



| | |
|-------------------------------|---------------------|
| Name | Dr. Milind Bapna |
| Designation | Professor |
| Qualification | Ph.D., MBA & B. Sc. |
| Area of Specialization | Marketing |
| Years of Experience | 19 Years |

(1) Educational Qualifications -

| | | |
|------------------------|------|------|
| (I) Ph.D. (Management) | DAVV | 2016 |
| (II) MBA | DAVV | 2000 |
| (III) B.Sc. | DAVV | 1996 |

(2) Teaching Experience –

| | |
|----------------------------------|---------------------------------------|
| (I) At Graduate level – 19 Years | (II) At Post Graduate level- 15 Years |
|----------------------------------|---------------------------------------|

(3) Research Experience- Nil

(4) Research Guidance Experience-

| | | |
|--|-------------------------|---------------------------|
| (I) Post Graduation Level- Nil | (II) M.Phil Level - Nil | (III) Doctoral Level- Nil |
| (IV) No. of Candidate Produced - M.Phil- Nil | Ph.D. (Nil) | |

(5) Other Experience-

- **Jan 2017 to till date**

Working as OSD (Officer on special duty) at Central valuation center, Devi

Ahilya Vishwavidyalaya

- **September 2012 to till date**

Serving as a Director at Scouts360 India Pvt. Ltd.(a software company)

- **July 2003 to Apr 2005**

Joined as a **Sales officer**, manage sales team of 15 persons, developed market in Malwa region then promoted as **Area Sales Manager**, developed marketing strategies, schemes, promotional activities, settle party's a/c, feedback, initiated bulk supply to industries and institutions at **M/s NAKODA FOODS** (A small scale industry which manufacture pickle, ketchup, and other food items)

- **Jan 2000 to June 2003**

Joined as a **Marketing Executive**, develop dealer network, promotional sales then promoted as a **Sales officer**, key duties were to manage sales team of ten persons, take care of sales and distribution in Malwa region and also initiated institutional sales at **Sunil Foods** (A Nagpur based company sole manufacturer of pickles and sauces)

- **Nov 97 to Sep 99**

Worked as a Sales Executive-Market establishment and Promoting Sales through different channels around Indore region at **Sandeep Traders** (Distributor of motors and Pumps)

- **July 96 to Aug 97**

Conducted Marketing and Brand Awareness Campaign about the courses offered by the institute to prospects at **Innovative School of Computer Learning** (A Computer Training Institute)

(6) Membership of Academic/Professional Bodies- Nil

(7) Publications-

- **Research Papers in Peer-Reviewed or UGC listed Journals**

1. "An examination of factors impacting mutual fund investment: Exploring the mediating influence of investor attitude determinants of investors investment attitude in a mutual fund" Published paper in Journal of K R CAMA Oriental Institute Vol. 78, Issue (May) 2024, Pg 74-80 ISSN (print): 0970-0609
2. "Analyzing asset utilization for the merger of travel and hospitality companies and real estate companies" Published paper in Journal of K R CAMA Oriental Institute Vol. 78, Issue (May) 2024, Pg 19-26 ISSN (print): 0970-0609
3. "Role of female entrepreneurs in India's economic development and growth" Published paper in Journal of K R CAMA Oriental Institute Vol. 78, Issue (May) 2024, Pg 18-27 ISSN (print): 0970-0609
4. "Value propositions affecting the adoption of technological transformation in Indian banking" Published paper in Educational Administration: Theory and Practice, Scopus Journal DOI: 10.53555/kuey. v30i4.1999, Vol. 30, Issue 4, 2024, Pg 3156-3170 E-ISSN: 2148-2403 ISSN: 1300-4832

