



Prof. (Dr.) Pooja Deshmukh

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I am a management science academician with 20 years of professional experience out of which 2 years were in the hospitality industry (Guest Relations Executive) and 17 years in academia as an Assistant and an Associate Professor. My area of expertise is Marketing Management and I teach BBA / MBA students. I have enjoyed learning and teaching Management Process & Organization Behaviour, Marketing Management, Business Policy, Strategic Analysis, Entrepreneurship Management, Brand Management, and minor subjects of Marketing Management. I pursue research work with passion, and I am enthusiastic about coaching students to help them strengthen their interpersonal skills.

I have been actively involved in institution building (Curriculum Design, Coordinator of Research Centre, academic administration, NAAC related work, coordinator of International and National Conferences, FDPs, and many more). I have published research papers in indexed national and international journals of repute, two books and have presented my research works at several conferences.

Vision

To play a constructive role and contribute significantly to enhance the value and image of a management institute through my experience and continuous learning.

Educational Qualification

- Ph.D. (Management Science) - Dr. Babasaheb Ambedkar Marathwada University, Aurangabad- year 2012
- M.B.A. (Marketing Management) - Dr. Babasaheb Ambedkar Marathwada University, Aurangabad-year 2002
- B.Sc. (PCM Group) - Dr. Babasaheb Ambedkar Marathwada University, Aurangabad-year 1997
- B.H.M. (Front Desk & Guest Relation) – University of New Delhi-year-1999

Academic Affiliation

- August 2024 onwards- Associate Professor at Department of Management Science, MIT Group of Institutions, Beed Bypass, Chhatrapati Sambhajinagar
- September 2014 – June 2024- Associate Professor, Coordinator- Research, Institute of Management & Research, MGM University, Aurangabad.
- January 2013- August 2014- Associate Professor, Shreeyash Institute of Management, Aurangabad.
- Feb 2009- July 2012-Assistant Professor, Marathwada Institute of Management & Research, Aurangabad.

- July 2007- January 2009- Assistant Professor, JSPM's Jayawant Institute of Management Studies, Pune.
- March 2005- July 2007- Lecturer, Rajarshi Shahu Institute of Management, Aurangabad.

Corporate Affiliation

- 1 Feb 2005-4th March 2005– Guest Relation Executive, Hotel Taj Residency, Aurangabad.
- Feb 2004-Jan 2005- Asst. Manager Sales, Quality Inn the Meadows, Aurangabad.
- June 2000-Jan 2004- Guest Relation Executive, Hotel Ambassador Ajanta, Aurangabad.
- Jan 1999-May 2000- Guest Relation Executive, Hotel President Park, Aurangabad.

Academic Administrative Positions Held

- Member of the Board of Studies in the Department of Management Science at MGM University, and at Faculty of Commerce and Management, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.
- Member of the Internal Quality Assurance Cell at MGM University.
- Member of Academic Council, Institute of Management and Research.
- Member of Local Governing Council, Institute of Management and Research.
- Coordinator Research (Sept 2014-June 2024) at Institute of Management and Research: where my core duties are promoting and publishing research work, record-keeping (writing reports), and handling other assigned responsibilities.
- Preparing, compilation and submission of data for the SSR to be submitted for NAAC accreditation.
- Member of Local Inspection Committees appointed by Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.
- Coordinator/Convener of national and international conferences including those sponsored by ICSSR, New Delhi.
- Guiding and fielding students for 'Avishkar' and such like competitions.
- Editor of the Research Journal (Assimilation) of MGM Institute of Management.
- Coordinator Ph.D. Program at Faculty of Management and Commerce. My role includes providing guidance related to substantive issues in the program; overseeing the progress of all enrolled students, communicating with students about progress; oversee the administration.
- Served as a liaison person with the research funding agency ICSSR.
- Handled the responsibility as a Guardian Faculty Member, communicating with parents regarding disciplinary issues of the students, and counselling the students.
- Contributed to drafting the regulations (Ordinances) for the MBA and BBA graduate and postgraduate programs at MGM University.
- Acted as a Chairperson, Internal Complaints Committee, Institute of Management and Research.
- Perform other administrative duties supporting the academic mission of the Institute.

