



**Name :** Mrs Shubhada Mohan Kulkarni

**Qualification :**

<b>Sr. No</b>	<b>Name of Exam</b>	<b>Passing Year</b>	<b>University / Board</b>	<b>Percentage</b>
1	M Com	1991	<b>Pune University</b>	First Class
2	M B A	1983	IMDR, Pune	First Class
3	SET	1995		

**Core Area in Teaching:**

- Marketing, Communication Skills

**Research Interest:** Marketing ,Insurance ,HR, Entrepreneurship

**Other Activities:**

- \*Joint Secretary ,Executive Committee Member V V Public Library, Jalgaon
- \*Member Rotary International
- \*President-North Maharashtra University Chapter, AMMI –Association of Management of MBA/MMS Institutes
- \* Past President, IMR Unit, N-MUCTO
- \*Member Board Of Studies, NMU
- \*Expert Panel member for MBA GD/PI
- \*Trainer for soft-skills, personality development and Entrepreneurship Development
- \*Organised many national level seminars, conferences, workshops and FDP
- \*Attended many national level conferences and seminars

- \*Completed Marketing Faculty Consortium held at IMDR (Pune) by North American Society for Marketing Education in India between June 11 To 13,1997
- \*AICTE Sponsor Induction, Training Programme for teachers in Management Education NMIMS, Mumbai. Nov. 30 1998 to December 19 1998.
- \* National cases writing workshop organized by prestige Institute of management & research Indore, with AIMS between Nov 29-Dec1, 2001.
- \*Refresher Course in Commerce at Chintamanrao College of Commerce Sangali, University of Pune from 15 Nov 2002 to 5 Dec 2002
- \*Faculty Development Programme on Emerging trends in Business Leadership Sponsored by AICTE and Conducted by Institute of Manipal from January 20 to Jan 24 2003.
- \*Management Development Programme at IIM, Lucknow by Strategic Management Forum as foundation course for management teachers. March 15-20, 2004.
- \*Management teacher's programme on 'International Business Strategy' at IIFT, Delhi by Strategic Management Forum and AICTE, Dec 26-30, 2006
- \*Executive Development Programme organized by AICP, Pune from 21-26 May, 2007
- \*Executive Education Programme on ' Strategic Human Resource Management' at IIM-Bangalore, by Strategic management Forum and AICTE, Oct. 1-6, 2007
- \* QIP on 'Emerging Trends in Research and Teaching Marketing' at MDI Gurgaon, sponsored by AICTE, March 16-26,2010.

### **Membership of Professional Bodies (if any):**

- 1.Indian Commerce Association-Life Member
- 2.National Institute Of Personnel Management- Life Member
- 3.Commerce and Management Institute-Life member

### **Conferences**

**International Level:8**

**National Level:12**

## **International Level :8**

1. Shubhada Kulkarni, 2007 on “Talent Management- A Roadmap to Success” at International Conference on Talent Management- Challenges and Opportunities in Global Arena, organized by GLA Group of Institutions, during Nov.17-19, 2007, Mathura.

2.Shubhada Kulkarni, 2008 on “Retailing: The Indian Version” at 8<sup>th</sup> International Conference on Emerging Issues in Accounting, Information Technology, Business and Management organized by The Research Development Association and The Rajasthan Chamber of Commerce and Industry, during Jan 5-6, 2008, Jaipur.

3.Shubhada Kulkarni, 2008 on ‘The new Global Order: Challenges and Opportunities for Entrepreneurship’ at International conference on “Changing Face of Emerging India and Its Impact on The New Global Order”, organized by Abeda Inamdar Senior College Of Arts Science and Commerce, , on 15-17 Dec., 2008, Pune.

4.Shubhada Kulkarni, 2009 on ‘Economic Meltdown- an opportunity for innovations’ at International conference on “ Ongoing Research in Management and IT” by ASM Group of Institutions on 14-15 March 2009 , Pune.

5.Shubhada Kulkarni,2010 on ‘White revolution and its role in food Security in India’ at International conference on “Global Food Security:Concern realities & remedies” organized by NMU and Ceytis University Mexico, on 28-29 Jan 2010, Jalgaon.

6.Shubhada Kulkarni, 2010 on ‘Employee Retention-Challenges for HRM’ at INCON-V-2010,on “Ongoing Researches and Emerging Perspectives in the Spheres of Management and Technology Sector” organised by ASM and CETYS on 13-14 March 2010,Pune

7. Shubhada Kulkarni, 2010 on ‘Jalgaon Janata Sahakari Bank: Self Help Groups- A Case study’ on ICDCM organised by XIMB,on14-16 Dec. 2010, Bhubaneshwar

8. Shubhada Kulkarni, 2010 on ‘Role of Self Help Groups in Developing Entrepreneurship in Women’ on “The Myths and Realities Of India

Advantage” organised by Symbiosis Institute of Management Studies, on 17-18 Dec. 2010, Pune

### **National Level : 12**

1. Shubhada Kulkarni, 2002, on ‘Human Resource Management-Past, Present and Future’ at National Seminar on “Information Technology Revolution and Human Resource Management” Organized by Department of Management studies, Vidyabharti Mahavidyalaya, during Jan 11-12, 2002, Amaravati.

