

Dr. PREETI R. GOTMARE
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PROFILE

Dr Preeti R Gotmare is a recipient of Dr S Radhakrishnan Postdoctoral Fellowship from the University Grants Commission, New Delhi. She was the First Rank recommendation by the UGC Selection Committee for her PDF. She was also the first PDF researcher in the School of Commerce & Business Management, RTM Nagpur University, Nagpur. During her stint there, she researched various aspects of Skill Development for the unorganised sector in Maharashtra. She was awarded Merit Scholarship during her MBA and is also the First rank holder in MCom. Her research areas include Marketing, Banking and Insurance, Financial Services, and Rural and Skill Development. She has published Research Papers in UGC CARE Listed, Scopus and ABDC Indexed Journals. She has authored 02 books, delivered invited lectures and Presented Research Papers at National and International Conferences. She completed 02 Funded Research Projects and working on 01 ongoing project.

TEACHING EXPERIENCE

Assistant Professor at the Department of Management, Central University of Tamil Nadu, Thiruvavur, since 2017 till date.

RESEARCH EXPERIENCE

UGC- Dr S Radhakrishnan Postdoctoral Fellow at the Department of Commerce and Business Management, Rashtrasant Tukdoji Maharaj Nagpur University, Nagpur, from 2015 to 2017.

EDUCATIONAL DETAILS

Doctor of Philosophy (PhD), Rashtrasant Tukdoji Maharaj Nagpur University, Nagpur, Maharashtra. 2015

Master of Business Administration (MBA), Marketing and Finance, The ICFAI University, Dehradun, Uttarakhand. 2009(**First Class**)

Master of Commerce (MCom), Rashtrasant Tukdoji Maharaj Nagpur University, Nagpur. Maharashtra. 2017(**First Class with Distinction**)

Bachelor of Business Administration (BBA), Rashtrasant Tukdoji Maharaj Nagpur University, Nagpur. Maharashtra. 2007(**First Class with Distinction**)

Higher Secondary (HSC), Commerce, Board of Secondary Education, Ajmer, Rajasthan. 2004 (**First Class**)

UGC- NET - Management & Commerce 2015 & 2016

TEACHING & RESEARCH INTEREST

Marketing, Marketing Research, Sales and Distribution, Principles and Practices of Management, Business Laws, Business Research Methods, Banking and Financial Management, Rural Banking and Micro Financing.

FUNDED RESEARCH PROJECTS

1. As **Project Director**, completed a Research Project titled "Study of Challenges in Offering Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) as an Academic Specialisation in the Context of National Education Policy 2020", funded by Mahatma Gandhi Nation Council for Rural Education, Hyderabad. Fund Sanctioned- Rs.02 Lakhs, 2021
2. As **Principal Investigator**, completed a Research Project titled "Changes in Pay Disparity, Physical Health, Psychosomatic Distress, and Anxiety among Female Laborers of Unorganised Sector during COVID-19 Pandemic Period in Selected Southern Indian States." Funded by National Commission for Women, New Delhi, Fund Sanctioned- Rs. 6.32 Lakhs. 2021
3. As **Co-Project Director**, working on "Deity Cultural and Rituals Communication Practices of Beda Nayaka Tribal Community in Shimoga District, Karnataka, Southern India Funded by ICSSR, New Delhi, Fund Sanctioned- Rs. 12.00 Lakhs. 2023

RESEARCH GUIDANCE

1. Awarded PhD to Ms JensolinAbithaKumari J, Thesis Titled "Implication of Personalised Pricing in an Online Shopping Context." 2022
2. Awarded MPhil to Mr MD Shams Mukhtar, Thesis Titled "Brand personality and brand image: The determinants to manipulate consumer purchasing behaviour for cars' brand", 2022

RECENT RESEARCH PAPERS PUBLISHED IN PEER-REVIEWED / REFERRED/ UGC-CARE LISTED JOURNALS

1. **PR Gotmare**, DN Dash, B Gotmare (2023), Revitalizing Education: A NEP 2020 Approach to Empowering Students through Professional Courses, Integrated Research Journal of Management, Science and Innovation, ISSN 2582-5445, Vol 10 Issue 2, Page No 56-61, July 2023.
2. N Gotmare, **PR Gotmare** (2023), Entrepreneurship and Rural Development in Self Reliant Bharat. Aadhar International Peer-Reviewed Indexed Research Journal, Issue NO, (CCCXCV) 395-A, ISSN: 2278-9308, February2023, 184-187.
3. JA Kumari J, **PR Gotmare** (2022), Impact of Perceived Brand Ethicality: evidence from Indian E-Commerce Market in a personalised pricing context. The Indian

