



Pavan M. Kuchar

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QUALIFICATION

- (B. Pharm.) Bachelor of Pharmacy, Vidyabharti College of Pharmacy, Amravati, SGBAU
- (MBA – Marketing & HRM) Master of Business Administration, S. G. M. College of Engineering, Shegaon, SGBAU
- Ph.D (Pursuing) Sant Gadge Baba Amravati University, Amravati
- UGC - NET Qualified
- Marketing and HRM Management

AREA OF

SPECIALIZATION

EXPERIENCE

- **Teaching:** 09 Years
- **Industrial:** 01 Years (Medicore Labs. Pvt. Ltd. MIDC, Paithan as Production Chemist)
- **Research:** 08 Years (Doctoral and PG Dissertations, Management Cases)

COURSES TAUGHT

- Computer Applications in Management
- Principles and Practices of Management
- Logistics Management
- International Marketing Strategy
- Brand Management
- Indian Financial System
- Performance Management
- Services Marketing
- Sales Promotion Management
- International Human Resource management
- International Marketing Environment
- Marketing of Social Services
- Industrial Management and Quality Control (B.E- Electronics Sem. 4)
- Principles of Management (B.E- IT Sem. 6th)
- Sales and Distribution Management (BBA Sem. 3)
- Business Environment (BBA Sem. 1)

MEMBERSHIP OF
SCIENTIFIC AND
PROFESSIONAL BODIES
PUBLICATIONS

Journals
Conferences
Books

- Saturday Club Global Trust, Akola Chapter
- **International Journals:**
 1. H.M. Jha 'Bidyarthi', Mayur A. Dande, **Pavan M. Kuchar** and Satya Mohan Mishra, HUL's tidy advertising strategy – a case study of Indian laundry segment, International Journal of Indian Culture and Business Management, Vol. 6, No. 1, 2013, Inderscience Publications, pp. – 69 – 78
 2. H.M. Jha Bidyarthi, Mayur A. Dande, **P.M. Kuchar**, Milind L. Herode and Neelam Y. Kasliwal, Surviving with paranoia through green and clean marketing in Indian FMCG sector, International Journal of Business Performance Management, Vol. 14, No. 4, 2013, Inderscience Publications, pp. – 386 – 395
 3. H. M. Jha "Bidyarthi", S. M. Mishra, **P. M. Kuchar** and M. A. Dande, Management of technology for effective e-governance – a case study of unexplored dimensions of e-governance practices in select Indian sectors, International Journal of Technology Marketing, Inderscience Publications, Vol. 10, No. 2, 2015, pp. – 221 – 231.
 4. Satya Mohan Mishra*, H.M. Jha 'Bidyarthi', Mayur A. Dande and **Pavan M. Kuchar**, Burgeoning womanhood at the pyramid's bottom – Bandhan's headway, International Journal of Human Resources Development and Management, Inderscience Publications, Vol. 15, No. 2/3/4, 2015, pp. – 210 – 220.
 5. H. M. Jha "Bidyarthi", M. A. Dande, **P. M. Kuchar**, S. M. Mishra and A. K. Shrivastava, Agro-business of the best cold storage – A case study, International Journal of Entrepreneurship and Innovation Management, Inderscience Publications, Vol. 20, No. 5/6, 2016, pp. – 418 – 429
 6. H. M. Jha "Bidyarthi", M. A. Dande, **P. M. Kuchar**, S. M. Mishra and A. K. Shrivastava, Ownership-driven Entrepreneurial Saga: A Case Study of Vinod Super Shop, South Asian Journal of Business and Management Cases, Sage Publications, Vol. 6, No. 1, 2017, pp. – 61 – 70.
- **International Conferences:**
 1. Unexplored Issues Of E- Governance- A Case Study Of E- Governance Practices In Select Indian Sectors
Dr H. M. Jha 'Bidyarthi, Satya Mohan Mishra, Mayur Dande, **Pavan Kuchar**
ICMC 2013, 5-7 December 2013, Organized By Birla Institute Of Management Technology, Greater Noida
162-171, ISBN: 978-93-82951-43-8

