

DR. KETAKI SANDEEP POWAR

Assistant Professor | General Management & Marketing

Programme Coordinator, Online MBA Unit

Centre for Distance and Online Education

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PROFESSIONAL PROFILE

Management academician with experience across teaching, research and academic administration. Specializes in General Management and Marketing, with experience in online and distance education, e-content development, self-instructional material preparation, and student-centred teaching. Brings an interdisciplinary approach to management education and encourages active participation and open discussion in the classroom.

ACADEMIC & ADMINISTRATIVE EXPERIENCE

2025–Present	Programme Coordinator (Online MBA Unit) <i>Centre for Distance and Online Education, Shivaji University, Kolhapur</i> Coordinates programme-related academic and administrative activities.
2024–2025	Course Coordinator / Assistant Professor <i>Online MBA Unit, Centre for Distance and Online Education, Shivaji University, Kolhapur</i> Contributed to online MBA programme delivery and academic coordination.
2018–2022	Junior Research Fellow <i>Dr. Babasaheb Ambedkar Research and Training Institute (BARTI) scheme, with the Department of Commerce and Management, Shivaji University, Kolhapur</i> Undertook research work under the fellowship scheme.
2011–2017	Assistant Professor <i>IBMR, Wakad, Pune</i> Held a permanent appointment; left the position on 14 October 2017.

EDUCATION

Qualification	Year	Specialization	University / Board
Ph.D.	2023	Business Management	Shivaji University
MBA	2010	Marketing Management	Pune
B.Sc. Agriculture	2008	General Science	MPKV, Rahuri
H.S.C.	2012	Science	Pune
S.S.C.	2010	General	Pune

SUBJECTS TAUGHT

- Basics of Marketing; Marketing Strategy and Relationship Marketing; Marketing Research
- Business Research Methods; Contemporary Marketing Research; Services Marketing
- Essentials of Supply Chain Management; Import–Export Policies; International Marketing
- Integrated Marketing Communication; Business Policy and Strategic Management
- Managerial Economics; International Business Environment

ACADEMIC CONTENT DEVELOPMENT

- E-content development: 75 e-content units developed for the Online MBA programme (as stated in the source resume).
- Self-Instructional Material (SIM): 8 materials prepared for Online MBA, Distance MBA and Distance B.Com programmes.
- Avishkar Competition 2nd winner year 2022

BOOK CHAPTER

“Optimizing Business Resource Allocation Through AI-Powered Predictive Tools.” Chapter listed in *Utilizing Advanced AI to Revolutionize Business Intelligence*, IGI Global Scientific Publishing. DOI: 10.4018/979-8-3373-0553-0.ch001.

Note: Chapter number and DOI are reproduced from the supplied resume and may be checked against the publisher’s final record before website publication.

RESEARCH & ACADEMIC ENGAGEMENT

- Conference presentations: **2 international and 4 national papers.**
- Journal publications: **3 in UGC-CARE-listed journals and 5 at national level** (as recorded in the source resume).

- **01 Research paper published in Scopus based Research Journal-Economic Sciences** - Uncovering The Relationships Between Customer Experience, Emotional Intelligence and Loyalty in E-Commerce. *ES* 2025, 21 (1), 461-469. <https://doi.org/10.69889/vx5rgk56>.
- Conferences and workshops: **participation in 10 conferences/workshops.**

KEY SKILLS

• Written and oral communication	• Knowledge of statutory compliance
• Adaptability to diverse work cultures	• Use of modern teaching aids
• Academic coordination and online programme delivery	