

Dr. Vijay Wagh

A-51, Punarvasu, Shrishti Sector-3,
Mira Road (East), Thane - 401107
vw1964@gmail.com
Mobile: 9324070020



OBJECTIVE

To effectively utilize knowledge gained through research and experience in teaching and industry for furthering the cause of education & educational institutes.

EDUCATION

Examination /Degree	Institute/ University	Year of passing	Electives/ Specialization	Score	Class/ Award
PhD	R. D.V. V. Jabalpur	July 2001			
SET	Pune University	December 1995	Commerce (Management)		
Master of Management Science (MMS)	Symbiosis Institute of Management, Pune	April 1992	Marketing Management	70 %	1 st class & Distinction
M.Com.	University of Mumbai	June 2005	Management	62 %	1 st Class
B. Com.	Nagpur University	April 1989	Marketing Management	55 %	Distinction
Diploma in Pharmacy	State Tech. Edu. Board	June 1983		68 %	First class
H. Sc. (12TH)	People's College Nanded	April 1980		63 %	First class
S.S.C. (10TH)	People's School	April 1977		59 %	B+

WORK EXPERIENCE

Duration	Organization	Position
Jun 2025 – Till Date	SSBES' Institute of Technology and Management	Professor (On Contract Basis)
Aug 2023 – March 2025	St. Francis Institute of Management and Research	Faculty (On Contract Basis)
July 2022 – Jan 2023	PTVA's Institute of Management, Mumbai	Director (Resigned on Medical Grounds)
April 2022 – July 2022	Kohinoor Business School, Mumbai	Director
Sept 2021 – March 2022	Aditya Institute of Management Studies and Research, Mumbai	Professor – Research Head
July 2011 - Aug 2021	Sheila Raheja School of Business Management & Research, Mumbai	Director
July 2010 – June 2011	N. L. Dalmia Institute of Management Studies & Research, Mira Road	Professor (In the pay scale of Rs. 37400 – Rs. 67000 Basic salary – Rs. 46990)
Apr 2009 - June 2010	Swami Ramanand Teerth Marathwada University Nanded Sub Centre – Latur (On lien to N.L. Dalmia Institute)	Co-ordinator at Sub Center Latur Director & Professor at School of Management (Over all in- charge of sub center) (In the pay scale of Rs. 37400 – Rs. 67000) Basic salary – Rs. 46990)

July 2007 - March 2009	N. L. Dalmia Institute of Management Studies & Research, Mira Road	Professor
Jan 2006 - June 2007	SIES College of Management Studies, Navi Mumbai (On Lien to NLDMS&R)	Professor & Chairperson – PGDPM (Administrative Post)
June 2002 - Jan 2006	N. L. Dalmia Institute of Management Studies & Research, Mira Road	Reader
Jan 2002 - May 2002	BSES Management Institute, Mumbai	Faculty member
Feb 1997 - Dec 2001	College of Materials Management, Faculty of Management Studies, Jabalpur (An organization managed by Indian Army)	Faculty member (Lecturer)
Aug 1995 - Jan 1997	Swami Ramanand Teerth Marathwada University, Nanded	Lecturer
Sep 1989 - July 1995	M/s. German Remedies Ltd.	Marketing & Sales Department

ADMINISTRATIVE EXPERIENCE

Cumulative administrative experience of 13 years

RESEARCH EXPERIENCE

1) Guided six students to the award of PhD degrees -

SR No	Name	University	Topic	Date
1	Dr. Bharat Bhushan Choudhary	D.Y. Patil University, Pune	“A Comparative Analysis of Customer Service Provided by Cellular Mobile Services Provider in Mumbai Region”	13/07/2012
2	Dr. Sachin Bhagwanrao Napate	SRTM University, Nanded	“An Analytical Study of Financial Services and its Impact on Customer Satisfaction With Special Reference to Bank of Maharashtra”	15/9/2014
3	Dr. Pramod Hanumantrao Patil	SRTM University, Nanded	“A Comparative Study of Perception About Selected FMCG Brands Amongst Rural Versus Urban Consumers With Special Reference To Latur District”	15/09/2014
4	Dr. Rajendra Namdevrao Suryavanshi	SRTM University, Nanded	“Analytical Study of the Implementation of VAT With Special Reference to Latur District”	30/10/2015
5	Dr. Abdo Abdullah Mohammed Qaid	SRTM University, Nanded	“Human Resource Development Practices in Yemen – A Study With Reference to Education Department”	30/10/2015
6	Dr. Hamood Saleh Saeed Al Dhrab	SRTM University, Nanded	“Systems Approach To Documentation – A Study of Ministry of Education – Republic of Yemen”	01/02/2020

