



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management

DR. MUKESH G. KHARAT

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EDUCATION

Fellow (Ph.D):- Indian Institute of Management (IIM), Mumbai.

Specialization: Brand management (Experiential marketing)

Thesis title: The study of Brand Experience: An empirical investigation in case of consumer durables brands.

Master of business management- University of Mumbai

Specialization: Marketing management

Bachelor's degree- University of Mumbai

Specialization: Information Technology

Certification-Business and operation analytics (MIT, USA and IIM, Mumbai)

EXPERIENCE

Research 6.5 years, Academic 3.5 years and Industrial experience 1 year

AWARDS & HONOURS

Reviewer board member of multiple international reputed journals

TEACHING AREAS OF EXPERTISE

Experiential marketing, Brand experience, Brand management, Marketing Strategy, Marketing management, Digital marketing, Rural marketing, Retail management, Services, Marketing, Quantitative and Qualitative research, Research methodology, Market research

PUBLICATIONS

1. Operationalizing sustainability in pharmaceuticals: Green supply chain metrics for circular economy MG Kharat, S Kapoor, S Parhi, MG Kharat, S Pandey - Sustainable Futures, 2025
2. Striving for Sustainability in Healthcare Management: Waste Handling and Disposal Network Optimization MG Kharat, S Parhi, S Kapoor, MG Kharat, S Pandey - Circular Economy and Sustainability, 2024
3. Revisiting Brand Experience; A Research Review, Conceptual Framework and an Agenda for Future Research. *Kharat, M.G. and Kharat, M.G. The Marketing Review, Vol. 17, No. 4, pp. 469-493, 2018. (Google Scholar, ABDC-C).
4. Quantifying the decentralization elements for robust smart manufacturing systems. Parhi, S., Kharat, M. G., Ghatak, R. R., & Kharat, M. G. (2024). *Procedia Computer Science*, 232, 2847-2856. (Scopus)

5. Striving for Business Sustainability: Understanding the Interplay and Impact of Sustainable Finance, Environmental Social Governance Strategy, and Information Technology Integration on Sustainable Enterprise Performance. S Kapoor, MG Kharat, S Parhi, MG Kharat, S Pandey - Circular Economy and Sustainability, 2024. (Scopus)
6. Application of an MCDM Model for Green Supply Chain Management Implementation Using Analytic Hierarchy Process. Manoj Govind Kharat¹, Hema Diwan², Shreyanshu Parhi³, Mukesh Govind Kharat⁴, Sarang Prakashrao Joshi⁵ and Samridhi Kapoor⁶ (Peer reviewed)
7. Identification and Ranking the Significant Factors Influencing Customer Experience for Shopping Malls in the Indian Context. *Kharat, M.G., Chikhalkar, R.D., Jha, M.K. and Kharat, M.G. International Journal of Indian Culture and Business Management, Vol. 21, No 3, pp. 340-368, 2020. (ESCI, CNPIEC, Google Scholar, ABDC-C).
8. An Interpretative Structural Modelling Approach to Brand Experience for Consumer Durables Brands. *Kharat, M.G., Chikhalkar, R.D., Jha, M.K. and Kharat, M.G. International Journal of Business Forecasting and Marketing Intelligence, Vol. 05, No. 03, pp. 321-345, 2019. (CNPIEC, Google Scholar, ABDC-C).
9. Brand experience: development of the conceptual framework and critical research propositions. Kharat, M.G., Chikhalkar, R.D., Jha, M.K. and *Kharat, M.G. International Journal Management Concepts and Philosophy, Vol. 11, No. 3, pp. 340-363, 2018. (CNPIEC, Google Scholar, ABDC-C).
10. Analyzing the Antecedents and Consequences of Brand Experience: An Exploratory Study in the Case of Consumer Durables in the Indian Context. *Kharat, M.G., Chikhalkar, R.D., Jha, M.K. and Kharat, M.G. International Journal of Marketing and Business Communication, Vol. 7, No. 4, pp. 12-31, 2018. (ProQuest, ICI, Google Scholar).
11. Modelling the Barriers of Sustainable Supply Chain Management Practices in Indian Industries. *Kharat, M.G., Murthy, S., Kamble, S.J. and Kharat, M.G. Journal of Emerging Technologies and Innovative Research, Vol. 6, No. 3, pp. 138-142, 2019. (Google Scholar).
12. Structural Equation Modelling of Determinants of Buyer-Supplier Relationship Improvement Strategies: Case of Indian Manufacturing Firms. *Joshi, S., Bhasin, H.V., Verma, R. Kharat, M.G. and Kharat, M.G. Asia-Pacific Journal of Management Research and Innovation, Vol. 12, No. 2, pp. 95-108, 2016. (Google Scholar, ICI).

