

Prof. Mrs. Meenal Pendse

Marketing



**Academic Qualification:**

Qualifications (With specialization if any)	University	%age and Class/Grade	Year of passing
Ph. D in Marketing (C.B)	Nagpur		
PG	MBA	70% - IST CLASS WITH DISTINCTION	1999
UG	BCS	61% - IST CLASS	1996
Other qualifications (if any)			

**Experience**

Total work Experience (in yrs) : .....14			
Academic	Industry	Research	Others
08	06	04	

**Publications:**

**Research Paper**

Date	Topic	National / international	ISSN/ ISBN NO.)	Theme and Place of Conf/Semina/ status/publisher etc
22 feb 2011	Wrong portrayal of women and children in TV advertisement and its effect on society	National Seminar	ISBN:978-81-910594-1-0	Published In S.B.Patil Institute's Seminar issue with a ISBN no.
Feb 2011	Can Indian		ISSN: 2230-8717	Abstract

September-October 2011	Tame the Chinese Dragon ?  Effect of T.V ads on children	National Seminar	ISSN: 2230-8717	Published but the paper is Unpublished  Published in Matrix Business Review with ISSN no.
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<b>Date</b>	<b>Topic/Title</b>	<b>National / international</b>	<b>ISSN/ ISBN NO.)</b>	<b>Theme and Place of Conf/Semina/ status/publisher etc</b>
13/2/13	Conserve water for life	National Seminar	ISSN: 2230-8717	Matrix Business School, Published
8/3/13	Green roofs	National Seminar		G.H.Raisoni School of Management, Nagpur, Published

**Journal / Articles / Monograph / Project reports etc.**

Year	Title	Publisher	ISBN/ISSN No.
2010-11			
2011-12			
2012-13			
2013-14	<b>Voters Beware</b>	<b>Chattrath Magazine</b>	<b>February 2014</b>

**Seminar/Conference/ Workshops/FDPs Attended/Conducted**

<b>Date</b>	<b>Name of the confer/wrksp</b>	<b>Organized by</b>	<b>National / international</b>	<b>Other details (if any) paper presentation details/Awards etc.</b>
<b>March'14</b>	<b>Workshop on Research Methodology</b>	<b>MIT SOM</b>		<b>Nil</b>
<b>January'14</b>	<b>Workshop on Practical and Analytical aspects of Research in Management and IT for fast tracking Research Capabilities</b>	<b>Allana Institute of Management and Research</b>		<b>Nil</b>
<b>June-July'13</b>	<b>Workshop on Research Methodology</b>	<b>VIM, Pune</b>		<b>Nil</b>
<b>May'12</b>	<b>MDP on Business Analytics</b>	<b>MIT SOT</b>	<b>International</b>	<b>Nil</b>
<b>Feb'12</b>	<b>International Conference on Global Economic Crisis and Strategic Advantage</b>	<b>SIOM</b>	<b>International</b>	<b>Nil</b>
<b>Feb'12</b>	<b>National Seminar on Management Education- A road ahead"</b>	<b>Matrix Business School</b>	<b>National</b>	<b>Nil</b>
<b>Feb'11</b>	<b>National Seminar on "Can Indian Tiger tame the Chinese dragon? "</b>	<b>Matrix Business School</b>	<b>National</b>	<b>Paper presented</b>

<b>Nov'11</b>	<b>State Level Seminar on “ Research Methodology</b>	<b>SIOM</b>	<b>State</b>	<b>Nil</b>
<b>Feb'11</b>	<b>State level seminar Ethics in advertisement</b>	<b>SCOS</b>	<b>State</b>	<b>Paper presented</b>
<b>Feb'11</b>	<b>National Seminar on ROLE OF CORPORATE ETHICS FOR SUSTAINABLE DEVELOPMENT</b>	<b>S.B. Patil Institute on Management</b>	<b>National</b>	<b>Paper Presented</b>