

**Dr. Jayant Sonwalkar**  
Ph.D., MBA, MA (SW), MA (History)  
14-Janki Nagar Extension, Indore-452001, MP, INDIA

**Vice Chancellor , M.P. Bhoj(Open) University, Bhopal**

**Brief Biographical Sketch**

Dr. Sonwalkar is leading expert, evangelist, educationalists, technologist and leader in the management science and practice with a rare distinction of having both corporate and academic leadership experience. In his past role of educational evangelist, he has worked passionately for the enhancement of education with strong pedagogical models and latest educational technologies in Universities and Colleges across Indian and abroad.

He has expertise beyond teaching in the areas of **Video Conferencing, Online Teaching, Organizing National and International Conference, Use of Technology for reaching out to masses and in Consulting, Creating, Launching and Marketing Service Products, Taking organizations from regional level to International Level.**

He has total experience of **38 yrs** out which **33 yrs** of academic, **16 yrs** of academic administrative and **5 yrs** of industrial experience.

**Positions:**

**Present Assignment:**

**Vice Chancellor , M.P. Bhoj(Open) University, Kolar Road, Bhopal (M.P.)-462016**

**Past Assignment:**

- 1. Member Executive Council, Devi Ahilya University, Indore**
- 2. Dean, Faculty of Management, Devi Ahilya University, Indore (2015-17)**
- 3. Head, School of Journalism & Mass communication, (Since 9.10.2016)**
- 4. Professor, Institute of Management Studies, DAVV( University of Indore) since July 2006**
- 5. Director, Directorate of Distance Education, DAVV (2009-2016)**
- 6. Director Academics, Institute of Management Studies DAVV, Indore (2010-11)**
- 7. Director, Center of Management of Management Education, All India Management Association, (New Delhi) (2005-2007)**
- 8. Associate Professor, Institute of Management Studies, DAVV (University of Indore) (1998-2006)**
- 9. Assistant Professor, Institute of Management Studies, DAVV (University of Indore) (1987-1998)**
- 10. Coordinator MBA Distance Education (1995-2000)**
- 11. Coordinator International Business Programs (1993-1995)**
- 12. Coordinator MBA Full Time Program (1991-1993)**

**Academic Interest:**

Marketing Management, International, Marketing, Advertising and Brand Management, Product Policy Management Human Resource Management, Business History

**Educational Qualifications**

<b>Degree</b>	<b>Year</b>	<b>University</b>	<b>Specialization</b>
Ph. D.	1992	University of Indore	International Marketing
MBA	1986	University of Indore	Marketing
MA-Social Work	1983	<b>DELHI University</b>	Human Relations
MA- History	1981	University of Indore	Medieval History
BA	1978	University of Indore	Philosophy, Economics, Pol. Science
Cert. in Russian	1979	University of Indore	Russian Language
Diploma in Yoga	1979	Siddha Yoga Foundation,	Siddha Yoga
Advance Dip in Yoga	2010	Shiv Yoga Foundation	Spiritual Healing

**Academic Achievements:**

1. Book Editor, International Journal of Business and Emerging Markets, Canada, ISSN print: 1753-6219
2. Reviewer, Academy of Management, **USA** Annual conference, 2015 and 2014
3. Reviewer Association of International Business, **USA** Annual conference, 2016 and 2014

4. Trained over **4000 people in SME** sector, over **2000 people in Export Import** area and over **2000 people in Sales, Marketing and Strategic Management** area during various training programs conduct in the last **25 yrs**.
5. Organized **Faculty Development Program** in the area of Strategic Management at IMS as **Convener of FDP** (Feb.25<sup>th</sup>-March 2<sup>nd</sup>, 2013)
6. Organized **Faculty Development Program** in the area of Marketing Management at IMS as Convener of FDP (March 24<sup>th</sup> – 29<sup>th</sup>, 2013)
7. **Fifteen Ph.D.** candidates have earned Ph.D. under his supervision. **EIGHT** other candidates are currently registered for Ph.D. under him.
8. **Written 5 Cases** in the area of Marketing, PR, Event Management, International Marketing
9. **Written 58 papers** for National and International Journals
10. Presented **35 papers** in National and International Conferences
11. Supervised **over 950 MBA level studies** in International Marketing are including, Country Potential
12. Studies including Country Entry Strategies, Export Product Development Strategy, Export Procedures and Documentations, International Marketing Research, contribution of EPCs and service institutions in promoting exports from India, Product studies with their market potential.
13. Supervised over **800 MBA level studies** on Marketing, Marketing Strategies, Advertising, and Product Management. **etc.**
14. Supervised **120 MBA Level Studies** in the area of Supply chain Management
15. Supervised **200 MBA Level Studies** in area of Brand Management.
16. Supervised **100 MBA Level Studies** in the area of International Human Resources Management

**Contribution to the growth of University:**

1. Developed Masters of International Business Program:
2. Developed MBA Distance Education program
3. Developed Marketing Specialization courses for MBE program.
4. Developed on the Job Training system for MBA full time students
5. Developed Product Management course for Marketing Major area
6. Helped in the development of Bachelor in Journalism and Mass Communication Program.
7. Helped in the development of Masters in Tourism Administration Program
8. Helped in the development of Five Years Masters in Management Science Program.

**Participation in Other University activities:**

Some of the positions held in the university are listed below:

1. Dean Faculty of Management, Devi Ahilya University, Indore 2015-2017
2. Member Board of Studies of Faculty of Management since 2009
3. Member Examination Committee Faculty of Management (2009-2012) (2015-2017)
4. Member on Governing Body of Prestige Institute of Management (2011-12)
5. Member on Governing Board of SDPS Women College (2010-11)
6. Member Governing Body Chameli Devi Institute of Management (since 2010)
7. Member Organizing Committee, All India Commerce Conference (2004)
8. Member Selection committee for faculty members and Director / Principal under code 28 for 20 different colleges under DAVV (2009-2013)
9. Senate Member, University court, DAVV (1996-99) (1990-93)
10. Joint Secretary University Teachers' Association (1997-98)
11. Vice President University Teachers' Association (1991-92)
12. Patron Group of Marketing Professionals (a body of Marketing students of IMS) since its inception (1995)
13. Organized First International Conference at IMS, DAVV in 2003

**Teaching Material Developed:**

The Details of **Syllabi and teaching material** developed is given below:

At the Institute of Management Studies, University of Indore:

**1. Courses of Diploma in International Business:**

- a. Globalization of Business,
  - b. Economics for International Managers,
  - c. International Financial Management,
  - d. International Marketing Management,
  - e. Import Export Documentation,
  - f. International Human Resources Management
2. **Product Management** course for the MBA final year Marketing Specialization students (This course is taught at very few institutes in India)
3. **International Business Specialization** Developed for **MBA** students:
- a. International Logistics,
  - b. International Strategic Management,
  - c. International Business,
  - d. Export Procedures and Documentation,
  - e. India's Foreign Trade,
  - f. International Project Management

Other than developing details material for all the above mentioned courses, I have also developed courses in Masters in Financial Management, Masters in Tourism Administration, Masters in Advertising and Public Relations, Masters in Distance Education programs launched by University of Indore.

