

# CURRICULUM VITAE



## **Dr. Sanjay Dharmadhikari**

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## **PRESENT ASSIGNMENT**

- ❖ **DIRECTOR:** Dr. Vithalrao Vikhe Patil Foundation's Institute of Business Management & Rural Development, Viladghat, Ahmednagar from February 2021 till to date (Approved as per 7<sup>th</sup> Pay Scale)

## **MILESTONES ACHIEVED IN ACADEMICS:**

- ❖ **DEAN:** ASM's- Institute of Business Management and Research, Pune, Since from 2<sup>nd</sup> December, 2019 till 31<sup>st</sup> January 2021.
- ❖ **DIRECTOR:** Dr.D.Y.Patil Institute of Management and Entrepreneur Development, Varale Campus. (A.Y. 2016 – 2018 ) and was on Lean till May 2020
- ❖ **DIRECTOR:** D.Y.Patil Institute of Management Talegaon Pune, since from March 2011 till June 2016 Handling the Overall Administration.
- ❖ **DIRECTOR:** D.Y.Patil institute of Management and Research Pimpri Pune. Since from Feb 2010 till March 2011. Handling the Overall Administration.
- ❖ **DIRECTOR:** Trinity Institute of Management and Research Pune. Since from May 2008 till Nov 2009.Handling the Overall Administration.
- ❖ **DIRECTOR:** D.Y.Patil school of Business Management Akurdi handling the overall administration of the institute. (Jan 2007 till May 2008)

## **POSITIONS HELD AT UNIVERSITY LEVEL**

- ❖ Member of “**ACADEMIC COUNCIL**” (Management faculty)

- ❖ Member Board of studies (Management faculty)
- ❖ Academic Consultant SOL, SPPU Pune
- ❖ Member of Lapses Committee constituted by the Hon. Vice Chancellor.
- ❖ Member unfair means and copy cases for Management, Commerce and Law, 2014 onwards.
- ❖ Member board of studies in Foreign Trade from October 2010 to September 2012.
- ❖ Member of 32(5) from 2010 to 2012.
- ❖ Member and Chairman of LIC Committees constituted by the Hon. Vice Chancellor.
- ❖ Chairman and paper setter for MBA and MMM program-SPPU Exam.
- ❖ PhD Guide in Marketing Management and Organization Management.

## **PROFESSIONAL PROFILE**

### **Overall Enriched Experience of More Than 30 Years in Academics and in Industry**

- ❖ Experience working with top Management / Principals / Head of Departments and successfully improved learning outcomes and department culture
- ❖ Handled overall administration of NAAC
- ❖ Experience setting up strong team culture enabling improvements in outcomes
- ❖ Over 20 years of experience in Sales & Marketing and the initial 4 years in Production.
- ❖ Expertise in setting up business operations, Profit center operations, retail networks. Have handled brand/product promotion and channel management
- ❖ Experience in overseeing entire business operations encompassing marketing, channel management, supply chain management, market/competition analysis, and people management
- ❖ Experience handling reputed brands such as M-Seal, Rasoi Magic Gravy Mix and Top Gloss at a National level
- ❖ Strong analytical/ organizational abilities combined with skills to plan & implement novel ideas at a national scales

## **CHIEF TASKS HANDLED**

- ❖ **Key Account Management:** Interfacing with clients to understand their requirements & devising viable solutions. Collating feedback from clients to identify areas of improvement in the service level
- ❖ **Product Launches & Brand Promotion:** Devising & implementing pre & post marketing activities for successful launching of new products. Managing products and developing markets for the same.
- ❖ **Channel Sales Management:** Developing and appointing new business partners to expand product reach in the market and mentoring the sales team (in house & dealer) for effective functioning & accomplishment of individual & team goals.
- ❖ **Marketing Support:** Formulating & implementing communication strategy & education programs to disseminate correct use technology