Skills

- ✓ Academic Administration,
- ✓ Curriculum Development,
- ✓ Teaching,
- ✓ Research and the administration of research work,
- ✓ Accreditation (NAAC) related work,
- ✓ Placements/Corporate Interface
- ✓ Good Communication Skills

Area of Research and Consultancy

- Entrepreneurship, Societal Issues, Behavioural Study, Hospitality Management, Soft Skills Modules, and Training, Branding of the product.

Publication at Journals

1. Pooja Deshmukh, Excel Journal of Engineering Technology and Management Science (An International Multidisciplinary Journal), 'A Study of Retention Management in Indian Hospitality Industry', Jan - June 12, Vol. 1 Issue 2 ISSN 2277-3339. Five citations.
2. Pooja Deshmukh, International Association for Engineering and Management Education (IAEME), 'An Impact of Social Networking Sites on Youngsters.' Dec 14, Vol. 5 Issue 12 ISSN 0976-6510.
3. Pooja Deshmukh, International Journal of Exclusive Management Research, 'Tourism Business: Strategic Overview', May-15, Vol. 5 Issue 5 ISSN 2249-2585.
4. Pooja Deshmukh, International Research Journal of Multidisciplinary Studies, 'The Growing Role of Management Studies among Corporate Executives', April 16, Vol. 2 Issue 4 ISSN 2454-8499
5. Dr. Pooja Deshmukh*, et.al, International Association for Engineering and Management Education (IAEME), 'A Study of Male Consumption Pattern of Cosmetic Products in Aurangabad City, Maharashtra', May 15, Vol. 6 Issue 5 ISSN 0976-6510, Three Citations.
6. Pooja Deshmukh, et. al, Intercontinental Journal of Human Resource Research Review, 'Brain Gain Opportunities for Digital India with Special Reference to 'Make in India'', Mar-16, Vol. 4 Issue 3 ISSN 2320-9704
7. Pooja Deshmukh* et. al, Intercontinental Journal of Marketing Research Review, 'Entrepreneurs and Higher Education: Is it needed to become a successful Entrepreneur', Mar-16, Vol. 4 Issue 3 ISSN 2321-0346.
8. Pooja Deshmukh et.al, Intercontinental Journal of Human Resource Research, 'Improving HR Inventions related to work-life balance for the educational sector in Indian Scenario', Mar-16, Vol. 4 Issue 3 ISSN 2320-9704.
9. Pooja Deshmukh, Intercontinental Journal of Marketing Research Review' A Study of Self Medication among the professional in Aurangabad city Maharashtra', Mar-16, Vol. 4 Issue 3 ISSN 2321-0346.

