

**VISHWAKARMA UNIVERSITY**  
**FACULTY PROFILE**

<b>Sr. No.</b>	<b>Details</b>
<b>1</b>	<b>Introduction</b> - <i>The faculty-student relationship must be based on mutual respect and understanding. The faculty member's role should be that of a coach. The instructor should capitalize on the diversity of the student by encouraging creativity and new ideas that will enhance and ease the teaching learning process.</i>
<b>2</b>	<b>Name :</b> <i>Prof. (Dr.) Radhakrishna Batule</i> <b>Qualification :</b> <i>BSc.(Microbiology), MBA (Marketing), PhD (Management)</i>
<b>3</b>	<b>Teaching Philosophy:</b> <i>As a Management faculty member, I believe my role in the classroom is a facilitator of information and new concepts in the business world. Like to challenge the students by encouraging them to participate in classroom discussion and allowing them to express their opinions on the issues. I strong advocate of bringing the real world to the classroom. We invite guest speakers from local industry to various classes to share their opinions, wisdom, and expertise with the students.</i>
<b>4</b>	<b>Core Teaching Areas :</b> <i>Basics of Marketing, Marketing Management, Business Policy &amp; Strategic Management, Entrepreneurship</i>
<b>5</b>	<b>Experience (as on 31<sup>st</sup> Dec. 2018) putting industry and teaching together :</b> <i>13 Years</i>
<b>6</b>	<b>Areas of Interests (Research) :</b> <i>Retail Management, Services Marketing, Digital Marketing,</i>
<b>7</b>	<b>Doctoral Research Scholars :</b> <i>2 (Pursuing)</i>
<b>8</b>	<b>Funded Research Projects</b> <i>Nil</i>
<b>9</b>	<b>Training / Consultancy / Projects etc.</b> <i>Nil</i>
<b>10</b>	<b>Awards &amp; Achievements</b> <i>Nil</i>
<b>11</b>	<b>Professional Memberships –</b> <i>Nil</i>
<b>12</b>	<b>Learning and Development Initiatives (FDPs, MDPs, MOOCs etc.) -</b> <i>e.g. Train the trainers workshop at YCMOU- NIL</i>
<b>13</b>	<b>Global Exposure (Projects, Internships etc.)</b> <i>-NIL</i>