

CURRICULUM VITAE



Dr. Tejasvini Alok Paralkar.

B.Tech (Cos), MBA (Finance & Marketing), M.Com, PGDIBO, PGDIPR, Ph.D

Dr. Tejasvini Alok Paralkar

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Objective:

I Render my services and skills to the best of my abilities and utilize every opportunity to contribute to the growth and excel of an Institution, Demonstrating a commitment to continuous learning and professional development to stay up-to-date with the latest trends and research in management. Pursuing external funding opportunities to support research and teaching activities. Establishing a reputation as a thought leader and respected expert in the field of management through presentations and keynote speeches. I would like to Mentoring and advise a diverse community of students to help them become successful managers and leaders who make positive contributions to society.

Professional Experience:

- **Duration** : 14 Years.
- **Present Position** : Assistant Professor
- **Currently Working with** : Symbiosis Centre For Management Studies, Nagpur
Campus, Symbiosis International (Deemed University),
Pune.
- **Worked with Institution** :
 - 1) Shri. Ramdeobaba College of Engineering & Management, Nagpur.
 - 2) G.H. Raison Institute of Engineering & Technology, Nagpur.
 - 3) Datta Meghe Institute Management Studies (DMIMS), Nagpur.
 - 4) Prof. Ram Meghe Institute of Technology & Research, Department of Management Studies (MBA) Badnera, Amravati.
 - 5) Sipna College of Engineering & Technology, Department of Management Studies (MBA), Amravati.
 - 6) Department Of Business Administration & Management, Sant Gadge Baba Amravati University, Amravati.
- **Overall Teaching Experience** : 14 Years of teaching in Post-Graduation (MBA)
- **Subject Teaching** : Marketing Management, Consumer Behavior, Commercial Banking in India, Principles of Management, Wealth Management, Financial Derivatives, Sales Promotion.

- **Research Area Interest** : Finance, Marketing, Consumer Behaviour, Marketing Communication, Brand Management.
- **Research Guide** : **Ph.D. Supervisor**

Educational Profile:

- **Ph.D. Awarded** from Sant Gadge Baba Amravati University, Amravati in Subject of **Finance** under the faculty of **Commerce on 28th November 2019** **Notification No. SGBAU/Ph.D./COMM/ 6896/2015 w.e.f. 15.7.2014 File 6896**(In accordance with UGC Minimum Standard and Procedure for the award of Ph.D. Degree Regulation 2009)
- **PGDIPR passed with 63.18%** from Indira Gandhi National Open University, New Delhi.
- **M.Com Passed with 63%** from Indira Gandhi National Open University, New Delhi
- **PGDIBO Passed with 63.33%** from Indira Gandhi National Open University, New Delhi.
- **MBA passed with 66.33%** aggregate with dual specialization in Financial & Marketing Management from Sant Gadge Baba Amravati University in 2008.
- **B.Tech (Cosmetics)** passed with 65.20% from Sant Gadge Baba Amravati University in 2006.
- **H.S.S.C.** From Maharashtra State Board, Amravati in 2001.
- **S.S.C.** From Maharashtra State Board, Amravati in 1999.

Details of the Ph.D.:

- **Ph.D. Registration Number:** **SGBAU/Ph.D./COMM/ 6896/2015 w.e.f. 15.7.2014 File 6896.**
- **Ph.D. Awarded:** 28th November 2019.
- **Ph.D. Guide:** Dr. Mahesh C. Dabre Assistant Professor, Smt. L. R. T. College of Commerce, Akola (Maharashtra).
- **Ph.D. Topic:** A Study of Effect of Macroeconomic Variables on Investments in Indian Stock Market (With Special Reference To BSE SENSEX)
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Ph.D. Supervisor:

- Ph.D. Supervisor for Management at Symbiosis International (Deemed University) Pune. **SIU/SCRI/RRC/FoMGT/2023-24(2)/ 117801 Ph.D.**

Duties Performed and Roles and responsibilities-(Other Than Academics)

- **Faculty In -Charge for Corporate Relation Cell (Training & Placement),** SCMS Nagpur.
- **Faculty In-Charge NAAC Criteria 3:** Research, Innovation and Extension.

