



## CAREER OBJECTIVE

To contribute my knowledge and skills for the success of the institution where I will be working by holding a challenging position for the benefit of every stakeholder of the institution.

## CONTACT

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### Dr. ANUP MURLIDHAR MULE

BCS, MBA, M.Phil., **PhD**, SET, MA (Clinical Psy.) & PGD in E-Business.

**12 years** of Teaching & Industry Experience

**Born:** December 15<sup>th</sup> 1982

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**Mob. No. :** 9730107120

**E-mail :** anupmule@yahoo.com

**Address :** 2/11, Siddhartha Nagar -5, Goregaon (w),  
**Mumbai – 104.**

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## ABOUT ME

Prof. (Dr.) Anup M. Mule is working as a faculty of General Management, IT & Marketing. He is an academician with diversified skill-sets besides a researcher in management with around 10 years of academic and industry experience across multiple disciplines of management. He is a good learner, passionate and enthusiastic educator with interdisciplinary approach towards management education. He has been capably managing his lectures and promoting open discussions among students.

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## KEY SKILLS

- Academic Administration
- Knowledge of **Statutory Compliances**
- Adaptability to Different **Work-Cultures**
- Fluent in English
- Aptitude for Research
- Expert in Using **Modern Teaching Aids**
- Hands on Experience of **Exam Process**
- Good at **Interpersonal & Counseling Skills**

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## INTEREST AREAS

### TEACHING

Retail Management, Strategic Marketing Management, Consumer Buying Behavior, Integrated Marketing Communication, Marketing Intelligence, Marketing Research, Business Research Methods and Management Information Systems, Retail Information Systems & Technology and Digital Marketing

### RESEARCH

Visual Merchandising, Retail Communication, Retail Atmospheric Management, Integrated Marketing Communication, Scrambled Merchandising, Corporate Social Responsibility, Value Triad

**EDUCATIONAL QUALIFICATION**

**UGC - State Eligibility Test (SET)**  
**(2015)** Savitribai Phule Pune University State Agency  
**Subject – Management**

**PhD**  
**(Dec. 2018)** Shivaji University, Kolhapur.  
**“Impact of Retail Environment & Retail Communication Mix on Consumer Buying Behavior with Special Reference to Selected Organized Retailers in Kolhapur City ”**  
Declared on Dec. 24, 2018.

**M. Phil.**  
**(2012)** Shivaji University, Kolhapur  
**“Impact of Integrated Marketing Communication Mix on Consumer Buying Behavior with Special Reference to Small Car Segment in Satara”**

Secured ‘O’ Grade

**MBA**  
**(2007)** Shivaji University, Kolhapur  
**Specialization – IT & Marketing**  
Percentage – 61.27%

**BCS**  
**(2004)** Shivaji University, Kolhapur  
**Specialization – Computer science**  
Percentage – 57.97%

**Higher Secondary Certificate Examination (HSC)**  
**(2000)** Maharashtra State Board of Secondary & Higher Secondary Education, Pune.  
**Stream – Science.**  
Percentage – 52%

**Secondary School Certificate Examination (SSC)**  
**(1998)** Maharashtra State Board Of Secondary & Higher Secondary Education, Pune.  
Percentage – 72%

**Master of Psychology**  
**(2018)** Indira Gandhi National Open University, New Delhi  
**Specialization – Clinical psychology**  
Appearing

**Post Graduate Diploma in E-Business**  
**(2018)** Shivaji University, Kolhapur  
Appearing

## ACADEMIC RESPONSIBILITIES

- **College Examination Officer** – SPPU
- Chairman for External Viva Voce of **Summer Internship Projects** of MBA Students
- **External Senior Supervisor** for Various University Exams of SPPU
- Worked as a Member of '**Flying Squad**' Team for University Examinations of SPPU

## PUBLICATIONS

### INTERNATIONAL CONFERENCES: 05

#### **1. Impact of Marketing Communication on Doctor's Prescribing Behavior**

Organized by: Sinhgad Institute of Management, October 21st and 22<sup>nd</sup>, 2011, Pune.

