

The Matrix Educational Foundation's
Matrix School of Management Studies, Pune
 Survey No. 9/1/5, 9/2/4 & 9/1/4, Near Westernly Bypass Road, Next to Sinhgad Science
 College Wadgaon, Ambegaon (BK), Pune- 411 041

Title of the Activity:	Session: "Business Beyond Boundaries: Leveraging the ICC Cricket World Cup 2023"
Day & Date:	14th Sept-2023 (Saturday)
Category of Activity:	Curricular/Co-curricular/Extra-curricular activity
Organized Under:	IQAC, NDLI ,4 th Dimension Lecture Series
Objectives:	To make the most of advertising in Cricket World Cup. To provide unique insights and connect with fans on a deeper level
Level:	Institute / City / State / National / International
Name, Organization and Designation of Expert	Dr.Manisha Jagtap, Associate Professor At DIMR College, Pune
Number of students benefitted	102
Summary report:	Dr.Manisha Mam Started her session with Quiz. All Students Attend the Cricket Quiz and interact with man and answered the questions. Mam said that, The Cricket World Cup 2023 stands as one of the grandest spectacles in the world of cricket, drawing in millions of fans from diverse corners of the globe, all eagerly anticipating the thrilling cricket clashes between the top Contenders for the Cricket World Cup 2023 that lie ahead, with such an extensive global viewership covering numerous nations, this event presents an unparalleled world cup advertising. She explained that this guide offers invaluable insights into leveraging World Cup advertising for global outreach. Through collaboration with Excellent Publicity, a sports marketing agency renowned for its expertise also provide strategic planning, creative campaigns, and media buying strategies tailored.
Outcome:	Students enjoyed the session and learned about marketing, branding and promotion and social media network.
Name of Staff coordinators:	Dr.Harshali Gomase

Satish
 Prof.Dr.Satish Ubale
 Director

Dr. Satish S. Ubale
 Director

Matrix School of Management Studies



Harshali
 Dr.Harshali Gomase
 Coordinator

The Matrix Educational Foundation's
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Zoom Meeting You are viewing Marsha Jagtap's screen. View Options

Participants (78)

Find a participant

- Matrix Coll... (Co-host, me)
- Matrix College (Host)
- Marsha Jag... (Co-host)
- Dr. Harshad G... (Co-host)
- Dr. Harshad G... (Co-host)
- 2022 - 2024 - 02 Kunal Awate
- 2022 - 2024 - 02 Pooja Rajada
- 2022 - 2024 - 02 Sakshi Chavhan
- 2022 - 2024 - 02 Shantanu V. N...
- 2022 - 24 - 02 PRUTHI SHUL...
- 2022 - 24 - 02 Pooja Gawai
- 2022 - 24 - 02 Vinayak Bhat
- 2022 - 24 - 02 Prateek Paul
- 2022 - 24 - 02 Krunal Jagtap

Zoom Meeting You are viewing Marsha Jagtap's screen. View Options

Participants (80)

Find a participant

- Matrix Coll... (Co-host, me)
- Matrix College (Host)
- Marsha Jag... (Co-host)
- Dr. Harshad G... (Co-host)
- Dr. Harshad G... (Co-host)
- 2022 - 2024 - 02 Kunal Awate
- 2022 - 2024 - 02 Sakshi Chavhan
- 2022 - 2024 - 02 Shantanu V. N...
- 2022 - 24 - 02 PRUTHI SHUL...
- 2022 - 24 - 02 Pooja Gawai
- 2022 - 24 - 02 Vinayak Bhat
- 2022 - 24 - 02 Prateek Paul
- 2022 - 24 - 02 Krunal Jagtap
- 2022 - 24 - 02 Surva Datta



Online session Attendance 14/10/2023

Shinde Abhishek-2023-25-109	92	Yes
Dr. Harshali Gomase	91	Yes
2023-25 123 Zadbuke Shatakshi Siddheshwar	22	Yes
2023- 25 (22) Vanita desai	22	Yes
Hivare Ganesh 2023-25-33	65	Yes
2023-25, 54 Kharat Atharv	90	Yes
2022-24-52 Renuka Jadhav	96	Yes
2023-25-30 Ghule Shweta	87	Yes
2023 -2025-49-vaishnavi karande	93	Yes
2022-24-50 Adesh Ingle	77	Yes
2022-24 - 90 Payal Oswal	85	Yes
2022-24-23 Rupali Dahatonde	20	Yes
2023-25 (114) Somwanshi Shreya	103	Yes
2023-25-74-Misal Govind	84	Yes
Dr Satish Ubale	34	Yes
2023-2025 25 Priya Dudhal	27	Yes
2023-25-72-metkari kishore	84	Yes
2023-2025(21)Degale Poonam Dhondiram	84	Yes
2022-24-46 Ishika Gupta (Sayali Kokate)	83	Yes
2022-24-04 Saniya Balai	74	Yes
2022-2024-63 Shreya Katkar	6	Yes
2022-24-89 Sakshi Nivangune	82	Yes
2022-24-119 Soham Surve	81	Yes
2023-25-52-khade Shubhangi Santosh	81	Yes
2022-25- 122 Sandip Laxman Wankhade	79	Yes
2022-24-30- vaishanvi dhumal	81	Yes
2022-24- 25- Divya Daswadkar	23	Yes
2022-24-19 Rohan Chauhan	67	Yes
Prachi Joshi 2023-25-42	79	Yes
2022-24-63 shreya katkar	80	Yes
2022-24-91 Saurabh Pandav	88	Yes
2022-24 -08-Vishalsinh Bayas	93	Yes
2023-25-61-shivani landge	67	Yes
2023-25-19-Bhikule Pratiksha	79	Yes
2022-24-46 Ishika Gupta	30	Yes
2022-24-64-Sangram Kawale	47	Yes
2023-25-50-Karekar Rutika	78	Yes
2023-25 -44 Pranjal kakade	51	Yes
2023-25-Divya Sharma-102	1	Yes
33-Abhishek Ekbote (iPhone)	28	Yes
2023-25-06 Bansod Rutuja	77	Yes
2023-25-85 Pawar Pruthviraj	2	Yes
Dhananjay Wagh	3	Yes
2023-25-43 Kadam Dhanashree	71	Yes
2023-25-10 Sakshi Bhagat	76	Yes
2023-25-104-Ninad Shelar	10	Yes
2023_25_46_Kamble Dnyaneshwari	63	Yes
2022-24-86-Babasaheb Nakhate	88	Yes



