

Dr. Sunil Atulkar

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OBJECTIVE

To work in progressive and competitive environment as a member of a core team of the organisation and establish a benchmark in research, teaching and training by using my experience, knowledge and skills.

PROFESSIONAL SNAPSHOT

- Coordinating MBA Program, School of Management, SAGE University Bhopal.
- Coordinating Partner Program in BBA and MBA for School of Management, SAGE University Bhopal.
- Developed MBA Syllabus and BBA Syllabus as per NEP for SAGE University, Bhopal.
- Member Secretary BOS for School of Management & Commerce, SAGE University Bhopal from June 2022.
- Google Scholar **Citations** till date 1332, h-index 11 and i10-index 12.
- Worked as **HOD** Department of MBA, LNCT Bhopal.
- Published **05 SSCI** (ABDC “A”), **08 SCOPUS** (ABDC “B” & “C”) and **04 UGC Care** Research Papers.
- Ph.D. on the topic “*Assessment of shopping values on customer satisfaction: A case study approach on Indian shopping malls*” from Department of Management Studies, **MANIT Bhopal**.
- **UGC JRF-NET** (Management) qualifier of the year June 2011.
- 14 years of total experience in research and teaching of different Marketing subjects of MBA and BBA Program.
- Nominated for **AICTE Visvesvaraya Best Teacher Award** in the year 2020 from LNCT Bhopal.
- Nominated for **AICTE Dr. Pritam Singh Foundation Award** in the year 2021 from LNCT Bhopal.

- Developed MBA and BBA syllabus for LNCT University, Bhopal.
- Exposure of managing training and placement activities in college through industrial talks, guest lectures, company presentation, industrial visits and alumni interactions.
- Associated with Centre for Personality Research and Training, from last 08 years (freelance).

WORK EXPERIENCE

April 2024 to	Professor (Marketing) School of Management, SAGE University Bhopal.
August 2021 to March 2024	Associate Professor (Marketing) School of Management, SAGE University Bhopal.
May 2018 to July 2021	Associate Professor (Marketing) Department of MBA, LNCT, Bhopal.
March 2010 to August 2013	Assistant Professor (Marketing) Department of MBA, LNCT Bhopal.

EDUCATIONAL BACKGROUND

2007-2009	MBA in Marketing with 70.9% from Maharishi Institute of Management, MCEE Lambakheda, Barkatullah University, Bhopal.
2005-2006	PGDCA with 65.2% from Makhanlal Chaturvedi Rastriya Patrakarita Vishwavidyalaya, Bhopal.
2000-2003	B.Sc. (CDZ) with 58.7% from Govt. Motilal Vigyan Mahavidyalaya, Barkatullah University, Bhopal.
2000	Higher Secondary (PCB) with 56.6% from JNV Ratibad, Bhopal.
1998	High School with 65.4% from JNV Ratibad, Bhopal.

ACHIEVEMENTS

- Delivered an expert session on the topic “*Research Paper Writing*” in the Workshop Research Methodology organized by LNCT MBA, Bhopal on 24th February 2024.
- Delivered an online expert session on the topic “*How to Write Research Paper for Indexed Journal*” and “*Common Problems in Research Paper Submission*” in the Online Short-Term Course on the Advance Statistical Tools in Research Methodology organized by UGC-HRDC, Dr. Harisingh Gour Vishwavidyalaya, Sagar from 14 - 20th February 2024.
- Awarded with students’ choice Best and Popular Faculty of SAGE Award, 2023.