**At All India Management Association (AIMA), New Delhi**

**Full Study Material** was developed for all the courses mentioned below.

**1. Courses for Diploma in Retails Management**

- a. Management Functions and Behavior,
- b. Fundamentals of Retailing,
- c. Essentials of Marketing,
- d. Customer Attraction and Management,
- e. Merchandising Management and Pricing,
- f. Managing Retail Operations,
- g. Supply Chain Management

**2. Courses for Diploma in Pharmaceutical Marketing Management**

- a. Principles & Practice of Pharmaceuticals Marketing Management,
- b. Pharmaceutical Sales and Distribution Management,
- c. Pharmaceuticals Regulatory Issues,
- d. Fundamentals of Physiology/Pharmacology and Microbiology,
- e. Pharmaceutical Promotion and Advertising Management,
- f. Strategic Management and International Marketing.

He has edited all the teaching material published and revived for **all the 120 subjects of PGDM** program with specialization papers in Marketing, Finance, HRD, International Business and IT.

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**Corporate Experience - (FIVE Years)**

1. **Marketing Manager** in Leading Hindi Daily newspaper for **four Years**
2. **Public Relations Officer** in English Daily newspaper for **Six Months**
3. **Marketing Manager:** Terra Firma Pvt. Ltd. for **Six Months**

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**Professional and Corporate Training Experience**

Dr. Sonwalkar conducted training programs for many organizations for various durations including:

**Industrial and Commercial Organizations:**

1. Airport Authority of India Ltd,
2. Tata International Ltd. ,
3. Ruchi Industries Ltd.,
4. Gati Cargo Ltd.
5. Sajjan Textiles Mills Ltd.,
6. Jet Industries Ltd.,

7. Dewan Housing Finance Ltd,
8. Gujrat Narmada Fertilizers Ltd,
9. National Insurance Corporation,
10. J.K. Cements

**Service Organizations:**

1. Association of Indian Universities, Delhi,
2. Consortium of Educational Communication, UGC,
3. Federation of Indian Export Organization (WR),
4. Education Promotion Society of India,
5. Fair Trade Forum of India,
6. State Bank of Indore Training Center,
7. Indian Achievers' Forum,
8. Readymade Garments Manufacturers Association,
9. Indore Management Association,
10. Patiala Management Association,
11. State Women Entrepreneurs Association
12. Federation of Indian Export Promotion Organization (Set up by Ministry of Commerce, GOI)

**Government Organizations:**

1. Ministry of Defense, GOI,
2. College of Combat, GOI,
3. College of Materials Management, GOI
4. Small Scale Service Institute, GOI, ( MSME)
5. Department of Commercial Tax, Govt. of MP,
6. Department of Police, Govt. of MP,
7. Indore Development Authority, Govt. of MP,
8. State Electricity Board Training Center-MP,
9. MP Consultancy Organizations,
10. MP Export Corporation,
11. Centre of Entrepreneurship Development

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**Professional Achievements:**

1. Book Review **Editor** (2014-2017) **Journal of Business and Emerging Markets** published from **Canada ISSN print: 1753-6219, ISSN online: 1753-6227**
2. Member Editorial Board, **Amity Journal of Marketing** ( October,2015 onwards)
3. Member Editorial Board, **Journal of Advanced Research in Operational and Marketing Management** (June 2015 onwards)
4. Member Editorial Board, **International Journal of Economic and Management Strategy, ISSN 2278-3636** (since 2014)
5. Member Editorial Board, **International Journal of Stress Management & Allied Sciences**, New Delhi since 2013 **ISSN: 2278-7771**(since 2013)
6. Patron, **Disseminate Knowledge**, International Journal of Research in Management Science and Technology, **ISSN: 2321-1245**
7. **Country Representative**, United States Distance Learning Association in India (2007 onwards)
8. **Former Director** Center of Management Education, **All India Management Association**, New Delhi (2005-7)
9. **Chairman – National Institute of Personnel Management** (NIPM), Indore Chapter(1998-2002)
10. **Nominated Member** Regional Committee, **Federation of India Export Organization**, (Western Region) Bombay. Set up by Ministry of Commerce Government of India (2terms total 6 yrs)
11. **Ex-Editor – Indore Manager**, -Monthly Journal of Indore Management Association
12. **Executive Member and Hon Secretary** Indore Management Association.

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**Professional Associations and Memberships:**

1. Member, Academy of International Business, USA
2. Member, International Society for Strategic Management, USA

3. Member, Sales and Marketing International Executive, USA
4. Member, Association of International Business (AIB), USA
5. Life Member, National Institute of Personnel Management, Kolkata
6. Life Member Indian Economic Association
7. Life Member Indian Hospital Association
8. Life Member Indian Society of Training and Development
9. Chairman Indore Chapter- National Institute of Personnel Management
10. Member National HRD Network

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**Completed Visiting assignments with:**

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1. Ministry of Defense, Government of India, Delhi,
2. Consortium for Educational Communication, UGC, New Delhi,
3. Oriental Bank of Commerce, New Delhi,
4. **Indian Institute of Management**, Indore- for EDP on Export Marketing,
5. Dayanand Sagar Business School, Bangalore,
6. Christ Church College of Management, Bangalore,
7. Dehradun Institute of Technology, Noida,
8. Business School of Delhi, G. Noida,
9. IGNOU, Indore Center,
10. Prestige Institute of Management,
11. Vaishnav Institute of Management,
12. Small Industries Service Institute, Indore,
  