5. "Corporate restructuring: Profitability analysis before and after merger and acquisition of technology companies and e-commerce" Published paper in Rabindra Bharati Patrikla. Vol. XXVII, Issue 2, 2024, Pg 355-362 ISSN (print): 0937-0037
6. "Determinants of investors investment attitude in a mutual fund" Published paper in Rabindra Bharati Patrikla. Vol. XXVII, Issue 2, 2024, Pg 348-354 ISSN (print): 0937-0037
7. "An analysis of the underlying fundamentals of selected undertakings listed on national stock exchange" Published paper in Rabindra Bharati Patrikla. Vol. XXVII, Issue 2, 2024, Pg 48-354 ISSN (print): 0937-0037
8. "Changing dimensions in global human resource management" Published paper in Rabindra Bharati Patrikla. Vol. XXVII, Issue 2, 2024, Pg 192-199 ISSN (print): 0937-0037

9. Influence of social media on electorate's perception towards political party and its brand building" Published paper in Res Militaris, Scopus Journal, DOI: 10.48047/resmil. v12i6.60, Vol. 12, Issue 6, 2022, Pg 2945-2953 E-ISSN: 2265-6294
10. "A study on relationship between customer relationship management and marketing strategies with special reference to retail segment" Published paper in International Journal of Management, IT & Engineering. Vol 9, Issue 6, June 2019.Pg 984-990 ISSN:2294-0558

11. "A study on the perception of e-filing among individual taxpayers in Indore city"Published paper in African Diaspora Journal of Mathematics. Vol 24, Issue 6, June 2021.Pg 82-90 ISSN:1539-854X
12. "Mudra Bank: A tool for financial assistance to MSME sector" Published paper in African Diaspora Journal of Mathematics. Vol 23, Issue 3, March 2020.Pg 60-69 ISSN:1539 -854X
13. "A Study of rural customer satisfaction in State Bank of India (with special reference to Indore district" Paper published in IJFANS International Journal of Food and Nutritional Sciences, Vol 11, Issue 7, 2022, Pg 4807-4829 ISSN(Print):2319-1775 ISSN(Online):2320-7876
14. "Behavioral Finance: Better to be reasonable than rational" Paper published in Annals of Bhandarkar Oriental Research Institute, UGC Care Listed Group-I Journal Vol C, Issue 11, 2023, Pg 4807-4829 ISSN(Print): 0378-1143
15. "Role of liquidity management as antecedent of firms profitability: Evidences from Manufacturing and service concern" Sardar Patel institute of Economic and Social Research, Anvesak, A bi-annual journal, UGC Care Group- I Vol 53, Issue 4(I), January- June 2023, Pg 1232-1247 ISSN(Print): 0378-4568
16. "Effect of Covid-19 II wave on consumer apparel buying behavior: A descriptive study", Paper published in Journal of The Sayajirao University of Baroda, UGC Care Group-I Journal Vol 57, Issue 1(I), 2023, Pg 29-37 ISSN(Print): 0025-0422
17. Customer satisfaction and confidence in electronic shopping are influenced by: Young adults in Indore district (Madhya Pradesh)" Paper published in Journal of The Asiatic Society of Mumbai, UGC Care List Group-I Vol 97, Issue 8, August 2023, Pg 40-46 ISSN(Print): 0972-0766
18. "Online marketing strategy: A study of the effectiveness of various tools and techniques in the city of Indore", Paper published in Journal of The Asiatic Society of Mumbai, UGC Care List Group-I Vol 97, Issue 8, August 2023, Pg 24-27 ISSN(Print): 0972-0766
19. "Institutional support to entrepreneurial development with special reference to entrepreneurs of Indore district of Madhya Pradesh state" Paper published in Parishod Journal, UGC Care List Group-I Vol IX, Issue II, February 2020, Pg 4273-4283 ISSN: 2347-6648