- Bloomsbury Publications
2. "Channelizing Potentials of Unbanked Womanhood – A Case Study of Micro-Finance Institution Turned Bank"
Satya Mohan Mishra¹, Dr. H. M. Jha "Bidyarthi"², Mayur A. Dande³ & **Pavan M. Kuchar**⁴
ICMC 2014, 4-5 December 2014, Organized By Birla Institute Of Management Technology, Greater Noida; BIMTECH-Stough Young Scholars Award, Leveraging Human Factors For Strategic Change- An Organizational Perspective
264-174, ISBN: 978-93-84898-57-1; Bloomsbury Publications
 3. Drunk Tank Pink Effect Of Nagpur Mandarin: An Agribusiness Case Study Of The Best Cold Storage
H.M.Jha 'Bidyarthi', Mayur A. Dande, **Pavan M. Kuchar** and Satya Mohan Mishra.
ICMC 2015, 4-5 December 2015, Organized By Birla Institute Of Management Technology, Greater Noida
Optimizing Business Growth: Strategies For Scaling Up
ISBN: 978-93-85436-78-9, pp243-255
Bloomsbury Publishing India Pvt. Ltd.
 4. Ownership Driven Entrepreneurial Saga- A Case Study Of Vinod Super Shop
H.M.Jha 'Bidyarthi', Mayur A. Dande, **Pavan M. Kuchar** And Satya Mohan Mishra.
ICMC 2016, 1-2 December 2016 Organized By Birla Institute Of Management Technology, Greater Noida
Knowledge Creation And Organizational Well- Being- Leveraging Talent Management And Appreciative Intelligence, Editors- G. D. Sardana And Tojo Thachenkery, Bloomsbury Publication India Pvt. Ltd. ISBN- 978-93-84052-81-2, Pp. 188-198
 5. Consumer's Delight Fortified Entrepreneurship: A Case Study of Maharaja Masala Udyog
H.M.Jha 'Bidyarthi', Mayur A. Dande, **Pavan M. Kuchar** And Satya Mohan Mishra.
ICMC 2017, 29-30 November 2017 Organized By Birla Institute Of Management Technology, Greater Noida
Leveraging Human Resources for Humanizing Management Practices and Fostering Entrepreneurship,
Editors- Ajoy Kumar Dey and Tojo Thatchenkery; Bloomsbury Publication India Pvt. Ltd. ISBN- 978-93-87471-35-1
 6. Hanuman Vitamin: A Case Of Indigenous Business Innovation
H.M.Jha 'Bidyarthi', Satya Mohan Mishra, Mayur A. Dande, **Pavan M. Kuchar**, A. K. Shrivastava

ICMC 2018, 29-30 November 2018 Organized By Birla Institute Of Management Technology, Greater Noida

Responsible humane strategies for gender equality, empowerment and leadership

Editors- Ajoy Kumar Dey and Hanna Lehtimaki

Bloomsbury Publication India Pvt. Ltd. ISBN- 978-93-88630-08-5

7. Inclusive Growth Management With Reference To Unbanked Populace Of Rural Pockets Of Vidarbha Region

Satya Mohan Mishra, Mayur Dande, **Pavan Kuchar**, Neelam Kasliwal

Sixth Annual Conference Of Chattisgarh Economic Association, 31 Aug- 2 Sept 2013, Raipur Chattisgarh; Proceedings of conference

8. Blossoming organizations through Namasmaran

Mayur A. Dande, **Pavan M. Kuchar**, Satyamohan Mishra, Rajeev Jawale

National conference on Ethics, values and morality- Concept, theory and practice; 28 May 2011, Dept of humanities and management, Manav Rachna University, Faridabad

Compendium of National conference on Ethics, values and morality- Concept, theory and practice Pp 30-31,

- 9.Green Marketing and paranoid survival

H.M.Jha 'Bidyarthi', Mayur A. Dande, **Pavan M. Kuchar**, Milind L Herode, Neelam Kasliwal

ICMC- International Conference on Management Cases, December 1, 2- 2011, BIMTECH, Greater Noida

Building competencies for sustainability and organizational excellence, pp.169-178 ISBN- 978-935-059-038-6 Macmillan Publishers India Ltd.

10. Sweetening the bitter pills to be swallowed

Dr. H. M. Jha "bidyarthi", **P.M. Kuchar**

8th International Conference On E-Governance 17th & 18th October, 2011, Nirma University, Ahmedabad, Nirma University, Ahmedabad,

• **National Conferences**

1. Dr H M Jha 'Bidyarthi'¹, Mayur A. Dande², **Pavan M Kuchar**³, Milind Herode⁴, **Accelerating hamlet's growth with pester power- an untouched facet**, National seminar on innovative strategies for corporate management in globalised scenario, 25 January 2012, Guru Nanak College, Vellachery, Chennai, A book of edited papers of the National Seminar, pp1- 3, ISBN: 978-81-90792-48-6, Published by Learntech Press, Chennai
2. Dr. H. M. Jha 'Bidyarthi'¹, Mayur A. Dande², Satya Mohan Mishra³,

Pavan M. Kuchar⁴, World Trade Organization and International Trade, National conference on World trade organization and international trade, 23 Feb 2013, Vidyabharati Mahavidyalaya, Amravati, 140-143,
ISBN: 978-93-82588-08-5