13. Status of Municipal Solid Waste Management in Mumbai. *Kharat, M.G., Murthy, S., Kamble, S.J. and Kharat, M.G. Waste Management, Vol. 54, No.1, pp. I-III, 2016. (Scopus, SCIE, INSPEC).
14. Selecting Sustainable Technologies for Municipal Solid Waste Treatment and Disposal: An Expert based MCDM Approach. *Kharat, M.G., Murthy, S., Kamble, S.J and Kharat, M.G. The Journal of Solid Waste Technology and Management, Vol. 46, No.1, pp. 43- 56, 2020. (Scopus, SCIMAGO-SJR EBSCO).
15. Fuzzy Multi-Criteria Decision Analysis for Environmentally Conscious Solid Waste Treatment and Disposal Technology Selection. *Kharat, M.G., Murthy, S., Kamble, S.J. Raut, R., Kamble, S. and Kharat, M.G. Technology in Society, Vol. 57, No.1, pp. 20-29, 2019. (Scopus, SCIE, INSPEC).
16. Analysing the Determinants of Household Pro-Environmental Behaviour: An Exploratory Study. *Kharat, M.G., Murthy, S., Kamble, S.J. and Kharat, M.G. Environmental Management and Sustainable Development, Vol. 6, No.1, pp. 184-205, 2017. (EBSCO,ProQuest).
17. Investigating the Drivers of Pro-Environmental Behaviour: A Household Waste Minimisation Case. *Kharat, M.G., Murthy, S., Kamble, S.J. and Kharat, M.G. Issues in Social Science, Vol. 5, No. 1, pp. 1-13, 2017. (EBSCO, ProQuest).
18. Application of Hybrid Firefly Algorithm-Tabu Search Technique to Minimize the Makespan in Job Shop Scheduling Problem: Minimizing the Makespan using Hybrid Algorithm. *Kharat, M.G., Khadke, S, Raut, R., Kamble, S., Kamble, S.J. and Kharat, M.G. International Journal of Applied Industrial Engineering, Vol. 3, No. 2, pp. 1-21, 2016. (INSPEC, ProQuest, Google Scholar).
19. Manoj Govind Kharat, Mukesh Govind Kharat, Shreyanshu Parhi, Rajeev Agrawal and Sarang Prakashrao Joshi (2022). Strategic management of the dyadic buyer-supplier relationship and supplier development practices with respect to industry 4.0: An empirical study. Operations Management Research. (Status: Editorial acceptance – **Manuscript Submitted**).
20. Shreyanshu Parhi, Manoj Govind Kharat, Rajeev Agrawal, Milind Akarte, Vikas Singh Yadav, and Mukesh Govind Kharat (2022). Transition towards Smart Factory and Industry 4.0: Identifying the Challenges and Value Offerings in Developing Economies. International Journal of Advanced Manufacturing Technology. (Status: **Manuscript Submitted**).

Case studies

1. Mukesh Govind kharat, Naimesh Tungare, D G Jha. Elite hypermarket: The puff predicament, Ivey case publishing. (2024)
2. Satvic Foods: Attaining competitive advantage through brand building. Submitted Ivey case publishing (2024)
3. Business Mangalagaur: A business opportunity and social networking for women entrepreneurs. (Accepted, 2024)

BOOK CHAPTER

1. Making Operations More Sustainable: Transition Towards Sustainable Supply Chain Management and Circular Economy in the Era of Digitization. MG Kharat, S Parhi, RR Ghatak, MG Kharat, S Kapoor - Corporate Democracy, Open Innovation, and Growth ..., 2024
2. Tapping the Potential and Creating Value with Industry 4.0. MG Kharat, S Parhi, RR Ghatak, S Kapoor, MG Kharat - Corporate Democracy, Open Innovation, and Growth ..., 2024
3. Industrial Internet of Things (IoT) and Cyber Manufacturing Systems: Industry-4.0 Implementation and Impact on Business Strategy and Value Chain. Parhi, S., Kharat, M.G., Kharat, M.G., Srivastava, S. and Singh, A. ICT and Data Science, CRC Press, Taylor and Francis Group, 2022.
4. Manoj Govind Kharat, Shreyanshu Parhi, Ranjit Roy Ghatak, and Mukesh Govind Kharat. (2023). Assessing the Environmental & Social Aspects in Supply Chain using Analytic Hierarchy Technique. In Paradigm Shift in Business: Critical Appraisal of Agile Management Practices. Palgrave Macmillan, NY, US. (Scopus)
5. Manoj Govind Kharat, Shreyanshu Parhi, Mukesh Govind Kharat, Abinash Jena, and Sarang Prakashrao Joshi. Tapping the potential and creating value with Industry 4.0. Advanced Analytics for Industry 4.0. CRC Press-Taylor and Francis Group. (Status: Editorial acceptance - **Manuscript Submitted**).

