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### **BRIEF PROFILE**

Dr. Balkrishan.V.Sangvikar is MBA, Ph.D. having around 25 years' Experience in Teaching / Industry and Research with Nationally reputed Institutes and Companies. He is a Fellow of Higher Education Academy U.K. (FHEA), Also a Fellow of Chartered Institute of Marketing, United Kingdom (FCIM). He is a Member of American Marketing Association, USA. Presently he is a Senior Professor in the Department of Management Sciences, (PUMBA). Savitribai Phule Pune University, Pune He has worked with Institute of Chartered Accountants of India New Delhi as officer in charge of Pune Decentralized office, He has worked with companies like Gregory Nicolus and Sterling Magnum Ltd, Mumbai. Dr. Sangvikar is Past President of Association of Indian Management Schools (AIMS) Hyderabad, which is a Networking Body of 800 Business Schools in India. Also, He was Dean of Management faculty of Savitribai Phule Pune University, Dr. Sangvikar was Professor and Head of PUMBA, Department of Management Sciences, University of Pune, for two terms (2007-10 and 2013-16). Head, Department of commerce, SPPU. He was Heading CSIR-IPR Chair and worked as Coordinator, SET Examinations of Maharashtra and Goa Governments at Pune University. He is Chairman Board of Studies in International Business Management and Member of Academic Council of SPPU. He is teaching Marketing and Retail Management and other Marketing and Business Management Subjects to MBA Students and Guiding Ph.D./ M.Phil Students. 15 Research Scholars have completed their Ph.D under his Supervision. He has published More than 45 research papers in refereed journals including ABS, ABDC Listed, and Scopus, web of science indexed. Published papers with Sage, Emerald, Inderscience and other reputed publishers. Also, he has authored-coauthored 7 Books on Marketing and Business Management. He has participated in various National / International conferences as a Key Speaker. He was Member on AICTE's All India board of Management Education. Worked as a member on ACBSP (Accreditation Council for Business Schools and Programs, USA). Member, Executive Board on AMDISA, Association of Management Development institutions in South Asia. Worked as a Member on CII- Education and Research Panel. He has completed Major Research Projects as principal investigator in Retailing area funded by University Grants Commission. He was a Member on working Group of Planning Commission, Govt. of India, on Technical Education to draft Five Year Plan (2012-2017). 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. He is a Professor on Panel of Chair of Indian Studies abroad set up by ICCR, Indian Council for Cultural Relations, New Delhi.