

Profile of Prof. Dr. Dhananjay Awasarikar



Prof. Dr. Dhananjay Awasarikar is a *Professor* at Suryadatta Institute of Management and Mass Communication, Pune. He is *B.Com. L.L.B., D.B.M., M.M.S. and Ph. D.* from University of Pune. He is an *Approved Ph. D. Guide* in Savitribai Phule Pune University, associated with **Nevile Wadia Institute of Management Studies and Research, Pune** and a *Ph. D. Referee* for **Shri Jagdishiprasad Jhabarmal Tibrewala University, Chudela, Dist. Jhunjhunu, Rajasthan**. He has *Corporate Experience of 10 years* from different Industries. He is teaching in the Management field since 1992 for last *27 years*. He is a *Co-author for a book* on ‘Marketing Research.’ He has written *five Study Materials* on different Subjects like ‘Marketing Research,’ ‘Relationship Marketing,’ ‘Consumer Behaviour,’ ‘Rural Marketing’ and ‘Communication Skills and Personality Development.’ He has presented a number of Research Papers in National Conferences held throughout India. *His 135 Research Papers have been published in International Journals, some of which are U. G. C. approved having high Impact Factor and 160 articles and over 100 Letters are published in leading Regional News Papers.*