CONFERENCE PROCEEDINGS AND SEMINAR PRESENTATIONS

1. Smart City and Public Support: Citizens' Perception. Murthy, S., Kharat, M.G., Kamble, S.J. and **Kharat, M.G.** National Conference on Industrial Engineering & Technology Management (NCIETM - 2018), November 30 - December 01, 2018, NITIE, Mumbai, India.
2. An MCDM Approach for the Selection of Waste-To-Energy Plant Investment Projects. Kharat, M.G., Murthy, S., Kamble, S.J. and **Kharat, M.G.** National Conference on Industrial Engineering & Technology Management (NCIETM - 2018), November 30 - December 01, 2018, NITIE, Mumbai, India.
3. Sustainable Utilization and Management of Leather Waste: A Circular Economy Approach. Dusane, M, Kharat, M.G., Kamble,

S.J. and **Kharat, M.G.** International Conference on Emerging Trends in Management, Engineering, Law, Technology and Science (ICEMELTS - 2018), December 03-05, 2018, Sandip University, Nashik, India.

4. Public and Private Sphere Pro-Environmental Behaviour: The importance of Environmental Knowledge. Murthy, S., Kharat, M.G., Kamble, S.J. and **Kharat, M.G.** 12th Annual ISDSI Conference - Decision Sciences Institute (DSI), December 27-30, 2018, SP Jain Institute of Management & Research (SPJIMR), Mumbai, India.
5. Modelling the Barriers of Sustainable Supply Chain Management Practices in Indian Industries. Kharat, M.G., Murthy, S., Kamble, S.J., and **Kharat, M.G.** National Conference on Advancements in Mechanical Engineering and Industrial Management (NCAMEIN - 2019), February 15-16, 2019. Imperial College of Engineering and Research, Pune, India.
6. Sustainable and Smart Manufacturing Industry 4.0: Implementation, Challenges and Implications for Process Safety and Environmental Protection. Kharat, M.G., Murthy, S., Kamble, S.J. and **Kharat, M.G.** IAMOT-2019, 28th International Conference on Management of Technology. Organised by NITIE, Mumbai, IITD, IIT Kharagpur, STEM, ARCI- Hyderabad, April 07-11, 2019, NITIE, Mumbai, India.
7. Opportunities and Challenges of Green nanotechnology and Green Innovation in Green Economy. Dusane, M, Kharat, M.G., Kamble, S.J., **Kharat, M.G.** and Murthy S. International Conference on Civil, Mechanical and Industrial Engineering (ICCMIE- 2019), March 29-30, 2019, SKNSCOE, Pandharpur, Maharashtra, India.
8. Effect of market pressure, environmental management practices, capabilities and organizational culture on corporate environmental strategy. Kharat, M.G., Murthy, S., Kamble, S.J., and **Kharat, M.G.** POMS International Conference 2019, December 13-14, 2019. K J Somaiya Institute of Management Studies & Research, Mumbai, India.
9. Selection of Appropriate Locations of Municipal Solid Waste Transfer Stations: An MCDM Approach. Kharat, M.G., Murthy, S., Kamble, S.J., **Kharat, M.G.** and Parhi, S. 3rd International Conference on Business, Economics and Sustainable Development - ICBESD-2020. Organised by TERI School of Advanced Studies (formerly known as TERI University) in collaboration with National Institute of Securities Markets (NISM), March 02-03, 2020, NISM, Maharashtra, India.
10. Electronic Waste Management: A Strategic Analysis using Game-Theoretic Approach. Kharat, M.G., Kamble, S.J., Murthy, S. and **Kharat, M.G.** 3rd International Conference on Business, Economics and Sustainable Development - ICBESD-2020. Organised by TERI School of Advanced Studies (formerly known as TERI University) in collaboration

