

## Detail Profile

### **Dr.Ravi Kant Pathak**

MBA, UGC-NET, Ph.D

**Total Experience- 24 years**

**He has more than 24 years of work experience in industry and academics. He has been head of MBA department since 12 years, Before joining academics in 2005, he had 5 years of experience in corporate sector and MNC.**

He is specialized in the area of Marketing, Entrepreneurship and General Management. His area of interest is Strategic Management, Digital Marketing, Sales and distribution Management, Adverstising , Organizational Behavior.

**He has been actively engaged in research activities for a decade. He has a substantial number of publications in reputed journals and is credited with the membership of several Professional Bodies at the national level. He has been an external examiner in various government/private universities.**

**He has been actively involved in students' extracurricular activities, coordinating annual festivals, seminars, workshops and Student development skills activities. With the help of coordinators we are running ten student clubs to enhance various skills among the students.**

#### GENERAL INFORMATION AND ACADEMIC BACKGROUND

**Name (in Block Letters)** : Dr. RAVI KANT PATHAK

**Department, if in service** : **HOD**, Department of Management Studies –Anand Engineering College  
Technical Campus, Agra (Sharda Group of Institutions)

**Present Designation** : Asst. Professor and HOD

**Telephone /Mobile No.** : 9808559063.

**E-mail** : **ravikant.pathak@sgei.org**

**Research Degree (s):**

Degree	Title	Date of Award	University
Ph.D. (Business Administration)	Title-“Study on Product Adoption behaviour of rural consumer in Agra region- with reference to FMCG products.”	<b>Nov 2015.</b>	Dr. B.R. Ambedkar University Agra
UGC-NET	Area- MANAGEMENT	June-2012	UGC

**Industrial Experience: 4 years**

**Teaching Experience (in years): P.G.:** 19 year +

**Fields of Specialization:** Marketing Management, Digital marketing, Entrepreneurship, General management, strategic management.

**Orientation/Refresher Courses attended:**

S.No.	Name of Course/ Summer School	Place	Duration	Sponsoring Agency
1.	NPTEL online certification course on Sales and Distribution - IIT Kharagpur	Anand Engineering college	8 weeks Feb-Apr19	Ministry of HRD
2.	Use of ICT in education for online and blended learning, conducted by IIT Bombay . FDP	Hindustan Institute of Technology & Management Keetham Agra	Four weeks 2 <sup>nd</sup> May to 10 <sup>th</sup> July 2017	IIT-Bombay and SAP India Pvt. Ltd. And MHRD
3.	Marketing and Value Chain Analysis- Training programe	IIT- Roorkee	5 Days	IIT- Roorkee
4.	Attended SAP ERP Course	HITM Agra	One Month 13 Aug to 15 Sep2012	SAP University Alliances

**Attended/paper presented in Seminar/Symposium/Workshop etc.:**

Title of paper	Details of Seminar/Symposium/Workshop etc.	Organized by
Attended National conference	13 <sup>th</sup> National conference on “ Business & 3Ps: Planet, people &Profit ”	Organized by Hindustan Institute of Management and computer Application, Farah Mathura (U.P) 15-16 April 2017
Coordinated workshop	Cyber security Workshop	Organized by Innovative Ideas InfoTech society in association with UPTU & UP police from 20-21 march 2017
Attended workshop	National Workshop on “Corporate, CSR and swachh Bharat Abhiyan in Association with Strategic management Forum India.”	RBS Management Technical campus , Agra 21 Jan 2016
<b>Title</b> -‘Technologies and retailing strategies: A review ’.	Presented paper in National seminar on ‘Business Sustainability through technology’.	Organized by Dr M.P.S. Group of institutions Agra in Association with NHRD Agra chapter 21 Feb 2015
<b>Title</b> -‘Skilled work force for strong, sustainable and balanced growth for Business’.	Presented paper in National seminar on ‘Business Sustainability through technology’.	Organized by Dr M.P.S. Group of institutions Agra in Association with NHRD Agra chapter 21 Feb 2015
Attended workshop	National Workshop on “Sustainable Development Strategies for service sector in India”.	RBS Management Technical campus , Agra 15 March 2014
Attended National Seminar	National Seminar on-“ Investment in education”	PHD Chamber of commerce and Industry , New Delhi.110016 18 April 2013