Name (Original Name)	User Email	Total Duration (Minutes)	Guest
2023-25-97-Saptasagare Sanjana		72	Yes
33-Abhishek Ekbote		41	Yes
Sheetal holkar		10	Yes
2022-24-53 Vaishnavi Ganesh Jadhav		64	Yes
2022-24-68 Sayali Kokate (Sayali kokate)		51	Yes
2022 - 2024 - 02 Komal Awale		61	Yes
2023-25-15-Bhosale sushant		77	Yes
2023-25-102-Divya Sharma		72	Yes
2022-24-12 Darshan Bharthi		40	Yes
2023-24-58-Korade Dnyaneshwar		48	Yes
2022-24-36 Dikshita Gaikwad		16	Yes
Monika Devendra Sontakke		78	Yes
2022-24-59shailaja kalbhor		48	Yes
Tukaram sangade		34	Yes
2023-25-02-Anache priti		7	Yes
Pooja 2023-25-39		42	Yes
2022_2024_103_Pooja Pipada		63	Yes
2023-25-98 Sarwe Isha		95	Yes
2022-24-125-Nishi Velani		55	Yes
2022-24-75 Sakshi Lohakare		92	Yes
2023-2025 (04) Babar Tejal		5	Yes
2022-24 - 102 PRUTHVI PHULSUNDAR		68	Yes
2022-24-34 HIMANSHU GADHAVE		64	Yes
2023-24_112_Umesh Shinde		1	Yes
2022-24-31 Nihar Divate		55	Yes
2022-24-37 sanket gaikwad		48	Yes
sandip pandkar		81	Yes
2023-25-(121)-(Waghmare Shweta)		68	Yes
Matrix College	admind@matrixpune.com	216	No
Kishore Metkari		12	Yes
2022-24-82 Yashsavi Munawat		99	Yes
Dr.Harhsali Gomase		115	Yes
2022-24-69 Sakshi Kshirsagar		71	Yes
2023-25 29 Ishali Gawande		98	Yes
Manisha Jagtap		96	Yes
2023-25 (55) Suyash Khelbude		96	Yes
2023-25-01-Dipali Ambhure		98	Yes
Pratiksha Thakre		24	Yes
2023- 25 - 26 sanjana Gaikwad		9	Yes
Suyash sangade 2023_2025_94		91	Yes
2023-25-70Apurva Manval		94	Yes
2023-25-59 Kumkar Mayur		15	Yes
Vaishnavi Mohite 2023-2025-75		98	Yes
Sangade Tukaram		7	Yes
saurabh bawage		19	Yes
2023-25-67-(Mane Saurabh)		17	Yes



2022-24-39 shivam gangarde	73	Yes
2022-24- 1 Parvesh mubarak atar	12	Yes
2022-24-94 Prasad Pasnur	80	Yes
2022-24-40Rohan Gardi	75	Yes
Aniket Jamdade	79	Yes
2022-24-18-sumit chahande	83	Yes
2022-24-116 Omkar Shinde	54	Yes
Shubham Gai	26	Yes
2022-24-81 vaibhav More	80	Yes
2022-24_97 Prateek Patil	71	Yes
2022-24-124-sharad dattatray vasave	8	Yes
ARJUN SONAWANE 118/2022/24	8	Yes
2022-24-110 Rahul salunke	84	Yes
2022-24-108-Abhishek Rupnawar	50	Yes
2022-24-45 Pranjal Girase	68	Yes
2022-24-89 Sakshi nivangune	27	Yes
2022-24-71 Shreyas Kulkarni	56	Yes
2023-25-67-(Mane Saurabh)	38	Yes
2022-2024-88-shantanu v nikumbh	65	Yes
2023-2025-88 Deepak kumar Prajapati	52	Yes
2022-24-20 Yash Chauhan	56	Yes
Mayur Gajre	2	Yes
2022-2024 - 43 chandrakant ghuge	26	Yes
Sneha Sanas-93 (Sneha Sanas)	68	Yes
Bhagyashree.Bhandari	87	Yes
2023-25- (37) (JADHAV TRUPTI)	68	Yes
2023- 25 (22) Vanita desai	68	Yes
2022-24-03 Kiran bagul	67	Yes
2023-25-76-Mulani Arman	42	Yes
2023-25-86-Paygude Megha	12	Yes
2022-24 - 79- Shreyash Manthalkar	8	Yes
2022-23-92 Sonali pardeshi	61	Yes
Kacharu Mane	41	Yes
2022-24-73 kumbhar suraj	78	Yes
2023-25-12-Prachibhenwal	42	Yes
2022-24-22 Preeti Choudhary	55	Yes
2022-24-83 APURVA Musale	61	Yes
2022-24--42- Shivraj Gawade	39	Yes
2023-25-23-Abhishek Divate	10	Yes
2022-24-77 Rupesh Maighane	35	Yes
Shrutika sakhare2023-2025-92	17	Yes
2022-24-52 Renuka Jadhav	2	Yes
2023- 25 - 26 sanjana Gaikwad	86	Yes
2022-24-127 Waghmare Pravin Manjiram	1	Yes



