

CURRICULUM VITAE

- 1. Name** : Ms.Deepika Abhijeet Kininge
2. Designation : Assistant Professor
3. Office Address : Poona College of Arts
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deeptirk444@yahoo.co.in

- 4. Date of Birth** : 09:09:1982

5. Academic Qualification

Degree	Year	Institution/ Board	Country
PHD	Pursuing	SPPU,PUNE	India
M.Phil	March 2016	SPPU,PUNE	India
MBA	June 2009	Shivaji University,Kolhapur	India
MA	June 2006	Shivaji University,Kolhapur	India
BA	June 2004	Shivaji University,Kolhapur	India

6. Teaching Experience-

Duration	Position Held	Organization
July 2007 to March 2009 (2 years)	Lecturer	Bharti Vidyapeeth Law College, Sangli
July 2006 to April 2008 (2 years)	Lecturer	N D,Patil College, Sangli
June 2009 to March 2010 (1 year)	Lecturer	Deccan Education Society's CIMDR Deccan Education, Sangli
July 2011 to till now. (10 years)	Asst.Prof.	Poona College of Arts Science and Commerce, Pune

7. PhD Topic : “Study of Marketing Communications in Conveying Alternative Brand Concepts and Creation of Green Brand Identity of Consumer Products”

8. Area of Interest : Marketing Management, International Trade, Event Management, Business Administration.

9. Courses Taught : BBA ,BBA (CA), B.VOC, M.COM, B.COM

10. Other Innovative Activities :

- Authored Two Books titled HRM & Organisation Behaviour and Digital Marketing published by Thakur publication in year 2019 and 2020 for BBA and BBA CA students respectively.
- Worked as Chairman ,Moderator and Paper setter for BBA course in SPPU,Pune for Subject Event Management and Marketing Management in 2018-19,2019-20 and 2020-21.
- Organised and Cordinated Mazhi Vasundhara Abhiyan 2021 for creating Environment Awareness in colloboration with Pune muncipal Corporation,Pune in February 2021.
- Organised and cordinated MAGNUM Intercollegiate Fest sucessfully in 2018-19 and 2019-20 for BBA and BBA CA students.

11. Membership of Learned Societies and Administrative Bodies;

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| <ul style="list-style-type: none">➤ Worked as a Member of Board of Studies for BBA SPPU Syllabus Restructring in year 2018-19,2019-20 and 2020-21.➤ Worked as a Member of Board of studies for BBA Syllabus in year 2016-17 at St.Mira’s College,Pune in subject Marketing Management |
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12. Abroad Visits

NIL

13. Publication Details

a) Name of the Journals/ Books in which papers are published

THAKUR PUBLICATIONS, H.S.R.A.PUBLICATIONS,AJANTA ,GALAXY,
PUNE RESERCH TIMES

b) Papers published in Conferences / Seminars

- Published Research paper by H.S.R.A publications, Bangalore in the ISBN Book titled ‘Economics of Agriculture & Agribusiness-Green Retailing-Sustainable Initiatives Taken by Retailers in India for Environment Building’ in April 2021.
- Ajanta /Poona College of Arts Science &Commerce/ Study of Marketing in conveying alternative Brand Concepts and Creation of Green Brand Identity of Consumer Products /28th and 29th Dec 2018.
- Galaxy /Poona College of Arts Science &Commerce/ A Comparative study of Marketing Strategies and consumer satisfaction of Ayurveda Medicinal Products with allopathic medicinal products in Pune /13th and 14th January 2017.
- Galaxy /Poona College of Arts Science &Commerce/ ‘Determinants of Child Labour-A Case Study of Kothli Village in Shirol Taluka (Kolhapur District)’at the International conference on “Innovative Concepts in Commerce, Management and Computer Science ” / 13th and 14th January 2017.
- Galaxy /Poona College of Arts Science &Commerce/ ‘Determinants of Child Labour-A Case Study of Kothli Village in Shirol Taluka (Kolhapur District)’at the International conference on “Innovative Concepts in Commerce, Management and Computer Science ” / 13th and 14th January 2017.
- Galaxy /Poona College of Arts Science &Commerce/ ‘Determinants of Child Labour-A Case Study of Kothli Village in Shirol Taluka (Kolhapur District)’at the International conference on “Innovative Concepts in Commerce, Management and Computer Science ” / 13th and 14th January 2017.
- Ajanta/‘Indian Dairy Industry-A Case Study of Nandni Village in Kolhapur District’ on “Innovative Concepts in Commerce, Management and Computer Science ” organized by the department of Commerce postgraduate and research centre, held at Poona College, Pune from 13th and 14th January 2017.

