

Resume



Dr. Mrs. Ruchita Ajit Gaidhani

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Objective:

Motivating and talented enthusiast driven to inspire students to pursue academic & personal excellence. Consistently strived to create a challenging & engaging learning environment in which students become life-long scholars & learners. Engineering Graduate, Doctorate in Marketing Management and with 18+ years of experience, together in academia (4yrs), Research (5yrs) & industry (9yrs) enables me to bring in higher value to education and holistic development of student for the real world.

Education:

Qualification	Faculty/ Subject	Year	University	Grade Obtained
PhD	Management - Marketing Management	2018	Savitribai Phule Pune University	-
MBA	Marketing Management	2001	Pune University	First Class
BE	Electronics	1996	Pune University (KK Wagh COE)	Higher Second Class

Experience:

Position	Organization/ Institute	From-To	Years
Research Scholar	Savitribai Phule Pune University Research Center – MVG IMR, Nashik	May'13 - Aug'18	5
Lecturer & Director in-charge	Pune Vidyathi Griha's Institute of Management, Nashik	Jun'09 – Jun'13	4
Product Development Executive	Siemens Ltd., Nashik	Feb'08 - Jan'09	1
Sales Development Manager	HDFC Standard Life Ltd., Nashik	May'04 - Jan'07	3
Project & Marketing Engineer	Rishabh Instruments Pvt. Ltd., Nashik	Jun'96 - Jun'01	5

Publication Details:

Type	Conference	Title	Place & Year
Article	National	Women Entrepreneurship Development: A Roadmap for 'Make in India'	Nashik, 2016
Article	International	Productivity and Skill Development in Manufacturing	Nashik, 2016
Article	International	Business Relationship Management-A Bridge between Business Value and Technology	Nashik, 2016
Article	National	A study on Relationship Management in the Global context	Malegaon, 2016

Faculty Development Programme & Seminar:

- Faculty Development Programme for Senior Faculty of Management, University of Pune, under UGC Scheme - 21st to 27th Nov'11 - 7days
- Faculty Development Programme on 'Benchmarking International Operations' - 13th Oct'12 - 1day
- National Seminar on 'A New Mindset for Corporate Sustainability' under Quality Improvement Program, University of Pune - 15th to 16th Dec'12 - 2 days
- International Conference on 'Multi Facets of Business Management' organized by MGVS IMR, Nashik - 9th to 11th Jan'14 - 3days

Professional Training:

- Training on Professional Selling Skills (DISHA)
- Training program on Management Techniques by Dr. Parikh
- Inhouse trainings in 'Total Quality Management' (TQM) and 'Management by objectives' (MBO)
- Technical Seminar on Design by Analog Devices, USA.

Programming and IT Skill:

- Design Packages : Auto CAD, Dial Plotting Software, Corel Draw, SMART & PROTEL.
- Software Testing Tools : Certified course of four months duration
- ERP : SAP functional expert in Product Development

Research & Project:

- PhD Thesis : An Analytical Study on Role of Relationship Management in Managing Supply Chain with Special References to Small and Medium Scale Industries in Nashik
- MBA Project: Designing and Development of Marketing Manual for Launching of New Product
- BE Project : Micro-controller 8051 Based AC Drive

Professional Achievement :

In Academia:

- Taught SQM, MLM & MM etc.to MBA students
- Administration & reputation building for newly established MBA college while responsible as Director-in-charge & Placement cell head (Aug'11 to Jun'13)
- Driven activities of student's placements, industrial visits, inter-college competitions through collaborations with industries & institutes

In Industry:

- Engineered state-of-the art IGBT based converter for Indian Railways
- Participated in Technology transfer from Siemens Germany for Rolling stock products
- Developed & technically supported Global customer base for Instrumentation Software
- Developed Electronics Products - Digital Synchro-scope, Vibrating reed frequency meter, Electronic phase sequence indicator, Micro-controller-based energy meter
- Market research activities on pricing, product positioning, market segmentation
- Market development activities like conducting technical seminars, product training and exhibitions for promoting products in electronics instrumentation
- Developed & lead team of 40x IRDA licensed Financial Consultants achieving Gold & Silver Club

Personal Information:

- Date of Birth : 28th September 1974
- Gender : Female
- Language proficiency : English, Hindi, Marathi (Mother tongue), Gujarati
- Nationality : Indian
- Material Status : Married
- Hobbies : Singing, Reading, Fitness & Badminton

Extra-Curricular Activities:

- Cultural Secretary of College during Engineering
- Winner of District level Badminton Championship
- Winner of District level Poster, Essay and Elocution Competitions in School
- 'House Captain' in School