

BRIEF RESUME

Name : Professor Humbe Veena Rajendra

Designation : Professor
Department of Commerce
Dr. Babasaheb Ambedkar Marathwada
University, Aurangabad. (M.S.)



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Educational Qualifications : Ph.D., M.Phil., M.Com., LLB, DBM, DCA.

Specialization : Marketing, Advertising, E-Commerce, MIS_

Teaching Experience : 24 Years

Outreach Activities : Research Papers Published : 26
Books Published : 04 (ISBN)

Awards and Honours

- “Best Professor Teaching Advertising Management”
ABP News – National B-School Awards 2012, Taj Lands, Mumbai.
- “Shikshak Pratibha Puraskar”, Department of Mass Communication and
Journalism, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.
- “Best Teacher Award-2013” on World Teacher’s Day, Aavishkar Foundation,
Kolhapur, Maharashtra.
- "Best Teacher Award 2014", NGO - ABSS, Aurangabad.

Lectures Delivered

Invited as a Chairperson / Key Note Speaker / Guest Lectures for National and International
Conferences, Research Methodology Workshops : 08

Orientation Talks

For Asst. Professors and Associate Professors at UGC Academic Staff College, Dr.
Babasaheb Ambedkar Marathwada University, Aurangabad : 16

Research Contribution

Ph.D. Awarded Students	:	06
Ph.D. Research Students	:	08
Popular Articles Published in News Papers	:	02
Projects Guided for M.Com. MIB, DBM & MTA	:	More than 180

Research Projects

- UGC Sponsored Major Research Project : “A Study of Marketing Strategies of Handloom Industries in Maharashtra State”. Completed in March 2015
- ICSSR Sponsored Major Research Project : “An Analytical Study of Empowering Women Handloom Weavers in Handloom Industries of Maharashtra”. On Going.
- UGC / BAMU Sponsored Minor Research Project : “Analysis of Consumer Expectation and Satisfaction : A Case study of Paithani Saree”. Completed.
- UGC / BAMU Sponsored Minor Research Project : “Influence of Cosmetic Advertisements on Female Consumers”. Completed.

Conferences Attended in India and Abroad

International	:	22
National	:	18
Abroad	:	02
Workshop / Symposia	:	12

Selected Publications

- “Green Marketing Strategy for Empowering Handloom Industries”, International Journal of Creative Research Thoughts, Vol.6, Issue 2, April 2018, Page No. 1749-1753, ISSN : 2320-2882, An International Open Access Journal, Impact Factor : 5.97
- “Social Media – A Tool for Empowering Women Working in Handloom Industry”, International Journal for Innovative Research Multidisciplinary Field, Vol. 4, Issue 5, May 2018, ISSN : 2455-0620, Indexed with IC Value : 86.87, Impact Factor : 5.60

- “Impact of Social Media on Female Users”, International Education and Research Journal, Vol. 3, Issue 6, June 2017, E-ISSN : 2454-9916, Impact Factor : 4.064
- “Perceptions, Experiences and Expectations of Consumers towards Cellular Service Providers in Aurangabad City”, IJEMR–July 2015, Vol 5 Issue 7, Online-ISSN 2249-2585, Print-ISSN 2249-8672.
- “Role of Social Media in Marketing of Handloom Products”, International Journal of Science and Research (IJSR) ISSN (Online): 2319-7064, Impact Factor (2012): 3.358

Organising and Managerial Skills

1. **Liaison Officer** for Avhan, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.
2. **Director**, CAS for Management Science, M.Lib., DCA and MCA Jan. 2009, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.
3. **Member** for the Workshop of the **Capacity Building of Women Manager’s in Higher Education** under the **Xth Plan Scheme of UGC**.
4. Worked as **Member, Board of Studies**, Swami Ramanand Teerth Marathwada University, Nanded.
5. **Member of Editorial Board** for “Indian Journal of Management Review” bearing ISSN.
6. **Member of Peer Review Team** – Indian Stream Research Journal ISSN – 2230-7850 with Impact Factor.
7. **Examiner**, District Youth Festival 2011-12, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.
8. **Chief Guest** for a speech on “E-Waste” at Dr. (Sow.) Indirabai Bhaskarrao Pathak Mahila Kala Mahavidyalaya, Aurangabad on 13th Feb. 2010.
9. Appointed as **Chairman** on Various **Affiliation Committees** of Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.
10. **Subject Expert** for Commerce - Interviews held at Dr. Babasaheb Ambedkar College of Arts and Commerce, Aurangabad.
11. **Subject Expert** in Marketing for interviewing candidates for Teaching Post in Deogiri Institute of Engineering and Management Studies, Aurangabad.

12. Worked as a **Course Coordinator** for **Refresher Course** in Commerce and Management Science / Tourism Administration from 4th – 25th January 2013 in UGC Academic Staff College Dr. B.A.M University, Aurangabad.
13. Worked as a **Course Coordinator** for **Refresher Course** in Women Studies from 4th – 25th March 2014 in UGC Academic Staff College Dr. B.A.M University, Aurangabad.
14. **Resource Person** for various Orientation and Refresher Programmes conducted by Academic Staff College, Dr. B.A.M.U., Aurangabad.
15. **Resource Person**, International Conference, Oxford College of Engineering and Management, Bangalore.
16. **Member** of “Vision 2020-Maharashtra”, Sponsored by YESHDA, Pune.
17. **Paper Setter**, GSET – 2017, Vadodara, **Gujarat**.
18. Nomination as **Chairman and Member** on Committee for Designing Curriculum and Syllabus for the Department of Rural Economics, Banking and Industry. **Gopinathrao Munde National Institute of Rural Development & Research**, Aurangabad.
19. **Member** of Organizing Committee for “**Avishkar – 2017**”, The Objective of AVISHKAR is to foster young researchers that are intended to contribute societal needs.
20. Member of Organizing Committee for “Avishkar – 2018”.
21. Attended Appreciation Course in Parliamentary Process and Procedures Organised by the **Bureau of Parliamentary Studies and Training, Lok Sabha Secretariat, New Delhi** - 2nd May – 6th May 2016.

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