

Dr.Nilesh P.Gokhale

**A passionate Researcher with a keen interest in Business Research,
Brand Communication and Consumer Buying Behaviour**

SNAPSHOT

- **B.E., MBA(Marketing) and Ph.D (Marketing Management)**
- **Currently working with Symbiosis Institute of Media and communication as Associate Professor**
- **Former Officiating Director & Professor -Sinhgad Institute of Management, Pune**
- **Former Professor &Head- Research , MDC- MIT School of Management**
- **16^{1/2} Years of experience in Academics, Research and Consulting**
- **Keen Interest in Buying Behaviour Research with a Ph.D in Consumer Buying Behaviour**
- **Brand and Marketing consultant with experience in designing Marketing Programmes, Marketing Communication strategies and Marketing Plans**
- **Former Editor-Sinhgad International Business Review**
- **Author of 3 Widely referred text books on Marketing**
- **Authored & Presented Research Papers at International Conferences**
- **Guided several PG Research Projects**

EDUCATIONAL QUALIFICATIONS

Sr.No	Degree	College/University	Year
1	Ph.D.	University of Pune	2012
2	MBA(Marketing)	Pune University Sinhgad Institute of Management,	2002
3	B.E(Polymer)	M.I.T.,Pune University	1999

SUMMARY-WORK EXPERIENCE

Sr	Organization	Designation
1	Symbiosis Institute of media and Communication	Associate Professor
2	MIT School of Management	Professor & Head- Research, MDC
3	Greenhat Consulting & Research, Pune	Director
4	Sinhgad Institute of Management	Director, Dean, Professor, Associate Professor, Assistant Professor, Lecturer
5	Suryadatta Institute of Management and Information Research	Lecturer
6	Institute of Business Management and Research, Chinchwad	Lecturer
7	Plastiblends India Ltd	Manager-Technical Sales
8	Polyset Plastics Ltd	Assistant Manager
9	Kabra Extrusion Technik Ltd.	GET

WORK EXPERIENCE

ACADEMIC EXPERIENCE

1. **Professor & Head Research and MDC-MIT School of Management** Key responsibilities included looking after Ph.D Research center, fostering culture of research. Mentoring junior faculty members. Designing and driving various Management Development Programmes and Training for MDC along with consulting assignment for Industry as well as Academics.

2. Officiating Director, Professor-Sinhgad Institute of Management

As Director, Dean and Professor at Sinhgad Institute of Management, Pune, transformed this Flagship Institute of the Group into a dynamic ,student oriented, vibrant Institute through initiatives like ‘Campus to Corporate’, Live Projects, Alumni Mentorship, Pre-Placement Training, Student Research Publications, Faculty knowledge sharing series, Competitions, Student Profiling etc.

- **Director- Sinhgad Institute of Management(SIOM), Pune- June 2013 to November 2014**
 - Headed SIOM; one of the premier Management Institutes in the region with 1200 MBA students, 60 plus Full Time Faculty members and 100 non-teaching Staff.
 - Besides MBA course, also headed the Ph.D. research center of the Institute with

around 100 scholars pursuing their Ph.D.

- **Teaching Learning**-Took formidable initiatives to make the Institute Student Centric with extensive use of Case studies, Online simulations, Online courses etc.
- **Instrumental in Tie up with Harvard Business School Publishing and adopting Case study method in the institute**
- **Quality Certifications**-Successfully got the Institute Reaccredited from **National Board of Accreditation(NBA)**New Delhi
- **Experiential Learning**-Encouraged Experiential Learning through emphasis on Live Projects, Winter Projects, Alumni Mentorship, Research Projects.
- **Change Management**-Successfully implemented changes in Teaching-Learning Methodology and brought in Process oriented approach than the earlier Person oriented approach
- **Skill Development**: - Strategically planned and conducted rigorous skill development programmes for Students to make them Corporate Ready before their Campus Placement season. Started 'Value Added Certification Courses'
- **Human Resource Development**: Encouraged Faculty members to enhance Research with significant results reflecting in higher number of Ph.Ds and Research Publications. Encouraged Goal Oriented functioning through Teams thus bringing in much required 'Team Spirit'
- **Administration**: Prepared and implemented **SOPs** to improve productivity.
- **Technology**: Aggressively promoted use of ERP
- **Dean(Academics), Professor, Associate Professor, Assistant Professor (SIOM)**
June 2006-June2013
- **Editor-Sinhgad International Business Review**

3. Lecturer- Suryadatta Institute of Management & Information Research, Pune

4. Lecturer- -Institute of Business Management & Research, Pune

INDUSTRY EXPERIENCE

1. Director-Greenhat Consulting and Research

Marketing Strategy formulation especially for startups. Segmentation, Social Media Marketing, Creative Designing (Conceptualization)

A few of the clients worked for are Sakal, Mezza9, Oryzza, Chhavni Resto, General Mills(Pillsbury), chhotabrek.com, Goli Vadapaav, United Mills, Socks n Shoes events,

Ezkhaana.com, Chaturang Tourism, Healthytwist etc.

