

**FR. C. RODRIGUES INSTITUTE OF MANAGEMENT STUDIES
VASHI, NAVI MUMBAI**

01	Name	Dr. Manisha Karandikar
02	Date of Birth	9 th Jan 1974
03	Highest Qualifications	PhD
04	Specialisations	Marketing



05. Academic Qualifications:

Qualification	Board/University	Institute	Year of passing	Percentage of Marks
SSC	Secondary School Certificate	D.J Doshi Gurukul English Medium High School	1989	82.61
HSC	Higher Secondary Certificate	Ramnivas Ruia College, Mumbai	1991	66
B.Pharm	Poona University	Poona College of Pharmacy	1995	65
PGDBA	Autonomous, AICTE Approved	Prin.L.N.welingkar Institute of Management Studies	1998	62
Ph.D	Birla Institute of Technology, Mesra	Birla Institute of Technology, Mesra	2015	

06	Date of Joining	21 st June 2011
07	Status as on date of joining	Associate Professor
08	Present Status	Professor
09	Number of promotions since date of joining	1
10	Previous teaching experience	4.5 years
11	Industry experience	8.5 years

12. Workshops and FDPs Attended:

Name	Organised by	Date of the program
Faculty Development Program on Case Study Writing & Publishing in Ivey	Fr.C.Rodrigues Institute of Management Studies	2024
Research Methodology and How to Excel in Publishing Research Papers	AICTE, ATAL Academy	2021
Design Thinking	AICTE, ATAL Academy	2020

Case Writing & Case Teaching	Fr.C.Rodrigues Institute of Management Studies	2017
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13.Conference / Seminars Attended:

Sr.No.	Name of the Conference	Date of the Conference
1.	International Management & Business Research Conference	2023
2.	International Management & Business Research Conference	2022
3.	International Management & Business Research Conference	2021
4.	Redesigning Business Strategies for Inclusive Growth	2020
5.	4 th IIMA Conference on Emerging Economies, IIM Ahmedabad	2011
6.	6 th SIMSR – Asia Marketing Conference on Marketing in Transition	2011
3.	LCBR European marketing Conference, Germany	2010
4.	International Conference on Demography, Culture & Marketing at Xavier's Institute of Management, Bhubaneswar	2010
3.	Seventh AIMS International Conference on Management	2010
4.	2 nd International Conference on Retail at D.Y.Patil Institute of Management Studies	2009

14.Sponsored Research Projects

Sr.No.	Name of the Project	Year	Funding Agency	Amount Funded
1.	Use of Social media by senior citizens	2020	Mumbai University	32000
2.	Roadblocks to Acceptance of Generic Medicines	2022	ICSSR	30000

15. List of Publications:

<ul style="list-style-type: none"> Karandikar,M (2024). A study on Attitude of consumers towards Generic Medicines. Rabindra Bharati University Journal of Economics. Vol. : XXVIII, No:26, p.27-35
<ul style="list-style-type: none"> Vaz, S., & Karandikar, M. (2023). Am I Corporate Ready? Education & Society, Vol. 46, Issue:4, No.10.
<ul style="list-style-type: none"> Karandikar, M. (2023), Business Development Strategy at Tools Cast India Pvt Ltd. AIMS Journal of Management, Vol. 8, No.2, January 2023
<ul style="list-style-type: none"> Karandikar,M (2022), Impact of Branding on Consumer Decision Making in Fashion Clothing, Journal of the Maharaja Sayajirao University of Baroda, (UGC CARE List) Vol.56, No.1, p.91-96
<ul style="list-style-type: none"> Karandikar, M. (2021), Has Covid Impacted the Ability of Those Who Can Help Others?, Bengal, Past & Present, (UGC CARE List) Vol.117, Issue No.3, p. 473 - 477

- Mange,K. & Karandikar,M. (2021), Area of Improvement for Edtech Providers in India, Bengal,Past & Present, (UGC CARE List) Vol. 117, Issue No.3 p. 459-465
- Karandikar, M. (2021), Who introduces elderly to Social Media and What is its Impact?, New Horizon, Vol.18, p. 94-107
- Karandikar,M. (2020), Are Swiggy Advertisements Believable? , Shodh Sarita, Vol.7, Issue 26, (UGC CARE List) p.225-230
- Khanna M.,Karandikar M. & Arekar, K.,(2011), Product Specific nature of Impulse Buying in India, *South Asian Business Review*, Vol.5, Issue 2, p. 25
- Khanna M & Karandikar M (2012), Impact of Relational Collectivism on Impulse Buying for 'Others', *International Journal of Indian Culture & Business Management*. Vol.7, No.4, 589-604
- Ghosh,A & Karandikar, M (2012) Shopping Companion & the subsequent impact on Impulse Buying, *Journal of Management Development & Research*, Vol.2, No.2, 1-12
- Ghosh,A., Khanna, M. & Karandikar, M.. (2013). Impulse Buying: A Tale of two cities, *Alternative*, Vol.7, No.1.

16. Accolades:

- Best Paper Award (2nd) at IMBRC 2023
- Best Paper Award at IMBRC 2023
- Best paper Award at Redesigning Business Strategies for Inclusive Growth, 2020

Name of the Faculty : Dr. Manisha Karandikar

Signature of the Faculty :