3. Mayur A. Dande¹, Satyamohan Mishra², **Pavan M. Kuchar³**, Priya Satpute⁴ **Salvaging Lives- A case of BARSA Blood Drive**, National Conference On Emerging Challenges For Businesses In A Borderless World, 22-24 February 2013, Viswakarma Institute Of Management, Pune, 248-251, ISBN: 978-81-920768-5-0
4. Role Of IT In Education With Special Reference To Plagiarism.
Mayur A. Dande, **Pavan M. Kuchar**, Laxmikant B Deshmukh, Neelam Y Kasliwal; RTITRD, 26/11/2010 SSGMCE,Shegaon, Proceeding In Electronic Form

RESEARCH AND DEVELOPMENT

- **Industrial solutions:**

1. Glaze (Nand Industries, MIDC, Akola) Employee Turnover
2. Questionnaire development for Identification of Market Potential for Jewellery Shop in Washim
3. Doctoral Research on Public Health Management System through ICT (A Healthcare Sector study of Vidarbha region of Maharashtra) – Pursuing
4. SCOPUS Author ID: 55874167000
5. ORCID ID: orcid.org/0000-0002-5484-8168
<http://orcid.org/0000000254848168>
6. Researcher ID: U-9429-2017
<http://www.researcherid.com/rid/B-6360-2016>

RESEARCH GUIDLINES

- MBA Dissertation (54 Students)

FELLOWSHIP / AWARDS

- Gold Medal from SGBAU for being University Topper in MBA (Marketing, 2010)
- Excellence in Teaching Award from SSGMCE (2012)

INVITED LECTURES / TALKS

1. An invited talk delivered on 'Fundamentals of Marketing' at BBA College, Buldhana in August 2010.
2. A lecture delivered on Entrepreneurship Skills Development as a part of MCED(Maharashtra Corporation for Entrepreneurship Development) program at Anuradha Engineering College, Chikhli, Dist- Buldana on 11-03-2011
3. A lecture delivered on Soft Skills Development at ITI Shegaon on 21-05-2011
4. An invited talk delivered on Marketing Management at Saraswati

College, Shegaon on 10-12-2011

5. Invited Talk at Saturday Club Global Trust, Akola Chapter on "Entrepreneurial Marketing" (25-08-2013)
6. Invited Talk at Saturday Club Global Trust, Akola Chapter on "Revitalizing Small Scale Businesses." (01-10-2016)
7. Invited Talk in IEEE's IBSC event- at SSGMCE, Shegaon

**WORKSHOPS / FDP'S
ATTENDED**

SN	THEME	VENUE	DATE
1	Workshop on Management Education in Changing Scenario (Syllabus Restructuring)	DBAR, SSGMCE, Shegaon	2010
2	Workshop on ISO 9001-2008	SSGMCE, SHEGAON	6-8 SEPTEBER 2010
3	Internal Auditors Training by U R Associates	SSGMCE, SHEGAON	30 November- 1 December
5	Faculty development programme on Business Intelligence and Software Evolutions in CRM	SSGMCE, SHEGAON	14 November 2011
6	Faculty development programme on Case development and analysis in management education	SSGMCE, SHEGAON	29 December 2011
9	IQAC Awareness Workshop sponsored bu SGBAU	SSGMCE, Shegaon	29 March, 2013
10	Workshop on OUTCOME BASED ACCREDITATION (NBA NEW FORMAT- TIER II)	SSGMCE, Shegaon	13-14 December 2014
11	One Day Seminar Cum Workshop On Vivekananda's Perspective For Nation Building Jointly Organized By SGBAU and Swami Vivekananda Study Centre, Amravati Two Day Workshop On Redesigning Student Assessment Pattern Of MBA Programme By Department Of Business Administration & Management S.G.B. Amravati University, Amravati	SGBAU, Amravati	14 January, 2015
12	Department Of Business Administration & Research S.S.G.M. College Of Engineering, Shegaon	DBA&R, SSGMCE, Shegaon	December 18-19, 2014
13	University Level Commerce Teachers' Conference Jointly Organized By Seth G. B. Murarka Arts And Commerce College,	Seth G. B. Murarka Arts And Commerce College, Shegaon	July 17, 2015



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Shegaon And Dept Of Busi. Adm.
And Mgt., S.G.B.A.U., Amravati
Three Days Workshop On Youth
Character Building And
Personality Development Jointly
Organized By SSGMCE, Shegaon
And Swami Vivekananda Study
Centre, SGBAU, Amravati

DBAR, SSGMCE,
Shegaon

During 2-4
October, 2015