



**NAME:** Yogesh D Mahajan

**EDUCATION:**

- May 2002 M.B.A(Marketing) From N.M.U,Jalgaon with First Class (60.86%)
- May 1997 Bachelor Of Engineer (B.E. Mechanical) From Pune University with First Class(60.00%)
- March 1993 H.S.C form Pune Board with 73.50%.
- March 1991 S.S.C from Pune Board with 65.42%.

**WORK EXPERIENCE:**

**1) Mar 2008–till date**

Organization : KCES Institute of Management and Research, Jalgaon  
Designation – Associate Professor in Management (University Approved)  
Role and responsibility:

Teaching various subjects of Management  
Guiding students in their project work.  
Doing research in Marketing and Retailing in India

**2) Mar 2004–Feb 2008**

Organization : Godavari Institute of Management and Research,Jalgaon  
Designation – Assistant Professor in Marketing Management (University Approved)  
and Deputy Director

**Role and responsibility:**

Teaching various subjects of Management  
Guiding students in their project work.  
Doing research on Rural Marketing and Retailing in India

**2)Oct 2002-Feb 2004**

Organization: C.G marketing Pvt Ltd,Pune  
Designation – Sales Executive  
C.G marketing Pvt Ltd,Pune is Maharashtra Level Distributors for Procter & Gamble Limited.

## **Role and Responsibility:**

Responsible for the sales and promotion of P&G products like Ariel,Tide,Pantene,Vicks,Whisper in Pune city area.

Finding new customers and maintaining the relationship with them.

To arrange promotional activities in the sales territory.

Preparation of daily,monthly sales reports

Coordinating between the Distributor and the retailers

### **3)May 2002 – Oct 2002**

Organization : Wipro Consumer Care Ltd

Designation – Sales Executive

Wipro Consumer Care Ltd, is one of the leading company in the field of Fast moving Consumer Goods in India

## **Role and responsibility:**

Responsible for the sales and promotion of Wipro products like Santoor soap,Santoor Talc,Wipro Baby Products in Pune city area.

Finding new customers and maintaining the relationship with them.

To arrange promotional activities in the sales territory.

Preparation of daily,monthly sales reports

Coordinating between the Distributor and the retailers

### **4)Aug 1998– April 1999**

Organization : Shri SureshDada Jain Polytechnic,Jalgaon

Designation – Lecturer in Mechanical Engineering.

Role and responsibility:

Teaching various subjects of Mechanical Engineering

Guiding students in their project work.

**Computer Knowledge:** 1)MS Office  
2)Windows XP  
2)Internet

## **Core Area in Teaching:**

- Management and Marketing

**Research Interest:** Marketing

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

- Commerce and Management Association, Jalgaon

## **Conferences**

**International Level:2**

**National Level:2**

**State Level (Poster Presentation) :**

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

1. Author name : Prof. Yogesh Mahajan  
Year of conference : 2008  
Name of the paper : Growth of Rural malls in India  
Name of the conference : Managing strategies for sustainable competitive advantages, vision & challenges (National conference)  
Date : 22nd & 23rd January, 2008  
City : Jalgaon  
ISBN No:- 978-81-909936- 09
2. Author name : Prof. Yogesh Mahajan  
Year of conference : 2009  
Name of the paper : Study of management education in North Maharashtra region  
Name of the conference : Global Recession- Opportunities and Challenges (International Conference)  
Date : 25th & 26th March, 2009  
City : Pune  
Isbn No.- 978-81-8488-279-7
3. Author name : Prof. Yogesh Mahajan  
Year of conference : 2010  
Name of the paper : Importance of GM food in food security of India  
Name of the conference : Global Food Security: Concern realities & remedies (International Conference)  
Date : 28th & 29th January, 2010  
City : Jalgaon  
ISBN No.: 978-81-8488- 689-4

## **PERSONAL INFORMATION :**

Address : 5,housing society,behind district court,Jalgaon  
Ph-(0257)2221127 Mobile:9890849127  
Date of Birth : April 19, 1976  
Marital Status : Married  
Languages Known : English, Hindi, Marathi.

(Yogesh Mahajan)