MATRIX SCHOOL OF MANAGEMENT
STUDIES ORGANISED Guest Session under
4th Dimension Series on "Business beyond
Boundaries: Leveraging the ICC Cricket
World Cup-2023" at 11.00AM

111 responses



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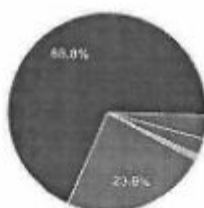
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6 more responses are hidden

1. Was the speaker Effective? (1 being highly dissatisfied 5 being Highly satisfied)

Copy

109 responses

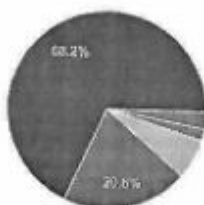


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2. Was the content useful? (1 being highly dissatisfied 5 being Highly satisfied)

Copy

107 responses

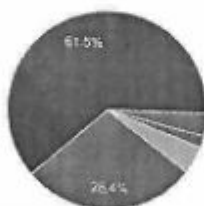


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3. Overall relevancy of the session? (1 being highly dissatisfied 5 being Highly satisfied)

Copy

109 responses



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● 3
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● 5



Dr. Harshali Gomase <harshali.gomase@matrixpune.com>

Thank you for Conducting the session under 4th dimension lecture series on "Business Beyond Boundaries: Leveraging the ICC Cricket World Cup 2023"

1 message

Dr. Harshali Gomase <harshali.gomase@matrixpune.com>

Sat, Oct 14, 2023 at 1:55 PM

To: Manisha Jagtap <jagtapmanisha6@gmail.com>

Cc: anandp@matrixpune.com, satish ubale <satishubale@yahoo.com>

Greetings from Matrix School of Management Studies!!!

We thank you for conducting an Expert Session on " Business Beyond Boundaries: Leveraging the ICC Cricket World Cup 2023" for MBA students on 14/10/2023 at 11.00 AM under our 4th Dimension Lecture Series.

It was really an informative session.

We look forward to your cooperation in the future as well.

Thanks & Regards,

Dr. Harshali Gomase
Assistant Professor

Matrix School of Management Studies

| Near Westernly Bypass Road | Survey No. 9/1/5, 9/2/4 & 9/1/4

| Next to Sinhgad Science College | Wadgaon | Ambegaon (BK)

| Pune - 411 041 | Phone no: +91-020-24356637 |

Email: harshali.gomase@gmail.com

MOB.No.9850320369/8766582223



Dr. Harshali Gomase <harshali.gomase@matrixpune.com>

Guest Session organized under 4th Dimension Series on "Business Beyond Boundaries: Leveraging the ICC Cricket World Cup 2023"

1 message

MATRIX STUDENT NOTICES <studentnotice@matrixpune.com>

Thu, Oct 12, 2023 at 3:00 PM

To: satishubale@yahoo.com

Cc: anandp@matrixpune.com, harshali.gomase@matrixpune.com, rajendra.chaudhari@matrixpune.com, yogesh.jadhav@matrixpune.com, Trusha Shinde <Trushu9shinde@gmail.com>, library@matrixpune.com, it@matrixpune.com

Dear students

Greetings from Matrix School of Management Studies !!!

Matrix College is inviting you to a scheduled Zoom meeting.

Topic: Guest Session organized under 4th Dimension Series on "Business Beyond Boundaries: Leveraging the ICC Cricket World Cup 2023"

Time: Oct 14, 2023 11:00 AM India

Join Zoom Meeting

<https://us06web.zoom.us/j/87873469776?pwd=8xi1GW9bPkSlZWszaxlqOY31HLdebP.1>

Meeting ID: 878 7346 9776

Passcode: 406564

One tap mobile

+13017158592,,87873469776#,,, *406564# US (Washington DC)

+13052241968,,87873469776#,,, *406564# US

Dial by your location

• +1 301 715 8592 US (Washington DC)

• +1 305 224 1968 US

• +1 309 205 3325 US

• +1 312 626 6799 US (Chicago)

• +1 346 248 7799 US (Houston)

• +1 360 209 5623 US

• +1 386 347 5053 US

• +1 507 473 4847 US

• +1 564 217 2000 US

• +1 646 931 3860 US

• +1 669 444 9171 US

• +1 669 900 6833 US (San Jose)

• +1 689 278 1000 US

• +1 719 359 4580 US

• +1 929 205 6099 US (New York)

• +1 253 205 0468 US

• +1 253 215 8782 US (Tacoma)

Meeting ID: 878 7346 9776

Passcode: 406564

Find your local number: <https://us06web.zoom.us/j/87873469776>

10/13/23, 4:43 PM

The Matrix educational foundation Mail - Guest Session organized under 4th Dimension Series on "Business Beyond Bound...