- **Faculty In-Charge** for International Cell, SCMS Nagpur.
- **Expert/Panelist** for conducting **Demo Session** for new faculties on 17th April 2024.
- **Expert/Panelist** for conducting **Personal Interviews (PI)** for Admissions of BBA Batch 2024-2025 from 11th June 2024 to 16th June 2024.
- **Appointed as a Chairman for Vigilance Squad** at Symbiosis Law School (SLS), Nagpur from 07/05/2024 to 31/05/2024.
- **Conducted an Enrichment Seminar** for Teaching & Non-Teaching staff members on the topic “Crypto-Currency: Web 3.0” on 25th April 2024.
- **Expert/Judge for Cross Cultural Management** Course Activity.
- **Board of Studies Member in Master of Business Administration** at Prof Ram Meghe Institute of Technology and Research, Badnera-Amravati (Maharashtra).

Duties Performed and Roles and Responsibilities (Academics)

- **As Evaluator** for Final Exam of BBA.
- Departmental Examination Committee Member in the Department of Management Technology, Shri Ramdeobaba College of Engineering and Management, Nagpur from the year August 2023-March 2024.
- Worked as a University Examination Paper setter and Moderator for Business Management (MBA) at PG level at Sant Gadge Baba Amravati University, Datta Meghe Institute of Management Studies, Nagpur & G.H.Raisoni Institute of Engineering & Technology Nagpur & Shri Ramdeobaba College of Engineering and Management, Nagpur.

Books Published:

- **Principles of Research Methodology: Tools And Techniques** For MBA, BBA From July 2024 onwards (Mittal Publications) ISBN: 978-81-19291-89-2.
- **Behavioral Finance and Its Impact on Digital Marketing** For MBA SEM-3 From 2023-2024 onwards (Iterative International Publishers) ISBN: 978-93-5747-148-0.
- **Financial Marketing Using “R”** For MBA SEM-3 From 2023-2024 Onwards (Perfect Writer Publication) ISBN: 978-81-962534-8-6.
- **HRM for Marketing SEM-2** from 2023-2034 Onwards (PHOENIX International Publication House).

Intellectual Development:

- **UK Patent Filled:** Title-Dynamic Workplace Planning For Strategic Human Resource Allocation in the Month July 2024.
- **Indian Patent Filled:** Title-A Block-chain System for Transparent Supply Chain Management in the Month July 2024.
- Certificate of Registration of **Patent Design** on “**IOT Based Voice Controlled Wheel chair**” Design No.374981-001on 02/12/2022.

- **Patent published** on “System for Implementing a Design for Six Sigma Process in Manufacturing Industry.” Application No.202221016692 in the Year 2022.
- **Copyright Certification** (Government of India) on title of work “**A Model of Stress At Workplace**” dated 28/1/2022.
- **Copyright Certification** (Government of India) on title of work-“**Fixed Income Securities Valuation**”dated31/3/2021.
- **Copyright Certification** (Government of India) on title of work-“**Flow chart Inventory Control at Manufacturing Organization**”dated7/11/19.
- **Certification of Swayam Free online Education** (Ministry of Human Resource Development, Govt. of India)on **Consumer Buyer Behavior** (November 2019).
- Attended Two day Work shop on “**Institutional Quality Assurance through NBA NAAC Accreditation.**”
- Attended One Day Work shop on “**Research Opportunities in accordance with SGBAU Ordinance 1 of 2016**”.
- Attended Workshop on **Case Method of Study (A Learning Method for Business Education)** Held at Amravati, On February 04,2015
- Attended **Quality Standardization of Dissertation in MBA Programme for Business Management Teachers**, Held At Amravati, February 14, 2014.