14. Department of Police, Govt. of MP,
15. Indore Management Association, Indore,
16. State Bank of Indore Training Center, Indore,
17. University of Madurai,
18. University of Rewa,
19. University of Gwalior,
20. University of Sagaur,
21. M.S. University, Vadodara
22. Vikram University, Ujjain

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**Conferences/ MDPs attended as Expert Speaker/ Resource Person**

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1. Appeared as **Expert Speaker** in **workshop** organized by Indo- American Chamber of Commerce, Delhi and FIEO Indore on **GST** on April 19, 2017
2. Appeared as **Expert Speaker** in **FDP** organized by **Gujarat University, Ahmadabad** on March 16 & 17, 2017.
3. Appeared as **Expert Speaker** in **MDP** on “Export Potential and Strategies for India’s Major Trading Partners” conducted by Federation of Indian Export Organizations Indore chapter on July 9, 2016
4. Appeared as **Expert Speaker** in the **Faculty Development Program** to deliver lecture on “**Status of Management Research in India**” organized by Human Resources Development Center of Devi Ahilya University, Indore on Commerce and Management in IIMS on May, 14, 2016
5. Appeared as **Expert Speaker** in the **Faculty Development Program** to deliver lecture on “**Effective Teaching**” organized by Human Resources Development Center of Devi Ahilya University, Indore on Commerce and Management in IIMS on May, 11, 2016
6. Appeared as Key Speaker in **MDP** on “Prospects of Exports to North East Asian countries from India” organized Federation of Indian Export Organizations, Ministry of Commerce, **Govt. of India** on 27<sup>th</sup> February, 2016 at Indore
7. Appeared as **Expert Speaker** in **Faculty Development Program** organized by Human Resources Center of Dr. Hari Singh Gaur Central University, Sagar on “Cyber Law and Cyber Crimes” on 9<sup>th</sup> February, 2016

8. Appeared as **Session Chair** of Marketing in **10<sup>th</sup> International conference** on “Quality Education, Entrepreneurship and Exemplary Business Practices for social Change organized by Prestige Institute of Management on 7<sup>th</sup> February, 2016 at Indore
9. Appeared as **Expert Speaker** in the **Faculty Development Program** on Research Methodology and SPSS organized by Indore Institute of Management and Research on December 6, 2015
10. Appeared as **Key speaker** in the Third **National Conference** on Management (AICOM – 2015) on the Main Theme “Road Map for Unleashing Business Potential of New India” on Saturday, Nov. 28, 2015
11. Appeared as **Expert Speaker** at **Academic Staff College**, DAVV Indore in the Refresher Course for college professors on “Teaching Philosophy” on June 2<sup>nd</sup>, 2015
12. Appeared as **Expert Speaker** in **Faculty Development Program** organized by Medicaps group of institutions **sponsored by AICTE** on “Learning Models and their impact on Teaching Pedagogy” on May 17<sup>th</sup>, 2015
13. Appeared as **Session Chair** in the **National Conference** organized by Indore Institute of Management and Research, Indore on “ Implications of CSR for Corporate World” on December 5<sup>th</sup>, 2014
14. Appeared as **Key Speaker** in **MDP** on “Winning Global Market through Export of Services” organized by Federation of Indian Export Organizations, Ministry of Commerce, **Govt. of India** on November 29<sup>th</sup>, 2014 at Indore.
15. Appeared as **Key Speaker** in **MDP** on ‘Use of Web Resources’ organized by Federation of Indian Export Organizations, Ministry of Commerce, **Govt. of India** Indore Chapter, on September 28<sup>th</sup>, 2014
16. Appeared as **Key Faculty** in Two days Certificate course on “Export Marketing” organized by Federation of Indian Export Organizations, Ministry of Commerce, **Govt. of India** on August, 23<sup>rd</sup>-24<sup>th</sup>, 2014 at Indore.
17. Appeared as **Expert Speaker** in Function organized by Association of Industries in association with FIEO, Ministry of Commerce, **Govt. of India**, Ratlam on Export Possibilities of M.P.” on June 7<sup>th</sup>, 2014
18. Appeared as **Key Speaker** in **MDP** on ‘Export Schemes and Export Incentives’ organized by Federation of Indian Export Organizations, Ministry of Commerce, **Govt. of India** Indore Chapter on 31 May, 2014
19. Appeared as **Key Speaker** in **MDP** on ‘Strategies to Enter Latin American Market’ organized by Federation of Indian Export Organizations, Ministry of Commerce, **Govt. of India** Indore Chapter, on April 27<sup>th</sup>, 2014
20. Appeared as **Key Speaker** in **MDP** on Strategies to Enter in Chinese Market organized by Federation of Indian Export Organizations, Ministry of Commerce, **Govt. of India** Indore Chapter, on 10<sup>th</sup>, March, 2014
21. Appeared as Key speaker on **MDP** on Market Entry Strategies in International Markets organized by Federation of Indian Export Organizations, Ministry of Commerce, **Govt. of India** Indore Chapter on January 25<sup>th</sup>, 2014
22. Appeared as in Research **Chief Guest and Key Speaker** Paper writing workshop organized by Medicaps Institute of Management, Indore on January 10<sup>th</sup>, 2014
23. Appeared as **Session Chair** on Marketing Management in **International conference** organized by Acropolis Institute of Management, Indore on November 30<sup>th</sup>, 2013
24. Appeared as expert Speaker and **Session Chair** on the **Research Methodology workshop** organized by Medicaps Institute of Management, Indore on April, 12<sup>th</sup>, 2013
25. Appeared as **Expert Speaker** in **Faculty Development Program** in the area of Marketing Management at IMS, DAVV, Indore on March 24<sup>th</sup> – 29<sup>th</sup>, 2013)
26. Appeared as **Expert Speaker** on **Faculty Development Program** in the area of Strategic Management at IMS, DAVV, Indore on Feb. 25<sup>th</sup>-March 2<sup>nd</sup>, 2013
27. Appeared as invited **Expert Speaker** in regional conclave on Reforms in Higher Education organized by Department of Higher education Government of Madhaya Pradesh at A.P.S. University Rewa on 28<sup>th</sup> July, 2012
28. Appeared as **Session Chair** of Management section at the **National Conference** organized by SDPS Women’s college Indore on February 26<sup>th</sup>, 2012
29. Appeared as **Expert Speaker** in **Faculty Development Program** organized by CH institute of management on Research Methodology April 2011