- Ajanta/“Managing Sustainability in the Era of Economic Uncertainty” organized by–MBA Department, department of Management Science & Research ,Pune held at the MAEER’S MIT, Pune from 7th to 8th October 2016.
- Pune Research Times/“Make in India-Role of Educational Institutes in India ” organized by the department of Commerce postgraduate and research Centre, held at Poona College, Pune on 7th January 2017
- Ajanta/” Environmental concerns and sustainable development issues and challenges for India” organized by the department of economics postgraduate and research Centre, held at Poona College, Pune from 10th to 12th February 2016.

c) Papers presented in Conferences / Seminars

- International conference on “Innovative Concepts in Commerce, Management and Computer Science” / 13th and 14th January 2017at Poona College of Arts Science and Commerce.
- Managing Sustainability in the Era of Economic Uncertainty” organized by–MBA Department, department of Management Science & Research, Pune held at the MAEER’S MIT, Pune from 7th to 8th October 2016.
- Make in India-Role of Educational Institutes in India ” organized by the department of Commerce postgraduate and research Centre, held at Poona College, Pune on 7th January 2017
- Environmental concerns and sustainable development issues and challenges for India” organized by the department of economics postgraduate and research Centre, held at Poona College, Pune from 10th to 12th February 2016.

14. Participation in National/International One Week -duration Workshops

- Participated in Five Days Faculty Development Program on ‘Development of Delivery and Evaluation of E-Content Development ‘by School of Education SPPU, Pune with UGC-HRDC,Pune from 3rd August 2020 to 8th August 2020.
- Participated in Five Days Faculty Development Program on ‘E-Content Development for Teachers in Marketing Management ’by School of Education SPPU,Pune with UGC-HRDC, Pune from 1st June 2020 to 5th June 2020.
- Participated in Two Week Faculty Development Program on Multimedia and

drawing organized by Department of Computer Science First Grade College Harihara in association with spoken tutorial IIT BOMBAY through ICT,MHRD, Govt India .

- Participated in Five days Faculty Development Program on Contemporary Trends in Commerce conducted by IQAC Cell, Ness Wadia College of Commerce, Pune in Association with Financial Planning Academy, Mumbai during 18th May 2020 to 22nd may 2020.
- Participated in Five days webinar on Various Dimensions of History: In perspective of Medieval Period” held from 27th May to 31ST May organized by Department of History and Civilization school of Humanities and Social Sciences Gautam Buddha University, Gr Noida, UP.
- Participated in five days National Webinar series on Parivartan : Changing Scenario in Science ,Education and Psychology –A Combined Approach organized by Government Science College ,Veraval, Gujrat from 27th May 2020 to 31st May 2020.

➤ Participation in Conferences / Seminars / Workshops;

- Participated in three days’ workshop on Managing stress and sustaining wellbeing of students and society during and after pandemic period from 1/1/2020 to 3/07/2020 organized by UGC HRDC,SPPU, PUNE.
- Participated in Faculty Development Program on "Web Literacy and Google Tools in Education” organized by Poona College in collaboration with Google Group and Learning Links Foundation (LLF)held at Poona College of Arts, Science & Commerce, on February 10, 2016.
- Participated in the one day workshop on "Research Methodology" organized by Dept. of Commerce and Postgraduate Research Centre held at Poona college of Arts, Science and Commerce on March 17, 2016.
- Participated in the Faculty Development Program on “Need for quality in the system of Higher Education in India” organized by IQAC, Poona College of Arts, Science & Commerce on 28th April ,2016.
- Participated in the one day workshop on "Research Methodology" organized by Dept. of Commerce and Postgraduate Research Centre held at Poona college of Arts, Science and

Commerce on March 17, 2016.

- Participated in the one day workshop on "Research Methodology" organized by Vishwakarma Institute of Management, Pune on January 23, 2016.
- Participated and worked as committee member in the workshop on 'Personality Development & career guidance' organized by Dept. of Psychology, held at Poona College of Arts, Science and Commerce on 21st January 2016.
- Participated in Faculty Development Program on "Web Literacy and Google Tools in Education" organized by Poona College in collaboration with Google Group and Learning Links Foundation (LLF) held at Poona College of Arts, Science & Commerce, on February 10, 2016.
- Participated in a Faculty Development Program workshop on "Developing-e-Content" organized by Poona College in collaboration with EMMRC, SPPU, at Poona College of Arts, Science & Commerce, on January 20, 2016.
- Participated in a Faculty Development Program on 'Case Study Methodology' held at IBS Business School, Pune, on July 17, 2015.

➤ **Contributions to Corporate Life**

- Worked as NSS committee member and attended the NSS Camp held at Chambali, Pune on December 30-31, 2015.
- Participated in a rally under the Rasta Suraksha Abhiyan for awareness of road safety at camp area on January 29, 2016 organized by NSS unit of Poona College of Arts, Science and Commerce.
- Organized and Coordinated different Study Tours and Industrial Visits for BBA students under subject Business Exposure to enhance the business and marketing skills of BBA students.
- Organized Campus Recruitment drive for the students of TYBBA and TYBCA on 21st December by Kotak Securities. About 45 students participated in online aptitude test and 12 of them selected for the final interview.
- Organized Career Planning session by Times pro for the students of T.Y.B.B.A/B.C.A./B.Com on December 5, 2015.
- Motivated and organized internships for TYBBA students in the subject of Marketing Management.

- Participated in the JITO International Trade fair on April 10, 2016 also motivated student to visit the same to grab new avenues in the international trade market.
- Participated in a rally under the Rasta Suraksha Abhiyan for awareness of road safety at camp area on January 29, 2016 organized by NSS unit of Poona College of Arts, Science and Commerce.

15. Supervising the Ph.D. Candidates:

NIL

ASST.PROF.DEEPIKA KININGE
BBA DEPT.POONA COLLEGE