11. Manoj Govind Kharat, Mukesh Govind Kharat. Evaluation of socio-economic factors of green supply chain management. IMIB-EGADE, 2022, International Management Institute Bhubaneswar, India
12. Manoj Govind Kharat, Mukesh Govind Kharat. Digitization, automation and collaboration to co-creation: A new era of customer relationship management
18th SIMSR Global Marketing Conference, K J Somaiya Institute of Management, 9-10 February 2023.
13. Mukesh Govind Kharat, Manoj Govind Kharat, R D Chikhalkar, Hitanshu Patil. Measuring the determinants of brand experience-scale development and validation for integrated experience model. 18th SIMSR Global Marketing Conference, K J Somaiya Institute of Management, 9-10 February 2023.
14. Mukesh Govind Kharat, Manoj Govind Kharat, Fiza Gulati. The role of brand experience in influencing trust for personal care brands. 18th SIMSR Global Marketing Conference, K J Somaiya Institute of Management, 9-10 February 2023.
15. Mukesh Govind Kharat. Book donation Camp. 18th SIMSR Global Marketing Conference, K J Somaiya Institute of Management, 9-10 February 2023.
16. "Quantifying Decentralisation elements for robust smart manufacturing systems" in 5th International conference on Industry 4.0 and smart manufacturing (ISM 2023) held at Lisbon, Portugal. Prof. Mukesh Kharat; Prof. Dr. Ranjit Roy Ghatak and Prof. Manoj kharat.
17. 9th International Conference on Global Business Environment. Conference Theme "Corporate Democracy, Open Innovation and Growth in Developing Economies" on December 15-16, 2023, at IMI, Bhubaneswar campus. The conference is jointly organized by International Management Institute (IMI), Bhubaneswar and EGADE Business School del Tecnológico de Monterrey, Mexico. Prof Abinash Jena, Ph.D, Prof. Manoj Kharat, Prof Mukesh Kharat, Samridhi Kapoor

Publications in newspapers and magazines

1. Inflation and The Global Economy' in an article published by CNN-News18.
www.news18.com/business/how-inflation-affect-investment-decision-rbi-food-prices-india-8708762.html

MDP/FDP/ Workshops Conducted

1. Central university of Hyderabad, FDP for management faculties on Sustainable branding
2. MDP for Godrej and Boyce senior managers from various units on Services marketing
3. MDP-Training and consulting to LIC officers. LIC headquarters, Vadodara, 2 batches of 55 each
4. Marketing and scaling up of business for startups and young Entrepreneurs

Workshops Organised

1. Developing and testing mediation, moderation and moderated mediation models in management research. 12-14 October 2022. KJSIM
2. Netnography and digital Ethnography. 7th and 8th February 2023. KJSIM
3. AI for Startups

Workshops Attended

1. Developing and testing mediation, moderation and moderated mediation models in management research. 12-14 October 2022. KJSIM
2. Netnography and digital Ethnography. 7th and 8th February 2023. KJSIM
3. Mixed method research in social sciences. 25th and 26th November 2022. KJSIM
4. Research methodology at IIM Mumbai, 12 dec. 2023

Faculty development programs Attended

1. Teaching with cases, Prof. Saral Mukherjee IIM A, 22nd Dec. 2023 (2 days)
2. Teaching excellence for management faculties, Prof. Ranjan Chatterjee, Prof. Leena Banerjee, 17-19, June 2024
3. Generative AI for teaching management courses, Prof. Amit Jain, 17 July 2024
4. Case teaching method. 6th and 7th May, SIBACA, Lonavala, Pune
5. Foundations of Project management. 24-30 January 2023. IMI Bhubaneswar and Project management institute.

Other activities

1. Invited guest session- Facets of management education contribute to national building". In Institute of Business Management and rural development, Ahmednagar
2. Session track chair- Track Chair for the 7th International Conference on "Navigating the future: The Triple Bottom Line Approach", scheduled on 20th January. Chetana's Institute of Management and Research, Bandra, Mumbai, India.

1. Project funded by Board of Apprenticeship Training (BOAT)
2. Multiple projects with IMRB International, Mumbai

1. Induction committee member, (2022-23, 23-24)
2. Moderation of exam results, committee, (22-23,23-24,24-25)
3. University examination flying squad, (24-25)
4. E and I cell center, member (24-25)
5. Center of excellence in marketing, member, (24-25)
6. Organizing Committee member of 18TH SGMC Conference, KJSIM, SVU. (2022-23)
7. Organizing Committee member of National Conference on Industrial Engineering & Technology Management (NCIETM 2018).
8. Organizing Committee member of 28th International Conference on Management of Technology (IAMOT-2019) Organised by NITIE, Mumbai, IITD, IIT Kharagpur, STEM, ARCI- Hyderabad.
9. Program co-coordinator at SIBM, Mumbai
10. KJSIM, NAAC Committee member
11. Examination department committee member, KJSIM
12. Lifetime member, Alumni association of Indian institute of management, Mumbai
13. Core committee SIBM Mumbai alumni Association