30. Appeared as **Expert Speaker** in a seminar on “Problems and Prospects of Pharma Industry in M.P. organized by MSME, Government of India, Indore on March 26<sup>th</sup>, 2011
31. Appeared as **Expert Speaker** in the Conference organized on **Research Methodology** organized by Shri Chameli Devi Institute of Management Indore on March 2011
32. Appeared as **Session Chair** of Marketing area in 5<sup>th</sup> **International Conference** organized by Prestige Institute of Management and Research on Value Creation for Competitive Differentiation on January 31<sup>st</sup>, 2011
33. Appeared as **Session Chair** of Marketing session in **International Conference** on Global Issues in Business and Technology, organized by University of **Maryland USA** in Devi Ahilya University, Indore on December on 22<sup>nd</sup> – 24<sup>th</sup>, 2009
34. Appeared as **Expert Speaker** in **National HR conference**: HR Share 08 organized by International School of Business & Media at Pune on September 28<sup>th</sup>, 2008
35. Appeared as **Expert Speakers** in Conference on “Role of Technology in Education” organized at New Delhi on July 13<sup>th</sup>, 2008
36. Appeared as **Expert Speaker** in Session on **Tele Education in Conference** called Technology Sabha, organized by Government of Kerala on June 11<sup>th</sup>, 2008
37. Appeared as **Expert Speaker** in session on Digital E-Learning in **E-India 2007** India’s premier conference on ICT, at New Delhi on July-31<sup>st</sup> to August 3<sup>rd</sup>, 2007
38. Appeared as **Expert Speaker** at the **Management Development Program** on “Export Import Management” organized by **Indian Institute of Management Indore** on September 6<sup>th</sup> – 8<sup>th</sup>, 2006
39. Appeared as **Session Speaker** in **National Conference** on Stress Management organized by Department of Business Management, Aligarh Muslim University, Aligarh, 25<sup>th</sup> – 26<sup>th</sup>, February, 2006

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#### **Publications:**

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#### **Paper Publications- International (including Peer Reviewed Research Journals)**

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1. Sonwalkar Jayant & Maheshkar Chandan, “Pedagogical Competence for Effective Teaching of Management” **communicated to Journal of Management Research and Analysis**, ISSN 2394-2762, eISSN 2394-2770 (2017)
2. Sonwalkar Jayant & Maheshkar, Chandan, “Impact of Advertising on Branding of Personal Care Products in Small Towns and Villages”, **International Journal of Rural Management (Sage)**. (*Status: under review*)
3. Sonwalkar Jayant & Maheshkar, Chandan, “Chanakya’s Arthashastra: Management Practices by Indian Values”, **International Journal of Indian Culture and Business Management (USA)**. ISSN: 1753-0806, eISSN: 1753-0814. (*Status: in press*)
4. Sonwalkar Jayant & Maheshkar, Chandan, “Need for Competency Mapping of B-school Teachers?”, **TKM International Journal for Research in Management**, Vol. 2, Issue 1. ISSN: 2455-684X. (2017) (*Status: in press*)
5. Sonwalkar Jayant and Maheshkar Chandan, “Stakeholders’ convictions and pedagogy for teaching Marketing Management” published in **Journal of Management Research and Analysis** Vol 3 Issue 2, ISSN 2394-2762, eISSN 2394-2770 Page 88-94, (June, 2016)
6. Sonwalkar Jayant, Nandedkar Tarika article on “Transforming issues of Women Entrepreneurship with the changing era” published in **International Journal of Business, Quantitative Economics and Applied Management Research**, Vol. 3 issue 1 ISSN 2349-5677, (June, 2016)
7. Kumar, Mohit, Bhargava, Indu and Sonwalkar, Jayant “A Study of Sales Promotion Tools for Traders with reference to FMCG products” published in **International Journal of Engineering Research and Management**, ISBN 2349-2058, Vol.3 Issue 4, page 85-90 (April 2016)
8. Sonwalkar J., Soni Neha, “India Exports to LAC: An Analysis of economic and export history of India for doing Business with Bolivia” published in **Pacific Business Review International**, Vol.8- issue 9, Page 58-63, ISSN 0974-438X. (March 2016)