Thanks & Regards,

Matrix School of Management Studies



| Near Westernly Bypass Road | Survey No. 9/1/5, 9/2/4 & 9/1/4

| Next to Sinhgad Science College | Wadgaon | Ambegaon (BK)

| Pune - 411 041 | Phone no: +91-020-24356637 |

| Phone: +91-020-64703335 |

Email: studentnotice@matrixpune.com

www.msmspune.com

Please do not print this email unless it is absolutely necessary



Dr. Manisha Jagtap.jpg
143K



Dr. Harshali Gomase <harshali.gomase@matrixpune.com>

Invitation for the Online Guest Session under 4th dimension lecture series on 14/10/2023

2 messages

Dr. Harshali Gomase <harshali.gomase@matrixpune.com>
To: Manisha Jagtap <jagtapmanisha6@gmail.com>

Thu, Oct 12, 2023 at 2:20 PM

Good Afternoon Madam,

Greetings from Matrix School of Management Studies, Pune !!!

About Matrix School of Management Studies:

The Matrix Educational Foundation established the Matrix School of Management Studies in the year 2010. Matrix Educational Foundation is one of the most promising names in the field of management education providing sincere, focused and reliable young managers to the corporate world according to their criteria, this has been the Institute's constant dictum.

The Founder Secretary Dr. Mrs. Shilpa R. Kulkarni is a versatile entrepreneur who is a totally focused, committed and result oriented lady heading the organization. The Matrix School of Management Studies offers MBA.

Director Prof. (Dr) Satish S. Ubale believes in delivering quality Management education with "Excellence and Values" as guiding principles. His goal is to make Matrix School of Management studies a B-School of generative ideas.

Matrix believes in imparting quality education and knowledge upliftment of students. "Guest sessions" is one of the facets of it. In continuation to this we invite you as a Guest Speaker for 4th Dimension lecture series on 14th Oct., 2023 at 10.45 AM on Zoom platform. You will be allotted 60 minutes for the online session.

Kindly mail us your Topic Name, short CV, photograph and bank details.

Looking forward to your cooperation by accepting our invitation.

Thanks & Regards,

Dr. Harshali Gomase
Assistant Professor

Matrix School of Management Studies

| Near Westernly Bypass Road | Survey No. 9/1/5, 9/2/4 & 9/1/4

| Next to Sinhgad Science College | Wadgaon | Ambegaon (BK)

| Pune - 411 041 | Phone no: +91-020-24356637 |

Email: harshali.gomase@gmail.com
MOB.No.9850320369/8766582223

Dr. Harshali Gomase <harshali.gomase@matrixpune.com>
To: Manisha Jagtap <jagtapmanisha6@gmail.com>
Cc: anandp@matrixpune.com, satish ubale <satishubale@yahoo.com>

Thu, Oct 12, 2023 at 5:01 PM

Dear Madam,

Greetings from Matrix School of Management Studies !!!

Matrix College is inviting you to a scheduled Zoom meeting.

Topic: Guest Session organized under 4th Dimension Series on "Business Beyond Boundaries: Leveraging the ICC Cricket World Cup 2023"

Time: Oct 14, 2023 11:00 AM India

Join Zoom Meeting

<https://us06web.zoom.us/j/87873469776?pwd=8xi1GW9bPksiZWszaxlqOY31HLdebP.1>

Passcode: 406564

+13052241968,,87873469776#,,,,*406564# US

• +1 253 215 8782 US (Tacoma)

Passcode: 406564

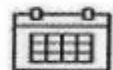
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THE MATRIX EDUCATIONAL FOUNDATION'S
MATRIX SCHOOL OF MANAGEMENT STUDIES
Guest Session organized under 4th Dimension Series on
**“Business Beyond Boundaries:
Leveraging the ICC Cricket World Cup 2023”**

Resource Person

Dr. Manisha Vikrant Jagtap



14th Oct' 2023



11:00 AM



Associate Professor
DIMR, Pune



Dr. Harshali Gomase <harshali.gomase@matrixpune.com>

Confirmation of Topic for Saturday's Session -Dr.Manisha Jagtap

1 message

Manisha Jagtap <jagtapmanisha6@gmail.com>
To: harshali.gomase@matrixpune.com

Wed, Oct 11, 2023 at 11:04 AM

Dear Harshali Madam,

I wanted to confirm that I will be engaging MBA students for the upcoming session on Saturday. My topic would be "Business Beyond Boundaries: Leveraging the ICC Cricket World Cup 2023."

This topic explores the fascinating intersection of sports, specifically the ICC World Cup 2023, with the business world. I will discuss various aspects of the business side of sports, including marketing, sponsorships, and the economic impact of major sporting events. It promises to be an engaging and informative session for all attendees.

