

## Curriculum Vitae

Dr. APARNA JAIN –ASSISTANT DIRECTOR

S K SOMAIYA COLLEGE

SOMAIYA VIDYAVIHAR UNIVERSITY

I have been working in S.K. Somaiya College of Arts, Commerce & Science for last 20 years. It has been a memorable and exciting journey whereby I not only grew academically but also helped me to develop as a person. I have tried to summarise this journey in the ensuing paragraphs.

### **Educational Background:**

<b>Qualification</b>	<b>Board / University</b>	<b>Grade / Percentage</b>	<b>Year of Passing</b>
Ph. D Commerce (Business Policy & Administration)	Mumbai University		2013_2017
SET			January 1995
MBA - Marketing	Symbiosis Pune	A	2012-2014
M, Com	Mumbai University	67% (Gold Medallist)	1993
B. Com	Mumbai University	62.33%	1991
H.S.C.	Maharashtra Board	75% (Distinction)	1988
S.S-C	Maharashtra Board	73.57-%	1986

### **Teaching Experience:**

**BBA( Hons ) and BBM Program Coordinator under Department of Business Studies from 1june till date in S K Somaiya College Somaiya Vidyavihar University**

- BMS Co-Ordinator & Assistant Professor S.K. Somaiya College of Arts, Science &

- Commerce (2000 – May 2020)
- Lecturer in Commerce, B.M. Ruia College, Grant Road (1993 - 1996).

## 1. BOARD OF STUDIES

Appointed as Chairperson & Paper Setter for Business Management Studies & Banking & Insurance in Mumbai University for the following subjects:

Year	Class	Sem	Subject
2019-20	TYBMS	V	Stress Management
2019-20	TYBMS	V	SHRM
2018-2019	TYBMS	V	Stress Management
	TYBMS	V	Strategic Human Resource Management
	SY BMS	III	Consumer Behaviour
	MAEMA	I	Principles of Management
	MAEMA	II	Principles of Marketing
2017-2018	TYBMS	V	Strategic Human Resource Management
	SY BMS	HI	Consumer Behaviour
2016-2017	TYBMS	V	Strategic Human Resource Management
2015-2016	TYBMS	V	Human Resource Management
2014-2015	TYBBI	VI	Business Ethics & Corporate Governance
	TYBMS	V	Business Ethics & Corporate Social Responsibility
2012-2013	TYBMS	VI	Indian Management thoughts & Practices
	TYBMS	V	Service Sector Management
	TYBBI	V	Marketing in Banking & Insurance
	TYBBI	VI	Business Ethics & Corporate Governance
2011-2012	TYBMS	V	Service Sector Management
2010-2011	TYBMS	V	Service Sector Management
	TYBMS	VI	Indian Management thoughts & Practices
2009- 2010	TYBMS	V	Service Sector Management

## 2. PAPERS PUBLISHED

Date	Name of Paper	Workshop / Seminar	ISBN No. / ISSN No.	Impact Factor
7 <sup>th</sup> - 8 <sup>th</sup> January, 2013 1)	Topic - impact of HR interventions in banks of Mumbai regions at Burani college of commerce and arts.	International research symposium on Management, commerce and social science with choice institute of Pune	UBMSS. ISSN: 22497463 vol 2, issue 5(1) Jan, 2013.	
26 <sup>th</sup> -27 <sup>th</sup> November, 2012 2)	The Indian business scenario - challenges ahead on changing scenario of service sector by Ghanshyamdas Saraf college of arts and commerce.	UGC sponsored national conference		
14 <sup>th</sup> September, 2013. 30	Research papers published indicating titles and names of journals in which published - National conference on Indian economy on 21st century issues challenges organized by Smt. Janakibai Rama salvi college Topic - A study of conflicts, its resolution strategies and its impact.	National conference	ISBN 978-9381-578-99-5. Sept 2013.	

