

VISHWAKARMA UNIVERSITY
FACULTY PROFILE

Sr. No.	Details
1	<p>Introduction - <i>Dr. Jayashree is Assistant Professor of Marketing Management at Commerce and Management - Vishwakarma University. Her area of interest are Product and Brand Management, Virtual Marketing, Social Media Marketing, Advertising, Integrated Marketing Communications, Consumer Behaviour and Business Communications. She is a PhD in Marketing Management from Savitribai Phule Pune University. Apart from the academics & training assignments, Dr. Jayashree spearheads the corporate interviews activity. She is a former Advertising professional and has over 18.5 years of corporate and academic experience</i></p>
2	<p>Name : <i>Prof. (Dr.) Jayashree Vispute</i></p> <p>Qualification : <i>B.Com, MBA (Marketing), PhD (Marketing Management)</i></p>
3	<p>Teaching Philosophy : <i>In her own words “Strongly advocating Einstein’s words – Nothing great was ever achieved without enthusiasm, I infuse enthusiasm and creativity in engagements with my students. I believe that in order for students to be successful, the students must take an active role in their own learning. I make it a point to lecture less and experiment with new, more active meaningful methods of instructions and knowledge sharing. With this view, case based teaching and collaborative learning are key ingredients of my pedagogy.”</i></p>
4	<p>Core Teaching Areas : <i>Dr. Jayashree teaches Basics of Marketing, Marketing Management, Consumer Behavior, Services Marketing, Sales and Negotiations. Her core teaching interests are Marketing, Research and Soft Skills.</i></p>
5	<p>Experience (as on 31st Dec. 2018) putting industry and teaching together : <i>18.5 Years</i></p>
6	<p>Areas of Interests (Research) : <i>Her research interests are Consumer Behavior and Media consumption & attitude towards various screen media.</i></p>
7	<p>Doctoral Research Scholars : <i>0 (Completed), 3 (Pursuing)</i></p>
8	<p>Funded Research Projects</p> <p><i>Dr. Jayashree has completed a funded research project for BCUD.</i></p> <p><i>Title: A study to investigate Segmentation of Young Adults into distinct behavioral groups based on media usage patterns. Funding received – Rs. 1,50,000. Project completed in June 2014</i></p>
9	<p>Training / Consultancy / Projects etc.</p>

	<p><i>Dr. Jayashree is a professional corporate trainer and facilitates the business sector by providing practical, interactive and fun filled activity based trainings to the corporate sector.</i></p> <p><i>She has conducted trainings for Ranka Jewelers, Elpee Chemicals, Rohan Builders, VAMICON, Minda Corporation, Bridgestone, Universal etc. Areas of training – Soft Skills, Customer Connect and Personality Development.</i></p>
10	<p>Awards & Achievements :</p> <p><i>Dr. Jayashree has been invited as an 'Expert' for the development of e-Content programmes for Business Management. This is a project of Ministry of Human Resource Development, Government of India taken up by the Consortium for Educational Communication (CEC) New Delhi under the National Mission on Education through Information and Communication Technology (NME-ICT) project of the Government of India. The module she has developed is titled – Business Communication – Meaning and Importance.</i></p> <p>Moocs:</p> <ol style="list-style-type: none"> <i>1. Dr. Jayashree Vispute has successfully completed the module: Introduction to Marketing from the University of Pennsylvania</i> <i>2. Successfully completed the MOOC module (from Coursera) : Introduction to Public Relations from the National University of Singapore.</i>
11	Professional Memberships –
12	Learning and Development Initiatives (FDPs, MDPs, MOOCs etc.) –
13	Global Exposure -