



Dr. Abhay Rameshlal Bora

Associate Professor & Head of Department

Department of Master of Business Administration

SNJB's Late Sau. K. B. Jain College of Engineering, Chandwad

Education:

- Ph.D. (Marketing Management), M.B.A (Marketing), Pune University
- B. Pharmacy, North Maharashtra University

Experience:

- Working as Associate Professor & Head of MBA Department in SNJB's LS KBJ College of engineering, Chandwad.
- Worked as an Assistant Professor & Head of MBA Department at Pravara Rural Education Society's, Sir Visvesvaraya Institute of Technology, Chincholi, Nashik from Sep 2009 to Sep 2017.
- Worked as 'Area Business Manager' in Panacea Biotec Ltd at Aurangabad H.Q. from July 2008 to May 2009.
- Worked as 'Senior Marketing Executive' in Novo Nordisk India Pvt Ltd at Ahmednagar H.Q. from Aug 2003 to July 2008.
- Worked as 'Territory Manager' in Medley Pharma Ltd at Ahmednagar H.Q. from Feb 2000 to July 2003.

Research Publications:

International Conference / Journal:

- Research paper published on Capitalizing on Automated Teller Machine (ATM) Network and Kaizen Costing in International Journal Of Multifaceted and Multilingual Studies (ISSN: 2394-207X Impact Factor: 4.205)
- Case study published on 'The conquest of Zinetac', in Met Management Retrospect. (ISSN: 2455-0841)
- Research paper published on 'Marketing Prescription-based Medicines: Salespersons' Feedbacks' in the International Journal on Concept Management. (ISSN: 2277-6893)
- Research paper presented on 'Marketing Prescription-based Medicines: Doctors Feedbacks' in the International Research Symposium organized by DIMR, Pune. (ISSN: 2249-7455)
- Research paper presented on 'Research Methodology' in the International Conference organized by Dept of Management Studies, S.K.N.C.O.E., Pune. (ISBN: 978-81-921739-7-9)
- Research paper presented on 'Growth in Retail Marketing & its impact on consumer Society' in the International Conference organized by Poona College of Arts, Science & Commerce, Pune. (ISBN: 978-81-920045-9-4)

National Conference:

- Research Paper published on 'Women Entrepreneurs:Challenges & Responsibilities' in the N.C.D.I.M.
- Research Paper presented on 'Effects of Marketing on Rural Consumers' in the National Conference organized by IBMRD, Ahmednagar.

STTP Attended/Organized:

A. Organized:

- Seminar on "Managing Stress & Excelling Performance" by Dr.Vishal Sangale, Traitfit, Pune.
- Workshop on "Financial Education and Market Awareness" by Mr. Ajay Shukla, SEBI.
- Seminar on "Out of Box Thinking" by Mr. Manish Patil, from Simple-Ideas-Solutions,Thane.
- Seminar on "Self-Enterpreneurship" by Mr. Jai Bhagchandani, from Unfolded, Nashik.
- Seminar on "Indian Economy & Capital Market" by Dr. Aditya Srinivas from Bombay Stock Exchange, Mumbai.
- Workshop on "Excel Modeling" by Mr. Jai Sharada, from Equitorials, Mumbai.
- Seminar on "Future Avenues of MBA" by Mr. Aun Seharawat, Ring Plus Aqua Ltd, Nashik.
- Seminar on "Industry Expectations from MBA's" by Mr. Ajit Gaidhani, Siemens, Nashik.

B. Attended:

- Faculty Development Program on 'Effective Facilitation'organised by Seed Infotech.
- F.D.P. on 'Dissertation' organised by S. P. Pune University.
- National Seminar on 'Research in Management' organized by M.G.V.'s, I. M.& R., Nashik.
- National Seminar on 'Marketing to the Bottom of the Pyramid' at IBMRD, Ahmednagar.
- Workshop on 'New Norms of AICTE for Accreditation of NBA' at College of Pharmacy, Loni.
- National seminar on 'Polyherbal formulations for the treatment of chronic diseases' at College of Pharmacy, Chincholi, Nashik.
- Workshop on 'Effective teaching', at SVMEC, Chincholi.
- Workshop on 'Research Methodology' organised by J.D.C. Bytco, Nashik.