I am excited to share my insights and perspectives with the college community. If you have any specific guidelines or requirements for the presentation, please do let me know, and I will ensure that the session aligns with your expectations.

Thank you for this opportunity, and I look forward to a successful and enlightening session on Saturday.

Best regards,

Dr. Manisha Jagtap
DIMR, Baner- Balewadi Road.
www.dimr.edu.in
9823030880

3 attachments



IMG-20230416-WA0002.jpg
107K

Dr.Manisha Jagtap - One Page Profile 18 Aug 2023.docx
55K

Dr.Manisha Jagtap CV 6th Sept 2023.pdf
308K

or
Pl-go ahead
11/16/25



MANISHA JAGTAP

A-104, Shreeji Paradise

Aundh Pune – 411007

Mobile: 09823030880

Email: jagtapmanisha6@gmail.com

PERSONAL PROFILE:

Date of Birth: 6th April 1975

Marital Status: Married

Languages known: English, Hindi, Marathi

TOTAL EXPERIENCE

More than 24 years of experience in corporate and academics.
15 years' experience in Academics and 9 years' experience in Corporate.

SYNOPSIS:

- Possesses excellent interpersonal, communication & organizational skills.
- Successful track record of Leadership & achievement in all assignments; consistently progressed to positions of increasing responsibility.
- Expertise in exploring & developing new markets, organizing promotional programs, accelerating growth & achieving desired goals.
- Skilled in developing strong business relationship with the customers, experience in managing large accounts & territories as well as finding & converting prospects to customers.
- Recognized talent for developing & implementing marketing strategies; over 10 years of experience in Two Wheeler Business Development, Sales & Marketing, Relationship Management, Team Building & Management.
- Over 9 years of experience in Marketing & Sales.
- Mentored teams which blossomed on the basis of personal guidance and reported consistent enhancement in abilities & productivity.
- Around 15 years of experience in management education in Savitribai Phule University Affiliated Institute, handling academics, admissions, branding & promotion, various administrative functions and event management.

Core Functional strengths:

Marketing, Strategy Planning, Brand Management, Market Research, Customer Relationship Management, Business Development, Sales & Marketing, Channel Management, Liaison, Digital & Social Media Marketing, Product Promotion and branding, Event Management, Team building & Management, Training & Mentoring, Content development & creative writing.

ACADEMIC CREDENTIALS:

- **Ph.D in Marketing Management** from Tilak Maharashtra Vidyapeeth.
- **Master of Business Studies (Marketing Management)** from University of Pune with 68.4%.
- **Master of Commerce (Cost and Works Accounting)** from Savitribai Phule Pune University with 61%.
- **Bachelor of Commerce (Cost and Works Accounting)** from Savitribai Phule Pune University with 63%.

SELECTIVE ACCOMPLISHMENTS:

- Sound knowledge & exposure to the Automobile and Education Sector.
- Sound knowledge of Digital and Social media marketing especially in management education sector.

A Social Change maker:

- A devoted environmentalist, naturalist and a conservationist who have initiated, executed and participated in many environmental conservation movements like plantation drives, save the trees campaigns, seed distribution activities, save sparrow movements, eco-friendly Ganesha awareness programs and workshops etc
- A fitness enthusiast and have organized and participated in many sports events like Cyclothon, Marathon etc.
- Having a very strong connect with many NGOs and social organizations working in different fields; have organized many social events and fund collection drives for causes like Kerala flood, Sangli-Kolhapur Flood, involving students; have been conducting various social activities with the NGOs working for orphans, old age people, rehabilitation, special and differently abled etc.

EXPERIENCE CHRONOLOGY:

Total Work Experience 24 Years (Academic: 15 Years, Industry: 9 Years)

PRESENT ORGANIZATION:

Dnyansagar Institute of Management & Research, Pune

Duration: August 2011 till date.

Designation: Assistant Professor

Key Roles & Major Achievements at DIMR

- Organized various State level, National level and International seminars & conferences.
- Organized student development & engagement programmes like expert lectures, workshops, sports & cultural events.
- Organized student study tours & visits to various places & organizations as a part of experiential learning pedagogy.
- Organized Campus Placement Drives and Pool Campus Drives for Final and Internship Placements.
- Conceptualization and implementation of 'WORLD WINDOW MODULE', a module to strength the employability of MBA students.
- Mentoring of the students.
- Organized various social events & visits to various social nonprofit organizations as a part of holistic learning approach.
- Organized in-house trainings, outdoor activities and outbound training programs for the students.
- Organized sports, cultural and social events, actively involving students and participation of other institutions and organizations.
- Headed promotion and admission campaign with data management, resource allocation and management, handling of social media campaigns, content development and creative writing etc.
- Instrumental in making the campus eco-friendly and green with the initiatives like plantation of trees, installation of solar system, rain water harvesting, waste management with composting project, putting up sparrow nests and bird feeders in the campus etc.
- Taught subjects of General Management, Marketing, International Business, Rural & Agribusiness and Tourism Management Specialization while working on development and improvisation of the subject content.
- Chaired and participated as a member in the syllabus devising committees, paper setting and assessment committees of Savitribai Phule Pune University.
- Attended and participated in many National, International and State Level Conferences, Seminars, presenting and publishing research papers; have participated in many Faculty Development Programs and Workshops.