9. Sonwalkar Jayant paper published on "India Exports to LAC: an Analysis of Export Performance of India for doing business with Brazil" in **Journal of Management Research and Analysis** Vol. 2 Issue 4, ISSN 2394-2762 Page 283-288, **(December 2015)**
10. Sonwalkar Jayant and Soni Neha paper published on "Strategies of doing business with Bulgaria" published in **Journal of Management Research and Analysis** Vol 2 Issue 4, ISSN 2394-2762, **(December, 2015)**
11. Sonwalkar Jayant and Maheshkar Chandan paper titled "India Exports to Latin America: A Study in Reference to doing business with Argentina" published in **International Journal of Research in Commerce, Economics and Management**, Vol. 5 Issue 12, page 17-22. ISSN 2231-4245 **(December, 2015)**
12. Sonwalkar Jayant and Maheshkar Chandan, paper published on "The Relevance of Mahatma Gandh's Philosophy of Home Rule in Present Indian Context" **Golden Research Thoughts: Multidisciplinary Research Journal**, Vol 5 Issue 2, ISSN: 2231-5063, **(July, 2015)**
13. Sonwalkar Jayant and Maheshkar Chandan, paper published on "MOOCs: A Massive Platform for Collaborative Learning in Globalized Way" in **Journal of Management Research and Analysis** Vol 2 Issue 2, ISSN 2394-2762, **(April- June-2015)**
14. Sonwalkar Jayant and Maheshkar Chandan, paper published on "Winning the Global Markets through Service Exports: Great opportunities for Indian Service Industry" in **Journal of Management Research and Analysis** Vol 2 Issue 1, ISSN 2394-2762, **(Jan-March-2015)**
15. Sonwalkar Jayant, Maheshkar C. and Mehta A., "Cultural Issues in 'Doing Business with America'", **Journal of Management Research and Analysis**, Vol. 1 Issue 1, pp. 21-29, **(October, 2014)**
16. Sonwalkar Jayant and Sharma Vinod, "Innovation in Management: Learning from the Field"; Published in **Unnayan: Journal of Management** ISSN-2349-6754, Vol.I, Issue I page 12-23. **(2014)**
17. Sonwalkar Jayant, Sharma Vinod, Kapse Manohar article published with title "Consumer purchase Behaviour of Green Products" published in **International Journal of Economics and Business Administration, USA** Vol-1 Issue 2, page 33-48, **(2013)**
18. Sonwalkar Jayant, Sharma Vinod, Kapse Manohar and Jain Shishir, "Effect of Sex, Education, Residential Background and Income on various features of Bike" published in **Medicaps Journal of Management Sciences**, ISSN 2319:944X Vol. 1 Page 65-74, **(2013)**
19. Sonwalkar Jayant, Kapse Manohar and Singhai Rahul "Factors affecting in store sales in the festival season: case study of selected stores in Indore" published in **International Research Journal on Business Management and Finance**, ISSN 2320-9453, **(2013)**
20. Sharma, V., Sonwalkar, J., and Kapse, M. "Factors Affecting the Consumer Purchase Behaviour for Green Products", "Reshaping Organizations to Develop Responsible Global Leadership" organized by **Nepalese Academy of Management, Nepal**. Published in the book ISBN 978:9937:2:6081:7, Page. 95-110, **(2013)**
21. Sonwalkar Jayant, Kapse Manohar "Perceptual Difference between the opinion of faculty members and students about the existing MBA Course Structure" published in **Disseminate Knowledge- International Journal of Management Science and Technology**, Vol.1, Issue 1 page 1-18 ISSN no. 2321-1245, **(2013)**
22. Sharma, V., and Sonwalkar, J., Published, "Does Consumer's Buying Behaviour Change during Economic Crisis?" 5<sup>th</sup> DYPDBM, International Research Conference on Retail on 'Managing Business in Economic Crisis'; ISBN: 97881-920416-4-3; Pg: 128- 139. **(2012)**
23. Sonwalkar, J., Sharma, V., "Issues Involved in Retailing at Airport: A Case Study of India Today Group (Media Mart)", **Prabandhan & Taqniki: Management Research Journal**, ISSN: 0974-8563; Pg no: 169-173 Vol. 6. **(2012)**
24. Sonwalkar Jayant, Kapse Manohar, Singh Swapnika, "Factors affecting the subject preference of the female students in Business Schools" **Journal of Women's Entrepreneurship and Education**, 2011, **Serbia, Europe** No. 1-2, 89-107, ISSN No: 1821-1283, **(2011)**
25. Sonwalkar, J. and Kapse, M., Case Study: Human Resource Perspective: Delay in Solution", published in **Sugyaan**, Vo3,1, Jan-June, 2011, ISSN-0975-4032, **(2011)**



26. Sonwalkar, J. and Sharma, V. "Gaining Competitive Advantage through Green Value"; Published in: **Sustaining Competitive Advantage through Value Creation**; ISBN: 978-93-80834-54-2, Pg No: 129-135. (2011)
27. Sonwalkar, J. and Kapse M., "Celebrity Impact: A Model of Celebrity Endorsement"; **Journal of Marketing Communication**; (Listed in EBSCO) ISSN: 0973-2330 Vol.7, Issue1, (2011)
28. Sonwalkar Jayant, Arya, Maneesh Kant "Role of non-interest income in reducing the volatility of total income of banks." Published in "**Review of Business and Technology Research**" (USA), Vol. 2, No. 1, 2009, pp. 1-6, ISSN 1941- 9414. (2009)
29. Sonwalkar J., Mittal Alok: "Impact of Brand Image in Selection of Banking Services by Business Houses" published in refereed **Journal Synergy, Journal of Management and IT**, Gaziabad. Volume 7, Number 1, Issue, ISSN 0972 – 7361 Page 5 – 22, (January 2009)
30. Sonwalkar J., Neema Geeta "A Study of the Effect of Gender, Family Income and their Interaction on Brand Persona in FMCG sector among college youth" published in refereed **International Journal of Management Science**, Gaziabad, , ISSN: 937-824X, (July -Dec 2008)
31. Sonwalkar J., Mittal Alok, and Ramgir Harsh: "Customer Relations Management in Banking Sector: A comparative Study of ICICI and SBI" Published in refereed **NICE Journal of Business**, ISSN: 0973-449X, (2008)
32. Sonwalkar J., Neema Geeta, : Study of the Factor Responsible for Brand Preference in FMCG Products among College Students." Published in **IMS Journal** published by IMS group of Institutes Noida, ISSN 0937-824X, (June 2008, )
33. Sonwalkar, J.; Gupta, R.C.; and Chitley, A.K December, "Economics of Early Equipment Management- Life Cycle Costing, Published in **VISION Journal of Business Perspective**, Vol-7, No.2, , **Management Development Institute, Gurgaon**, ISSN 0972-2629, (2003).
34. Sonwalkar, J., Gupta, R.C., Chitale, A.K. "Total Productive Maintenance- An Effective Vaccine for Indian Industry"; Published in Proceeding of **IIT Delhi: International Conference** on Management of Research and Technology. by IIT, NEW DELHI, (2003)
35. Sonwalkar, J., Gupta, R.C., Chitale, A.K.: "Development and Analysis of A group Replacement model" Published in **Industrial Engineering Journal** volume XXXIII no.7 Indian Institute of Industrial Engineering, -, ISSN: 2250-2149, (2003)
36. Sonwalkar, J., Mittal Alok "Improving Performance Productivity in Banking Sector through CRM" published in Refereed **Prestige Institute of Management and Research** in, ISSN 0974-6080, **October, 2002**.
37. Sonwalkar, J., Gupta, R. C., and Chitlay, A.K "Models of Maintenance Management" published in Refereed **Prestige Institute of Management and Research Journal** , , ISSN 0974-6080, (2001)
38. Sonwalkar J, Gupta R.C., Chitley, A.K "overall equipment effectiveness through total productive maintenance" published in **Prestige Journal of Management and Research** Vo.5 issue Page-61-78 ISSN 0974-6080. (2001)

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#### **Paper Publications-National (including Peer Reviewed Research Journals)**