### **MILESTONES ACHIEVED IN INDUSTRY:**

- ❖ **Manager Marketing Services:** Sudarshan Chemical Industries Pune, Since June 2006 till 2007, Responsible for Market Research, Market Intelligence, Advertising, Customer Feedbacks Monitoring Sales and revenue budgets etc.
- ❖ **Leading the Core Product Management Team for Retail Section:** Beck India Limited (Construction Chemical Division of Marketing Department) in Pune, Since Feb'2001-June 2006
- ❖ **Brand Manager:** Universal Spices Pvt. Ltd. Rasoi Magic Since Jun'2000 till Aug'2001
- ❖ **Deputy Manager (Marketing):** Mahindra Engineering & Chemical Products Limited, Pimpri, Pune, Since Oct'1990 - Jun'2000 Reporting to Top Management.
- ❖ **Shift in-Charge (Production Department):** Garware Nylons, Pune, Since Aug'1986-Aug'1990

### **SIGNIFICANT ACHIEVEMENTS**

- Distinction in developing the concept of Rasoi Magic Gravy Mix on a national level.
- Headed the Sales & Marketing Team of 47 personnel
- Established the Marketing Department with the given constraints and resources both in terms of infrastructure and Profit Centre.
- Successful in developing the concept of Top Gloss (Car Care DIY segment) Brand and M-seal as sealant in DIY category.

## **EDUCATIONAL QUALIFICATIONS**

<b>Exam. Passed</b>	<b>University/ Institute Board</b>	<b>Subject Taken</b>
Ph.D.	Dr. Babasaheb Ambedkar Marathwada University	Management Science
M.B.A. (Marketing)	University of Pune	Marketing
B.Sc.	University of Pune	Physics

## **PH.D. SUPERVISION**

### **FOLLOWING STUDENT HAS BEEN AWARDED PH.D.DEGREE BY SAVITRIBAI PHULE PUNE UNIVERSITY**

- ❖ **Mr.SOUVIK PRASHANTA KUMAR JANA** -- “An Impact of Influencer Marketing on Consumer Buying Behaviour with Reference to Pune City”

**(Declaration of Result of Ph.D –SPPU Ref. No. PGS/Ph.D/25/C&M/580 Date 12<sup>th</sup> November 2025)**

- ❖ **Mr.SWAPNIL SHIVAJI NARAKE** -- “An Impact of Digital Marketing on Customer Awareness for Multispeciality Hospital in Pune City”

**(Declaration of Result of Ph.D –SPPU Ref. No. PGS/Ph.D/25/C&M/0544 Date 29<sup>th</sup> October 2025)**

- ❖ **Mr. GANESH ANTRE** --“An Impact of Social Media Marketing on Consumer Buying Behavior With Reference To Network Marketing Companies in Ahmednagar District.”

**(Declaration of Result of Ph.D –SPPU Ref.No. PGS/Ph.D/25/C&M/0380 Date 5<sup>th</sup> August 2025)**

- ❖ **Mr. CHANDAN AMBATKAR** --“A study of the impact of consumer style inventory on generation of new demand with special reference to branded paint retailers in Pune district”

**(Declaration of Result of Ph.D –SPPU Ref.No. PGS/Ph.D/467 Date 17<sup>th</sup> December 2020)**

- ❖ **Mr.VASIMRAJA K SAYED** -- “A study of sales promotion practices in organized Multi brand retail sector with special reference to Western Maharashtra”

