

CURRICULUM VITAE

1. **Name** : JahanAara HashimKhan Pathan
2. **Designation** : Head – BBA, Branding, IEDC,
Corporate Communications
3. **Office Address** : AKI’s Poona College of Arts,
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Pune - 411001



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4. **Date of Birth** : 12:08:1983

5. Academic Qualification

Degree	Year	Institution/ Board	Country
Ph.D. (pursuing)	Registered: November 2016	SPPU, Poona College, Pune	India
M.Phil. (Business Administration)	2012	SPPU, BMCC, Pune	India
MBA (Marketing & HRM)	2004	Shivaji University	India
B.Sc. (Mathematics)	2002	Shivaji University	India

6. Teaching Experience

Duration	Position Held	Organization
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2019-till date	Head- BBA, Branding, IEDC & CorpComm	AKI's Poona College of Arts, Science & Commerce, Pune
2016-2018	Assistant Professor & Corporate Communications Officer	AKI's Poona College of Arts, Science & Commerce, Pune
2008-2015	Guest Lecturer and E-Content Developer	D.Y. Patil Institute for Distance Learning, Symbiosis Centre for Distance Learning
2008	Sr. Lecturer	G.H. Rasoni Institute of Management & Research, Pune
2005-2008	Lecturer	Allana Institute of Management Sciences, Pune

7. PhD Topic : Impact of Macro Environmental Forces on on Management of e-tailing with reference to select e-tailers; a case study approach.

8. Area of Interest : Customer Centricity, Personal Excellence, Public Relations, Corporate Communications, Corporate Leadership, Effective Networking & Interpersonal Skills, Mindfulness, Entrepreneurship, Branding

9. Courses Taught : Entrepreneurship Management, Brand Management, Advertising Management & Sales Promotion, Marketing Management, Global Perspectives & Personality Development, Business Mathematics, Business Communciations, Principles of Marketing, Decision Making & Risk Management

10. Other Innovative Activities : Participated in Techstars Global Startup Weekend in November 2017, represented Poona College and Won First Prize. The registration was sponsored by Poona College.

11. Membership of Learned Societies and Administrative Bodies;

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12. Abroad Visits

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13. Publication Details

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

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b) Papers published in Conferences / Seminars

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c) Papers presented in Conferences / Seminars

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

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15. Participation in Conferences / Seminars / Workshops;

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16. Contributions to Corporate Life

- **I have been a Corporate Trainer and Facilitator since 8+ years now.**
- **I have trained Expat Leadership Team of Maxon Wheels Ltd., Senior Managers of Britannia India, Mitsubishi Electricals, Fronius India, Product Development Manager of Tieto, Senior Manager - Customer Experience of Flipkart, Workplace Planning Coordinator and Administrators of Redhat, Senior International Trainers from various domains, Facility Service Management Professionals of CBRE, Pune and Business Associates of Mahindra Logistics Ltd., Pune, senior Sales Managers of Max Life Insurance, Pune, Learners of L&T Switchgear Training Centre, TATA Strive, Pune, Software Developers of Motifworks Pvt. Ltd., Pune, Sigma Electric Pvt. Ltd., Pune**
- **Served as a Customer Relationship Manager with Kothari Hyundai Cars Pvt. Ltd., Pune**
- **Served as a Customer Care Officer with Convergys India Services, Pune**
- **Served as an Executive – Marketing with Birla Global Finance Ltd., Pune**

17. Supervising the Ph.D. Candidates:

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(Ms. JahanAara HashinKhan Pathan)