



## **Dr. Laxmikant Baburao Deshmukh**

Associate Professor

Department of Business Admn and Research

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### **QUALIFICATION**

- Bachelor of Engineering (Mechanical), College of Engineering, Badnera
- Master of Business Administration, MBA(Marketing) Department of Business Management SGB Amravati University
- Ph.D (Business Management)

### **AREA OF SPECIALIZATION**

- Operations Management
- Marketing Management

### **EXPERIENCE**

- Teaching:15 Years
- Industrial:03 Years

### **COURSES TAUGHT**

- Production Operations Management
- Quantitative Methods
- Sales and Distribution Management
- Consumer Behavior
- Retail Marketing
- Transportation Management
- Human Behavior at Work Place

### **MEMBERSHIP OF SCIENTIFIC AND PROFESSIONAL BODIES**

- ISTE
- ISTD

### **PUBLICATIONS**

**Journals  
Conferences  
Books**

- Parvez Atique and Deshmukh L.B. (2008): “*Supply Chain Management- A module in SAP*” at National Conference on Globalized World & emerging business issues organized by NSVKMS MBA college, Visanager, Gujarat on 9<sup>th</sup> March 2008.
- Jha “Bidyarthi” H. M. and Deshmukh L.B. (2008): “*Logistical cost optimization through application of PTP model (With special reference to Downstream Petroleum Supply Chain)*” at

national Conference on Supply Chain Management and Competitiveness (SCMCC-08) on October 18<sup>th</sup> -19<sup>th</sup> 2008 organized by Institute of Management Education, Sahibabad, Ghaziabad, India

- Jha “Bidyarthi” H. M. and Deshmukh L.B. (2010): “*Swapping practices: an effective tool for petroleum customer service level*” at international Conference organized by Operation Research Society of India ORSI-2010-ORURD (Operation Research for Urban and Rural Development) on 15-17 Dec 2010 at Thiagarajar college of Engineering, Madurai , Tamilnadu
- Jha “Bidyarthi” H. M., Deshmukh L.B. and Kadam Shriram (2011): “*A Catalyst effect of Hospitality in the Distribution of Petroleum Products - A study of state of Maharashtra*” at National conference on Strengthening Today, Building Tomorrow, 4<sup>th</sup> & 5<sup>th</sup> March 2011 at Vishveshrayya Global Business School, Pune, Maharashtra
- Jha “Bidyarthi” H. M. and Deshmukh L.B. (2012): “*Critical Analysis of Petroleum Swap of Oil Giants in Maharashtra*” at 2nd national level paper presentation conference ‘prabandhan-2012’ on 27 Jan 2012 at Lokamanya Tilak Institute of Management Nagpur, Maharashtra published in an International Journal of Management – Shabdasmii Vol II- issue I- June 2012.
- Jha “Bidyarthi” H. M., Deshmukh L.B. (2012): “*Swap in downstream petroleum supply chain: An effective inventory Handling tool*” at International Conference on Technology Management July 18-20, 2012 at Indian Institute of Science, Bangalore, Karnataka
- Jha “Bidyarthi” H. M., Deshmukh L.B. (2013): “*Swap in Downstream Petroleum Supply Chain: a potential cost saving format*” at International Conference on Supply Chain and Logistic Management (ICSCLM) Dec 5-7, 2013 at Birla Institute of Management Technology, NCR, Delhi

- **Industrial solutions:**

Systematic Cooperative Reciprocal Barter System of Downstream Supply Chain Management - A Study of PSUs of Petroleum Industry in Maharashtra”

- MBA (70)

**FELLOWSHIP /  
AWARDS**

- Excellence in Teaching ( SGMCE)