2) Students Currently under Guidance -

SR No	Name	University	Topic
1	Ms. Darshana Murkhibhavi	University of Mumbai	“To Study the Impact of Online Education on The Development of Post Graduate Students”
2	Mr. Joseph De’Silva	University of Mumbai	“A Study of Multimodal Traffic Issues in Mumbai City”

TRAINING OBTAINED

SR NO	YEAR	COURSE	INSTITUTION
1	SEP 2007	SPSS (14)	SJNTU, Hyderabad
2	FEB 2007	Research Methodology	K. J. Somaiya IMSR, Mumbai
3	FEB 2005	Case Writing	K. J. Somaiya, Mumbai
4	NOV 2004	Brand Management	IIM Calcutta
5	NOV 2003	Brand Management	IIM Bangalore
6	FEB 2003	Teaching Marketing	MDI Gurgaon
7	SEPT 2002	Infusion of environmental concepts in management education	IIT Mumbai
8	MAY 2002	Lead auditor training course: ISO 9000 QMS	V.P. Productivity & Quality Services
9	OCT 1999	Workshop on Marketing for the Poor	XIDAS, Jabalpur
10	AUG 1999	Marketing	XLRI, Jamshedpur
11	NOV 1998	Organizational Renewal through Creativity	College of Materials Management, Jabalpur

SCHOLASTIC ACHIEVEMENTS

Sr. No.	Course	Award
1.	SET	December, 1995
2.	B.Com	Distinction in Marketing Management
3.	M.M.S	Distinction

ACADEMIC ACHIEVEMENTS

1.	Research Guide - University of Mumbai
2	Research Guide - Dr. D. Y. Patil University, Pune
3	Research Guide - Yashwantrao Chavan Maharashtra Open University, Nashik
4	Research Guide - S.R.T.M University Nanded

INTERNATIONAL PUBLICATION / CONFERENCE

- 1) Paper on “**Indian Pharmaceutical Marketing in 21st Century**” read at International Conference on Business at Ahmedabad, 5th January 1998
- 2) An article on “**E-Commerce**” presented to the Editor of Indian Accounting Association, at International Conference held at Jaipur, June 1999
- 3) Paper on “**Innovation in pricing of prepaid services adopted by cellular mobile services providers and its impact on the revenue per minute in raising their bottom line. Case study of ‘TRUMP MTNL MUMBAI’** presented at IIT Kanpur, March-April 2008

NATIONAL PUBLICATION

- 1) Article titled “**Total Quality Marketing**” published in the magazine “**Materials Manager**” of *Jan 1998 issue*
- 2) Article titled “**Distribution in 21st Century**” is accepted by Prof. (Dr.) Harish Kumar, Director, Institute of Management studies & Research, G.G. University Bilaspur for a book edited by him
- 3) Article titled “**Innovative Strategies for Market Leadership**” published in the magazine “**JIMS 8M**” of *Jul-Sep, 2001 issue*
- 4) Article titled “**Paradigm Shift in Pharmaceutical Industry: An exploratory study of IPR regime scenario**” published in the magazine “**Business Perspectives**” of *Jan-Jun, 2004 issue*
- 5) Article titled “**Rural Marketing—The winning edge**” published in the magazine “**Synergy**” of *Jul, 2005 issue*
- 6) Article titled “**Ethical Dimensions Make Pharma Marketing a Specialized Task**” published in “**Pharmaquest**” (a trade magazine of pharma industry) of *Nov-Dec 2006 issue on page no 57*
- 7) Article titled “**Pharma sales management and marketing – The art of gentle persuasion**” published in “**Pharmaquest**” (a trade magazine of pharma industry) of *Jan-Feb 2007 issue on page no 34-37*