PREVIOUS ORGANIZATIONS

1. Poona Institute of Management Sciences and Entrepreneurship, Pune

Duration: September 2010 – 31-July 2011

Designation: Lecturer

Key Roles & Major Achievements at PIMSE

- Instrumental in academic development of the students
- Engaged lectures for– Marketing Subjects for all Semesters.
- Monitored, assessed and marked students work.
- Project Guidance, Mentoring of the students and Student Counseling etc.
- Organized student training & development programmes like expert lectures, workshops, sports & cultural events

2. AISSMS's Institute of Management, Pune.

Duration: September 2008 to August 2010

Designation: Lecturer

Key Responsibilities:

- Engaged lectures for– Marketing Subjects for all Semesters.
- Strengthened the placement activities for increasing students' placement.
- Arranged industrial visits for the students
- Developed modules for personality development & interview techniques for students.
- Motivated students for extra-curricular activities resulting in winning at various events.
- Organized and Co-ordinated various events of the college.
- Monitored, assessed and marked students work.
- Project Guidance, Student Counseling etc.

3. Kinetic Finance Ltd, Pimpri.

Duration: March 1997 to September 2004

Designation: Assistant Manager

Key Responsibilities:

- Managed entire two-wheeler sales team (Maharashtra and Goa) of the company
- Meet and exceeded the sales target.
- Responsible for Maharashtra and Goa sales and Dealer relationship management
- Coordinating with sales executives and officers for ensuring service level quality to be maintained.
- Setting up of new marketing plans in the festive and off seasons.
- Interacted with local and regional Dealers of two-wheelers.
- Motivated dealers and their desk executives to increase sales figures.

- Aided customers by providing loan pay-off figures, payments, interest, and credit data
- Keep oneself updated with dealership policies and financial regulations
- Structure deals according to the regulations
- Perform credit interview for the customers and verify all applications properly
- Prepare monthly reports.
- Convey all information regarding the performance of the dealers, and staff to the senior management
- Compiled, edited, and recorded customer profiles.
- Recorded and filed all accounting paperwork.

4. Sai Service Station Limited, Pune

Duration: September 1995 – March 1997

Designation: Sales Officer

Key Responsibilities:

- Assisted Customers in selecting two-wheelers and finance schemes.
- To make and improve sales by convincing customers.
- To inform customers about offers and discounts.
- To meet and exceed the sales target.
- Achieve the goal set by the team by working in collaboration with the entire team
- Maintain a record of customer visit and maintain an excel sheet of their expectations and demands.
- Follow up with prospective clients and generate new business.
- Arrange for test drives and make arrangements for deliveries.
- Maintaining the payment records and keeping oneself updated about the pricing models of competitive firms.

PAPERS PUBLISHED & PRESENTED

- **An Action Research Project on topic, "Implementation of Case/Caselet Discussion Methodology in HEIs in Districts of Indore, Hissar, Mumbai and Solapur of Madhya Pradesh, Haryana and Maharashtra States"** Indian Journal of Rural Education and Engagement (IJREE), Edition: Vol. 8 ISBN: 978-81-953480-0-8, March 2021
<http://www.mgncre.org/pdf/Journals/IJREE%20JOURNAL%20VOL%208.pdf>
- Paper on **'Small & Medium Sized enterprises satisfaction towards telecom service providers'** in An International Multidisciplinary Quarterly Research Journal. UGC Journal(No: 40776), Vol. VIII, Issue- 1, Jan-Mar 2019
- Paper on **"Consumer Behavior Research: A Literature Review"** in International

Journal of Management Studies, Vol.-V, Issue -4(9), ISSN2249-0302, Oct 2018.

- Paper on **"A Study assessing entrepreneurial career intention of undergraduate agricultural students"** in An International Multidisciplinary Half Yearly Research Journal. UGC Journal (No: 47100), Vol.VI, Issue- II, Feb-July 2018.
- Paper on **"A Study of Growth and Escalation of Indian Two Wheeler Industry"** in An International Multidisciplinary Quarterly Research Journal. UGC Journal (No: 40776), Vol.VII, Issue- 1, Part II, Jan-Mar 2018.
- Paper on **"A Study of Customers Provilicity towards Royal Enfield Two Wheelers"** in An International Multidisciplinary Quarterly Research Journal. UGC Journal (No: 40776), Vol.VII, Issue- 1, PartJan-Mar 2018.
- Paper on **"The Revving Growth and Development: Indian Automobile Industry"**, in An International Multidisciplinary Quarterly Research Journal. UGC Journal (No: 40776), Issue- 1, 2017.
- Paper on **"Study of two wheeler dealers' perception towards customers' preferences"** Indian Journal of Management Science, Volume – VI. Issue – 2. *December 2016*
- Paper on **'A Study of the factors influencing the Buyer's Decision to buy a particular product with reference to selected Supermarkets in Pune City'** in Indian Journal of Commerce & Management Studies, Jan 2012, EISSN 2229 – 5674.
- Paper on **'An Analytical Study of Consumers' responses to Sales appeal in Departmental Stores'** in International Journal of Business, Management & Social Sciences.Vol.1, Issue 7(II), March 2012. ISSN: 2249 -7463.
- Paper on **'Developing Customer Profile: An essential tool for Supermarkets'** in Indian Journal of Commerce & Management Studies, Vol. 111 Issue 1, Jan 2012. EISSN 2229 – 5674.
- Paper on **"Green Marketing: A Path for Achieving Competitive Advantage through Customer Satisfaction, Trust & Confidence"** in Indian Journal of Advances in Management, Technology & Engineering Sciences. Vol.1, Issue 3(III), Dec 2011. ISSN: 2249 -7455.
- Paper on **"Organised Retail Market Boom & the Indian Society"** in Proceedings of International Conference on Business Management n Turbulent Times, 21st & 22nd October 2011
- Paper on **'Ambush marketing in sport: Is it a fair war'** at Poona institute of Management Sciences & Entrepreneurship, Pune.in Journal on Recent Trends in Business Management.
- Case on **'The growth of the dark horse in the mobile sector: Madmax.'** in the International Case Study Conference at Goa of IMT Nagpur published in IMT International Case Conference proceedings.
- Paper on **'Marketing in Internet Age'** at Poona Institute of Management Sciences & Entrepreneurship, Pune.