Journal of Commerce, Vol. 75, No. 1, 01-23, Jan-March,2022, ISSN 2454-6801 (UGC Care Listed)

4. JA Kumari J, **PR Gotmare** (2022), Impact of Customer Perception of Value Co-Creation for Personalization in Online Shopping. International Journal of E-Business Research, Volume 18, Issue 1, 2022, 1-20, 1548-114X, DOI: 10.4018/IJEER.309388. IF- 0.318, (Scopus Indexed)
5. JA Kumari J, **PR Gotmare** (2022), How Cognitive Automation of marketing activities can transform the processes of a financial institution. Academy of Marketing Studies Journal (ABDC-B Journal), Vol 26, Issue 1, 2022, Print ISSN: 1095-6298; Online ISSN: 1528-2678.
6. **PR Gotmare**, DB Deepthi, N Sivakami, R Shamala (2022), Identifying The Scope For Introducing 'Mahatma Gandhi National Rural Employment Guarantee Scheme'As An Academic Specialisation: A Field Work Case Study Of Thiruvurur, Journal of Positive School Psychology 6 (8), pg. 3058-3064,
7. JA Kumari J, **PR Gotmare** (2021), Price Transparency Issues and Treating Customer Fairly by E-Commerce Firms in India. Journal of Contemporary Issues in Business & Government 27 (5). P-ISSN: 2204-1990, PG 1403-1413, DOI: 10.47750/cibg.2021.27.05.098, (ABDC- C)
8. JA Kumari J, **PR Gotmare** (2021), Impact of Consumer Behavior Pertaining to Personalization of Price in an E-Commerce Context. Eurasian Journal of Business and Economics, ISSN 1694-5972, ISBN 1694-5948, 14(28), pg. 107-123. <https://doi.org/10.17015/ejbe.2021.028.06> (UGC-Care & ABDC- C)
9. MS Mukhtar, **PR Gotmare** (2021), Health hazard and occupational safety challenges for unorganised sector workers in India, Journal of Contemporary Issues in Business and Government, Vol 27, No 1,2021, P-ISSN: 2204-1990, E-ISSN: 1323-6903, DOI: 10.47750/cibg.2021.27.01.002, PG 3210-3221 (ABDC-C Journal)
10. MS Mukhtar, **PR Gotmare** (2021), Impact of Social Media Branding for Business and Consumer Preferences: A Comprehensive Study, Our Heritage, Volume 68, Issue 9, Pages 222-240, ISSN 0474-9030, January 2020, UGC Care List Group B.
11. JA Kumari J, **PR Gotmare** (2020), An Empirical Study on Change in Customer Mindset towards Online Shopping in Tier 3 and 4 Cities in India, Our Heritage, Volume 68, Issue 9, Pages 222-240, ISSN 0474-9030, January 2020, UGC Care List Group B
12. **PR Gotmare** (2019), An Endeavor to provide financial security to the weaker section of Maharashtra state under financial inclusion. Journal of current science, Vol 20, No. 04, April 2019, ISSN 9726-001X, Pg. 1-9.
13. **PR Gotmare** (2019), Changing Learning perspective among learners with online teaching and learning, Scholarly Research Journal for Interdisciplinary Studies, Jan-Feb, 2019, Vol- 6/53, ISSN 2278-8808,Pg. No 28 to 32.
14. **PR Gotmare** (2018), Impact and Effect of demonetisation in India on the Indian economy and banks, International Journal of Innovation in Engineering Research and Management, Vol. 05 Iss. II, 1-4, April 2018, ISSN, 2348-4918. Pg. 1-6.
15. **PR Gotmare** (2018), An Empirical Analysis of the development of higher education institutions in India, Accent Journal of economics ecology &Engineering (International Journal) Vol.03, Issue 04, April 2018, 2456-1037, PG 1-7.

16. **PR Gotmare** (2017), Trends of Women Literacy in Maharashtra. International Journal of Innovation in Engineering Research and Management, Vol.4 Issue IV, ISSN- 2348-4918. PG 1-7, Aug 2017.

