

Faculty Profile

1. Name:	Dr. Vasimraja Sayed Assistant Professor MBA Department
2. Date of Birth:	9 th April, 1984
3. Unique ID	1- 1506230346
4. Education Qualifications	<ul style="list-style-type: none"> • Have been awarded PhD from Savitribai Phule Pune University, on the Topic { <i>“A study of Sales Promotion Practices in organized multibrand Retail Sector with reference to Western Maharashtra”</i> } in the year 2020. • Completed MPM from Savitribai Phule Pune University in the year 2012 • Completed MBA (Marketing) from Savitribai Phule Pune University in the year 2007 • Completed L.L.B from Savitribai Phule Pune University in the year 2024 • Completed B. Com from North Maharashtra University, Jalgaon in the year 2005
5. Work Experience: Total Work Experience Academics: 17 Years	<ul style="list-style-type: none"> • Poona Institute of Management Sciences and Entrepreneurship Working as Assistant Professor (MBA) since July 2012, responsible for teaching Marketing Management, and HR subjects, mentoring students, guiding projects, and contributing to academic and institutional activities. • Alard Institute of Management Sciences, Pune Worked as Placement Co Ordinator • G. H. Raisoni Institute of Management Worked as a Lecturer
6. Area of Specialization	Marketing Management & HR
7. Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Master of Business Administration <ul style="list-style-type: none"> • Basics of Marketing • Marketing Management • Services Marketing • Retail Management • Labor welfare
8. Research Guidance (Number of Students)	4
9. Ph.D. (Ongoing)	4
10. Projects Carried out	NIL

11. Patents (Filed & Granted)	NIL
12. Technology Transfer	NIL
13. Research Publications (No. of papers published in National/International Journals/Conferences)	<ol style="list-style-type: none"> Paper titled "Indian Education Sector, Future Prospect of Foreign Investors" published in <i>Pune Research Times International Journal of Contemporary Studies</i>, State-Level Journal, 2016, ISSN: 2456-0960 JIF: 2.07, Available at: http://puneresearch.com/media/data/issues/586fd4c4098a6.pdf Paper titled "A case Study on Knowledge Management with special Reference to PeopleSoft" published in an International Journal, 2016, ISSN: 978-81-924861-9-2 Paper titled "Self Help Group: A Pathway Towards Credit and Economic Empowerment of Women" published in <i>International Journal of Advanced Research in Management</i>, International Journal, 2016, Print ISSN: 0976-6324 Online ISSN: 0976-6332 Impact Factor: 6.8712, Available at: Link Paper titled "Scribd: An Innovative and Learning Tool for MBA Students" published in an International Journal, 2017 Paper titled "A Study of Sales Promotion Practices Adopted by Organised Retail Sector after Demonetisation with Reference to Max Fashion in Pune City" published in an <i>International Journal</i>, International, 2017, ISSN: 978-93-24457-20-0 Paper titled "Positioning Strategy of Bajaj Auto with Reference to V Bike Manufactured from the Scrap of INS Vikrant" published in <i>Ajanta</i>, UGC Approved Journal, 2017, ISSN: 2277-5730 Impact Factor: 3.378 Paper titled "A Study of Latest Trends in the Market Which Helps to Increase the Sale of Shoes at Reliance Footprints" published in <i>Came-C Journal</i>, International, 2017, ISSN: 2319-6270 Impact Factor: 3.592 Paper titled "A Study on Impact of Demonetization on E-Commerce Industry" published in <i>International Journal of Engineering Applied Sciences and Technology</i>, 2017, ISSN: 2455-2143 Available at: https://www.ijeast.com/papers/66-72,Tesma203,IJEAST.pdf Paper titled "A Study of Escalation of Organised Retail Sector in India" published in an <i>International Journal</i>, International, 2017 Paper titled "A Case Study of Free Sampling Methods Adopted by

	<p><i>Cavin Kare for Cavin Milkshake in Pune City</i>" published in <i>An International Multidisciplinary Quarterly Research Journal, Conference Proceedings</i>, 2018.,ISSN: 2277-5730</p> <p>11. Paper titled "<i>A Study of Entrepreneurial Innovative Strategies of Car Rental Companies with Special Reference to Zoom Car</i>" published in <i>Genius, National Journal</i>, 2018,ISSN: 2279-0489 Impact Factor: 4.954</p> <p>12. Paper titled "<i>Ajadi Ka Amrit Mahotsav: Bharat Biotech Making Bharat Atmnirbhar with Special Reference to 'Covaxin'</i>" published in <i>International Journal of Scientific Research in Science and Technology, UGC Approved Journal</i>, 2021,Print ISSN: 2395-6011 Online ISSN: 2395-602X Available at: Link</p> <p>13. Paper titled "<i>A Study of the Consumer Preference Towards Electric-Bicycles Over 2 Wheelers (Motor Cycles) Amongst Youth with Reference to Pune City</i>" published in <i>International Journal of Scientific Research in Science and Technology, UGC Approved Journal</i>, 2021.Print ISSN: 2395-6011 Online ISSN: 2395-602X, Available at: https://doi.org/10.32628/IJSRST218578</p> <p>14. Paper titled "<i>Happiness Indexation of Non-Teaching Staff at Management Institutes Affiliated Under Savitribai Phule Pune University</i>" published in <i>Shodhasamhita: Journal of Fundamental & Comparative Research, UGC Care Approved, Peer Reviewed and Referred Journal</i>, 2022,ISSN: 2277-7067</p> <p>15. Paper titled "<i>A Systematic Literature Review on the Effect of Green Marketing on Green Consumerism and Purchase Intention</i>" published in <i>IPE Journal of Management, UGC CARE</i>, 2024,ISSN: 2249-9040</p> <p>16. Paper titled "<i>A Role of Green Marketing in Sustainable Development</i>" published in <i>Allana Management Journal of Research, Double Blind Peer Reviewed Journal</i>, 2024 ISSN: 2581-3137 Available at: https://www.theaimsjournal.org/abstract.php?article_id=15734&title=THE%20ROLE%20OF%20GREEN%20MARKETING%20IN%20SUSTAINABLE%20DEVELOPMENT</p> <p>17. Paper titled "<i>A Systematic Review on Green Marketing Effect on Green Consumerism, Green Brand Performance and Green Trust</i>" published in <i>International Journal of Multidisciplinary Educational Research, UGC CARE</i>, 2025 ISSN: 2277-7881 Available at: https://s3-ap-southeast-</p>
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	<p>1.amazonaws.com/ijmer/pdf/volume14/volume14-issue1(1)/A-Volume-14-Issue-1(1).pdf</p> <p>18. Paper titled <i>"Impact on Dynamic Pricing on Consumer Loyalty in E-Commerce"</i> published in <i>Journal of Informatics Education and Research</i>, ABDC Indexed Journal, 2025 ISSN: 1526-4726 Available at: https://doi.org/10.52783/jier.v5i1.2316</p> <p>19. Paper titled <i>"Impact of Celebrity Brand Ambassadors on Consumer Purchase Behaviour: A Study on Link Pad Locks in Pune City"</i> published in <i>European Economic Letters</i>, ABDC Indexed Journal, 2025, ISSN: 2323-5234 Available at: https://doi.org/10.52783/eel.v15i2.2993</p>
14. No. of Books & Chapters published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	NIL
15. Other relevant links:	www.linkedin.com/in/dr-vasimraja-sayed
16. Official Contact Details:	Email: sayed.vasimraja@gmail.com Contact Number: 8087936347