

Curriculum Vitae

Name: ANIL RAJARAM KESKAR

DoB: October 2, 1947 (60 yrs)
(Age)

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Edn. Qualifications: 1. B. E. (Metallurgy) : June 1971, (Govt) College of Engg. Pune.
(University of Pune), 1st Class.

2. M. B. A.: June 1973, Deptt. Of Management Sciences, University of
Pune, 1st Class with Distinction.

1. Ph. D. : August 1996, University of Pune.
Topic: *Study of Marketing Strategies employed by Automotive
Ancillary Manufacturers for sale in the Replacement Market.*
Guide: Dr. Ashok Joshi – Director IndSearch, Pune

Experience: **A: INDUSTRIAL**

1. Worked with International Computers Indian Manufacture Ltd. (now Zensar Technologies Ltd) between May 1973 to March 1976. Last position held : Assistant Planning Engineer
2. Worked with Wanson India Pvt. Ltd. (now Thermax Ltd.) between March 1976 to March 1978. Last position held Planning Engineer.
3. Worked with Kirloskar Oil Engines Ltd. between April 1978 to March 1987. Last position held Marketing Manager.
4. Worked with Rapsri Engineering Ltd. Bangalore between April 1987 to June 1989. Last position held Deputy General Manager.
5. Worked with Bimetal Bearings Ltd. Coimbatore between July 1989 to October 1990. Last position held Marketing Manager.
6. Worked with Durametall India Ltd. between December 1990 to March 1994. Last position held Manager Branch Sales.

B. ACADEMIC

1. Worked with Bharat Forge Ltd. between January 1997 to August 1998 (Designated as Senior Faculty Kalyani Cranfield Manufacturing Management Centre – a joint venture of Kalyani group and the Cranfield University of UK). Last position held Senior Manager HRD.
2. Worked as Director M. C. E. Society's Allana Institute of Management Sciences, Pune 411 001, from October 1998 to March 2003. The Institute is recognized by the AICTE, New Delhi, and is affiliated to the University of Pune.
3. Superannuated as Professor and Head of the Department of Management Sciences, University of Pune, Pune, popularly known as PUMBA on 31 October 2007.
4. Currently working as Director at Sinhgad Technical Education Society's Sinhgad Business School, Pune, since November 1, 2007.

Extra and Co Curricular Activities:

1. Was a member of the Academic Council of the University of Pune.
2. Was Chairman Board of Studies in Marketing Management (Faculty of Management), University of Pune.
3. Member of the Board of Studies in Marketing (Faculty of Commerce) University of Pune from September 2005.
4. Member of Board of Studies at Symbiosis Institute of Operations Management, Nasik (A constituent of the Symbiosis International University)
5. Member of board of Studies in Management at Padmashree Dr. D. Y. Patil University, Pune
6. Member of the Academic Council of Padmashree Dr. D. Y. Patil University, Pune.
7. Was Chairman of the Western Region of the Association of Indian Management Schools (AIMS)
8. Was a member of the Managing Committee of the Maharashtra Chapter of the Association of Indian Management Schools (AIMS)
9. Assisted the Conference Secretary in organizing the 6th Academic Conference – SOUTH ASIAN MANAGEMENT FORUM 2000 conducted by the Association of Management Development Institutes in South Asia (AMDISA), held in Pune in March 2000.
10. Coordinator of Council of University Management Schools (CUMS), an informal association of the Management Institutes affiliated to the University of Pune.
11. Elected as Member of the Executive Board of the Association of Indian Management Schools (AIMS) for the year 2007-08.

Publications / Papers: 1. **Industry's Contribution towards Management Education** at the First Regional Conference of the Western Region of Association of Indian Management Schools held at Ahmednagar, India, in February 1999.

2. **Manufacturing and Marketing working in Tandem** in the Indian Express, Pune, September 27, 2001.
3. **Who will buy a Broken Kaleidoscope? A case study** presented a NICOM 2003, an International Conference on Strategic Marketing in the Global Economy held at Nirma Institute of Management, Ahmedabad, India, January 2003.
4. **Redesigning the Mindset** presented at the seminar Globalization: India Inc. Responded, conducted by the Department of Management Sciences, University of Pune, Pune, India, October 2003
5. **A Study on the role of Supply Chain Management in Indian Construction Business** presented at the International Conference on ISSUES AND CHALLENGES IN SUPPLY CHAIN MANAGEMENT organized by Department of Mechanical Engineering, Institute of Technology, Banaras Hindu University (BHU), Varanasi, India, March 2008

Foreign Travel:

1. Travelled to the former USSR during March 1990 in connection with Export promotion.
2. Travelled to the UAE during May 2001, for an assignment.
3. Visited Khon Kaen University, Khon Kaen Thailand at their invitation to take some courses in Marketing Management for the MBA students.
4. Visited Singapore during July / August 2006 for a short term training programme.

Research Activities:

1. Approved Research Guide (for Ph D) in the Faculty of Management at the University of Pune. Five students have already been awarded Ph. D., and further eight students are registered and are pursuing their PhD.
2. Approved Research Guide (for Ph D) in the Faculty of Management at Bharati Vidyapeeth University where two students are pursuing their PhD.
3. Approved Research Guide (for Ph D) in the Faculty of Management at SYMBIOSIS International University, where two students are pursuing their PhD.
4. Approved Research Guide (for Ph. D.) at BITS, Pilani, where one student is pursuing his PhD.