10. Pooja Deshmukh et. al, Intercontinental Journal of Human Resource Research Review, To Study the Impact of Employees Engagement and Reward System on Job Satisfaction for Employees, June – 16, Vol. 4 Issue 6 ISSN 2320-9704.
11. Pooja Deshmukh, Assimilation, National Journal of Management and IT, MGMIOM, Aurangabad, 'The role of Government Policies to promote Entrepreneurship in India, August – 2016, ISBN 978-928696-2-9.
12. Pooja Deshmukh, International Journal of Management (IJM), 'Corporate Social Responsibility and Education Sector: Issues and Remedies.' Feb 17, Vol. 8 Issue 1 ISSN 976-6510.
13. Pooja Deshmukh, Assimilation, National Journal of Management and IT, MGMIOM, Aurangabad, Women Empowerment: Need of the Day, August 2017.
14. Pooja Deshmukh, Journal of Multidisciplinary Studies, 'Exclusion or Withhold of Death Penalty: A Critical Evaluation with Special Reference to Aurangabad City.' June 17, Vol. 3 Issue 7 ISSN 2454-8499.
15. Pooja Deshmukh, Marketing Research Review, 'Surrogacy Motherhood is Bliss or Curse: A Study of Aurangabad City', June 17, Vol. 5 Issue 6 ISSN 2347-1670.
16. Pooja Deshmukh, Journal of Multidisciplinary Studies, 'Job Stress among the Executive in Banking Sector', Nov 17, Vol.3, Issue 11 ISSN-2454-8499.
17. Pooja Deshmukh, International Research Journal of Multidisciplinary Studies, 'The Problems faced by Tourists: A Study of Aurangabad City, Maharashtra', August 18, Vol. 4 Issue 8 ISSN 2454-8499.
18. Pooja Deshmukh, International Journal of Advanced Research in Basic Engineering Sciences and Technology, Sexual Harassment and Indian Law: An Overview, August 18, Vol. 4, Issue 8 ISSN-2454-9762, Awarded as a Best Paper.
19. Pooja Deshmukh, International Journal of Research & Analytical Reviews 'Child Sexual Abuse and Its Impact on the Future of the Child: Introspection, September 2020-09-09, Volume 7 Issue 3.
20. Pooja Deshmukh, 'Assimilation' International Journal of Management 'Awareness of Traffic Rules and Obedience to these Rules to Resolve Traffic Dilemma: Study of Awareness of Aurangabad Citizens'
21. Pooja Deshmukh, Srusti Management Review, Brand Equity: A Study of Food Delivery Apps in Aurangabad, special reference to Zomato & Swiggy- UGC-CARE **Group-I** Approved, ISSN – 2582-1148, March 21
22. Pooja Deshmukh, Quest Journal of Research in Business and Management (JRBM), Digital Marketing: A Journey So Far-, Volume 9 ~ Issue 3 ISSN (Online): 2347-3002, March 21
23. Pooja Deshmukh, The International Organization of Scientific Research (IOSR), Employment of Management Graduates in Manufacturing Industry: Expected Skills Sets and Preferred Model of Industrial Training, ISSN(Online):2347-3002, March 2021
24. Pooja Deshmukh , Qualitative and Quantitative Review, Journal of Nilai Field Consultancy and Training, Book Review' Achieving Meaningful Success by Vivek Mansing, 2022
25. Pooja Deshmukh* and Mr. Sushil Paliwal, International Journal of Health Sciences, 'Quality management aspects of pharmacy colleges in India Strategies for a better academic, prospective', ISSN-2550-696X, Indexed in Elsevier Scopus

26. Pooja Deshmukh* Harshal Tare**, International Journal of Health Sciences, 'The Effects of Green Marketing Practices on Consumer Behaviour in India' ISSN-2550-696X, Indexed in Elsevier Scopus
27. Pooja Deshmukh*, et.al, International Journal of Trend in Scientific Research and Development 'Organizational Resilience and its Importance for Business Sustainability', April 2023
28. Pooja Deshmukh Multidisciplinary Science Journal, 'Utilization of herbs and spices as conventional medicine in COVID-19: A study', July 13, 2023, Scopus Publication
29. Sushil Paliwal*, Dr. Pooja Deshmukh** Multidisciplinary Science Journal, 'Explore the efficacy of post-pandemic blended education skill', July 18, 2023, Scopus Publication
30. Pooja Deshmukh*, Harshal Tare, Multidisciplinary Science Journal 'Green Marketing and Corporate Social Responsibility: A Review of Business Practices, December 2023, Scopus Publication.
31. Harshal Tare*, Pooja Deshmukh**, Multidisciplinary Reviews Pharmacy education 2.0 with special reference to digital India, A Review of Business Practices, Multidisciplinary Reviews, January 2024, Scopus Publication.
32. Anuj Jajoo*, Pooja Deshmukh**, 'Exploring competency: Corporate framework, learning theories, and a cognitive development model' doi.org/10.31893/multirev.2024170, indexed in Scopus Vol. 7 Issue 8 (2024), e2024170
33. Pooja Deshmukh et. Al. Education and Administration: Theory and Practice, 'An Investigation of the Latest Trends in Commercial and Industrial Rooftop Solar Systems', July 2024.
34. Pooja Deshmukh et.al. Education and Administration: Theory and Practice Challenges and Opportunities in Residential Solar Power Subsidies: A Case Study of India July 2024.
35. Pooja Deshmukh, Emerald Publishing, Book Review Article on 'Integrated Marketing Communications, written by Jerome M. Jaska, September 2024,
36. Pooja Deshmukh, International Research Journal of Multidisciplinary Scope (IRJMS), 'Climate Change and Tourism: A Comprehensive Review', ISSN (ONLINE) : 2582-631X, Scopus publication, May 2025

