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DR B.V. Sangvikar's PROFILE:

Dr. B.V.Sangvikar is a MBA, Ph.D having around 20 years Experience in Teaching / Industry and Research with nationally reputed institutes and companies. He has worked with Institute of Chartered Accountants of India New Delhi as officer in charge of Pune decentralised office, He has worked with companies like Gregory Niculus and Sterling India Ltd, Mumbai. Presently he is a Professor and Head in the department of management sciences, (PUMBA). Also he was heading CSIR-IPR Chair and worked as Ccoordinator, SET Examinations of Savitribai Phule Pune University. He is teaching marketing and Retail management subjects to MBA Students and guiding Ph.D./ M.Phil Students. 11 research students have completed their Ph.D under his guidance. He has published 24 research papers in refereed journals. Also he has authored 5 books on marketing and business management area. He has participated in various national / international conferences as a key speaker and paper presenter. He is a member of American Marketing Association, USA. Also he is Vice President of Association of Indian Management Schools (AIMS). Worked as a Member on CII–Education and Research Panel. He is Chairman of Board of Studies in Marketing Management and Academic Council Member of University of Pune. He has completed major research projects as principal investigator in retailing area funded by university grants commission. He is a member on working group of planning commission on technical education to draft five year plan. He has worked as visiting research fellow and visiting professor with University of New South Wales, Sydney, Australia and Politecnico di Milano, Milan Italy and Turku School of Economics, Turku, Finland, University of Deusto, Bilbao, Spain.