20. "A study of the impact of financial and innovation management practices on "Employee Engagement "in urban cities- special reference to Indore city" Paper published in Parishod Journal, UGC Care List Group-I Vol VIII, Issue X, October 2019, Pg 328-336 ISSN: 2347-6648
21. "E-Banking services provided by banks to facilitate services among the customers: An analytical study" Paper published in International Journal of Creative Research Thoughts (IJCRT), Paper Id: IJCRT1134961 Vol 6, Issue 1, January 2018, Pg 328-336 ISSN: 2320-2882
22. "Consumer perception and approach for online shopping" Paper published in International Journal of Innovation Research and Management (IJIERM), Paper Id: IJIERM IV- VI Vol 4, Issue 6, December 2017, Pg 1-7 ISSN: 2348-4918
23. "Impact of organized retailers on unorganized retailers- A study" Paper published in Naveen Shodh Sansar (An International Referred/Peer Review Research Journal), July to September 2017, ISSN: 2320-8767E-ISSN: 2394-3793
24. "Customer preference for a certain brand: A range of cement companies in the selected area" Paper published in Journal of Emerging Technologies and Innovative Research, Paper id JETIR1811C97 Vol 5, Issue 11 November 2018, Pg 335-342 ISSN: 2349-5162

- **Books Published:**

Title - Organizational Behavior

Year of Publication: 2023

Publisher: Emblaze Publications

ISBN: 978-81-955458-0-3

- **Patents:**

1. Title of Invention: E-Commerce platform based financial system.
Type of Patent: Intellectual Property India
2. Title of Invention: Smart Portable Industrial Hydraulic drum Lift Machine
Type of Patent: UK design

(8) Seminars / Conferences /Workshops / Training Programmed attended-

- Attended FDP at Arihant College, Indore
- Participated and Presented research paper titled "Organized retail strategy - A study at More megastore" in two days international conference on Changing Management Paradigms in a Dynamic Business Environment by Altius, Indore during 2-3 may 2014
- Participated and Presented research paper titled "Changing Dimensions of small-scale industries in Indore" in two days international conference on Changing Management Paradigms in a Dynamic Business Environment by Altius, Indore during 2-3 may 2014
- Participated and Presented research paper titled "Contribution of Women Entrepreneurs of India in different sectors" in one day National conference on Changing Dimensions in Entrepreneurship by Christian Eminent, Indore during 5 April 2014

- Participated and presented a case study titled "Sustaining in turbulent times - XYZ Pvt. Ltd". in one day, International Case Colloquium Facing challenges in the era of Globalization by SVIM, Indore during 18 may 2013
- Participated and Presented research paper titled "Capital Investment and Financing Decisions" in one day National conference on Refurbishing Facets of Management Concepts for New World Order by CDSM, Indore during 25 August 2012
- Participated and Presented research paper titled "Quality Management in Higher Education: A theoretical Framework" in one day National conference on Globalization of Higher Education in India: Challenges & Prospects by SVIM, Indore during 6 April 2013
- Participated in two-day National seminar on Recent Trends in Commerce and Management by GACC, Indore during 16-18 Feb 2014
- Participated and Presented research paper titled "A study on need for Quality in management education in India" in one day National conference on The Role of Research and Innovative Practices to Revamp Management Education: An Indian perspective by SVIM, Indore during 15 May 2012
- Participated in three-day National case writing workshop by SVIM, Indore during 1-3 may 2012
- Presented online research paper titled "Factors influencing consumer decision while buying gold jewelry" in two days international conference by MTMI & DBMA university USA during 20-22 Oct 2011
- Participated in two-day National seminar on Quality Assurance in Higher Education: Expectation and Achievements" by SVIC, Indore during 9-10 sep 2011
- Participated and Presented research paper titled "A study on buying pattern and preferences of customer towards consumer durables" in two days international conference on Managing Excellence for Emerging Global Paradigm in Business & Technology by CHIMC, Indore during 15-16 July 2011
- Participated in three day National workshop on Research Methodology and applications of SPSS by SVIM, Indore during 2-4 may 2011
- Participated and Presented research paper titled "Emerging trends in banking and financial Institutions" in one day National conference on Emerging Trends in Information Technology & Management by Christian Eminent, Indore during 5 mar 2011
- Participated in one day seminar on Principles of Marketing: A South Asian Perspective by IMS, Indore during 14 Oct 2010
- Participated in two day workshop on Research Methodology by Christian Eminent, Indore during 17-18 Aug 2010

(09) Other Highlights-

- Appointed as **Member Board of Studies (Management)** at D.A.V.V. Indore since 2021.