Published Books:

1. Basics of Marketing Management- Blue Rose Publication- New Delhi
2. Food and Wellbeing: Taran Publication- Bangalore

Book Chapters:

1. HIPPA- Privacy and Security in Healthcare Network, Book-Information Security and Ethics, Concepts and Methodology, Tools and , 2008

Copyrights:

1. Indian Copyright for Basics of Marketing Management, Text Book, January 2021
2. Canadian Copyright for Research Paper 'Mindfulness and Well Being: Techniques for Stress Reduction and Enhanced Quality of Life', Sept 2024

Ongoing Research Papers/Projects/Books to be published

- Green Marketing Practices in the Hotels Reality or Fantasy: A Study of Aurangabad Region- in process
- Knowledge, Views, and Practices about Menstruation Sanitation among Rural Women: A Study of Aurangabad Region- Research Project.

- Brand Management Text and Cases Book (Ready for publication)

Paper Presented at Conferences

1. Pooja Deshmukh, 'Foreign Direct Investment in India', National Conference, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, February 2-3 2007.
2. Pooja Deshmukh, 'Issues in International Scenario; Special Economic Zone and Business Process Outsourcing', International Conference, Department of Commerce, University of Mumbai, 6-7 December 2007.
3. Pooja Deshmukh, 'Role of Outsourcing in IT', National Conference, JSPM R.C. of Engineering, Pune, 3-4 March 2008.
4. Pooja Deshmukh, 'Development of Core Marketing Competencies for Successful Marketing', National Seminar, XII ISTE (Maharashtra- Goa Section) Convention and Seminar, JSPM, Pune, January 12-13 2008.
5. Pooja Deshmukh, 'Requisite Soft Skills for Corporate Success and Role of Educational Institutions', National Conference, MGM Institute of Management, Aurangabad, 7-8 November 2014.
6. Pooja Deshmukh, 'Marketing for Rural Consumers', National Conference, Dr. D.Y. Patil Institute of Management Studies, Pune 6-7- February 2015.
7. Pooja Deshmukh*, Pradnya Deshmukh**, 'Obstacles and Prospects of Women Entrepreneurs in India', International Conference, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, 23 -25 January 2015.
8. Dr. (Col) Pardeep Kumar*, Pooja Deshmukh**, 'Skill Development Machinery and Inventorisation of Skill Gap in Marathwada', National Conference, MGM Institute of Management, Aurangabad 2016.
9. Pooja Deshmukh, 'The Challenges of Rural Education in India' International Conference, G. H. Rasoni Institute of Business Management, Jalgaon-30-31 January 2015.
10. Dr. (Col) Pardeep Kumar*, Pooja Deshmukh**, 'Agriculture Subsidies in India and the USA: Stand of Developing Countries in GATT Rounds', National Conference, MGM Institute of Management, Aurangabad 2016.
11. Pooja Deshmukh, 'Entrepreneurship Development and Government Policy', National Seminar, Vivekanand Arts, Sardar Dalip Singh Commerce, and Science College Aurangabad, 19-20 March 2016.
12. Pooja Deshmukh, 'Water and Energy Conservation: Tools & Techniques' International Seminar, Pandit Nehru College of Commerce, Aurangabad-2016. (Sponsored by ICSSR)
13. Pooja Deshmukh*, Dr. Jitendrasinh Jamadar**, 'An Analysis of Rural Entrepreneurship and Emerging Challenges in Achieving Inclusive Growth', International Conference, Dept. of Comm. Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, Feb 2018
14. Pooja Deshmukh*, Dr. (Col) Pardeep Kumar** 'Indispensable Skills Required to Endorse Rural Entrepreneurship and Government Initiatives', International Conference, Dept. of Management Science, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, Feb 2019.

