

Prof. Dr. N. J. Chavan

Marketing (Advertising, Media, Brand & Service Marketing)



**Qualifications:** - B.Sc., M.B.A., M.Phil., Ph.D.

**Experience:** - 16 Years in Industry, 21 years in Teaching and Research

**Publications:** - So far 21 numbers in National/International Seminars /journals

Recent Publications as follows-

<b>Sr. No</b>	<b>Name of the Journal</b>	<b>ISSN No</b>	<b>Period</b>	<b>Title of the Article.</b>
01	Advanced Management Compendium; MITSOB	ISSN-2249-5681 Vol 01; Issue-01	December, 2011	Trends in Services Mgt. - By Prof.N.J.Chavan
02	International Journal of Business, Management & Social Sciences	ISSN:2249-7463 Vol. II, Issue 8(III)	April 2013	Customer Satisfaction Elements & Standards of Excellence in Service Sector- Special Reference to Hotel Industry. -by Prof. N.J.Chavan & Dr. V.M.Chavan
03	International Journal of Multidisciplinary Research	ISSN:2277-9302. Vol. II, Issue 2(II).	May, 2013	Hotel Industry of Kolhapur- A review By Prof.N.J.Chavan & Dr.V.M.Chavan
04	International Journal of Exclusive Management Research	ISSN: 2249-8672 Vol. 3, Issue 2	April-May 2013	A study of Marketing of Services in Hotel Industry with Special Reference to Select Units of Kolhapur & Sangli,

				By Prof.N.J.Chavan & Dr. V.M. Chavan
05	International Journal of Business, Management & Social Sciences	ISSN: 2249- 7463.  Vol. II,  Issue 10(I)	June 2013	Overview of Hotel Industry  By Prof.N.J.Chavan
06	International Journal of Business, Management & Social Sciences	ISSN: 2249- 7463.  Vol. II,  Issue 10(III)	June 2013	FDI in service Industry – A Multi Brand Retailing perspective by  Prof. N.J. Chavan
07			July 2013	Hotel Industry of Sangli- A review  By Prof.N.J.Chavan & Dr.V.M.Chavan

**Consultancy details :**

➤ **Consultancy and Sponsored Research activities.**

<b>Year</b>	<b>Organization</b>	<b>Project Title</b>	<b>Amount Received</b>
1999-2000	Hindustan Leaver Ltd.,Mumbai	Market Audit	Rs.50,000.00
2001-2002	Cippy Bio International,A'bad	Market Potential Survey.	Rs.50,000.00
2001-2002	Cippy Bio International,A'bad  Ahemadabad	Dealers Audit	Rs.60,000.00

2002-2003	LML Mumbai	Freedom Motorcycle in Sangli	Rs 1,00,000.00
2003-2004	H.P.Sangli	Conversion in Speed Petrol	Rs 1,00,000.00

**Achievements (Important during career including awards /recognition received)-**

- 1. Appointment as subject expert & counselor by IGNOU & YCMOU.**
- 2. Appointment as subject expert & counselor by DTE for MBA CET**
- 3. Invited by H.H. Dr. Alexander, the then Governor of Maharashtra along with other senior faculty & V.C.'s of all Universities of Maharashtra for deliberations on 'higher education' at Raj Bhavan, Mumbai.**