#### **2. E-Banking & Customer Preferences**

Organized by: Choice Institute of Management Studies, November 23-24, 2011, Pune.

#### **3. Determining Factors for Organizational Excellence**

Organized by: IES's Management College and Research Center, January 5-6, 2012, Bandra, Mumbai.

#### **4. CSR Initiatives & their Impact on Brand Building and Employee Retention**

Organized by: SMT K. G. Mittal Institute of Management, IT & research, October 24, 2011, Malad [w], Mumbai.

#### **5. Customer Value Triad in E-learning Offerings – An Exploratory Study with Reference to Home Revise – An E-learning Software Provider.** International Conference on Business Management, Information System, Social Sciences & Language and Literature: A need for 2020.

Organized by: CSS College, Hupari – Kolhapur on December 4<sup>th</sup> and 5<sup>th</sup> 2015.

### NATIONAL CONFERENCES: 04

#### **1. ICT Implementation & its Impact on Teaching-Learning Process**

Organized by: ZES's Zeal Institute of Management & Computer Application, March 9-11, 2012, Pune.

#### **2. Impact of Integrated Marketing Communication Mix on Consumer Buying Behavior**

Organized by: Padmashree Dr. D.Y. Patil Institute of Management Studies, March 16-17, 2012, Pune.

#### **3. Role of an HR Manager as an Innovator and Challenges in Global Context**

Organized by: ZES's Zeal Institute of Management & Computer Application, March 9-11, 2012, Pune.

#### **4. Employee Welfare Practices at Walchandnagar Industries Ltd.**

7<sup>th</sup> National conference eITBM 2012, Vidya Pratishthan's Institute of Information Technology, 19<sup>th</sup> – 20<sup>th</sup> October 2012.

## **JOURNAL PUBLICATIONS: 04**

**1. Field Force Stressors (Triggering Stress) in Pharmaceutical Industry and Their Management**, Journal of Advances in Business Management.

**2. An Exploratory Study of Customer Satisfaction (Quality, Service, Price) of Home Revise's E-learning Products**. Journal of Advances in Business Management.

**3. Scrambled Merchandising: A Modus Operandi for Survival and Growth.**

Golden Research Thoughts, International Multidisciplinary Recognized Research Journal.

ISSN 2231-5063, November 2013. Impact Factor 1.9508[UIF]

**4. A Study of IMC Mix & CBB with Special Reference to Small Car Segment in Satara District.**

Indian Streams Research Journal, International Recognition Research Journal, August 2013.

ISSN 2230-7850, Impact Factor – 0.2105

## **ACADEMIC EMPLOYMENT**

### **1) RAJENDRA MANE COLLEGE OF ENGINEERING AND TECHNOLOGY, AMBAV (RATNAGIRI)**

Assistant Professor

Jan 15<sup>th</sup> 2019 – Till Date

### **2) MAHARASHTRA INSTITUTE OF MANAGEMENT, KALAMB (PUNE)**

Assistant Professor (SPPU ref no. CCO/2433, CCO/3298, CCO/1186)

July 09 – December 30, 2018.

**Role** – Teaching IT & Marketing subjects

- Taught Introductory and Upper Level Courses in Marketing, Strategic Management and IT
- Developed and Delivered Engaging Lectures for Management Students
- Fostered Students' Commitment to Lifelong Learning by Connecting Course Materials to Broader Themes and Current Events
- Wrote, Administered and Evaluated Mid-Term Exams at the Institute

**Promotion and Branding** – carrying out presentations across graduation colleges, collating and managing students' data, planning campaigning activities like E-mail campaign planning, SMS campaigns, arraigning for forums etc. designing brochures, posters, banners, preparing PPT presentations, building and rebuilding institute website etc.

**Strategic Alliances:** meeting principals and directors of graduation colleges, private tutors and Computer training institutes to look for opportunities to form an alliance for mutual benefit that encompasses signing an MOU, formal agreement to jointly arrange for academic programs etc...

