

CURRICULUM VITAE

DR. ASHISH PANDEY

Flat No. 205 Savita Apartment
Behind Bal Bharti School Rewa (MP)

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Objective

To pursue my career in the field of Marketing Management and fulfill the responsibilities bestowed on me with zeal and dedication.

Summary of Skills : Teaching Marketing management, Manpower management, Sales Planning and Sales Promotional Activities.

2012 – 2017 PhD, Business Administration, APS University, Rewa (Madhya Pradesh)

Title: Role of HR practices in Enhancing Service Quality of Retail Industry

Supervisor: Prof. Sunil Kumar Tiwari, Associate Professor, APSU, Rewa (M.P.)

Year of Award: 2017

Research Papers in Referred Journals

1. Pandey Ashish(2016) Research Paper published in Symbiosis Institute of Management Pune's journal SAMVAD in December 2016 titled :Restricting the Attrition with Emotional Intelligence in Defence Services (With Reference to Indian Air Force), Vol 12 (2016), Pagation: 29-37, <http://www.i-scholar.in/index.php/samvad>.
2. Pandey Ashish,, research paper Moulding Professional Students to Entrepreneur through life skills : published in SAMVAD journal of SIBM Symbiosis University Vol XV, 50-60, ISSN (Print) : 2249- 1880 ; ISSN (Online) : 2348-5329 June 2018

Research Papers in International Conferences

1. Pandey Ashish, Research Paper presented in IIM Indore in 9th Conference on Excellence in Research and Education -CERE; “ Moulding professional Students toward entrepreneurship through grooming life skills for sustainability “ –May 3-6 ,2018
2. Pandey Ashish Research Paper ‘ The multiple Role of Education , Training, Family and Societal Culture in grooming life skills of MBA “presented in IIM Calcutta in International Conference on Sustainability and Business [SUSBUS 2018] January 13-14, 2018-

3. Pandey Ashish (2016) Soft skills in Defence services -Need of the hour presented in NICOM 2016 -19th International Conference on Management of NIRMA University.

Educational background

B.Com.	1999	A P S University Rewa (M.P).
M.B.A. Specialization	2004	CRIM(UTD) Bhopal University,Bhopal(M.P) with 1 st Division. Sales & Marketing

Computer proficiency

6 Monthly certificate course from APTECH
(MS Office, Windows, Internet surfing)

Working experience

1. Dept of Business Administration, APS University

Designation : Guest Faculty
Location : Rewa (MP)
Duration : Nov. 2010 to till date

Responsibilities

- * Teaching Marketing Management,
Sales and Distribution Management
Environment Management

2 ASODL(Amity school of Distance Learning)

Designation : Guest-Lecturer (Visiting)
Location : Noida

Amity School of Distance Learning (ASoDL) has been providing world-class Distance Education to thousands of students and working professionals across India, since the last 6 years. Amity has been ranked the No.1 institute for Distance Learning by the prestigious B-school Ranking Survey

Responsibilities

- * Teaching Marketing Management, and Sales Management

3 Cavinkare Private Limited

Designation : Territory Sales Officer
Territory : New Delhi,NCR
Duration : April 2007 to Oct 2010

For the last two decades CavinKare has been providing the Indian market with a range of high quality beauty products that are backed by modern research and development, a strong distribution network and above all a selection of the safest ingredients for the products.

Responsibilities

- * Responsible for the Secondary targets for CavinKare line of product.
- * Responsible for the Allocation and effective utilization of Budgets, TPR claims, Review targets v/s Sales, Monitoring Sales, Go-down Hygiene, Disposal of Damage stocks and maintenance
- * Handling the RS's as well as the distribution channel & their activities in the market.
- * Deliver fundamental and the volume targets in terms of distribution and execution and the secondary respectively.
- * Effective implementation of the schemes and launches by measuring the potential of the towns. .
- * Planning for the Effective Coverage, Distribution, Secondary and the Visibility in the market as part of working and handling the trade grievances.
- * Responsible for the channel wise planning, optimum contribution and growth for the territory.

4 Godrej & Boyce Mfg. Co. Ltd “ SSG “Division

Designation : Sales Executive
Territory : Delhi & NCR
Duration : Mar2004 to April 2007

As Market leaders for the last 5 decades and having worked with most industry segments, **Godrej** today possess the requisite knowledge and infrastructure to conceive and implement innovative warehousing and material handling solutions.

Responsibilities

- * Handled large No. of Distributors in **Delhi & NCR** Area.
- * Handled large Operational field force for looking entire area.
- * Planning and Managing Secondary and Primary Target.
- * Managed and controlling co's subsidiary, Budget and cost cutting.
- * Comparative study of various brand in the market.
- * Organized & Handling different type of promotional activities.
- * Functioned for new market development for SSG line of product.
- * Penetrate the brand value for current and new market.

5 Proctor & Gamble (Life care International)

Designation : DSE
Territory : Bhopal
Duration : From Mar 2000 to July 2002

Worked with world class **FMCG company vicks heath care product range ,wishper, pantene shampoo & Arieal washing detergent.**

Responsibilities

- * Monitoring and Analysis of various types of competitive brand.
- * Organizing & Handling different type of promotional activities.
- * Ensuring timely receipt of payments from Clients
- * Monitoring controlling Retailers outstanding.
- * Conducting and Handling different type of promotional activities.

Personal Particulars

Father's name : Mr. G. P. Pandey
Date of Birth : 18 Dec 1977
Marital Status : Married
Languages : Hindi and English

Extracurricular Activities

- * Coordinator of Excursion Committee, CRIM Bhopal.
- * NCC "C" Certificate with "A" Grade.
- * Represented the College in English Plays.

Date :
Place :

ASHISH PANDEY