BOOKS AUTHORED

1. RashtriyaSwasthyaBimaYojana, ISBN- 9789352656462, 2016
2. Business Promotion and Development, ISBN- 9789388746038, 2019

CHAPTER IN EDITED BOOKS

1. An Analytical Study of Change in Business Environment of Digital Banking Industry and Customer Preferences, Dr B R Ambedkar Institute of Management and Research, ISBN 9789386011442,100-107, 2017
2. Rural Infrastructure: Contemporary Issues and Challenges for Development, Dr B R Ambedkar Institute of Management and Research, ISBN- 98781938849-1-1,107-113, 2018
3. Effect of mindfulness on thrift consumer behaviour, Indian Institute of Management Kozhikode, ISBN 978-93-5419-748-2,1-3, 2020
4. Effect of personalised pricing on online consumer behaviour, Indian Institute of Management Kozhikode, ISBN 978-93-5419-748-2, 1-3, 2020
5. A Study on the Effect of Personalised Display Price on purchase intention in an Online Context, ISBN- 978-0-87757-008-0, 255-256, American Marketing Association, 2020
6. Impact of COVID-19 on the Indian Medical Tourism Industry, ISBN-9789390897384, Neelkamal Publications Pvt. Ltd., 110-122, Hyderabad, 2022
7. Study on Digital Marketing in the tourism industry and Review of Different Types of Digital Marketing Components, ISBN-978-93-95856-25-6, Department of Tourism, CUTN, 173-187,2023

INVITED LECTURES AS A RESOURCE PERSON

1. Served as a Resource person in the one-day State level workshop on "Revision of B.Ed. Subject education curriculum with reference to revised Secondary school curriculum- 2017" jointly organised by Savitribai Phule Pune University and Pratibha College of Education, Pune. 20.01.18
2. Invited lecture on "Recent trends in Micro Insurance" at Siddharth College of Insurance, Nagpur. 27.03.18
3. Invited Lecture on "Significance of ICT in Education System" at Pratibha College of Education, Pune. 03.06.18
4. Invited as Resource Person at Dhanwate National College, Nagpur, to give a lecture on "Relevance of Scope of Research in Management" on 18.08.2018

5. Invited lecture on Women Empowerment at SmtUshaben Thakkar College, Nagpur. on 17.01.2020.
6. Invited as Resource Person at SARP KanyaMahavidhyalay, Ichalkaranji, Kolhapur on "E-Content Development" on 28.05.2020
7. Invited as Resource Person at BPCAS College, Solapur, for "Communication and Competencies in 21st century" on 08.09.2020
8. Invited as a Resource person at BPCAS College, Solapur University, for a lecture on 'Implementation of National Education Policy 2020 in HEI' on 29.12.2021

PROGRAMMES ORGANISED

1. Convener on National Seminar on "Strategies and Skills Required for Higher Education During COVID 19 in association with Bharathiar University Coimbatore and at School of Commerce and Business Management, Central University of Tamil Nadu, Thiruvarur 05.11.2020
2. Coordinated for the training programme on "Emotional Intelligence: A Key for Career Success " scheduled on 29-09-2020, conducted by Placement Cell, Central University of Tamil Nadu, Thiruvarur.
3. Coordinated for the "Nuances to Crack Civil Service Examination" training programme scheduled on 23-09-2020 conducted by Placement Cell, Central University of Tamil Nadu, Thiruvarur.
4. Coordinated for the " Hand-on session on Developing Profile using LinkedIn " training programme scheduled on 15.09.2020, conducted by Placement Cell, Central University of Tamil Nadu, Thiruvarur.
5. Coordinated for the training programme on "How to craft CV- Passport to dream job" scheduled on 08-09-2020, conducted by Placement Cell, Central University of Tamil Nadu, Thiruvarur.
6. Coordinated Two days Pre-Placement Training Programme for Central University of Tamil Nadu students at the Department of Management, CUTN, from 17.02.2021 to 18.02.2021.
7. Coordinator for the Virtual National Conference on " Transformation of Technology in Higher Education" at the School of Commerce and Business Management, Central University of Tamil Nadu, Thiruvarur 27th - 28th April 2021.
8. Faculty Co-ordinator for the Virtual National Conference on "Leadership Skills, Teaching, Learning Strategies, Challenges and Opportunities of New Education Policy 2020" at School of Commerce and Business Management, Central University of Tamil Nadu, Thiruvarur 21st – 22nd December 2021
9. Convener of Five Days Placement Training Programme for Central University of Tamil Nadu students at the Department of Management, CUTN, from 04.11.2022 to 10.11.2022.