**Liaison-** maintaining a high level of coordination and interface between student, management and governing bodies like university of Pune, DTE, AICTE. Attending meetings called up by these

governing authorities and comply with norms if any.

**Industry Interaction-** locating and seeking permissions from industries to arrange for industrial visits, organizing lectures of industry experts, industry-academia gap analysis, look for opportunities to facilitate final and summer placement of students.

**CRM-** call up alumni meeting, parents meeting and academicians and nurture relationship to fill out value gaps.

**Personality Development, Mind and Memory Techniques-** contributed to the development of students' Personality and Memory by conducting workshops.

## KEY LEARNING DURING THE ACADEMIC EXPERIENCE

### Pedagogical

- Organizing National and International Seminars & Conferences
- Maintaining High Standards to Achievement, Discipline, Behavior and Punctuality amongst Student Community.
- Developing Study Material & Case Studies
- Academic Research
- Mentoring Students by Focusing upon their Strengths to Guide them in Career Planning

### Administrative

- DTE/AICTE/University Compliances
- NAAC Accreditation

## CORPORATE EMPLOYMENT

### STANDARD CHARTERED BANK, MUMBAI

Associate Manager

Feb 08 – Feb 09

**Role** - Guiding Existing Customers on **New Products**, Conducting Meetings of Sales Staff, Motivate Sales Staff, Monitoring Performance.

## KEY LEARNING DURING THE CORPORATE EXPERIENCE

- How to Make Short Term planning in order to Improve Sales within the Permissible Means.
- Business Communication & Etiquettes
- Team Building and Motivation
- Interpersonal Skills

## EXTRA-CURRICULAR ACTIVITIES

- Drawing Certificate Holder 1) **Elementary** 2) **Intermediate**.
- **Certified First-aid Trainer**, Conducted Workshops across Corporates in Mumbai and Pune.
- **NCC Certificate Holder** - Attended Camps & Lead the Team in Gwalior Camp.
- Undergone **Voice & Accent** Training Program @ NIIT, Pune.

- Formal Learning in **Calligraphy Writing, Mind Management, & Personality Development.**
- Language Lab Coordinator
- Undergone a FDP on ‘**Student Centric Approach**’ organized by SPJIMR, Mumbai
- Workshops - Carried out Workshops to Improve Students’ **Memorizing Ability**
- Successfully Administered Following **Psychological Tests**
  1. 16 PF Test
  2. Bhatia’s Battery of Intelligence Test
  3. Span of Attention using Tachistoscope
  4. Memory Experiment using Memory-Drum
  5. Vineland Social Maturity Test
  6. Binet Kamat Test of Intelligence

## PERSONAL INFORMATION

- Languages Known : Marathi, English and Hindi ( *in the order of proficiency*)
- Extra Interests : Conducting **Psychometric Evaluation** thereby Suggesting Right Courses
- Service to Society: Conducted Training Programs on First Aid, Participated in Blood Donation Camp.
- Personal Ambition : To Gain International Exposure in Business Education
- Family Status: Married with 2 Kids, wife is working as an Assistant Professor.

## DETAILS PERTAINING TO TRANSITION

- Current Salary – Rs. 480000 p.a.
- Expected Salary – As per the norms laid down by the UGC/AICTE/Respective University
- Notice Period – 1 month at least
- Current Designation – Assistant Professor
- Applying For – Assistant Professor

## REFERENCES

1. Prof. SUDARSHAN JADHAV, HOD-Dept. of Management Studies, RMCET-Ambav.  
Association: Current Employer  
Contact: 8149231731, 9503980676. [sudarshan.jadhav@rmcet.com](mailto:sudarshan.jadhav@rmcet.com)
2. Dr. BHARATI DOLE, Director, Maharashtra Institute of Management, Kalamb.  
Association: Previous Employer  
Contact: 9850961770. [dolebharati@gmail.com](mailto:dolebharati@gmail.com)

*I hereby declare that, the information furnished above is true to the best of my knowledge and belief.*

Place: Mumbai

Dr. Anup M. Mule