Research Paper Publications: SCOPUS INDEXED/WOS/ABDC

- **Adheer A. Goyal, Dr. S Md Shakir Ali, Dr. Meena Sharma, Dr. Indu Majumdar, Swati A. Goyal, Dr. Shriram Joshi And Dr. Tejasvini Paralkar (2024):** THE INFLUENCE OF DIGITIZATION ON TALENT ACQUISITION AND RETENTION STRATEGIES, Accountancy Business and the Public Interest, Special Issue Theme 1 June 2024 ISSN: 1745-7718, (ABDC) <https://abpi.uk/index.php/special-issue-june-2024/>
- **Tejasvini Alok Paralkar, Adheer A. Goyal, Mustafizul Haque, Neha Ramteke, Kamal Upreti & Samiksha Shukla (2024) :** New Paradigm of Marketing-Financial Integration Modelling for Business Performance: An IMC Model. In: Shaw, R.N., Siano, P., Makhilef, S., Ghosh, A., Shimi, S.L. (eds) Innovations in Electrical and Electronic Engineering. ICEEE 2023. Lecture Notes in Electrical Engineering, vol 1115. Springer, Singapore. https://doi.org/10.1007/978-981-99-8661-3_12
- **Kagalkar, S., Agashe, A., Paralkar, T. A., Deogaonkar, A., & Bhutda, P. (2023).** Narrative Synthesis of the Economic Impact of Agricultural Supply Chain and Distribution Networks on Output. Journal of Law and Sustainable Development, 11(2), e643. <https://doi.org/10.55908/sdgs.v11i2.643>
- **Khokhar, M. S., Agashe, A., Deogaonkar, A., Paralkar, T. A., & Joshi, R. (2023).** Ethical Leadership and Corporate Social Responsibility in Diversified Business Groups: a Conceptual Model of Asian and Latin America. Journal of Law and Sustainable Development, 11(10), e1850. <https://doi.org/10.55908/sdgs.v11i10.1850>

Research Papers in International & National Conferences:

International Conferences:

- Attended and Presented research paper in online International Conference “21st Science Council of Asia Conference on **“Science, Technology & Social Science Research by ICSSR: Together for Better World”** from 15th March 2022 to 17th March 2022.
- Attended and Presented research paper on topic **“Macroeconomic Factors Do Influence On Investments-Indian Stock Market Perspective”** in International Conference on “Business Remodeling: Exploring New Initiatives in Key Business Functions” organized on 23rd & 24th February 2018 at Tirpude Institute of Management Education, Nagpur.
- Attended and Presented research paper on topic **“A Study Of Effect of Gold Prices on Investment In BSE Sensex (From Period Dec 2014-Dec 2015)”** At International Conference on Development in Commerce, Economics, Engineering, Management, Science & Healthcare Held on January 2016, DIMR, Pune.
- Attended and Presented research paper on topic **A Study of Correlation between Indian Inflation Rate and BSE SENSEX** at International Conference, Crescent 2016 “Make in India”.
- Attended and Presented research paper on topic **“Information Technology In Support Of Research: Present Trends, Future Potentials & Impediments”**.-At International Conference on Research In Behavioral Sciences, The Road Ahead 2013.

National Conferences:

- Attended and Presented research paper on topic **“A Study of Effects of Gross Domestic Product and Balance Of Payments as Macroeconomic Variables on Bombay Stock Exchange”** in Vidya Bharti International Interdisciplinary Research Journal Presented a Paper during the National Conference on “Smart India Vision 2020- Innovations in Management Studies”.
- Attended and Presented research paper on topic **“Retail Banking Industry- A New Face of Banking Industry”** At National Conference, Bliss 2014 “New Enlightened Path for Blissful Organization”.

Journals:

- Research paper published on topic **“Reserve Bank of India’s Monetary Policy Impact on Indian Stock Market- A Study”** in Journal of Emerging Technologies and Innovative Research (JETIR) in Volume 6, Issue 4, October 2019 with ISSN: 2349-5162.
- Research paper published on topic **“Economic Empowerment of Women by Self Help Groups Through Micro Credit-A Study”** in Journal of Emerging Technologies and Innovative Research (JETIR) in Volume 6, Issue 4, April 2019 with ISSN: 2349-5162.
- Research paper published on topic **“Liquidity Risk Management in Selected PSU’s And Private Sector Banks -A Study”** in Journal of Emerging Technologies and Innovative Research (JETIR) in Volume 6, Issue 4, April 2019 with ISSN: 2349-5162.