- Delivered an expert session in the training program for PGT's Commerce under CM Rise Schools of MP on the topic "*Physical Distribution: Components and Channels of distribution*" organized by Department of Social Sciences & Humanities, Regional Institute of Education (RIE), NCERT, Shyamla Hills, Bhopal dated 03rd May 2023.
- Delivered an expert lecture in the FDP on the topic "*Emerging Innovative Tools and Techniques in writing and Publishing Quality Research Paper*" organized by Department of Management Studies, Raj Kumar Goel Institute of Technology, Ghaziabad on dated 04th April 2023.
- Organised Two Times National Workshop on "*Case Writing*" as coordinator from 06-07th July 2023 and 24-25th June 2022, at School of Management, SAGE University, Bhopal.
- Delivered an expert session on the topic "*Research Methodology and Advance SPSS*" organized by MATS University, Raipur from 18th to 22nd April 2022.
- Organized International Conference on "*Recent Innovations in Industry 4.0 for Sustainable Developments in the Global Business, Management and Education*" as organising secretary on 22nd January 2022, at SAGE University, Bhopal.
- Delivered an expert session on the topic "*Data Collection Tools – Reliability and Validity of Instruments*" in Research Excellence Series organized by Amity Business School, Amity University, Mumbai on dated 29th October 2021.
- Organized International Conference on "*Current Issues in Business Management, Education, research and Social Psychology*" (CIBMERSP-2021) as organising secretary on 01st and 2nd August 2021, in association with Shodh Sankalp Education and Research, Singdaha Dhanbad.
- Organized National Conference on "*Recent Innovation in Business, Management, Education and Social Sciences*" (RIBMESS-2021) as organising secretary on 10th July 2021, at LNCT MBA, Bhopal.
- Delivered an expert session on the topic "*Internship Report Writing*" in SAGE Talk organized by T & P Department, SIRT College, Bhopal on dated 26th May 2021.
- Organized Virtual National Conference on "*Recent Development in Interdisciplinary Social Sciences Research*" (RDISSR-2021) as organising secretary on 23rd & 24th January 2021, in association with Shodh Sankalp Education and Research, Dhanbad.
- Delivered an expert lecture in the webinar on the topic "*Research Paper Questionnaire Development*" organized by Department of Management Studies, Raj Kumar Goel Institute of Technology, Ghaziabad on dated 27th June 2020.

- Delivered an expert lecture in the webinar on the topic “*How to Write Research Paper for Reputed Indexed Journal*” organized by Department of Management Studies, Raj Kumar Goel Institute of Technology, Ghaziabad on dated 06th June 2020.
- Organized Virtual National Conference on “*Professional Ethics is a Get Way to Success*” (PEGWS-2020) as organising secretary on 30th April 2020, at LNCT MBA, Bhopal.
- Organized National Conference on “*Digitalization and Innovation for Organization, Management and Research*” (DIOMR-2019) as organising secretary on 27th April 2019, LNCT-MBA Bhopal, Inaugurated by Governor of M.P. Smt. Anandiben Patel Madam.
- Received recognition from Emerald for reviewing the SSCI/ABDC-A research papers for “*International Journal of Retail and Distribution Management*” and for “*Marketing Intelligence and Planning*”.
- Received recognition from Elsevier for reviewing the SSCI/ABDC-A research papers for “*Cleaner and Responsible Consumption*”, “*Journal of Urban Management*”, “*Journal of Retailing and Consumer Services*” and for “*Cities*”.
- Received recognition from Taylor & Francis for reviewing the SSCI/ABDC-A research papers for “*Journal of Promotion Management*” and “*Behaviour and Information*”.
- Received recognition from Sage for reviewing the SSCI research papers for “*Millennial Asia*” Journal.
- Received recognition from Wiley for reviewing the SSCI research papers for “*International Journal of Consumer Studies*”.

PATENT:

- Patent entitled “*Impact of Green Marketing on Consumer Purchase Intention*” has been published in with Application No. 202321055334 on 17th October 2023.
- Design Patent entitled “*An Electronically Walking Device for Physically Challenged Persons*” has been published in Journal No. 21/2022 on 27th May 2022.

PUBLICATION: SSCI/SCOPUS Indexed Journal

- Purchase intention of Indian customer: A study on solar PV technology (2022). *International Journal of Energy Sector Management*. 16(5), 946-964. (Emerald-ABDC- B/ESCI).
- Attributes affecting to use food ordering app by young consumers (2021). *Advances in Science, Technology & Innovation*. (Springer, Cham) 165-170. DOI https://doi.org/10.1007/978-3-030-66218-9_19.

