

VISHWAKARMA UNIVERSITY
FACULTY PROFILE

Sr. No.	Details
1	Introduction - Dr. Umesh Patwardhan is the Professor and Dean of Faculty of Commerce and Management at Vishwakarma University, Pune. Over and above academic engagements, he is designated to handle variety of and administrative responsibilities at the University level.
2	Name : Prof. (Dr.) Umesh B. Patwardhan Qualification : PhD in Management (Marketing), MMS (Marketing), MCM, PGDBM, BCom.
3	Teaching Philosophy : Learner centric approach, where students are encouraged, engaged and challenged through experiential and blended learning, by imparting comprehensive and rationalized knowledge along with skills, values and ethics, by optimally combining different styles and practices of teaching, to make students belief in their own capabilities, acquire key competencies and prepare themselves for new roles and responsibilities of contemporary business world.
4	Core Teaching Areas : Business Research Methods, Marketing Management, Digital Marketing, Information Systems, Software Project Management, Enterprise Resource Planning, Business Systems and Procedures.
5	Experience (as on 31 st Dec. 2018) putting industry and teaching together : 20 Years
6	Areas of Interests (Research) : Marketing Research, Information Systems, Digital Marketing
7	Doctoral Research Scholars : 6 (Pursuing)
8	Funded Research Projects Savitribai Phule Pune University (BCUD) - “A prospective study of Computer and Management programmes with reference to course contents, applicability and implementation for fulfilling industry needs” Vishwakarma Institute of Management - Brand perception study of Patanjali Ayurved Ltd. using Keller’s Model
9	Training / Consultancy / Projects etc. <ul style="list-style-type: none"> • Head – Business Research, Training and Consultancy Services at Department of Commence & Management. • Corporate trainer for IBM, Wipro, TCS, Infosys, Dr. Reddy's Laboratories and Deloitte etc. (2008 – 2010). • Resource Person to train school teachers across Maharashtra pursuing Diploma Course in School Management (2015 – 2017).
10	Awards & Achievements

11	Professional Memberships – Information Systems Audit and Control Association (ISACA), Pune Chapter.
12	<p>Learning and Development Initiatives (FDPs, MDPs, MOOCs etc.)</p> <p>Conferences / FDPs / Seminars / Workshops on</p> <ul style="list-style-type: none"> • High Performance Culture and Service Partnership. • Understanding Digital Businesses. • ISACA - “Security in the Digital World”. • I5 Talks (New age Learning). • Employee Performance. • NBA accreditation process. • Case study methodology. • Health, Stress Management & Work-Life Balance.
13	Global Exposure (Projects, Internships etc.)