2. **Manager, Technical Sales- Plastiblends India Ltd.**

3. **Assistant Manager-Polyset Plastics Ltd.**

4. **Graduate Engg Trainee -Kolsite Group of companies**

RESEARCH and CONSULTING WORK

- **About Doctoral Research (Online Buying)**

- Ph.D. Topic: 'Buying Decision Process and Role of Internet-A study of select segments in and around Pune'
- Duration-August 2008 to June 2012

- **Research Projects**

- Guided more than 100 Student Industry Research projects in the domain of Primary Market Research (Quantitative and Qualitative)
- Pune University (BCUD) funded Research Project titled 'Influence of Internet on Buying Decision Process' (2009-2011)

SOME OF BUSINESS RESEARCH & BRANDING ASSIGNMENTS WORKED UPON

Sr	Agency/Client	Nature of projects	Details
1	Freelance Consultant for United India Mills	Consulting Marketing Research	Primary Market Research involving Focus Group Interviews, Depth Interviews, Surveys and Desk Research
2	Freelance Consultant for GoliVadapaav	Consulting Marketing Research	Desk Research AND Primary Research- 'SWOT' analysis of GoliVadapaav and strategies for Promotions in Pune
3	Freelance Consultant for General Mills	Consulting Marketing Research	Primary Research-Consumer Insights post sampling of New product.
4	Freelance-B2B consulting firm	Marketing Research	Insights into Executive Search Practices
5	Freelance Consultant for 'Oryzza'	Consulting Marketing Research	Food Habits of Youngsters and Price Points
6	Freelance Consultant for 'Oryzza'	Branding and Social Media Marketing	Brand Repositioning and Building Social Media presence
7	Freelance Consultant for 'Chhavni Resto and Bar'	Social Media Marketing	Building Social Media presence
8	Freelance Consultant for 'Chhotabrek.com'	Corporate Identity elements	Designing of Logo and other CI Elements
9	Freelance Consultant for 'Chaturang Tours'	Social Media Marketing	Building Social Media presence

Sr	Agency/Client	Nature of projects	Details
10	BCUD(Pune University)	Consulting Marketing Research	Influence of Internet on Buying Behaviour of PG students
11	Sinhgad Institute and other Education employers	Business Research	Guided more than 90 Student Research Projects while in Academics spread over varied Industry sectors like FMCG, Banking ,Consumer Durables, Automobiles, Financial Services etc.

PUBLICATIONS

- **Books Authored**

- ‘Marketing Management’- Nirali Prakashan(ISBN 818579096-5)(For MBA)
- ‘International Marketing’ –Nirali Prakashan (ISBN938006447-0)(For MBA)
- ‘Sales Management &Personal Selling’- Nirali Prakashan(For MBA)
- ‘Market Research’-Study Material for Sinhgad Distance Education Center

- **Research Papers Authored**

- GE International Journal of Management Research titled ‘Content marketing- from genesis to future’. Impact Factor Issue December 2016,Impact factor 5.779
- KHOJ – Journal of Indian Management Research and Practices ISSN : 0976-8262 titled ‘Market intelligence and lead generation for e-zest solutions pvt. Ltd, Issue 2016
- KHOJ – Journal of Indian Management Research and Practices ISSN : 0976-8262 titled ‘Market analysis and business development for Amul India ltd’ ,Issue 2016
- Proceedings-International Conference on Marketing in New Global order **IIM**, Indore titled ‘TMC strategies of MNCs in India’
- Proceedings-International Conference on ‘Strategies in Global Meltdown’, University of Pune titled ‘Effects of HR strategies during slowdown’
- Proceedings-International Conference on Global Marketing at PIMR, Indore titled ‘Advertising and Brand Management-contemporary issues’

AREAS OF INTEREST

- Consumer Buying Behaviour
- Marketing Communication
- Design Thinking
- Brand Management