RECENT CONFERENCE PRESENTATION/PARTICIPATION

1. Presented paper on Entrepreneurship and Rural Development in Self Reliant Bharat at Conference conducted at VMV College Nagpur, 17.02.2023
2. Participated in 3 days Virtual International Conference on The Year Ahead in Marketing organised by American Marketing Association from January 24-26, 2023.
3. Presented paper on "A Study On the Loyalty-Based Business Drive of the Retail Chain with Special Reference to Big-Bazar. At Central University of Jharkhand in a conference on Atmanirbhar Bharat: building resilience, sustainability and global competitiveness, 11-12 Nov 2022
4. Participated in UGC Sponsored Webinar on 'Academic Bank of Credits' organised on 29th May 2022.
5. Participated in UGC sponsored Online Workshop on "Indian Knowledge Systems: A Holistic Approach Towards Life" organised by HRDC RTM Nagpur University, Nagpur, on 12th Sep 2022.
6. Participated in UGC sponsored Webinar on 'Academic Bank of Credits' organised by HRDC RTM Nagpur University, Nagpur, on 29th May 2022.
7. Participated in UGC sponsored Online Workshop on "Indian Knowledge Systems: A Holistic Approach Towards Life" organised by HRDC RTM Nagpur University, Nagpur, on 12th Sep 2022.
8. Participated in the AMA Virtual Conference: Digital Marketing organised by American Marketing Association on October 11-13, 2022.
9. Participated in 2 Days National Symposium on Insight on Multiple Entry & Exit in Academic Programmes offered in Higher Education Institutes on 17th & 18th September 2021. organized by VMV College Nagpur.
10. Participated in Two days conference on Data & Analytics, Virtual Conference conducted by American Marketing Association, on 14-15 June 2023.
11. Participated in Three Days international Research Conference on "Enhancing Productivity in Hybrid Mode: The Beginning of New Era organized by D Y Patil B School Pune, The Centre of Economic Diplomacy, Croatia, Europe, Indonesia Nepal etc on 29-31 May 2023

ORIENTATION/REFRESHER/SHORT-TERM/FACULTY DEVELOPMENT PROGRAMME ATTENDED

1. Completed Orientation Course conducted by HRDC, Savitribai Phule Pune University, Pune, from 22/07/2019 to 11/08/2019.
2. Completed Refresher Course Conducted by HRDC, University of Hyderabad, Hyderabad from 14.09.2020 – 26.09.2020
3. Completed Two weeks of faculty Development Programme on "Managing online Classes and Co-creating MOOCs organised by Teaching and learning centre

(HRDC) Ramanujan College, University of Delhi under PMMMNMTT from 20.04.2020 till 06.05.2020.

4. Completed Ten Days Faculty Development Programme on "The Scenario of Commerce, Management and Economics Education after COVID-19" conducted by Maratha VidyaPrasarak, Samaj's, KRT Arts, BH Commerce and A.M. Science (KTHM.) College, Nashik (Maharashtra) in association with Faculty Development Centre, Human Resource Development Centre (UGC-HRDC), Savitribai Phule Pune University, Pune under PMMMNMTT from 29th June to 8th July 2020.
5. Participated in Workshop on MOOCs E-Content Development and Open Educational Resources conducted by HRDC, RTM Nagpur University Nagpur from 19.11.2018 till 24.11.2018.
6. Completed One Week Faculty Development Programme on EduTech organised by Dr PanjabraoDeshmukh, Institute of Management Technology &Research, DNC Nagpur, from 12th May 2020 to 18th May 2020.
7. Participated in the Five Days National Level Faculty Development Programme on "Tourism and Climate Change-Evidences from India" held from 27th -31st December 2021, organised by Central University of Tamil Nadu.
8. Completed Professional Development Programme on 'Implementation of NEP-2020 for University and College Teachers' organised by Indira Gandhi National Open University, New Delhi, from 09.09.2022 to 17.09.2022.
9. Completed Refresher Course in Business Studies From HRDC Nagpur University Nagpur from 17.07.2023 to 29.07.2023.

CURRENT ACADEMIC AND ADMINISTRATIVE RESPONSIBILITIES

1. Warden of International Students Hostel since 2021
2. Member of the School Board, School of Commerce and BusinessManagement, since 2022
3. Member of the Board of Studies, Department of Management, since 2018
4. Warden CUTN Girls Hostel (International Students Hostel),since 2021
5. Member of MOOC-ICT Committee, since 2019
6. Member of IQAC Criteria- 1 Committee, since 2021
7. Member of the Official Language Implementation Committee, CUTN,since 2021
8. Member of Anti-Ragging Squad, since 2021
9. Member of Department Research Committee (DRC) since 2018
10. Member of Admissions and Research Advisory Committees since 2018
11. Member of CUTN Convocation Committeessince 2018

MEMBERSHIPS IN PROFESSIONAL BODIES:

1. Life Member of Insurance Institute of India, Mumbai
2. Life Member of Agricultural Economics Research Association of India, New Delhi
3. Life Member of BhartiyaShikshan Mandal (South Region), Nagpur.
4. Life Member of Indian Society of Agricultural Marketing, Hyderabad

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