

<b>Name</b>	Dr. Jitendra B. Bhandari
<b>Area</b>	Marketing
<b>Email</b>	hod@imertpune.in
<b>Educational Qualification</b>	
2015	Ph.D. <b>Savitribai Phule Pune University, (Management) (Marketing).</b>
2000	MBA ( <b>Marketing Management</b> ) from Neville Wadia Institute of Management (Pune University) ( <b>First class</b> ).
1998	B. Pharmacy from Dr. D.Y. Patil college of pharmacy, (Pune University) ( <b>First class</b> )
<b>Area of Research</b>	
Consumer Behavior	
<b>Current Research</b>	
1. Published Research paper in VBR 'Vishwakarma Business Review' June edition 2015.	
<b>Publications / Articles / Cases</b>	
<b><u>III] Research paper presentation in International conference :</u></b>	
1] International Marketing conference on Redefining Marketing; Organised by IES's Management college and Research centre, Mumbai, (2009)	
2] International Research conference organised by Kohinoor Business school, Khandala, (2009).	
3] International Seminar on Recent Trends in Global Business Order-Impact in ASIA ; Organised by VIVEKANANDHA Institute of Information and Management studies, Tirchengode, Nammakkal Dist. Tamilnadu, (2009).	
4] International conference on Issues and advances in Business, Management, Engineering and Social Science: organised by Choice Institute of Management Studies, Pune ( 2011).	
5] INCON-VI, organised by ASM group of Institute, Pune, (2011).	
6] INCON-VII, organised by ASM group of Institute, Pune, (2012).	

### **III] Research paper presentation in National conference :**

- 1] National conference on Retail in Detail ; organised by MITCON Institute of Management.(2007).
- 2] National conference on Retail Strategies for Emerging Markets; organised by Poona Institute of Management( 2008).
- 3] National conference on Recent trends in Retail Management; organised by Jayawant Institute of management studies. ( 2008).
- 4] National conference on Strategies in Declining Market; organised by SIBAR, Pune (2009).
- 5] National conference on Innovative Management Practices in Uncertain Times; organised by Marath wada Mitramandal's College of Commerce.(2009).
- 6] National conference on National Doctoral Conference; organised by Vishwakarma Institute of Management, (2011).
- 7] National conference on Services Management The Trend Setter; organised by Kohinoor Business School, Khandala. ( 2011).
- 8] National conference on Business strategies for Emerging Markets ; organised by Sinhadgad institute of Administration & Computer Application, Lonavala.(2011).
- 9] National conference on Advances in Engineering and Management; organised by Indira College of Engineering and Management.(2011).
- 10] National conference on Financial strategies in Global Scenario; organised by Sinhadgad institute of Administration & Computer Application, Lonavala.(2012).
- 11] National conference on Future of Indian Retailing; organised by Vishwakarma Institute of Management. (2015).

### **IV] FDP attended :**

- 1] FDP on Blue Ocean Startegy; Organised by IIM-K ( 2015)
- 2] Gateway to PH.D. Organised by Sinhadgad Institute of Management (2010).
- 3] Seminar on Data analysis for Management Research; organised by AISSM's Institute of management.( 2010).
- 4] Three day National Seminar on Research Methodology; organised by Sinhadgad Institute of

Management (2008).

5] Two days workshop on “ Case Method Teaching and case writing” organised by MM’s IMERT in association with Case Research society of India.(2015)