15. Pooja Deshmukh, 'Smart Cities: Digital Solutions for a More Livable Future', International Conference, Dept. of Management Science, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad- Feb 2019.
16. Pooja Deshmukh, 'Impact of COVID-19 on Education System' International Webinar, Dr. B.A.M. University, Aurangabad, May 2020
17. Pooja Deshmukh, 'Public Relation in the New Normal', presented in 'Advancing Management: Innovation, Engagement, and Impact in strategies to Resilience the post-COVID era', International Conference, KIET School of Management, Ghaziabad (Virtual), August 2021.
18. Pooja Deshmukh, 'Mindfulness Practices and their Essentiality for the Higher Education Teachers', Mindfulness, IIM Bodh Gaya, India, Elsevier Group. February 2022
19. Anuj Jajoo, Pooja Deshmukh, 'Gig Mindset', presented in 'Advances in Global Business, Economics, Finance and Social Sciences at KIET Group of Institutions, Ghaziabad, 11-12 November 2022.
20. Pooja Deshmukh et.al, ' Digital Marketing Strategy and Consumer Behavior Analysis through Deep Q-Network (DQN) Model' 4th IEEE International Conference on Mobile Networks and Wireless Communications, Dec 2024, Scopus

Research Credits on date:

No of Citations: 130

H-Index: 06

i-10 Index: 05

Other Assignments:

- Acted as an Editor for the Research Journal 'Assimilation' (Dec 2014- till date) of MGM Institute of Management & Research, Aurangabad for the last 9 years.
- Played a major role in organizing three national-level conferences and two international conferences as a coordinator/ Convener at MGM Institute of Management and Research. Two of the conferences were sponsored by ICSSR.
- Member of Committee responsible for submission of SSR to NAAC. Handled work related to criteria III.
- 2012-2017 Acted as a Board of Study member at Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.
- Was a member of the Local Inspection Committee of Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
- Was a member of the Selection Committee of Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
- Acted as a chairman of the Paper setting committee and a member of the paper assessment committee of Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.
- Acted as a chairman of the Paper setting committee and the member of the paper assessment committee of MGM University, Aurangabad

Invited as Guest/Expert Speaker

1. Session Conducted for the students of Management at VSS Institute of Management 'Importance of Leadership Skills for Management Students' 15 July 2018
2. Session Conducted for the Faculty members of Pharmacy and Management at Sharadchandra Pawar College of Pharmacy, Dumberwadi (Otur), Post. Khamundi, Nagar-Kalyan Highway No.61, Tal. Junnar, Dist. Pune."Use of the latest digital and non-digital pedagogical tools to improve students' Engagement" 22/10/2022
3. Session Conducted for the Students of Management at Sharadchandra Pawar Institute of Management Dumberwadi (Otur), Post. Khamundi, Nagar-Kalyan Highway No.61, Tal. Junnar, Dist. Pune. "Winning skills to succeed in the Corporate World" 21/10/22
4. Invited as a panel member at the one-day workshop organized by Elsevier group at Taj Vivanta on Friday 06 October 2023.

Awards/ Achievements

1. Contributed significantly to establishing the Research Centre recognized by Dr. Babasaheb Ambedkar Marathwada University, Aurangabad in 2019.
2. Received an honour as a research supervisor for Management and Commerce
3. Received best paper award entitled 'Sexual Harassment and Indian Law: An Overview, Published in International Journal of Advanced Research in Basic Engineering Sciences and Technology, August 18, Vol. 4, Issue 8 ISSN-2454-9762

Personal Details

D-o-B	-	19 Dec
Gender	-	Female
Nationality	-	Indian
Blood Group	-	O+
Mother	-	Mrs. Kusum Deshmukh Retired from government service.

Contact

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Date:

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