- Service quality dimensions and repurchase intentions in online shopper: An Indian experience (2021). *International Journal of Productivity and Quality Management*. 33(2), 180-197 (Inderscience-ABDC-C/SCOPUS).
- Role of psychological and technological attributes on customer conversion to use food ordering apps (2021). *International Journal of Retail & Distribution Management*. 49(10), 1430-1446 (Emerald- ABDC-A/SSCI).
- Repurchase behaviour and positive word of mouth. Role of hedonic shopping motive (2021). *International Journal of Business Excellence*. 23(4), 498-516. (Inderscience- ABDC-C/SCOPUS).
- Utilitarian motives and purchase behaviour of Indian mall shoppers (2021). *Journal of Promotion Management*. 27(3), 464-486. (Taylor & Frances-ABDC-B/ SCOPUS).
- Brand trust and brand loyalty in mall shoppers (2020). *Marketing Intelligence and Planning*. 38(5), 559-572. (Emerald-ABDC-A/ SCOPUS).
- Consumer purchasing behaviour towards eco-environment residential photovoltaic solar lighting systems. (2018). *Global Business Review*. 22(1), 236-254 (Sage-ABDC-C/ SCOPUS).
- Role of consumer traits and situational factors on impulse buying: Does gender matter? (2018). *International Journal of Retail & Distribution Management*. 46(4), 386-405 (Emerald- ABDC-A/SSCI).
- Impulse buying: A consumer trait prospective in context of central India. (2017). *Global Business Review*. 19(2), 477-493 (Sage- ABDC-C/ SCOPUS).
- Satisfaction, loyalty and repatronage intentions: Role of hedonic shopping values. (2017). *Journal of Retailing and Consumer Services*. 39(6), 23–34 (Elsevier-ABDC-A/SSCI).
- Shopping experience of hypermarket shoppers in weekends. (2016). *Indian Journal of Marketing*. 46(11), 36-49 (Prabandhan-ABDC-C/ SCOPUS).
- Satisfaction of mall shoppers: A study on perceived utilitarian and hedonic shopping values. (2016). *Journal of Retailing and Consumer Services*. 31(4), 22–31 (Elsevier-ABDC-A/SSCI).

PUBLICATION: UGC Listed / Other Repute Journal

- A review on sustainability on m-payment apps by consumers (2024). *International Journal of Creative Research Thoughts*. 12(1), 710-715.

- Innovative based transformations in the educational system (2023). *Poetique Journal*. 10(5), 161-169 (UGC Care II).
- E- Supply chain management: A study among small and medium enterprises in Mandideep industrial area: a literature review (2023). *Journal of Management and Entrepreneurship*. 17(1), 117-131 (UGC Care II).
- Measuring the effects of retail functional strategies on the growth of organised retail environment. (2019). *Journal of Marketing Vistas*. 9(1), 58-68 (UGC Listed).
- A review on art of creating values in retail for improving business performance. (2018). *Journal of Business Administration Research*. 7(1), 22-26 (UGC Listed).
- Exploring the dimension of intrinsic and extrinsic factors for measuring public and private sector employees work motivation. (2015). *ZENITH International Journal of Multidisciplinary Research*. 5(5), 85-97.
- A review on retailing prospects of Indian rural market: Issue and challenges. (2015). *MERC Global International Journal of Social Science and Management*. 2(3), 193-210.
- A review of customer preference towards organised retail stores. (2014). *IRC's International Journal of Multidisciplinary Research in Social and Management Science*. 2(3), 24-28.
- Adoption of retailer centric philosophy in organizing buying process: A case study on Indian buying systems. (2014). *ZENITH International Journal of Multidisciplinary Research*. 4(9), 204-209.

PUBLICATION: Book Chapters

- A need-based perspectives of management study in technical education of India. 43-56. Technical Education: Future and Prospects. *Sudit Publication* 2017.
- A study on retail technology in technical education. 178-187. Technical Education: Future and Prospects. *Sudit Publication* 2017.

