

## Dr. AVADHUT ARUN PATWARDHAN

### Assistant Professor

K.J. Somaiya Institute of Management (KJSIM), Vidyavihar, Mumbai, Maharashtra

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### Educational Qualifications

#### Fellow NITIE (Doctoral Degree), Marketing

National Institute of Industrial Engineering, Mumbai, India

2010-2016

**Thesis Title:** A Study on Internet Usage Patterns of General Physicians and Specialists for Devising Internet Based Pharmaceutical Promotion

#### M.B.A. (Marketing)

Shivaji University, Kolhapur, India

2002-2004

#### B.Sc. (Chemistry)

Shivaji University, Kolhapur, India

1999-2002

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### Teaching Experience

#### Assistant Professor, Marketing and International Business

K.J. Somaiya Institute of Management, Navi Mumbai, India

Since July  
2022

#### Assistant Professor, Marketing

Vijay Patil School of Management, Navi Mumbai, India

2021-2022

#### Assistant Professor, Marketing

School of Management, MIT World Peace University, Pune, India

2019-2021

#### Assistant Professor, Marketing

MIT School of Telecom Management, Pune, India

2017-2019

#### Faculty, Marketing

International School of Business & Media (ISB&M), Pune, India

2016-2017

#### Lecturer, Marketing

M.B.A. Department, Maharashtra Academy of Engineering, Pune, India

2008-2010

#### Lecturer, Marketing

Institute of International Business and Research, Pune, India

2006-2008

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### Research Papers Published

1. **Patwardhan, A. A.** and Pandey, N. (2021) 'Analyzing Role of E-SERVQUAL Constructs for Post-pandemic Recovery of Indian Taxi Aggregator Services', International Journal of Global Business and Competitiveness, Vol. 16, pp. 89–102. DoI <https://doi.org/10.1007/s42943-021-00042-8> (ABDC Listed- C)
2. Keskar M., Pandey, N., and **Patwardhan, A. A.** (2020) 'Development of Conceptual Framework for Internet Banking Customer Satisfaction Index (IBCSI)', International Journal of Electronic Banking, Vol. 2, pp-55-76. DoI- <https://doi.org/10.1504/IJEBANK.2020.105417> (ABDC Listed- C)
3. Pandey, N., **Patwardhan, A. A.** and Rao, S. (2019) 'Four decades of new product development research: an integrative review', International Journal of Product Development, Vol. 23, pp. 1–14. DoI- <https://dx.doi.org/10.1504/IJPD.2019.098385> (Scopus, ABDC Listed- C)
4. **Patwardhan, A. A.**, Pandey, N. and Dhume, S. M. (2017). Integrated model for understanding Indian physicians' internet usage pattern: An empirical approach. International Journal of Healthcare

Management, Vol.10, pp.19-33. DoI- <https://doi.org/10.1080/20479700.2016.1270385> ( Scopus, ABDC Listed- C)

5. **Patwardhan A. A.**; Pandey, N. and Dhume, S. M. (2015). Understanding Physicians' Internet Adoption Pattern: A Hybrid Approach for Pharmaceutical Marketing. International Journal of Marketing and Business Communication, Vol. 4, pp.53- 69.
6. **Patwardhan, A. A.**, Pandey, N. and Dhume, S. M. (2014). Leveraging technology adoption model for examining internet usage among physicians' in changing Indian pharmaceutical marketing context: A structural equation modeling approach. Journal of Medical Marketing: Device, Diagnostic and Pharmaceutical Marketing, Vol. 14, pp.201-211. DoI- <https://doi.org/10.1177/1745790415583733> (Scopus, ABDC Listed- C)
7. **Patwardhan A. A.**; Pandey, N. and Dhume, S. M. (2014). Analysis of Physicians' Technology Acceptance Literature in Changing Indian Pharmaceutical Marketing Context: A Markus and Robey's Causal Structure Approach. International Journal of Marketing and Business Communication, Vol. 3, pp.33-45.

#### Case Study

1. **Keiko Motors Pvt Ltd: Chartering International Pastures**, Avirup Das (T. A. Pai Management Institute); Sayan Mukherjee (T. A. Pai Management Institute); Amol Dhaigude (T. A. Pai Management Institute); **Avadhut Patwardhan** (MIT World Peace University), CASE-Reference no. 520-0024-1, Year of Publication-2020

#### Publications in Review Process

- **Book Chapter-** Book chapter proposal is **accepted** for a book titled "Resilient and Sustainable Destinations after Disaster: Challenges and Strategies", Publisher: Emerald.
- **Paper-** Validating Measures of Quality of Care for Indian OPD Patients: A contextual Assessment, **in revision** with International Journal of Healthcare Management (ABDC-C Category).
- **Paper-** Personal Data Privacy in Emerging Economies: A Qualitative Exploration of Consumers in Brazil and India, **in review** with Journal of International Marketing.

