

Prof. Dr. Ashok Kurtkoti

Marketing



Qualifications: - B.E, M.I.E Ch. Engg, M.S.P.E, M.M.M, Ph.D

Experience: - 30 Years in Industry, 11 years in Teaching and Research

Publications: - 58 numbers in National/International Seminars /journals

1	Study of Awareness of Green Marketing with Specific Reference to Consumers in Pune City	RDA, at Hotel Clarks Amer, Jaipur 5th & 6th January, 2013 ISBN 978-81-920965-1-3 Won the Best Paper Award Chaired Technical Session
2	Employee Perception Towards Organizational Change with Reference to medium Scale Manufacturing Industries in Pune City	IES, Mumbai February,21-22,2013
3	Can IPL sustain its Brand Value after scams? – A case study	IBS, Hyderabad 8 th ,9 th August,2013 Chaired Technical Session
4	Consumer Behaviour of Mobile Phone Users	RDA, at ITC, Goa 28th & 29th September, 2013 ISBN 978-81-920965-2-0 Won the Best Paper Award Chaired Technical Session
5	Human Management Practices and Organizational Performance	3 rd Indian Academy of Management Conference at IIM, Ahmadabad 12 to 14 December,2103

6	Soft Drink Brand Tug of War	9 th SIMSR Global Marketing Conference, K.J. Somaiya Institute of Management Studies & Reserch, Vidyavihar, Mumbai 7 th & 8 th January,2014
7	Innovations in Environment Management	International Research Conference On Innovative Business Strategies, SI BM, Pune 28 th & 29 th March,2014

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Sr. No	Title of research Paper	Place
08	HR Outsourcing- An Overview	VIIT, Baramati 14 th and 15 th October,2011
09	Brand Equity Road Map	VIIT, Baramati 14 th and 15 th October,2011
10	Employee engagement with reference to Automobile Industries in Pune city	Bhartesh Education Trust's Global Business School, 17 th & 18 th Feb,2012 ISBN 978-93-5051-687-4 Won the Best Research Paper Award

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