7 <sup>th</sup> March 2014	Paper presented on role of counselling in Resolving conflicts Among selected industries in Maharashtra organised by dept of adult and continuing education. Sri Venkateshwara university, Tirupati.	UGC - special assistance program		
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2014 – 2015 4)	Paper Presented on” Conflict Management Strategies used by Indian Software Companies - A Submitive Analysis”	National Level Conference	ISSN: 2394-4560 Vol 1: No- 2 2015	
2014-2015 5)	Paper Presented on Yoga As a tool for maintaining Peace in Organisation”	National Level Conference	ISBN: 97893-83072-699	
9 <sup>th</sup> -10 <sup>th</sup> February 2015	Expanding Dimensions of CSR -The Indian Way, paper presented in S.K. SOMAIYA	National level seminar		
27 <sup>th</sup> & 28 <sup>th</sup> November 2015. 6)	Presented a paper in K.J. Somaiya College of Arts, Science and Commerce on Make in India - An Academic Perspective.	National Conference	ISBN-978-81-931391-7-2	
20 <sup>th</sup> ,21 <sup>st</sup> & 23 <sup>rd</sup> December 2018	Attended the Thought Leader’s Conference, Goa by ISME	National Level		
24-9-2020	A STUDY OF OCCUPATIONAL STRESS IN BANKING INDUSTRY WITH REFERENCE TO BANK OF BARODA AND ICICI BANK MUMBAI.	IJCRT	ISSN:2320-2882	7.97 (Calculate by Google Scholar)   License by Creative Common 3.0
20-11-2020	The Emerging Field of Neuromarketing with Special Reference to Indian Market	International journal of Advances in Engineering and Management	<b>ISSN: 2395-5252</b>	7.529
17-11-2020	SERVICE QUALITY OF PUBLIC SECTOR BANKS: A CASE STUDY OF UNION BANK	IJRE	ISSN: 2455-1341	6.715
17-4-2021	Use of Mental Accounting in Purchase Decision Making with Reference to D-Mart in Thane Region	International Journal of Advances and Innovative Research (IJAIR)	ISSN: 2455	<a href="https://docs.google.com/document/d/1fi8jvDVHpaq8DgJD2Oi">https://docs.google.com/document/d/1fi8jvDVHpaq8DgJD2Oi</a>

**3. SYLLABUS RESTRUCTURING BOARD OF STUDIES,  
UNIVERSITY OF MUMBAI and Somaiya Vidyavihar University**

<b>Date</b>	<b>College</b>	<b>Class / Sem</b>	<b>Subject</b>
6 <sup>th</sup> June, 2015	Chandrabhan Sharma College of Arts, Science & Commerce	SYBMS	HR Specialization
13 <sup>th</sup> June, 2015	CKT college, Panvel	SYBMS	HR Specialization
22 <sup>nd</sup> April, 2014	Thakur College of Science & Commerce, Kandivali	FYBMS-SEM II	Business Environment
12 <sup>th</sup> August, 2013	Thakur College of Science & Commerce, Kandivali	TYBMS—SEM V	Service Sector Management
July 2018	Ramniranjan Jhunjhunwala College	BMS	HR Specialization
2019-20	S K Somaiya College SVU	BBA (Hons) and BBM PROGRAM (sem 1 & 2)	Core, Marketing and HR subjects
2020-21	S K Somaiya College SVU	BBA (H BBA (Hons) and BBM PROGRAM (sem3 &sem 4)	Core, Marketing and HR subjects

2020-21	S K Somaiya College SVU	Minor Program in Management (sem 1,2 and 3 )	All subjects )
2020-21	K V PENDHARKAR COLLEGE -DOMBIVILI	BMS SYALLABUS OF SEM 1 & 2	Marketing .and core subjects

#### 4. MINOR RESEARCH PROJECT

Minor Research project titled "Study of Micro Finance - with reference to Self Help Groups", Thane District was completed & presented to the University of Mumbai in year 2015 - 2016.

Principal Investigator: - Prof. Aparna Jain.

#### 5. PUBLICATION OF BOOKS WITH ISBN/ISSN NUMBER

Name of Book/Title of Chapter	Course / Sem	Publisher /Year	Book/ Monograph	If Author/ Editor
Business Planning & Entrepreneurial Management	SY BMS SEM III	Rishabh Publication 2018-19	Textbook (ISBN-978-93-5249-0004)	Author

Foundation of Human Skills	FY BMS - Sem I	Tech-Max Publications, Pune / 1718	Textbook (ISBN - 978-93-5077-0061)	Author
Business Planning & Entrepreneurial Management a) Types and Classification of Entrepreneurs Page No 31-49  b) Steps to start a venture Page No 64-83	SY BMS - SEM III	Sheth Publication /16-17	Textbook (ISBN-978-93-5149-3976)	Author
Training and Development in HRM - Unit 3 & Unit 4	SY BMS - SEM III	Sheth Publication / 16-17	Textbook (ISBN-978-93-5149-4058)	Author
Change Management - Unit 3 & Unit 4	SY BMS - SEM IV	Sheth Publication /16-17	Textbook ISBN-978-93-5149-406-5	Author

## 6. MEMBER OF SELECTION COMMITTEE

Date	Event	Participated as	Organized by
	For the post of lecturer in BBI -Interview	Subject Expert in Selection Committee	St Andrews college -Bandra