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39. Sonwalkar Jayant, Nandedkar Tarika, "Spirituality and Management Education: A Holistic Perspective to Betterment of Management Education" published in **Amity Journal of Management** Vol.1issue 1, Jan-June 2016
40. Sonwalkar J. and Maheshkar, C., "Adoption of Online Education: A 360<sup>0</sup> Flexible Way to Teaching and Learning" published in **Tactful Management Research Journal**. Vol 3, Issue11, **August. 2015**. ISSN: 2319-7943. Impact Factor: 2.1632 (UIF)
41. Sonwalkar Jayant, Sharma Vinod and Gupta Prashant, "Impact of Marketing Mix on Consumer Buying Behavior with special reference to woodland footwear"; International Conference titled "Innovative Business Practices for Creating Value in Global Era" organized by Acropolis Institute of Technology and Management Indore; Published in the Proceeding, ISBN: 978-81-928537-0-1, Pg: 101-106, **2013**

42. Sonwalkar, Jayant and Kapse, Manohar “A Review of Marketing Ps of Management Institutes: A Study of Management Institutes of Indore City” published in book titled Mapping Business Excellence through Vision, Values and Vibrant Practices by Excel Books, New Delhi ISBN 978-93-5062-254-4 page333-341, **(2013)**
43. Sonwalkar, J & Sharma, V. ‘Innovation in Service Industry’; Service Sector Strategy for India’s leadership. ISBN: 978-81-7625-839-5; Sarut Book Publisher Pvt. Ltd., New Delhi; Pg: 1-28., **(2012)**;
44. Sonwalkar, J., Sharma, V., & Kapse, M. “Impacts of Brand Recognition on Brand Loyalty”, Emerging Trends and Challenges in Management; New Delhi; Excel Books, ISBN: 978-93-82062-09-7, Pg No: 202-206, **(2012)**;
45. Sonwalkar, J., Sharma, V., Narang, B S. & Gupta, P. **(2012)**; Published; “Analytical Customer Relationship Management: How It Helps To Develop The New Market Opportunities In Pharmaceutical Sector?”, Conference publication of 3rd National Conference, Medi-Caps Institute of Technology & Management, Indore, India; ISBN: 978-93-80834-74-0; Pg: 176-181.
46. Sonwalkar, J., Sharma, V., Narang, B S. & Gupta, P. **(2012)**; Published; “Challenges of BPO Sector in India”, conference Publication of 3rd National Conference, Medi-Caps Institute of Technology & Management, Indore, India; ISBN: 978-93-80834-74-0; Pg: 158-162.
47. Kapse M. and Sonwalkar J., **(2012)**; “Difference in Perception of Students on the 7Ps of Marketing of a Management Institute due to Educational Stream, Residential Background and Gender”; Published in: The Role of Research & Innovative Practices to Revamp the Management Education: An Indian Perspective; ISBN: 978-93-81583-45-6, Pg. No. 24-32.
48. Sonwalkar, J. and Sharma, V. **(2011)**; “Gaining Competitive Advantage through Green Value”; Published in: Sustaining Competitive Advantage through Value Creation; ISBN: 978-93-80834-54-2, Pg No: 129-135.
49. Sonwalkar, J. & Kawthekar, S. **(2011)**, “Impact of Technology on Business: Digital Marketing”, Published in the Proceeding of 1st National conference, Indore Christian College, Indore; ISBN: 978-81-8465-760-9; Pg: 286-288.
50. Sonwalkar, J. & Kawthekar, S. **(2011)**, “Impact of Technology on Business: Digital Marketing”, Published in the Proceeding of 1st National conference, Indore Christian College, Indore; ISBN: 978-81-8465-760-9; Pg: 286-288.
51. Sonwalkar, J., Mittal Alok, Gyanendra,**(2002)** “Online Banking-An Emerging Trend in Service Quality” published in Proceedings of the National Conference organized by Pioneer Institute of Management, on August 24-25, , ISSN 0974-6080
52. Sonwalkar, J., Mittal Alok, Gyanendra **(2002)**, “Online Banking-An Emerging Trend in Service Quality” published in Proceedings of the National Conference organized by Pioneer Institute of Management, on August 24-25, , ISSN 0974-6080
53. Sonwalkar, J. “Global Logistics-the Present Importance” Published in Indore Manager, Journal of Indore Management Association, **July-August, 1997**
54. Sonwalkar, J. “Japanese Secret of Success” Published in Indore Manager, Journal of Indore Management Association, **Nov.-Dec. 1996**
55. Sonwalkar J, “Role of Information in International Marketing” Published in Indore Manager, Journal of Indore Management Association, Indore **1992**

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### Chapter Publications in Edited Books

56. Sonwalkar, Jayant & Maheshkar, Chandan **(2017)**. Business Management Teaching Competencies: A Holistic Outlook of Indian B-schools Teachers. In Arora, S., Choudhary, R., Phatak, Y. & Sharma, R. K. (Eds.), Global Competitive: Developing Competencies and Skill. New Delhi, India: Excel India Publishers.

