



Dr. Umesh Sakharam Kasar

Asso. Professor,

**Department of Masters of Business Administration**

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

### **Education:**

- PhD, Savitribai Phule Pune University
- M.B.A (Marketing), Pune University
- B.C.S, Pune University
- LLB, Pune University

### **Experience: (15 years teaching and 5 years Industry)**

- Working As Asso Prof – Academic, NAAC, Autonomy & NBA Coordinator in SNJB's KBJ College of Engineering, Chandwad
- Worked as Asst Prof & HOD – Department of MBA in SNJB's KBJ College of engineering, Chandwad From 30<sup>th</sup> August 2010 till 21<sup>st</sup> Sept 2017.
- Worked as Lecturer in D B Pawar college of management Kalwan from June 2009 till August 2010.
- Worked for 5.6 years in Industries (Logix, Magnamious , Shriram Chit funds) in sales and marketing for various regions of Maharashtra.

### **Research Publications:**

#### **National / International Journal and Conference : 19**

- "A Review on necessary reforms in Higher Education- Management education in India" At National Conference PIBM Pune Proceedings (ISBN 978-81-923768-0-6) Vol-1 march 2012. "Managing management Education in India, Issue, Challenges & Opportunity". Page No 33-38.
- "A study of Innovative Marketing techniques in the admission process- with focus on Management Education in Rural Area of Nashik district." At JSPM Pune (ISBN 978-3-659-27554-8) International Conference AICAIC 2012 on technology & Business Innovation. Wright publication. Oct 2012 Proceedings.  
**"Won Best paper Award at JSPM Pune"**
- "BUSINESS EXCELLENCE MODEL- INDIAN PERSPECTIVE" MGVI IMR Nashik (ISSN-2231-279X, Volume-II Issue 1). National Seminar on "Business Excellence" At MGVI IMR Nashik, Indian journal of Management Science. 8-9 feb 2013. ERM publication. Page no 105- 109 ERM Publications

- “Dynamism and Management Education in India: - An overview” SNJB Coe Chandwad.(ISSN: 2319-7927) ( National Conference on Dynamism in management)IJEEM March 2013 Page 19-22 [www.ijeem.org](http://www.ijeem.org)
- “A study of Customer perception towards private life insurance providers operating in rural area of Nashik district.” At Enhancing Employability through Skill Development. ISBN: 978-93-5158-172-7 Jan 2015(National Conference in Sanjivani college of Engineering) page 66-72 Proceedings.
- “Analyses of Selling Techniques in today’s Customer-Centric marketing Environment for Private Life Insurance Providers operating in rural areas of Nashik District”. At 20<sup>th</sup> Nirma International Conference on Management – Contemporary Marketing 5-7 Jan 2017, ISBN : 978-93-86256-33-1 , First Impression: January 2017, Services in Emerging Markets ( Institute of Management, Nirma University, Ahmedabad,gujrat) Page no-279-290, Excel India Publishers Delhi.
- “An analytical study of growth of life insurance in India (2008-2013)”at National Conference on Recent trends in Commerce & management, 11<sup>th</sup> & 12<sup>th</sup> January 2018. At Hon Balasaheb Jadhav Arts, Commerce & Management College Ale, Pune.ISSN-2319 9318, Vidyawarta, **UGC Approved**. Sr.No 62759, Impact Factor 4.014(IIJIF), Page No 257-265.
- "An analytical study of growth of life insurance in India (2016-2019)", International Journal of Emerging Technologies and Innovative Research ([www.jetir.org](http://www.jetir.org)), Published In JETIR ( www.JETIR.org ) ISSN **UGC Approved** (Journal No: 63975) & 5.87 Impact Factor ,Published in Volume 8 Issue 2 February-2021 | Date of Publication: 2021-02-06  
ISSN:2349-5162, page no.387-397, February-2021, Available :<http://www.jetir.org/papers/JETIR2102043.pdf> DOI: <http://doi.org/10.1729/Journal.25706> .
- " A study of growth and development of telecom industry in India from 2016 to 2019", International Journal of Research and Analytical Reviews (IJRAR) ([www.ijrar.org](http://www.ijrar.org)), Published In IJRAR An International Open Access Journal , ISSN **UGC Approved** (Journal No: 43602) & 5.75 Impact Factor ,Published in Volume 8 Issue 3 ,July-2021 | Date of Publication: 2021-07-013,E-ISSN:2348-1269,P-ISSN:2349-5138, page no.496-506, July-2021, Available : <http://www.ijrar.org/IJRAR21C1196.pdf>
- “Relationship Marketing and customer satisfaction An Empirical study” Journal of Pharmaceutical Negative Results | Volume 13 | Special Issue 9 | 2022, ISSN: Print -0976-9234, Online - 2229-7723] **Scopus** [Relationship Marketing And Customer Satisfaction: An Empirical Study | Journal of Pharmaceutical Negative Results \(pnrjournal.com\)](https://doi.org/10.47750/pnr.2022.13.S09.803) DOI: <https://doi.org/10.47750/pnr.2022.13.S09.803>, Page no:- 6737-3748
- “ Employee welfare scheme: an enrichment of the efficiency of the Organization” NIU International Journal of Human Rights ISSN: 2394 – 0298 Volume 9(XX), 2022, Page no:- 46-49 **UGC Approved**.
- Health promotion in the digital era with special reference to Adoption of healthcare apps in India- an empirical study., Manager-The British Journal of Administrative Management ISSN - 1746 1278, Volume 59 Issue 158 Jan 2023, Industry Qualifications, The Institute of Administrative Management, UK | 30-40, <https://tbjam.org/vol59-issue-158/> . **ABDC**
- A Study on Satisfaction level of Distributors and Service Engineers for Drip irrigation companies, The online Journal of Distance Education and e-Learning, January 2023, volume 11, issue 1, ISSN-2147-6454,Page No-551-556, Chapter 2, <https://tojdel.net/?pid=showissue&volume=11&issue=11> **UGC Approved**.
- A study of innovative selling techniques in today’s customer-centric Marketing environment- with focus on the service sector. SOUTH INDIA JOURNAL OF SOCIAL SCIENCES ISSN: 0972 – 8945, Vol. XX, No.6, July – December 2022, Page No 19-26 **UGC Approved**. <https://journal.iesj.in/category/current-issues/year-2022/>.