GUEST LECTURES/ WORKSHOPS /SEMINARS/ WEBINARS/FDP/ RESOURCE PERSON:

- **Participated & completed** successfully AICTE Training And Learning (ATAL) Academy Blended/Hybrid FDP on "Frugal Innovation and Rural Entrepreneurship" from 11-07-2022 to 18-07-2022 at Department of Management Technology, Shri. Ramdeobaba College of Engineering & Management, Nagpur. (Maharashtra)

- As **Evaluator** for Presentations presented by **MPSC Cleared Government Probationary Officers (Grade-B)** at **Vanamati Training Centre, Nagpur** on 7th Oct 2022.
- Delivered Guest Lecture as **Resource Person** on **“Understanding & Managing Cross Cultural Issues in Organization Including Inclusiveness”** for **MPSC Cleared Government Probationary Officers (Grade B)** at **Vanamati Training Centre, Nagpur** on 3rd Oct 2022.
- Attended National Level Workshop on “Innovative Technologies to Improve Quality of Teaching & Learning” from 4th April 2022 to 6th April 2022 organized by G H Raisonni Institute of Engineering & Technology, Nagpur.
- Attended one day workshop on “National Intellectual Property Awareness Mission” Dated 22th February 2022 organized by Intellectual Property Office, India.
- Attended one day workshop on “National Intellectual Property Awareness Mission” Dated 12th January 2022 organized by Intellectual Property Office, India.
- Attended one day workshop on “NPTEL E-Awareness Workshop” dated 12 January 2022 organized by NPTEL Team, Indian Institute of Technology (IIT), Madras-India.
- Attended one day workshop on “NPTEL E-Awareness Workshop” dated 31st August 2021 organized by NPTEL Team, Indian Institute of Technology (IIT), Madras-India.
- Attended one day workshop on “NPTEL E-Awareness Workshop” dated 18th August 2021 organized by NPTEL Team, Indian Institute of Technology (IIT), Madras-India.
- Attended AICTE Training And Learning (ATAL) Academy Online Elementary FDP on "Project Thrive- Leadership Excellence" from 09th Aug 2021 to 13th Aug 2021 organized by Indian Institute of Management (IIM), Amritsar (Punjab).
- Attended FDP on “Confluence of Revised Guidelines of IQAC–NAAC to AUTONOMY” from 29th June to 3rd July, 2021 organized by Brihan Maharashtra College of Commerce (Autonomous), Pune (BMCC– IQAC and RUSA).
- Attended “NPTEL E-Awareness Workshop-For Faculty” dated 21st May 2021 organized by NPTEL Team, Indian Institute of Technology (IIT), Madras-India.
- Attended “NPTEL E-Awareness Workshop-For Faculty” dated 18th January 2021 organized by NPTEL Team, Indian Institute of Technology (IIT), Madras-India.
- Attended One Day Webinar on “New Education Policy - The New Avenues & the Roadblocks” dated 5th Dec 2020 Organized by Sadabai Raisonni Women’s College, Nagpur.
- Attended One Day Webinar on “Research Proposal Writing” dated 10th November 2020 Organized by G.H. Raisonni Institute of Engineering & Technology, Nagpur.
- Attended FDP on Research Methodology from 27th Oct - 31st Oct 2020 organized by GHRCE in association with ISTE New Delhi.
- Attended Online Faculty Development Program on **Moodle Learning Management System**” from 25th May 2020 to 30th May 2020 organized by **Department of Management Studies, JD College of Engineering and Management in Association with Spoken Tutorial, IIT Bombay.**
- Attended One Day National Level Webinar on “Stress Release Management in Covid Crisis” on 18th

May 2020 organized by L.R.T. College of Commerce, Akola.