### Conference Presentations: International

1. Sonwalkar Jayant and Maheshkar Chandan, Paper accepted on “Deciding Pedagogy Mix for Effective Teaching of Marketing Management” in **IIM Indore NASMEI Conference, July 27, 2017**
2. Anju Chourasia & Sonwalkar Jayant, Paper accepted on “Role of Government and Non-government Organizations in Delivering through Creating Market for Tribal Art: A Study on Promotion of Gond Art in Madhya Pradesh” in **IIM Indore NASMEI Conference, July 27, 2017**
3. Sonwalkar Jayant and Soni Neha paper presented on “Challenges faced by Small and Medium Enterprises under WTO regime with reference to India” in **AIB’s India conference in IIM Indore on 21-23 April, 2016**
4. Sonwalkar Jayant, Kapse Manohar, Sharma Vinod, paper presented on “Predicting the Switching Intention of Cell-Phone Brands : An Application of Markov Chain Models” at the **3<sup>rd</sup> International Conference on Business Analytics and Intelligence** organized by **IIM Bangalore** on 17-19 December 2015
5. Sonwalkar Jayant and Chourasia Anju paper on ” Apparel Retailing in India: Emerging Trends Prospects and Challenges” presented in International conference organized on Exploring Trends and Practices in Information Technology & Management organized by **St. Aloysius College, Jabalpur** on January 5<sup>th</sup> – 6<sup>th</sup>, 2015 (**received Best Paper Award**)
6. Sonwalkar Jayant and Maheshkar Chandan, Paper accepted on “Impact of Perceptual Differences of Students, Teachers and Professional on deciding pedagogy for teaching Marketing Management to MBA Students” for the presentation in International conference organized Academy of Marketing Science, 17th Biennial World Marketing Congress, on August 5<sup>th</sup> – 8<sup>th</sup>, 2014 at **ESAN, Lima, Peru**
7. Sonwalkar Jayant and Kapse Manohar Presented a Paper on “Components that form the ideal MBA syllabus” in 6<sup>th</sup> International conference on Education and Research organized by (**IIM-I**) **Indian Institute of Management, Indore** from May 8<sup>th</sup> – 11<sup>th</sup>, 2014
8. Sonwalkar Jayant, Sharma Vinod and Gupta Prashant, “Impact of Marketing Mix on Consumer Buying Behavior with special reference to woodland footwear.” paper presented at the International Conference titled “Innovative Business Practices for Creating Value in Global Era” organized by Acropolis Institute of Technology and Management **Indore** on December 28<sup>th</sup>, 2013
9. Sonwalkar Jayant and Sharma Vinod, “Innovation in Management: Learning from the Field” present in the VI International Conference Organized by Bansal College of Management, **Bhopal** on “Recent Innovative Practices in Scientific Management” on October 9<sup>th</sup> – 10<sup>th</sup>, 2013
10. Sharma, V., Sonwalkar, J., and Kapse, M. “Factors Affecting the Consumer Purchase Behavior for Green Products” 2<sup>nd</sup> International Conference on “Reshaping Organizations to Develop Responsible Global Leadership” organized by **Nepalese Academy of Management, Nepal, March 10<sup>th</sup> – 12<sup>th</sup>, 2013 Kathmandu, Nepal**
11. Sonwalkar, Jayant and Kapse, Manohar,(2013) “A Review of Marketing Ps of Management Institutes: A Study of Management Institutes of Indore City” presented at the **7<sup>th</sup> International Conference** Organized by Prestige Institutes of Management , **Indore** on January 30<sup>th</sup> - 31<sup>st</sup>, 2013.
12. Sharma, V., and Sonwalkar, J., (2012); Paper Presented, “Does Consumer’s Buying Behaviour Change during Economic Crisis?” **5<sup>th</sup> DYPDBM, International Research Conference** on Retail on ‘Managing Business in Economic Crisis’ **PUNE**.
13. Sharma, V., Sonwalkar, J., and Kapse, M. (Selected Paper for Presentation) “Model on Consumer Purchase Behaviour for Green Products” International Conference on “Sustainable Business in Asia” held in **Bangkok, Thailand, on November 1<sup>st</sup> - 3<sup>rd</sup>, 2012.**
14. Sonwalkar, J. and Kapse, Manohar, (selected Paper for conference presentation) on “Perceptual difference between the opinion of faculty members and students about existing MBA Course Structure” at General Business Conference by **Sam Houston State University, USA April 13<sup>th</sup> -14<sup>th</sup>, 2012**
15. Sharma, V., and Sonwalkar, J., (Selected Paper for Presentation), “Model of Consumer’s Buying Behaviour Change during Economic Crisis?”, International Conference on Applied Business and Economics (ICABE), **University of Cyprus, Cyprus on October 11<sup>th</sup> - 13<sup>th</sup>, 2012.**

16. Sonwalkar, J. & Sharma, V. (2011); Paper Presented titled “Gaining Competitive Advantage through Green Value”, **1st International Conference, SICOM-11, Indore, India.**
  17. Sonwalkar J and Sharma Vinod, Paper Presented titled “Innovation in Service industry” at the Second International Conference organized by Bansal College of management, **Bhopal** on February 19<sup>th</sup>, 2011
  18. Sonwalkar, J., Neema, Geeta, “A study of the Effect of Gender, Family Income and their interaction on Brand Constancy in FMCG sector among college students” “ paper accepted for presentation in **ISDSI International Conference on Decision Science and Technology** for Globalization, organized by **IMT, Ghaziabad**, January 2<sup>th</sup> - 4<sup>th</sup>, 2008.
  19. Sonwalkar, J. “Lord Rama: the greatest Superheroes of all times” paper accepted for presentation in the International Conference on Superheroes organized by Department of Cinematography, **University of Sydney**, Australia in June 14<sup>th</sup> – 15<sup>th</sup>, 2005.
  20. Sonwalkar, J. and Sonwalkar, N. “Effective Pedagogical Framework for Technology Enabled Online Management Educational Systems” presented in International Conference on Reshaping Management Education in Global Context” organized by IMS, DAVV, **Indore** on November, 15-16, 2003
  21. Sonwalkar, J., “Life Style Marketing in Ancient India”, accepted for presentation in Economic and Business History Conference, in **Memphis, Tennessee, USA**, April 21<sup>st</sup>, **2003**.
  22. Sonwalkar, J., Gupta, R. C., Chitlay, A.K., “Total Productive Maintenance-an effective vaccine for Indian Industries”, presented in International Conference on Management of Research and Technology, organized by **Indian Institute of Technology, Delhi** on January 11<sup>th</sup>, 2003.
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### **National Conference Presentations**