- A study on client perception toward the placement services in Daman-A Case study ,Anvesak, Sardar Patel Institute of economic and social research, ISSN-0378-4568, **UGC Approved Vol. 53, No. 01 (IV) January-June 2023**.Page No:70 to 77.
- “Comparative Analysis Of Customer Satisfaction With Special Reference To Banks Of Nashik City “International Journal of Research and Analytical Reviews (IJRAR) ([www.ijrar.org](http://www.ijrar.org)), Published In IJRAR An International Open Access Journal , ISSN **UGC Approved** (Journal No: 43602) & 7.17 Impact Factor ,Published in Volume 10 Issue 3 ,July-2023 | Date of Publication: 2023-07-03,E-ISSN:2348-1269,P-ISSN:2349-5138, page no.118-121, July-2023,[http://www.ijrar.org/viewfull.php?&p\\_id=IJRAR23C1017](http://www.ijrar.org/viewfull.php?&p_id=IJRAR23C1017) .
- “Customer Satisfaction And Quality Of Care In Private Hospitals: A Systematic Literature Review” International Journal of Research and Analytical Reviews (IJRAR) ([www.ijrar.org](http://www.ijrar.org)), Published In IJRAR An International Open Access Journal , ISSN **UGC Approved** (Journal No: 43602) & 7.17 Impact Factor ,Published in Volume 10 Issue 3 ,July-2023 | Date of Publication: 2023-07-13,E-ISSN:2348-1269,P-ISSN:2349-5138, page no.844-847, July-2023, [http://www.ijrar.org/viewfull.php?&p\\_id=IJRAR23C1345](http://www.ijrar.org/viewfull.php?&p_id=IJRAR23C1345)
- “An Investigative Examination Of How Customers Perceive The Dimensions Of Service Quality At Private Engineering Colleges In Nashik District”, Published in Vol. C, Issue-8, 2023, Annals of the Bhandarkar Oriental Research Institute with ISSN : 0378-1143, **UGC-CARE List Group I**, Page no:- 72 -80
- “ Insights into Health Insurance Awareness and Perceptions among Teachers: A Comprehensive Study” [Tuijin Jishu/Journal of Propulsion Technology](http://www.propulsiontechjournal.com/index.php/journal) , [Vol. 44 No. 6 \(2023\)](http://www.propulsiontechjournal.com/index.php/journal/article/view/3860) ,ISSN:1001-4055, Page no : 3086-3095  
<https://www.propulsiontechjournal.com/index.php/journal>,  
<https://www.propulsiontechjournal.com/index.php/journal/article/view/3860>  
<https://www.propulsiontechjournal.com/index.php/journal/article/view/3860/2612>  
**Scopus Q3**

**Other Administrative Responsibilities:** Academic Coordinator, NBA Coordinator, NAAC Coordinator, Autonomy Coordinator, IPR Coordinator

#### **Achievements/Awards:**

- Received Best paper Award for “A study of Innovative Marketing techniques in admission process- with focus on Management Education in Rural Area of Nashik district.” At JSPM Pune.
- Received Best Teacher Award from the international Association of Lions Clubs Poona in Association with Ajeenkya D Y Patil University and Maha Ganesh Technical Education Society 2016-17.
- Secured Topper **5%** in 8 weeks FDP under NPTEL AICTE in Sales and Distribution Management with 83% Jan – March 2019.
- Best Performer in 2022-23 by SNJB’s Late Sau KBJ COE, Chandwad