**(Declaration of Result of Ph.D –SPPU Ref.No. PGS/Ph.D/440 Date 04<sup>th</sup> December 2020)**

## **Professional Membership:**

**Lifetime Member** of the National Institute of Personnel Management (**NIPM**) with Membership No. L 38891

## **PUBLICATIONS**

### **PATENT PUBLICATIONS**

- **Dr. SANJAY DHARMADHIKARI<sup>1</sup>, (2024)** Title of the Invention : AI BASED PRODUCT RATING DISPLAY DEVICE, **Registration for a UK Design** Publication, Date : 23/08/2024
- **Dr. SANJAY DHARMADHIKARI<sup>4</sup>, (2024)** Title of the Invention :AI BASED ADVERTISEMENT DEVICE, Publication, Date : 02/04/2024
- **Dr. SANJAY DHARMADHIKARI<sup>1</sup>, (2023)** Title of the Invention : DATA PROCESSING DEVICE TO ANALYSE CUSTOMER SATISFACTION , Publication, Date : 11/07/2023
- **Dr. SANJAY DHARMADHIKARI<sup>3</sup> , (2022)** Title of the invention : DESIGN OF FRAMEWORK FOR PROMOTING PRODUCTS USING SOCIAL MEDIA FOR INCREASING CUSTOMER BASE , Publication, Date : 23/09/2022
- **Dr. SANJAY DHARMADHIKARI<sup>2</sup>,(2022)**Title of the invention : FRAMEWORK FOR ANALYZING HOW MARKETING ON TV AFFECTS THE TOP OF MIND AWARENESS-TOMA(FIELD: MANAGEMENT, Publication Date : 30/09/2022

### **Book Publication:**

- **Dr. SANJAY DHARMADHIKARI,(2024) Editor** for publishing Book entitled “Marketing Strategy” with SAN International Scientific Publication on August 31,2024 ISBN :978-81-979197-0-1, DOI:<https://doi/10.59646/ms/266>.
- **Dr. SANJAY DHARMADHIKARI<sup>2</sup>,(2023)** Published Book entitled “Organizational Behaviour” with SAN International Scientific Publication on December 1,2023 ISBN :978-81-967690-5-5, DOI:<https://doi/10.59646/orgbehav/077>.
- **Dr. SANJAY DHARMADHIKARI<sup>2</sup>,(2023)** Published Book entitled “Service Marketing” with SAN International Scientific Publication on December 16,2023 ISBN :978-81-967868-2-2, DOI:<https://doi/10.59646/servicemarketing/089>.

**PUBLICATIONS IN UGC LISTED, UGC CARE, SCOPUS INDEXED AND PEER REVIEWED JOURNAL**

**Sanjay Dharmadhikari<sup>1</sup> (2023)** "Impact of Surrogacy Advertisement on Consumer Psychology" Published in Journal for Re Attach Therapy and Developmental Diversities ISSN 6 (10s2): 881-892eISSN: 2589-7799, August 2023 **Scopus Listed Journal**

URL: <https://jrtd.com/index.php/journal/article/view/1457/987>

❖ **Sanjay Dharmadhikari<sup>1</sup> (2023)** "Remote Employees & Hybrid Working Culture on the Organizational Growth and Development" Published in Empirical Economics Letters A Monthly International Journal of Economics" ISSN-1681-8997, Vol-22, Special Issue-4 , **Scopus Listed Journal**

URL: <http://www.eel.my100megs.com/volume-22-number-august-4-special-issue.htm>

❖ **Sanjay Dharmadhikari<sup>1</sup> (2023)** "Impact of Information and Communication Technology (ICT) tools adopted by Higher Education Institutes on the Development of Students" Published in **The Online Journal of Distance Education and e-Learning** (Listed in UGC care) ISSN-2147-6454, Vol.11, Issue.2 April 2023

URL: <https://tojdel.net/journals/tojdel/articles/v11i02c/v11i23-14.pdf>

❖ **Sanjay Dharmadhikari<sup>1</sup> (2023)** "A Study of the Impact of Interior Physical Evidence on Consumer Behaviour" Published in **The Online Journal of Distance Education and e-Learning** (Listed in UGC care) ISSN-2147-6454, Vol.11, Issue.1 Chapter 1 January 2023