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23. Sonwalkar Jayant and Sharma Vinod,, “Innovation in Management: Learning from the Field”; VI International Conference Organized by Bansal College of Management, **Bhopal** on “Recent Innovative Practices in Scientific Management”.2014
24. Sonwalkar, J & Sharma, V. (2012); Paper Presented titled ‘Innovation in Service Industry’: Service Sector Strategy for India’s leadership. National Symposium organized by Bansal MBA College **Bhopal**.
25. Sonwalkar, J., Sharma, V., & Kapse, M. (2012); Paper Presented titled “Impacts of Brand Recognition on Brand Loyalty”, 1st National Conference, APS University, **Rewa**, India.
26. Sonwalkar, J., Sharma, V., Narang, B S. & Gupta, P. (2012); Paper Presented titled “Analytical Customer Relationship Management: How It Helps To Develop The New Market Opportunities In Pharmaceutical Sector?”; 3rd National Conference, Medi-Caps Institute of Technology & Management, **Indore**, India.
27. Sonwalkar, J., Sharma, V., Narang, B S. & Gupta, P. (2012); Paper Presented titled “Challenges of BPO Sector In India”, 3rd National Conference, Medi-Caps Institute of Technology & Management, **Indore**, India.
28. Sonwalkar, J. & Sharma, V. (11<sup>th</sup> Feb, 2012); Paper Presented titled “The Indian Economy: Challenges & Opportunities”, 1<sup>st</sup> National Symposium, BMGI, **Bhopal**, India.
29. Sonwalkar, (May 15<sup>th</sup>, 2012); Paper Presented titled “Difference in Perception of Students on the 7Ps of Marketing of a Management Institute due to Educational Stream, Residential Background and Gender”, National Conference, Shri Vaishnav Institute of Management, **Indore**, India
30. Sonwalkar, (22<sup>nd</sup> Aug, 2012); Paper Presented titled “Issues involved in segment reporting in the light of IFRS: An Empirical Study”, 2<sup>nd</sup> National Multi-Conference, LNCT, **Indore**, MP
31. Sonwalkar, J. & Sharma, V. (2011), “Impact of Technology on Business: Digital Marketing”, Presented in the 1st National conference, Indore Christian College, **Indore**.
32. Sonwalkar, J. (2011), Invited Speaker, “Challenges and Possibilities of Medicine Industry in MP ” one day seminar, organized by Center for contemporary studies, Indore and National Intellectual Property Right Association, **New Delhi**, March, 2011
33. Sonwalkar, J. (2010), Invited Speaker, Workshop on “Principles of Marketing –A South Asian Perspective, 13/e”, organized by Pearson Education in association with IMS and DDE, Devi Ahilya University, **Indore**.
34. Sonwalkar, J. “Entrepreneurship and HR Practices in India” presented at HR Share 08 National

- Conference organized by ISB&M, **Pune**, INDIA on 13 September, 2008.
35. Sonwalkar, J., Mittal Alok and Singh, A.K., “An exploratory Study on factor affective selection of Banking Services”, presented in the National conference organized by Prestige Institute of Management, **Indore** on January 30<sup>th</sup> – 31<sup>st</sup>, 2003.

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### **Case Studies**

1. Sonwalkar Jayant, Kapse Manohar, and Sharma Vinod, “Dilemma of a Small Entrepreneur” **Published in the International Case Colloquium**, Organized by Shri Vaishav Institute of Management, Indore, 2013
2. Sonwalkar Jayant, Sharma Vinod and Kapse Manohar, on “New Challenges in the Era of Globalization”, published in a book by Excellent Publishing House, New Delhi, Year 2013, ISBN 978-93-83083-13-8 page 251-253.
3. Sonwalkar Jayant and Kapse Manohar, Human Resource Perspective: Case of Delay in Decision Making submitted for publication in **SuGyaan- Siva Sivani Journal of Management**, Vol 3, Issue 1, Jan June ISSN-0975-4032, 2011
4. Sonwalkar Jayant , (**39 Page Case**) Case of Madhya Pradesh Changing Face of State of traditional to Investment friendly state a PR effort, Case created for the state of Madhya Pradesh on their investment promotion, 2009 (Public Relations)
5. Sonwalkar Jayant (**35 Page case**) Global Investment summit of Madhya Pradesh: a Case on Event Management, Case Developed for State of Madhya Pradesh, 2009 ( Event Management)
6. Sonwalkar Jayant and Kothari Mayur, Case of Ziesta Distribution, Case prepared for the proposed book of Marketing with McGraw Hill
7. Sonwalkar Jayant and Khusal Varadpande, Case of Hewlett Packard Everyday Paper: problems of marketing in GULF Market, developed for the proposed Book (International Marketing)

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### **Oversees Experience:**

1. **Presentation at Lancashire, UK** for collaboration with the University of Central Lancashire, Preston **July 2007**. MOU was signed for launching their programs in India
2. **Traveled across USA** for prospecting universities for possible collaboration **June –August-2002** with different academic and executive development programs with DAVV.
3. **Participated in the visit to USA for Rotary International** as cultural exchange fellow of Rotary International for 2 months. **April-June 1990**

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### **Supervision of Doctoral Theses**

Following listed Students have been awarded Ph.D. under the supervision:

- |                             |                             |
|-----------------------------|-----------------------------|
| 1. Mr. R. C. Gupta-2006     | 9. Ms. Sona Kanungo-2014    |
| 2. Mr. Alok Mittal-2008     | 10. Ms. Sunita Jatav - 2015 |
| 3. Ms. Archana Bajpai-2009  | 11. Ms. Ekta Bargal 2016    |
| 4. Mrs. Geeta Neema-2010    | 12. Mr. Vinod Sharma 2016   |
| 5. Mr. Manishkant Arya-2011 | 13. Mr. Ajay Patil 2016     |
| 6. Mr. Mahesh Sharma-2012   | 14. Ms. Bhakti Joshi 2017   |
| 7. Mr. Manohar Kapse- 2013  | 15. Ms. Neha Soni-2017      |
| 8. Mr. S.P. Verma - 2013    |                             |

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### **Supervision of MBA level Research Projects**

1. Supervised over **950** projects in the area of Marketing & International Marketing,
2. Supervised over **800** projects in the area of Product Management
3. Supervised **120** projects in the area of Supply Chain Management
4. Supervised **200** projects in the area of Brand Management
5. Supervised **100** projects in the area of International Human Resource Management

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### **Publications (popular articles)**

Dr. Sonwalkar has written over 50 popular articles on various aspects of Export Management in the largest circulated Hindi daily- Dainik Bhakar.

1. Sonwalkar, J. “Product Management Promising Future” Published in The Economic Times, 26 August, 97
2. Sonwalkar J. “Anxiety of Beauty of Males” Published in Hindi Naidunia 20 Feb, 1993.

[www.jayantsonwalkar.com](http://www.jayantsonwalkar.com)

[drjayant1@yahoo.com](mailto:drjayant1@yahoo.com)

3. Sonwalkar J. "Why we do not have our own Management Style" Published in Naidunia, April, 1992
4. Sonwalkar J. "How the Advertising Agencies were born" Published in Hindi Daily, Naidunia, 1991
5. Sonwalkar J. "MP an unexplored gateway", Published in The Times of India, Feb, 22, 1995

**Jayant Sonwalkar**

DOB 14.06.1959