

Subhashini
Nairkar

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Educational Qualification :

- 1) Currently Pursuing Ph.D from DTSS College.
- 2) Cleared **SET** exam in the year September 2009.
- 3) M.Com, DBM, ADBA, DHRM & PGDHRM

Professional Qualification :

- 1) Currently pursuing Advanced Diploma in Digital Marketing.
- 2) Successfully completed Post Graduate Diploma in Human Resource From Welingkar Institute of Management (Distance Learning)
- 3) Diploma in HRM from Welingkar
- 4) Advanced diploma in business administration from welingkar
- 5) Certificate Course in typing @ 30 W.P.M.
- 6) Diploma in Computer Application
- 4) Certificate Course in Tally 5.4
- 5) Completed a banking entrance exam course from National School Of banking

Hobbies : Reading, Photography, Dancing & Travelling.

ACHIEVEMENTS :

- 1) Won Distinguished faculty for Management Award by MTC Global.
- 2) In the performance appraisal held at Career launcher India ltd. Was awarded the top 5 grade for the best performance and was sent to Delhi for leadership training.
- 3) In M.Com. Part-1 examination stood 2nd in Vivek College.
- 4) In M.com Part-2 examination stood 3rd in Vivek college and stood first in International Marketing subject.
- 5) Mumbai University Examiner for Viva voice for Marketing and HR. Also examiner for Marketing, Copywriting and Advertising and Marketing Research.
- 6) Promoted to the post of Vice Principal for the Self Financed courses at Prahladrai Dalmia Lions College.
- 7) Published 21 Research Papers in National and International Conference Proceedings.

8) Published Eight Text books in the subject of Brand Building, Brand Management, Advertising, etc as a Lead Author.

Key Achievements

A) Curricular Activities :

- 1) Consistently topped the student feedback survey with average grading of 3.85 out of 4.
- 2) Introduced Live projects Programme as a part of teaching Pedagogy in Advertising, Copywriting, CRM, Consumer and Industrial Buying Behaviour.
- 3) Appointed as a Paper Setter for University of Mumbai & University of Goa for UG and PG Level.
- 4) Appointed as a Viva Voce Expert for University of Mumbai UG and PG Level.

B) Co-Curricular Activities :

- 1) Developed student enabled digital platforms for campus outreach and social networking through Facebook, Instagram and websites for intercollegiate festival of college.

2) Conducted Pooled campus Job Fair attracting corporate houses and students of Mumbai Suburbs.

C) Research Publications:

- 1) Published 21 Research Paper in National & International Conference Proceedings including Top UGC rated Journals.
- 2) As a lead Author published eight Text books in the following Titles: Special Studies in Marketing, Brand Building, Brand Management, IMC, Principles and Practices of Direct Marketing, Advertising and Marketing Research, etc. for University of Mumbai.

D) Operational Management:

- 1) Leads a team of 25 teaching and seven Non-teaching Staff catering to 3500 annual student intake.
- 2) Successfully coached, mentored and motivated underperforming staffs through weekly One-on-One sessions.
- 3) Key panelist for Resource intake, vendor empanelment and Purchase Committee.

E) Strategic Leadership :

- 1) Identified serious data quality problem in admissions and examination system that contributed to negative branding and presented the same in front of management.
- 2) Led technical team to build payment gateway and integrated ERP system.
- 3) Key Member of the newly constituted Strategic Think Tank Committee.

- 4) Designed and Spear headed innovative concept of SEED (Student Enrichment and Employment Development) Programme aimed at vocational skill development for students.

Impact :

- A) Bridged the relative gap between slow and fast learners amongst the students through implementation of Live Projects Programme improving the Academic Performance.
- B) Implemented academic Monitoring Plan involving resources Self Help and supervision improving module delivemanagry and teachers performance.
- C) Leveraged institutional Brand Building through Student enabled digital platform resulting higher intake cut off percentage.
- D) 100 percentage year on year increase in number of corporate brands participated in Pooled Campus Job Fair resulting in higher number of placements.
- E) Mapped the gap between Syllabus and the Industry in the areas of Export marketing, E-Commerce and Online Marketing through research papers.
- F) Successfully managed the Self Financed Courses section of the institution reducing staff turnover to less than 5 percentage.
- G) Change managed legacy admissions systems to advanced Online initiatives co-ordinating between staff leadership and Governing Council stakeholders neutralizing human interference errors.
- H) Participated in the thought leadership initiative of Think Tank Committee Chalking out plans for the next decade.
- I) Handheld student development and campus orientation through SEED programme from Concept to execution increasing the employability of participant students.