- 8) Article titled “**Brand Awareness Among Rural and Urban Consumers**” published in “**Bharati Vidyapeeth’s Institute of Management Studies & Research**” of ISBN: 978-93-5051-580-8, 2012 issue on page no 36-42
- 9) Article titled “**Journey of Insurance Sector in India**” published in “**Universal Research Analysis**” of Vol 2, Issue 4, ISSN 2229-4406 (RNI. MAHMUL 13/02/2010), Mar - Aug 2012 issue on page no 72-82
- 10) Article titled “**Theory Building of Employee Engagement**” published in “**Universal Research Analysis**” of Vol 2, Issue 4, ISSN 2229-4406 (RNI. MAHMUL 13/02/2010), Mar - Aug 2012 issue on page no 83-89
- 11) Article titled “**Resolving Banking Crisis**” published in “**Interlink Research Analysis**” of Vol 3, Issue 7, ISSN 0976-0377 (RNI. MAHMUL02805/2010/334461), Jan – June 2013 issue on page no 27-33 (**Impact Factor 2.06**)
- 12) Article titled “**Human Resource Development in Yemen**” published in “**Vision Research Review**” of Vol 3, Issue 4, ISSN 2250-169X, Dec 2012 – May 2013 issue on page no 26-36
- 13) Paper on “**Retail Management**” was read at National Seminar held at Khandwala College of Commerce, Mumbai 2004
- 14) Article titled “**Winning Market Strategies Through Effective Customer Relationships**” published in “**Vision Research Review**” of Vol 2, Issue 12, ISSN 2250-169X, Dec 2016 - May 2017 issue on page no 1-5, (**Impact Factor 2.00**)
- 15) Article titled “**The Role of Ethics in Marketing Decision**” published in “**Vision Research Journal for Commerce & Management**” of Vol 1, Issue 8, ISSN 2319 -4707, June – Nov 2016 issue on page no 26-30
- 16) Article titled “**Global Recession and Banking System**” published in “**Global Economic Research**” of Vol 2, Issue 14, ISSN 2249-4081(RNI.MAHMUL 02935/2011), Oct 2017 - Mar 2018 issue on page no 32-36
- 17) Article titled “**A Study of Bank Employees - Leave Facility of Nationalized and Private Banks**” published in “**Hi-Tech Research Analysis**” of Vol 8, Issue 14, ISSN 2231-6671, Aug 2017 – Jan 2018 issue on page no 13-19 (**Impact Factor 3.22**)
- 18) Article titled “**Need of Women Empowerment in Informal Sector**” published in “**Hi-Tech Research Analysis**” of Vol 4, Issue 14, ISSN 2231-6671, Aug 2017 – Jan 2018 issue on page no 1-5 (**Impact Factor 3.22**)
- 19) Paper on “**Challenges Faced by Social Entrepreneurs: A Study**” presented at a conference held at D.Y.Patil University Mumbai, Nov 2008

SCOPUS/ ABDC/ UGC-Care PUBLICATION

- 1) Article titled “**Customer Relationship Management: An evolving tool for pharmaceutical Industry**” published in “Pharma Times” of *VOL.38 NO-5, May 2006 issue on page no 29-30* (SCOPUS)
- 2) Article titled “**Social and Ethical Issues of Pharma Business**” published in “Pharma Times” of *VOL.38 NO-6, June 2006 issue on page no 36-37* (SCOPUS)
- 3) Article titled “**Shifting Paradigms of Communication Strategies of Pharma Marketing**” published in “Pharma Times” of *VOL.38 NO-7, July 2006 issue on page no 18-19* (SCOPUS)
- 4) Article titled “**The Brave New World of Marketing and the 8th ‘P’ in Making**” published in “Pharma Times” of *VOL.38 NO-8, Aug’ 2006 issue on page no 13-14* (SCOPUS)
- 5) Article titled “**Future Trends of Pharmaceutical Distribution**” published in “Pharma Times” of *VOL.38 NO-9, Sep 2006 issue on page no 20-21* (SCOPUS)
- 6) Article titled “**Ethical Dimensions Make Pharma Marketing a Specialized Task**” published in “Paripex – Indian Journal of Research” of *Vol 2, Issue 2, ISSN 2250-1991, Feb 2013 issue on page no 1-3* (UGC CARE)
- 7) Article titled “**The Impact of Training and Development on the Job Performance in the Education Department in Yemen**” published in “Indian Streams Research Journal” of *Vol 4, Issue 12, ISSN 2230-7850, Jan 2015 issue on page no 1-5, (Impact Factor 3.1560)* (UGC CARE “C” GRADE – ABDC)
- 8) Article titled “**An Enquiry into - The Role of Telemedicine in Health Services of Maharashtra**” published in “International Journal of Mechanical Engineering” of *Vol 6, No.3, ISSN 0974-5823, December 2021* (UGC CARE “C” GRADE – ABDC)
- 9) Article titled “**A Study of Measuring E-Service Quality of Online E-Pharmacy**” published in “International Journal of Mechanical Engineering” of *Vol 7, No.2, ISSN 0974-5823, February 2022* (UGC CARE “C” GRADE – ABDC)
- 10) Article titled “**An Experimental Study on Measuring Efficacy of Generic Medicine in Reducing Type 2 Diabetes (Random Blood Sugar Level)**” published in “International Journal of Mechanical Engineering” of *Vol 7, No.2, ISSN 0974-5823, Special Issue, Jan-Feb 2022* (UGC CARE “C” GRADE – ABDC)

