

Brief Profile



Name - Dr. C. U Saraf.

Status - Ex-Scientist, National Chemical Laboratory, Pune (Retired)

Specialization - R & D Management, Marketing of Chemical Technologies
at the National Chemical Laboratory, Pune

- Experience -

1. TEACHING : More than 14 years in the above Management
Institutes. Subject taught : * (list enclosed)

2. INDUSTRIAL : 7 years (Nature of work : Production in
Mechanical & Chemical Industries)

3. MANAGER :

MARKETING : 4 years in Twintech control system

Pvt. Ltd. (Production & marketing of

electronic instruments)

4. PROFESSIONAL : More than 25 years: R & D Management
and Marketing of Chemical Technology in
the National Chemical Laboratory Pune
(NCL)

Qualification : B.sc, DBM, MMS,(1st Class with Distinction) Ph.D in Orgl.
Management Pune University.

Publications (Books/Research Papers) -

More than 40 – presented in National & International seminars,

Symposia : published in journals (Mgt & Research) & Newspapers &
Magazines.

Chapters in the books : Four

Subjects Taught at various Management Institutes:

- - Entrepreneurship Development
- Services Marketing\ Management

- International Marketing \ international Business Management
- BPSM
- Strategic Marketing
- Integrated Marketing Communication
- Marketing Management
- Relationship marketing
- Consumer Behaviour & Marketing Research
- Retail Marketing
- Organizational Behaviour
- Labour Welfare and Industrial Hygiene
- Human Resource Management
- Personnel Administration - Application & Procedures
- CSR & Managing for Sustainability.