Experience:

- 1) one year work Experience as an Assistant Accountant Cum Computer Operator in Khadi Gramo udyog. (April 1999 - May 2000)
- 2) one year work Experience as an English teacher in St.Theressa High School.(June 2000 - May 2001)
- 3) one year work experience as an Office representative cum Customer Care Executive with Mr. Rohit Dhanani, (LIC AGENT) 2nd in India for highest premium income. (July 2001 - September 2002)
- 4) Worked in Career Launcher India Ltd. in the IIT segment which is an educational institute as a Centre Head Cum Operation executive. (October 2002 – February 2006)
- 5) Worked in MET (Mumbai Education Trust) as a Sr. Customer Relation Officer (September 2006 –June 07)
- 6) Worked in Ghanshyamdas Saraf College as a BFM co-ordinator for BMS,BCBI,BCAF and BMM. (June 2007 – January 2011)
- 7) Had been a visiting faculty in Patkar College, Kohinoor Institute of Hotel Management , School of broadcasting & Communication and Kirandevi Saraf Institute of Management,Atharva college of Hotel management and ICFAI

8) Currently working at Prahladrai Dalmia Lions College of Commerce and Economics as Assistant Professor and Vice Principal Self Financed Courses.

Responsibilities :

- 1) As an Office Assistant cum Computer Operator I was dealing in drafting of letters, preparing the sales Voucher, filling up the rebate forms, etc.
- 2) As an English teacher I was teaching english to the students of Std vii, viii & std ix. I was also honored to be a host in the annual function held in the school Annual day.
- 3) As a Customer Care Executive I was responsible for preparing the database to follow up through internet, follow up of the Customers grievance in the LIC Offices through phone, Counselling the Customer regarding the pros and cons of a policy which enables them to decide better, emailing, etc.
- 4) As a centre head cum operation executive I was handling Counseling and acted as a coordinating link between the students, the parent and the faculty and interact with different people and find the solution for any difficulty and as an Administration in-charge and Centre Head I take care of the admissions, other branches of working ,arranging for the tests, preparing the schedule for all the 6 centres by keeping in mind the available human resources, etc. Was reporting directly to the Director and was handling all the secretarial work of the Director like arranging Meeting, Travel, Correspondence work, etc.
- 5) As a Customer Relation Officer in MET I handle the counseling desk. I am also actively involved in counseling the students through the mode of Walk-in, Telephonic and email and drafting various business letters.

I am also responsible for the arranging for the seminar in the colleges for the students who are in the final year of graduation. Individually addressing seminars in Mumbai and Pune for the students who are in the final year of graduation regarding the career guidance in Professional courses.

6) As a core faculty at Saraf College, I teach Management, Organizational Behaviour and Marketing subjects to the Undergraduate and Post graduate students. Also taking part in the administrative activity of maintaining the projects, Counseling during admission, etc. Am the Placement officer and the chairperson of the examination committee.

7) As a Assistant Professor at Prahladrai Dalmia Lions College of Commerce and Economics I handle Advertising and Environmental Management subjects for Undergraduate and for Post graduate I teach Strategic Management Subject. Active member in the following committees : - Placement, Exam, Seminar, Fine Arts, Cultural Association, UGC, etc As a Vice Principal handle day to day Academic Operational task and also act a co-ordinating link between College and University.

8) As a visiting faculty, I am handling the subjects like Advertising management, Marketing, Psychology, Copywriting and Advertising Research, Brand Management. At Kohinoor College of Hotel Management teach POM, Sales and Marketing and Hospitality Marketing. As a visiting faculty at Kirandevi Saraf Institute for MBA and ICFAI, I teach Organizational Behaviour, Business Communication and Managerial Effectiveness, Principles of Management, Marketing Management.

(Subhashini Naikar)
Signature