1 <sup>st</sup> June, 2019	Interviews for the post of Lecturer for BMS	Subject Expert in Selection Committee	Don Bosco College, Kurla
30 <sup>th</sup> May, 2019	Interviews for the post of Lecturer for BMS	Subject Expert in Selection Committee	SIES (Nerul) college of Arts, Science & Commerce.
07 <sup>th</sup> July, 2017	Interviews for the post of Lecturer for BMS	Subject Expert in Selection Committee	SIES (Nerul) college of Arts, Science & Commerce.
20 <sup>th</sup> June, 2016	Interviews for the post of Lecturer for BMS	Subject Expert in Selection Committee	Don Bosco College, Kurla
8 <sup>th</sup> Nov, 2016	Interviews for the post of Lecturer for BMS	Subject Expert in Selection Committee	The South Indian Association, Dombivali
24 <sup>th</sup> March, 2014	Interviews for the post of Lecturer for BMS	Subject Expert in Selection Committee	The South Indian Association, Dombivali
9 <sup>th</sup> May, 2011	Interviews for the post of Lecturer for BMS	Subject Expert in Selection Committee	SIES (Sion) college of Arts, Science & Commerce.

**7. ACADEMIC STAFF COLLEGE ORIENTATION/  
REFRESHER/ SHORT TERM COURSE ATTENDED:**

<b>Name of the Course/ Summer Course</b>	<b>Place</b>	<b>Grade</b>	<b>Duration</b>	<b>Sponsoring Agency</b>
Orientation	Mumbai	A	1 <sup>st</sup> Feb 2011 to 28 <sup>th</sup> Feb 2011	UGC
Refresher Commerce & Management	Mumbai	A	30 <sup>th</sup> Dec 2013 to 18 <sup>th</sup> Jan 2014	UGC

**8. RESOURCE PERSON / REFEREE AT SEMINARS AND  
CONFERENCES:**

Date	Place	Sponsored by	Organized by	Level	Title of the Seminar / Conference
06 <sup>th</sup> June 2015	Mumbai	University of Mumbai	Chandrabhan Sharma College of Arts, Science & Commerce	College	Resource person for revised syllabus - SYBMS
13 <sup>th</sup> June 2015	Mumbai	University of Mumbai	CKT College, Panvel	College	Resource person for revised syllabus - SYBMS (HR Specialisation)
3 <sup>rd</sup> Sept 2013	Mumbai	University of Mumbai	Guru Nanak Institute of Management Studies	College	Guest Speaker for “How to Attempt University Examination”
7 <sup>th</sup> Aug 2013	Mumbai	University of Mumbai	Thakur college of Science & Commerce, Kandivali	College	Resource person for Service Sector Management

## 9. OTHER ACTIVITIES

- Convenor of the College Magazine “Panache”-for 16-17,17-18 and 18-19
- Worked actively in various committees like Admission Committee, Examination Committee, Alumni Committee, Placement Cell, Students counselling cell. Students Forum, Cultural Forum, Women Development Cell, IQ AC, Research Forum, Executive Planning Committee & Audit
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- BOS MEMBER OF AUTONOMOUS COLLEGE RAMNIRANJAN JHUNJHUNWALA GHATKOPAR (2018-19)
- BOS MEMBER OF AUTONOMOUS THAKUR COLLEGE KANDIVALI (2019-20)
- BOS MEMBER OF AUTONOMOUS CKT COLLEGE PANVEL (2019-20)
- BOS MEMBER OF AUTINOMOUS K V PENDHARKAR COLLEGE(20-21)
- Conducted Audit course in Principles and practices of management, marketing and Ethics in K, J. Somaiya college of engineering in 2018 and 2019.
- Conducted Audit course in Principles of marketing & soft skills development, Exposure Aerobics course and OEHM course in KJ. Somaiya college of engineering in 2018,2019 & 2020

Convenor -Academic Planning, Monitoring and Review Committee in S K Somaiya  
College SVU

- PHD Guide in Commerce and Business Studies under Somaiya Vidyavihar University

## **10.PERSONAL DETAILS:**

Name: Dr. Aparna Jain

Date of Birth: 1<sup>st</sup> August 1971

Mobile No: 98216 48882

Email ID: aparnajain0108@gmail.com / aparna.i@somaiya.edu

References:

- Dr Parvathi Venkatesh Principal Don Bosco College  
Kurla.  
Mobile No. 9224364400  
Email: Parvathi.v@rediffmail.com
- Dr Manali Londhe  
IC Principal S.K. Somaiya College of Arts, Science and  
Commerce  
Mobile No. 9867366933  
Email: [manali.l@somaiya.edu](mailto:manali.l@somaiya.edu)