- 11) Article titled “**A Study on Evaluating Determinants of Adoption of E-Pharmacy in South Mumbai Region**” published in “**Korean Review of International Studies**” of Vol 15, ISSN 1226-4741, Issue 38, Sep 2022 on page no 219-227 (UGC CARE “C” GRADE – ABDC)
- 12) Article titled “**A Study on Evaluating Determinants of Job Satisfaction of Faculty Members of Unaided College in Mumbai Region**” published in “**The British Journal of Administrative Management**” of Vol 59, Issue 161, ISSN 1746-1278, May 2023 (UGC CARE “C” GRADE – ABDC)
- 13) Article titled “**An Investigation on the Effects of Artificial Intelligence on Pharmaceutical Product Brand Management Strategies**” published in “**European Economic Letters**” of Vol 14, ISSN 2323-5233, Issue 2 on page no 197-207, 2024 (UGC CARE “C” GRADE – ABDC)
- 14) Article titled “**A Study on The Role of AI in Hyper-Personalization Marketing of FMCG Products**” published in “**Economic Sciences**” ISSN:1505-4683, ES (2024) 20(2), page no 267-278, 2024 (UGC CARE “C” GRADE – ABDC)
- 15) Article titled “*Statutory Bodies’ Functions, Current Situations, Challenges and Opportunities In Management Education System in Indian Higer Education Institutions: Research Analysis. (ADALYA JOURNAL, Volume, 14, July 2025, ISSN NO 1301-2746, “Scopus Journal & HEI recognized Journal.)*”

PATENT/ BOOK PUBLICATION

1) PATENT PUBLICATION

“Impact of Implicit and Explicit Knowledge of consumers on their buying”

Application No202311035327A Publication Date 30/06/2023

Patent office Journal No –26/2023, Publication Date 30/06/2023

2) BOOK PUBLICATION

“Integrated Marketing Communication”

Publisher - Bestow Edutrex International

Publication Year 2022-23

ISBN 978-93- 95060-02-8

REGIONAL PUBLICATION

- 1) Paper on “**Effects of Liberalization on Indian Economy**” presented at Marathwada Economics Conference held at Latur on 6th and 7th April, 1996 (Page no. 57,58)
- 2) Paper on “**Total Quality Management**” presented at Maharashtra State Commerce Conference held at Ahmednagar on 23rd and 24th March, 1996 (Page no. 71 -74)
- 3) Paper on “**I.S.O. 9000**” presented at Maharashtra State Commerce Conference held at Ahmednagar on 23rd March, 1996

CONSULTANCY PROJECTS COMPLETED

- 1) A Study on Morale of Workers of Detergent Manufacturing Division of Hindustan Lever Ltd. (HLL) in the year 1999-2000
- 2) A Study on Morale of Sales Promotion Employees of Brooks-Bond Division of Hindustan Lever Ltd. (HLL) in the year 2000-2001

MANAGEMENT DEVELOPMENT PROGRAMMES CONDUCTED

1. Programmes on “Team Building” at BESE
2. Programmes on “Customer Relationship Management”
3. Programmes on “Customer Satisfaction”

REFERENCES

1) **Mr. Pramod Hari Lele**

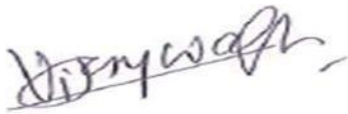
CA, ACMA, L.L.B
Mentor & Trustee, PTVA, Mumbai
Ex CMD – Parke Davis India Ltd.
Ex CEO, Hinduja Hospital, Mumbai
E-mail – lelepramod49@gmail.com

2) **Prof. Vijay Page**

Ex Director,
MET'S Institute of
Management Studies & Research,
Bandra (E), Mumbai

PERSONAL INFORMATION

1. **Date of birth** : 3rd April 1964
2. **Languages Known** : English, Hindi, Marathi
3. **Marital Status** : Married



(Dr. Vijay Wagh)