- Attended One Day Virtual Workshop on “Virtual Classroom Management (Teacher Enrichment Series)” on 12th May 2020 organized by Alert Knowledge Services, AKS Worldwide Ltd.
- Attended AICTE sponsored 6 days STTP on “Research Methodology & Data Analysis” Conducted from 15th July- 20th July 2019 at Datta Meghe Institute of Management Studies, Nagpur.
- As an Expert of the Guest Lecture Organized by Dhyan Prabodhini, SGBAU Road, Amravati for vocational faculties from Vidharbha region on the topic “Meaning, Need and Tactics to Build Effective Organization” on 15th February 2019.
- As an Expert of the Guest Lecture Organized by Dhyan Prabodhini, SGBAU Road, Amravati for vocational faculties from Vidharbha region on the topic “Meaning, Need and Tactics to Build Effective Organization” on 15th February 2019.
- As a Resource Person in a Workshop Organized by Department of Electrical Engineering at Prof. Ram Meghe College of Engineering & Management, Badnera-Amravati; on “Inclusive Learning Through GD & PI” from 4th January 2018 to 6th January 2018.
- As a Guest Speaker in the Seminar Organized by Department of Commerce & Placement Cell of Mahatma Jyotiba Fule Mahavidyalaya, Amravati on “Career Counseling” on 10th January 2017.
- As an Expert to guide, support, assistance and execute the Group Discussion Session provided during Mock Recruitment Process on 17th March 2017 specially designed for TAL, Nagpur’s Campus drive at Department of Mechanical Engineering, Prof. Ram Meghe Institute of Technology & Research, Badnera- Amravati.

An Articles Published in Various Newspapers:

- “MBA CET 2019 Preparation” in Dainik Hindustan Newspaper Dated 31st January 2019.
- “MBA CET 2019 Preparation” in Janamadhyam Newspaper Dated 30th January 2019.
- “How to Select MBA Specialization” an article published in Tarun Bharat Newspaper, Dated 19th April 2018.
- 26th April 2018 & 3rd May 2018 in Part 1, Part 2, Part 3 respectively.
- “MBA CET 2018 Preparation” in Dainik Hindustan Amravati Newspaper Dated 6th March 2018.
- “MBA CET 2018 Preparation” in Janamadhyam Newspaper Dated 7th March 2018.
- “How to Select MBA Specialization” in Janamdyam, Deshonnati Dainik Hindustan, Amravati. On 11th July 2017.

Lifetime Membership:

Indian Society for Technical Education (ISTE).

Personal Skills:

- Ability to learn new concepts quickly and concisely.

- Hard work with planning & management.
- Ability to learn and interact with situations.

Areas of Interest:

- Teaching
- Financial Management, Marketing Management, Consumer Behaviour, Retail, Integrated Marketing Communication.
- Research, HRM
- Project Management.
- Commerce

References:

S.N	Full Name	Institutional Affiliation	Designation	Address	Contact No.	Email
1	Dr. Chandan Vichoray	School of Management, Ramdeobaba University, Nagpur.	Director	School of Management, Ramdeobaba University, Gittikhadan Katol Road, Nagpur (MH)-440013	7588800073	vichorayc@rkne.c.edu
2	Dr. Deepak Chacharkar	Department of Business Administration & Management, Sant Gadge Baba Amravati University, Amravati.	Head of Department (MBA)	Department of Business Administration & Management, Sant Gadge Baba Amravati University, Amravati (MH)-444601.	8999053570	chacharkar@rediffmail.com

Personal Profile:

Date of Birth : 17th January 1984.
Sex : Female
Religion : Hindu
Cast Category : General
Marital Status : Married
Father's Name : Late. Laxmikant Khadatkar
Permanent address : C/o Shrikar Kapuskar, Flat No.104, B-Wing, Jayanti Mansion-6, Besa Road, Nagpur- 440037.
Languages are known : English, Hindi, and Marathi.

Declaration:

I hereby declare that the information given above is true to the best of my knowledge.

Date: 27/07/2024

Place: Nagpur

Dr. Tejasvini Alok Paralkar