- Paper on 'New Trends in Retailing: Addressing Some Key Issues' in SIBAR Journal (referred journal).

CONFERENCE/SEMINAR/FDP/WORKSHOP PARTICIPATED:

- One day Faculty Development Programme "Effective Teaching Pedagogy & Methodology for effective student engagement & experiential Learning" organized by Sai Balaji Group of Institutes on 15th May 2021
- International Faculty Development Programme on Research from 15th March to 23rd March 2021 virtual mode, organized by Ajeenkya DY Patil University, Pune
- FDP organized by SPPU on Outcome Based Learning in Marketing Management on 29th June 2019 at Modern College of Engineering.
- FDP cum Workshop organized by SPPU on Summative Evaluation based on Outcome Based Education Philosophy for MBA on 24th August 2019.
- State level Conference organized by SPPU on Role of various functional departments in business Development at DIMR
- National Conference on Strategizing Innovation & Entrepreneurship for Development on 11th & 12th Jan 2019.
- FDP on Research Methodology and Data Analysis on 28th & 29th Sept 2018 at Rajashri Shahu College of Engineering, Pune
- International Conference on "Recent Developments & Innovation in Economics, Management, Commerce, Social Sciences, Humanities, Engineering & Environment" on 22th April 2018 at Hotel Novotel, Pune.
- State level Seminar organized by Jaywant Institute of Management Studies jointly with SPPU on Opportunities & Challenges for Entrepreneurship in present economic scenario of India on 6th & 7th Feb 2018.
- State level Seminar on 'Entrepreneurship - A tool for Sustainable Development' held on 19th & 20th Jan 2018, at PIMSE, Pune.
- FDP on "Industrial Inputs for Effective Teaching" on 21st Nov 2017, IMCD Nigdi, Pune.
- National Conference on "Design Thinking - A human side of Business" on 24th & 25th Feb 2017 DIMR, Pune.
- National Seminar on "Passion and Relationship- A New Mantra of HR" on 12th & 13th March 2016 at DIMR, Pune.
- International Conference on Developments in Commerce, Economics, Engineering, Management, Science & Healthcare held on 22nd & 23rd January, 2016 at Amravati.
- Entrepreneurship week- Case Study Competition held on Feb 2016 at Vishwakarma Institute of Management, Pune
- International Conference on Innovation: Leading the Revolution held on 12th & 13th

- Expect for Technical Session III. Track 2 of the Virtual Multidisciplinary International Conference on "Breakthrough to Excellence" from 6th – 8th Oct. 2021 at Ajeenkya DY Patil University, Pune.
- Resource Person for –District Level Cluster Workshops for Higher Educational Institutes under Swachhta Action Plan Project for the month of August 2021. Conducted 2 hours 10 workshops for Rajasthan District.
- Resource Person for Online Faculty Development Programme for Management Faculty of Universities, Colleges and Higher Educational Institutions on "Case Discussion Methodology on Rural Management and Rural Entrepreneurship" 23rd to 27th March, 2021 virtual mode
- Resource Person for BBA / MBA Rural Management Curriculum Workshop for Universities and/or Affiliated Institutions for Haryana & Karnataka Universities. Conducted 2 hours 8 workshops for Haryana District.
- Resource Person for Rural Entrepreneurship Development Online Workshop for Colleges of Management and B Schools in Maharashtra, MP, Bengal & Assam. Conducted various workshops for faculties and students.
- One Week E - Faculty Development Programme on 'NAAC ACCREDITATION' scheduled from July 21 – July 27, 2020
- National Conference on "Passion and Relationship- A New Mantra of HR" on 16th Feb 2018 at DIMR, Pune.
- State level Seminar "Opportunities & Challenges for Entrepreneurship in Present Economic Scenario of India".
- MITRA- A workshop for empowering You & Your Brand Image in 2015.
- Interactive Workshop on Job Opportunities in Banks and Insurance Sector on September 1, 2015
- Organized International Yoga Day on 21st June 2015 at DIMR.
- Seminar on Brand You : Your Image& Your Communication on 4th April, 2015
- FDP on "Building an Intrapreneurial Culture: A need for organizations today" on 27th May 2014 at DMR, Pune.
- International Research Symposium on Management, Technology and Engineering Sciences on 21st September 2013 at Hotel Aurora Towers, Pune.
- International Research Symposium in Management, Technology and Engineering Science at Kolhapur on 18th & 19th October 2012.
- International Research Symposium on Management, Technology & Engineering Sciences at Indian Merchant Chamber, Mumbai on 15th April, 2012.
- Seminar 'Akshaypatra' (BusinessProposal Ideation) on 24th Feb 2012 and 'Manthan' (Business Plan Competition) on 27th Feb 2012.
- Faculty Development Programme on Writing Research Paper on 23rd Jan, 2012 in DIMR.
- International Research Symposium on Management, Technology and Engineering