URL: <https://tojdel.net/journals/tojdel/articles/v11i01c01/v11i01-10.pdf>

❖ **Sanjay Dharmadhikari<sup>1</sup> (2022)** "A Systematic review relate to Impact of Social Media Marketing on Brand Equity" Published in **Bengal, Past and Present- Journal of the Calcutta Historical Society** (Listed in UGC care) ISSN- 0005-8807, Vol.140, Issue.(I) January to June 2022 (Print Only)

❖ **Sanjay Dharmadhikari<sup>1</sup> (2020)** "Constraint and Challenges in Marketing Health Insurance Product in Rural Market of Maharashtra" Published in **Shodh Sarita** (Indexed, Peer Reviewed and Listed in UGC care) ISSN-2348-2397, Vol.07, Issue.25 January to March 2020 URL: <http://seresearchfoundation.in/shodhsarita/>

❖ **Sanjay Dharmadhikari<sup>1</sup> (2020)** "Critically Analysis of Problems and Prospects of women Entrepreneurs in Pune Maharashtra" MERC Global's International Journal of Social Science & Management ISSN 2348-5620 (Print) Volume 7, Issue 2, March - 2020, pp. 01-04

URL: <http://www.mercglobal.org/ijssm-vol7-issue2.html>

- ❖ **Sanjay Dharmadhikari<sup>1</sup> (2020)** "An Analytical Study of Consumer Perception Towards use of Functional Foods and their Health Claims" International Journal of Advanced Science and Technology" Vol-29, No-11s (2020) pp-269, ISSN-2005-4238, **Scopus Listed Journal**

URL: <http://sersc.org/journals/index.php/IJAST/issue/view/291>

- ❖ **Sanjay Dharmadhikari<sup>1</sup> (2020)** "Empirical Investigation the Role of Stress on Job Performance in IT Industry" MERC Global's International Journal of Social Science & Management ISSN 2348-5620 (Print) Volume 7, Issue 1, January - 2020, pp. 01-06

URL: <http://www.mercglobal.org/ijssm-vol7-issue1.html>

- ❖ **Sanjay Dharmadhikari<sup>1</sup> (2020)** "Pandemic Covid-19: Impact on Management Education in Maharashtra" Published in MERC Global's International Journal of Social Science & Management, ISSN 2348-5620 (Print) Volume 7, Issue 3, July - 2020, pp. 01-05 URL: <http://www.mercglobal.org/ijssm-vol7-issue3.htm>

- ❖ **Sanjay Dharmadhikari<sup>1</sup> (2020)** "Clarity out of Chaos in Content Messaging of Twitter Social Networking" Article Received: 16th September, 2020; Article Revised: 22th October, 2020; Article Accepted: 29th October, 2020 **UGC Care listed journal George Washington International Law Review, ISSN-1534-9977, E-ISSN-0748-4305**

URL: <https://archive-gwlr.org/>

- ❖ **Sanjay Dharmadhikari<sup>1</sup> (2020)** "Perceived Utilitarian and Hedonic Shopping Value of Pune Mall Owners: A Retail Shopping Perspective" Article Received: 18th August, 2020; Article Revised: 21th September, 2020; Article Accepted: 30th September, 2020 **UGC Care listed journal George Washington International Law Review, ISSN-1534-9977, E-ISSN-0748-4305**

URL: <https://archive-gwlr.org/>

- ❖ **Sanjay Dharmadhikari<sup>1</sup> (2020)** "Empirical Analysis of Consumer Conversion in Context of WEB4.0" Article Received: 18th August, 2020; Article Revised: 21th September, 2020; Article Accepted: 30th September, 2020 **UGC Care listed journal George Washington International Law Review, ISSN-1534-9977, E-ISSN-0748-4305**

URL: <https://archive-gwlr.org/>

- ❖ **Sanjay Dharmadhikari<sup>1</sup> (2020)** "Critical Analysis of Products penetration strategy for Local Markets in context of Demographic Advantage" Article Received: 15th July,