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#### Conference Presentations

1. "Determinants of Work Related Quality of Life (WRQoL) of Health Care Workers (HCWs) during Covid-19 Pandemic: A Systematic Literature Review" in 2021 1st Gaya Management Conference On Post-COVID Management Strategies: Recovery, Resilience & Adaptation organized by *Indian Institute of Management, Bodhgaya*; April 23 -24, 2021
2. 'Examining Role of E-service Quality Constructs in Emerging Markets (India): A PLS-SEM Approach' in 4th International Conference on Marketing Challenges in Emerging Markets held at IMT, Hyderabad; January 17-18, 2020
3. "Determining Antecedents of Perceived Value and Brand Loyalty With Special Reference to Ola and Uber Users in Emerging Markets (India): An Empirical Approach" in 2019 IIM Indore-NASMEI Summer Marketing- IS Conference held at *Indian Institute of Management, Indore*; July 26-28, 2019
4. "Service-Value-Loyalty Chain: A Theoretical Underpinning for Emerging Markets" in Applied Research International Conference on Business & Social Sciences held at *University of Oxford, UK*; November 15-16, 2018
5. "Understanding Internet Adoption Pattern of Physicians: A Hybrid Approach for Pharmaceutical Marketing", in PAN-IIM World Management Conference, organized by and held at *IIM Kozhikode*; November 5-8, 2014
6. "Understanding Internet Usage Patterns of Physicians and Devising Internet based Pharmaceutical

Promotions” in National Conference on Excellence in Research and Education held at IIM, Indore; May 10-13, 2012

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### **Distinction, Recognition and Awards**

- *Recognized as a Ph.D. Guide* by MIT World Peace University for Management
  - *'Best Ph.D. Thesis Award'* in 12th International E-Conference 2020 Organized by Prestige Institute of Management, Gwalior in collaboration with Association of International Business and Professional Management, Indonesia; December 19-20, 2020
  - *Young Faculty Participant* at 6th AIM-AMA (American Marketing Association) Sheth Foundation Doctoral Consortium at WE School Bengaluru; January 5-7, 2018
  - *Outstanding Contribution as a Student Volunteer* in organizing the “Case Writing Workshop” conducted by Case Development Centre, NITIE, Mumbai; March 25-26, 2016
  - *Doctoral Fellow* at 4th AIM-AMA (American Marketing Association) Sheth Foundation Doctoral Consortium at IMT Ghaziabad; January 7-9, 2016
  - *Qualified UGC-NET* by University Grants Commission, New Delhi (2013)
  - *First Prize* in Antakshari, *Second Prize* in Poetry Recitation and *Second Prize* in Singing Competition during Hindi Pakhwada Celebration at NITIE, Mumbai; September 14-30, 2014
  - *Second Prize* in Singing Competition during Hindi Pakhwada Celebration at NITIE, Mumbai; 2013
  - *First Prize* in Essay Competition during National Communal Harmony Week Celebration at NITIE, Mumbai; September 14-30, 2013
  - *Third Prize* in Singing Competition during Hindi Pakhwada Celebration at NITIE, Mumbai; September 03-14, 2012
  - *Second Prize* in Debate Competition during Hindi Pakhwada Celebration at NITIE, Mumbai; September 19-29, 2011
  - *Third Prize* in Debate Competition during National Vigilance Awareness Week Celebration at NITIE, Mumbai, 2012
  - *First Prize* in Debate Competition during National Vigilance Awareness Week Celebration at NITIE, Mumbai; November 3, 2011
  - *Best Actor Award* during an *Ekankika Competition* organized by Rotary Rotaract Club, Kolhapur, 2003
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### **Select Participation in FDPs, Workshop, Seminar, Conference and Round Table**

- Faculty Development Program Advanced Statistical Modelling and Data Science held at Institute of Management and Technology (IMT) Ghaziabad; May 24-26, 2019
- Capacity Building Programme (Sponsored by Indian Council of Social Science Research) at National Institute of Industrial Engineering; June 2-11, 2018
- CASE METHOD TEACHING SEMINAR Offered by Harvard Business Publishing & IIMA Case Centre at Indian Institute of Management (IIM), Ahmedabad; December 1- 2, 2017
- Round Table on “Innovations In India” Organized by National Institute of Industrial Engineering; February 13, 2014
- NITIE POMS International Conference 2014 “Manufacturing Excellence: Imparative for Emerging Economies” jointly organized by National Institute of Industrial Engineering (NITIE), Mumbai and Production and Operations Management Society (POMS), USA; December 18-21, 2014 (As Volunteer)
- PRACTICE LEADERS FORUM (PLF) 2013 a collaboration of National Institute of Industrial Engineering (NITIE) and Production and Operations Management Society (POMS), USA; December 23-24, 2013 (As

Delegate)

- Workshop “Structural Equation Modeling (SEM): Basics and Applications” 2013 at IBS, Hyderabad; January 24-25, 2013

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### **References**

- Dr. Neeraj Pandey, Professor, National Institute of Industrial Engineering, Mumbai, [npandey@nitie.ac.in](mailto:npandey@nitie.ac.in)
- Dr. Milind Pande, Pro-Vice Chancellor, MIT World Peace University, Pune, [milind.pande@mitwpu.edu.in](mailto:milind.pande@mitwpu.edu.in)