2. Shubhada Kulkarni, 2003, on “Modern Indian organization; The Human Perspective” at 56th All India Commerce Conference organized by North Maharashtra University, during Dec 25-27, 2003, Jalgaon.

3. Shubhada Kulkarni, 2005 On “Corporate Social Responsibility: An Investment for Future” at 8<sup>th</sup> Annual Convention of Strategic Management Forum of India at IIFM, on 9<sup>th</sup> may 2005, Bhopal.

4. Shubhada Kulkarni , 2005 on “Marketing Innovation: A Paradigm Shift” at 58th All India Commerce conference organized by faculty of commerce & Management Studies, Mahatma Gandhi, Kashi Vidyapeeth, during Dec 27-29, 2005, Varanasi.

5. Shubhada Kulkarni, 2007 on “Retailing Perspectives: Challenges and Opportunities” at 60<sup>th</sup> All India Commerce Conference organized by Dept. of Commerce, Osmania University, , during Dec 27-29, 2007, Hyderabad.

6. Shubhada Kulkarni, 2008 on ‘Human resource management in service sector’ at National conference on ‘Emerging Trends in Service Sector’ organized by Z B Patil College, on 24-25<sup>th</sup> Nov., 2008, Dhule.

7. Shubhada Kulkarni, 2009 on ‘Infrastructure Development. in India Issues and challenges: Human Resource -A key element’ at National Conference on “Infrastructure Development in India Issues and challenges” organized by Veer Narmad South Gujrat University, on 26-27 June 2009, Surat.

8. Shubhada Kulkarni, 2010 on 'Bancassurance –JJSB Case Study' at National Conference on “ Emerging Vista of Technology in 21st Century “ organized by Parul Institute of Engg. & Technology, on 11-12 Sep. 2010, Vadodara.

9. Shubhada Kulkarni, 2010 on 'Learning and Developing Organisation' at National Conference on “ Managing strategies for Sustainable Competitive Advantage-Vision and Challenges” organized by G H Raison Institute, on 22-23 Jan 2010, Jalgaon

10. Shubhada Kulkarni, 2010 on 'Post Offices in New Avtar' at National Conference on “Recent trends in Commerce Management & Information Technology” organized by Dayanand College, on 29-30 Jan 2010, Latur.

11. Shubhada Kulkarni, 2010 on 'Strategic Intent: Beginning of the road ahead' at National Conference on “Strategic Management : National and Global Perspectives” organized by Institute of Public Enterprises, on 24-25 June 2010, Hyderabad

12. Shubhada Kulkarni, 2010 on “ Agritourism: Hope for Rural India” at 63<sup>rd</sup> All India Commerce Conference organized by Dept of Commerce Goa University on 1-3 October, 2010.

### **Publications (Journals & books) :10**

\*Shubhada Kulkarni, Mala Srivastava, Smriti Johri, Smriti Jain, 2003, Dilemma of Multibranding, Cases in Management : Glimpses of Indian Situations, PIMR Monograph Series 009/2003, Prestige Institute of Management and Research, Indore, Pages 88-91

\*Shubhada Kulkarni, 2008, Unit-3 Application letters, Unit-4 Report writing, Business Communication, MBA Distance Mode, Centre for Distance Education, Shivaji University, Kolhapur, Pages 67-92.

\*Shubhada Kulkarni, 2008, The new Global Order: Challenges and Opportunities for Entrepreneurship, Changing Face of Emerging India and Its Impact on The New Global Order, by Abeda Inamdar Senior College Of Arts Science and Commerce, Pune, Volume I, Pages 76-82.

- \*Shubhada Kulkarni, 2009, Study of Buying Behaviour of Women Policyholders in Jalgaon City, Jidnyasa Reseach Journal, Pune, Vol 3 Feb 2009, Pages 44-55.
- \*Shubhada Kulkarni, 2010, Learning and Developing Organisation, Managing Strategies for Sustainable Competitive Advantage-Vision and Challenges, G H Raisoni Institute of Information Technology, Jalgaon and SGR Publications Pvt Ltd, Nagpur, Pages 29-38.
- \*Shubhada Kulkarni, 2010, Post Offices in New Avtar, Recent trends in Commerce Management & Information Technology, Vidyabharti Prakashan, Latur, Pages 62-70.
- \*Shubhada Kulkarni, 2010‘Strategic Intent: Beginning of the road ahead’, Strategic Management: National and Global Perspectives, 2010, Excel India Publishers, Delhi , Pages 303-317
- \*Shubhada Kulkarni, 2010, ‘White Revolution: need of the hour’, Cosmos. Bi Annual Journal, M C E Society’s Abeda Inamdar Senior Arts, Science & Commerce College, Pune, Pages 52-58
- \* Shubhada Kulkarni, 2010,Talent management: A road map to success, Talent Management in India, Atlantic Publishers and Distributors, New Delhi, 2009, Pages 273-283
- \* Shubhada Kulkarni, 2010, Role of Self Help Groups in Developing Entrepreneurship in Women,’ The Myths and Realities of India Advantage, Excel Books, pages 133-141

(S.M. Kulkarni)