PUBLICATION: Conference & Seminar

- A review on sustainability of M-Payment's apps by consumers (2023). National Conference entitled "Sustainability, Business and Society" organised dated 30th September 2023, by *Jaipuria Institute of Management, Indore*.
- Digital payment technology at the palm of Indian youth: A way towards sustainability (2022). International Conference entitled "Business Management and Sustainable Development Goals: Responding to New Normal" organised dated 04th & 05th March 2022, by *Jaipuria*

Institute of Management, Noida.

- A review on customer shopping attitude towards online shopping (2019). National Conference on Digitalization and Innovation for Organization, Management and Research (DIOMR-2019), LNCT-MBA Bhopal.
- A review on green entrepreneur and sustainable development (2018). 6th International Conference on Sciences and Environment Sustainability for a Peaceful Society (SESPS-2018), *Janparishad, Bhopal.*
- A study on green marketing practices for sustainable development (2017). 5th International Conference on Advance Research in Applied Sciences, Environment, Agriculture and Entrepreneurship Development (ARASEAED), *Janparishad, Bhopal.*
- Green marketing: A way towards sustainable development (2016). National Conference on Environmental Concern and Green Marketing. *LNCT, Bhopal.*
- Role of advertisement and sales promotion on customer purchasing behaviour (2016). Second International Conference on Modern Researches in Management, Economics and Humanities. *CIVILCIA Dubai, UAE.*
- Role of organised retailing for Indian economic growth (2015). International Seminar on Evolving Management Strategies for India's Economic Growth. *Oriental College of Management, Bhopal.*
- A study on motivational activities, triggers customer for impulse purchase at organised retail stores (2015). National Conference on Art and Science of Management for the Current Decade. *ITM University, Raipur.*
- Retailing strategies for creating and sustaining customer towards retail (2014). International Conference on India Become World Leader by 2020. *VNS Group of Institute, Bhopal.*
- A competency mapping of front-line staff "A case study on hypermarket and malls of Raipur city Chhattisgarh (2014). International Conference on India Become World Leader by 2020. *VNS Group of Institute, Bhopal.*
- Customer purchasing behaviour in retail (2013). National Conference on Managing for Tomorrow-Issues and Challenges. *LNCT MBA, Bhopal.*
- Ethics in Marketing (2010). National Conference on Being Ethical- New Paradigm. *LNCT, Bhopal.*

PAPER PRESENTED: Conference & Seminar

- Customer Satisfaction towards SBI Online Banking Services (2023). International

Conference on Innovative and Best Management Practices, Ethics & Values (IBMPEV) – 01st December, 2023 by People's *Institute of Management & Research, People's University Bhopal*.

- Customer Satisfaction towards Online Travel Agencies (2023). International Conference on Innovative and Best Management Practices, Ethics & Values (IBMPEV) – 01st December, 2023 by People's *Institute of Management & Research, People's University Bhopal*.
- Innovation based transformation in the Educational Technology (2021). E-National Conference on Innovation in Technical Education dated 19th November 2021, organized by *NITTTR, Bhopal*.
- Research and innovation in creating customer values in retail (2021). Virtual National Conference on Recent Development in Interdisciplinary Social Sciences Research (RDISSR-2021) 23rd & 24th January 2021 organized by *Shodh Sankalp Education and Research Foundation, Dhanbad*.
- Attributes affecting to use food ordering app by young consumers (2020). International conference on Innovations in Information and Communication Technologies (IICT- 2020) 7-8 November, *Poland (Springer Nature)*.
- Ethical practices in online retailing: A way to create customer loyalty (2020). National Conference on Professional Ethics is a Get Way to Success, *LNCT Bhopal*.
- Influential role of social media on consumer buying decisions (2018). International Conference on Social Entrepreneur and Social Media, *LNCT Bhopal*.
- Teaching management in creating values in retail sector organizations (2018). National Conference on Teaching Management in Dynamic Business Situation Post Economic Reform (Phase II), *IPER Bhopal*.
- Art of creating values in retail: A way to improve business performance (2017). National Conference on Usable, Deliverable and Updatable Research Model, *IPER Bhopal*.
- Emotional attachment to brands, creation on brand loyalty (2016). Conference on Brand Management, *IIT Delhi*.
- Measuring the effects of retail functional strategies on the growth of organised retail environment (2015). 3rd PAN IIM, World Management Conference, *IIM Indore*.