September, 2015 at Hotel Kohinoor Executive, Pune.

- One-day Workshop on Protecting Children from Online Abuse" organized jointly by NCA-CEOP, UK and Gandhi Bhavan Rotary Club on 14th Feb, 2015.
- Peter F. Drucker – A School of Thought
- International Research Conference on Economics, Social Sciences & Environment Issues held on 6th & 7th March, 2012 at First Hotel, Bangkok, Thailand.
- International Conference on Advances in Computing & Management held on 6th-8th January 2012 at D.Y Patil Institute of MCA, Akurdi, Pune.
- Biannual International Conference on Contemporary Issues in Management & Technology held on 8th & 9th August, 2011 at MCCIA, Pune.
- International Conference on Recent Trends in Business & Management at SMV Institute Management Studies on 6th August, 2011.
- International Conference on Recent Trends in Business, Management & IT held on 24th April, 2011 at Aurora Towers, Pune.
- Faculty 2011 Consortium "Getting Published: The Art & Science of writing Research Papers "on 4th March 2011 at Magarpatta city Institute of Management & Technology, Pune.
- International Conference on Marketing & Business Strategy at IBS Hyderabad on 3rd & 4th Dec 2010.
- International Case Conference attended in Goa organized by Institute of Management Technology, Nagpur on 16th to 18th Nov, 2010.
- National Seminar on "Marketing Strategies in a Competitive Environment" held on 12th & 13th March, 2010 at Poona Institute of Management Sciences & Entrepreneurship, Pune.
- National Seminar on **Research Methodology – Literature Review to Data Interpretation** at AISSMS's IOM, Pune on 16th & 17th Dec 2009.
- FDP on **Case Study Methodology and Quantitative & Qualitative Data Analysis** at AISSMS's IOM, Pune on 3rd to 13th Aug 2009.
- Seminar on "**Banking Through Turbulence**" Department of Commerce, Pune University on 20th & 21st Dec, 2008.
- Workshop at Brihan Maharashtra College of Commerce on "**Business English – Activities to improve Speaking and Listening Skills**".

CONFERENCE/SEMINAR/FDP/WORKSHOP ORGANIZED:

- Resource Person for FDP on "Innovation, Entrepreneurship and IPR" on 24th August 2022.
- Resource Person for a 5 Day Faculty Development Programme on Case Discussion Methodology, 4th to 8th Jan 2022, virtual mode.

Science at Aurora Towers, Pune on 23th & 24th Nov 2011.

- Organized HR Meet with association of NIPM on 21st Feb 2009.
- Organized Flames an intercollegiate event on 26th to 28th Feb 2009.

EVENTS ORGANIZED:

- Organised Induction Programs.
- Celebration of National Sports day at DIMR on
- A Day out of the teachers and students of DIMR for a Movie 'Mission Mangal'.
- Organised Flair 2013, 14 & 15: An intercollegiate event.
- A Seminar on –“HR Jargon's - Man Power- The War for Talent”, was organized at DIMR in association with One Mega Solution (HR Services) on 23rd Jan 2013.
- Motivational Seminar on Positive thinking & its Power
- Seminar on Real Estate was conducted on 26th September 2012 in association with Institute of Real Estate & Finance.
- Business Project Carnival “FUN FAIR” September 2014
- Organised various Outbound Training for MBA students at Surya Shibir, Panshet, Hidden Oasis Saswad, Adventure Plus, Bhor and Kamet Adventurers, Kamshet.
- Industry Visit to Bisleri International, Infosys, Sai Service Station Ltd, PepsiCo, Mothers Dairy, Rajgad Sugar Factory, Chordiya Foods, Urja Milk Products, Universal constructions etc

UNIVERSITY WORK ASSIGNMENTS:

- Syllabus Designing for MBA Subjects of SPPU in 2021& 2022
- Revision of Syllabus for Entrepreneurship Development and Startup & New Venture Management Development in 2022.
- Paper Setter for MBA Subjects

SOCIAL ACTIVITIES/INITIATIVES:

- An initiative to celebrate Christmas on 25th Dec 2018 with children from Sarswati Anath Shikshan Sansthan.
- On the occasion of Gandhi Jayanti 2015organised “Daan Utsav” where each one donated either in cash or kind. This donation was then given to an orphanage, Nachiket Balgram located in Akurdi, Pune.
- Organised a social visit with the DIMR students to Navakshitij, on March 2012.
- Organised various donation Collection Camp for Kolhapur & Kerala Flood Relief Fund.

Dr.Manisha Jagtap