Attended National Seminar	National Seminar on-“ Faculty development in management education: Opportunity and challenges.”	FORE School of management & PHD Chamber of commerce and Industry , New Delhi.110016 15 May 2012
Attended National conference	National conference on “ Entrepreneurial challenges: Logistics and supply chain management ”	Organized by Hindustan Institute of Management and computer Application, Farah Mathura (U.P) 29-30 march 2012
Title -‘Innovations & emerging trends of rural marketing in Agra’.	Presented paper in Doctoral conference on ‘Current trends in Management & Information Technology’.	HIMCS Mathura.(sharda Group of Institutions) 18 May 2012
Attended Workshop	Workshop on –Talent edge: Industry – Institute Interface	Organized by National NHRD Network at HIMCS Mathura. 12 Nov 2011
Attended two days workshop	Two days workshop on Market Challenges and Management education: Teaching learning process of Management education	Organized by Hindustan Institute of Management and computer Application, Farah Mathura (U.P) 25-26 July 2011
Attended International conference	International conference on “ Happiness & Wellbeing: Role of Management Education.	Organized by Hindustan Institute of Management and computer Application, Farah Mathura (U.P) 3-4 March 2011
Title - “ Study on Advertising strategy of Baby products in India ”.	Presented paper in National conference on-“Managing Strategies strategically”	At BMAS Engineering College Keetham Agra. 9-10 April 2010
Participated in two day workshop	Two day workshop on –“Data Analysis using SPSS”.	Organized by Hindustan Institute of Management and computer Application, Farah Mathura (U.P) 14-15 May 2010
Participated in workshop	Workshop on - “Feel Teacher” organized by College of Leadership and HRD	Anand Engineering college Agra. 21-23 Jan 2010
<b>Title</b> “Study on product Adoption behavior of rural customer in Agra region”.	Presented paper in International conference on – Rebooting strategies for global recession.	at Truppur Kumaran College for women. 20 Aug 2009
Participated in FDP	FDP on- “Effective teaching skills & Personality development programme”	Anand Engineering college Agra. 18-19 July 2009
<b>Title</b> -“ Modern education in management demands paradigm shift in teaching and learning process. An exploratory research in Indian context”.	Presented paper in international Conference on - Emerging India: Role of management & IT .	HIMCS Mathura.(sharda Group of Institutions) 16 Feb 2008
<b>Title</b> - “Study of different cost of water pollution in agra region”.	Presented paper International conference of Gwalior Academy of mathematical science and symposium (GAMS)	organized at Anand engineering college Agra 10-13 Jan 2008
Attended National Conference	National Conference on ‘Retailing: The New economic Mantra’	Organized by Hindustan institute of Management and computer application, Farah Mathura (U.P) 17 Feb 2007
Attended seminar	seminar on the topic “Emergence of new techniques in the field of teaching”	organized by ICFAI University.Agra Dec2007
Attended Faculty Development Programme	Faculty Development Programme ICFAI University.Agra	organized by ICFAI University at Agra 18 Dec2006

**18. Paper published in journal, book, conference proceedings etc.: text book-1, Chapter in book -2  
Paper published -8**

<b>Title of paper with page number</b>	<b>Details of journal, book, conference proceedings etc.</b>	<b>Published by</b>
<b>Text Book –</b> “Entrepreneurship”	Published book on entrepreneurship for M.com, MBA, Garhwal University and Ranchi University.	ISBN : 978-93-88117-87-6 Sahitya Bhawan Publications,Agra
<b>Title</b> “Information Technology: Bridging The Gap Between Urban And Rural Marketing” Vol-I Issue-III	International Refereed Multidisciplinary Journal of Contemporary Research (IRMJCR) Nov 2013	ISSN 2320-3145 International Refereed Multidisciplinary Journal of Contemporary Research (IRMJCR)
<b>Chapter Title-</b> “ Footware clusture facing the new competition and challenges in Agra” Vol-I	chapter in book- ‘Export Challenges and strategies in Indian Industries’	I.K. International Publishing House through Annamalai University.May 2012 ISBN no- 9789381141939
<b>Paper Title</b> “Information and Communication Technology(ICT) in Banking Operations”	Paper published in Utthan-The Journal of management sciences.	By SITM Allahabad. Vol-1 August,2013 ISSN 2321-8657
<b>Paper Title</b> -‘Study on Impact of Factory outlets Vs Traditional Departmental stores of Shoes Industries in Agra on consumer’s perception’. (Got first Prize /Award)	Presented and published paper in National Seminar on ‘Marketing Innovations & Challenges in Turbulent Times’	ITS Ghaziabad . Book of conference proceedings. Vol-II Nov2012 ISBN no-978-93-81505-44-1.
<b>Title-</b> “ Challenges faced by Entrepreneurs in farming- to enhance the efficient utilization of resources”	Presented and published abstract in International conference proceedings- ‘Crop technology led agricultural development and sustainability of eco-system in India’	Organized by Department of economics ,Kurukshehra University , Kurukshehra, sponsored by ICSSR new Delhi.

**Achievements**

<b>S. No.</b>	<b>Particulars</b>
<b>1.</b>	Taken value addition lectures under PDP classes to MBA students topic- Personality Development, Interview skill development, Group discussion skill development, presentation skills.
<b>2.</b>	Member of Expert lecture committee of MSME (Government of India) and delivered lectures on Export and digital marketing in different workshops.
<b>3.</b>	Worked in entrepreneur development cell in Anand Engineering college Agra. Sponsored by AICTE.
<b>4.</b>	Member of editorial Administration of International Journal – IJMR- International journal of management Rivulet , Anand Engineering college Keetham Agra.
<b>5.</b>	<b>Received Best faculty Award in Sharda Group of institutions for the Outstanding performance in teaching 2009</b>

6.	Got appreciation letters for more than 90% feedback in MBA 2012 and 2013 and 2014,16,18,19.
----	---