WORKSHOP ATTENDED

- Attended 07 days faculty development programme (FDP) on “Research Quality, Teaching

Learning and Evaluation” from 10th-16th March 2022, organised by *Govt. Motilal Vigyan Mahavidyalaya, Bhopal*.

- Attended 10 days faculty development programme (FDP) on “Research Methods” from 06th-26th February 2022, organised by *ARNI University, Kathgarh Kangra (H.P)*.
- Attended 03 days faculty development programme (FDP) on “Research Methodology: Tools & Techniques” from 20th-22nd January 2022, organised by *IES University Bhopal*.
- Attended 07 days AICTE sponsored short term training programme (STTP) on “Marketing Management for Sustainable Development” from 24th-31st December 2021, organised by *VNS Bhopal*.
- Attended 01 day online national level workshop on “Research Methodology (Data Analysis with SPSS) under MHRD-IIC Self Driven Activity Jointly organized by DoMS GATES Institute of Technology on 08th September 2021.
- Attended 05 days short term training programme (STTP) on “Statistical and Machine Learning Technique for Researchers” from 02nd-06th January 2021, organised by *MANIT Bhopal*.
- Attended AICTE sponsored 06 days short term training programme (STTP) on “Pedagogy for Effective Use of ICT in Management Education” from 14th-19th September 2020, organised by *SIRTE Bhopal*.
- Attended 05 days short term training programme (STTP) on “Theoretical and Practical Perspective on Persuasive Communication” from 02nd-06th January 2020, organised by *MANIT Bhopal*.
- Attended and coordinated 10 days’ workshop on “English Learning Programme” from 04th - 13th February 2015 organised by *SC/ST Cell, MANIT Bhopal*.
- Attended and coordinated 2 days’ workshop on “Disaster Management Policy” from 16th - 17th January 2015 organised by *SC/ST Cell, MANIT Bhopal*.
- Attended 5 days’ workshop on “Research Methodology and Applications of SPSS in Multidisciplinary Research” from 04th- 08th January 2015, organised by *MANIT Bhopal*.
- Attended 2 days’ workshop on “MS Excel-Applications in Management” from 05th -06th September 2014, organised by *MANIT Bhopal*.
- Attended 3 days’ workshop on “Application of Quantitative Methods in Management Research” from 16th -18th may 2014, organised by *SIRT Bhopal*.
- Attended 14 days Staff Development Program on “Research Methodology” sponsored by

AICTE from 07th -20th May 2012, organised by *LNCT Bhopal*.

PROFESSIONAL SERVICES

- External expert for Ph.D. Thesis Viva in GLS University Gujrat.
- External expert for Ph.D. Thesis Viva in UPES University Dehradun.
- Reviewer in Cleaner and Responsible Consumption (Elsevier).
- Reviewer in Journal of Urban Management (Elsevier).
- Reviewer in Marketing Intelligence & Planning (Emerald).
- Reviewer in Cities Journal (Elsevier).
- Reviewer in Journal of Promotion Management (Taylor & Francis).
- Reviewer in International Journal of Consumer Studies (Wiley).
- Reviewer in Journal of Consumer Behaviour (Wiley).
- Reviewer in Behaviour and Information Technology (Taylor & Francis)
- Reviewer in Journal of Retailing and Consumer Services (Elsevier).
- Reviewer in International Journal of Retail & Distribution Management (Emerald).
- Reviewer in Millennial Asia (Sage).
- Reviewer in Journal of Cleaner Production (Elsevier).
- Editorial member of Shodh Sankalp Education and Research Journal, Dhanbad.
- Editorial member of SAGE International Journal of Management, Commerce, Arts and Humanities.

PERSONAL DETAILS

Fathers Name : - Shri. Govind Rao Atulkar
Mother's Name : - Smt. Meera Bai Atulkar
Date of Birth : - 30/09/1982
Marital Status : - Married
Nationality : - Indian
Languages Known : - Hindi, English

Date:

Place: Bhopal

Dr. Sunil Atulkar