2020; Article Revised: 20th August, 2020; Article Accepted: 28th August, 2020 **UGC Care listed journal George Washington International Law Review, ISSN-1534-9977, E-ISSN-0748-4305**

URL:<https://archive-gwlr.org/>

- ❖ **Sanjay Dharmadhikari<sup>1</sup>** and Chandan Ambatkar<sup>2</sup> (2019) “Consumer Decision-Making Styles for Pune College Consumers: An Exploratory Study of Buying Sports Products” published in Our Heritage ISSN: 0474-9030, Vol-67-Issue-08-December-2019 **UGC Care listed journal**, URL: <https://www.ourheritagejournal.com/>
- ❖ **Sanjay Dharmadhikari<sup>1</sup>** and Chandan Ambatkar<sup>2</sup> (2019) “An Analytical Study on Paint Colors Influencing Consumer Buying Decisions as per the Age Group of Consumers in Pune City” published in THINK INDIA JOURNAL ISSN: 0971-1260 Vol-22-Issue-10-November-2019 **UGC Care listed journal**  
URL: <https://www.thinkindiaquarterly.org/>
- ❖ **Sanjay Dharmadhikari<sup>1</sup>** (2019). “Efficacy of Social media as Contemporary Marketing Tool in Hotel Industry: An Empirical Investigation” Published in International Journal of Research and Analytical Reviews (IJAR) February -2019 Volume-6, Issue -01 Peer Reviewed and **UGC listed Journals** with e-ISSN-2348-1269 and P-ISSN-2349-5138  
URL: [http://www.ijrar.org/viewfull.php?&p\\_id=IJRAR19J4457](http://www.ijrar.org/viewfull.php?&p_id=IJRAR19J4457)
- ❖ **Sanjay Dharmadhikari<sup>1</sup>** (2019). “Web Content Analysis for Research: NIBM Library” ISSN. No-2230-7540, Published in Journal of Advances & Scholarly Researches in Allied Education, Vol-16, Issue-01, January,2019, An Interdisciplinary Indexed, Peer Reviewed and UGC Listed Approved Journal-49103 ,  
URL:<http://ignited.in/J/JASRAE>
- ❖ **Sanjay Dharmadhikari<sup>1</sup>** (2018). “Challenges and Opportunities of Management Education in India at the XXI Century” ISSN. No-2230-7540, Published in Journal of Advances & Scholarly Researches in Allied Education, Vol-15, Issue-11, November,2018, An Interdisciplinary Indexed, Peer Reviewed and UGC Listed Approved Journal-49103 , URL:<http://ignited.in/J/JASRAE>

❖ **INVITED FOR GUEST LECTURES / CONFERENCES / SEMINARS/TRAINING**

<b>S. N.</b>	<b>Title of the lecture / Academic Session</b>	<b>Organizer</b>	<b>Category</b>
1	Resource Person for Inter-National Conferences Titled “Global Sustainability – path for Globalization” 28th to 30th ,December, 2016	Institute of Management, Mumbai Educational Trust, Bhujbal Knowledge City Nashik	Inter-National conference
2	Resource Person for National Level Seminar Kashvi-I March , 2016	Rajgad Institute of Management, Research & Development and University of Pune	National Level
3	Resource Person for National Level Seminar, Kashvi -II February, 2018	Rajgad Institute of Management, Research & Development and University of Pune	National Level
4	Resource Person for National Level Seminar Titled Quest - 2019 6th National Conference on “Industry 4.0” 08 <sup>th</sup> &09 <sup>th</sup> ,February, 2020	Nav sahyadri Education Society's Group of Institutions Faculty of Management - MBA, Pune in association with Savitribai Phule Pune University, Pune-412213.	National Level
5	Resource Person for Course work for Ph.D. On “Structure of Research: Data or Literature first?” 2020	Institute of Management, Mumbai Educational Trust, Bhujbal Knowledge City Nashik	Ph.D. Course work of SPPU PUNE

**Dr. Sanjay Dharmadhikari**