan Maharashtra College of Commerce (BMCC) for BBA International Business and BMS E-Commerce and Logistics (Subjects taught Commercial Geography)

- Worked on 2 consecutive assignments for Imperial School of Banking and Finance as a consultant for AICTE regulatory compliance.
 1. For a turnkey project of starting a new technical institute for its PGDM program
 2. For increase in intake for the PGDM program

