



Dr. Avinash Pawar

Ph.D, MBA, B.E

**Faculty of Management
(Academics & Research)**

About Me

Dr. Avinash Pawar is a faculty of General Management, Human Resource Management and Employer Branding. He is a multifaceted academician and researcher in management with around 12 years of academic experience across multiple disciplines of management such as HR, Marketing, Technology, Operations and Supply Chain Management. He is a lifelong learner, enthusiastic educator and a passionate teacher with an interdisciplinary approach towards management teaching, learning and research.

Interest Areas

Teaching

Strategic Management, Managing for Sustainability, Organizational Behavior, Human Resource Management, Operations and Supply Chain Management, Marketing Management, Operations Strategy, Production and Operations Management, Technology Management, Supply Chain Management, Inventory and Logistics Management, Employer Branding, Management Information Systems

Research

Employer Branding, Employee Value Proposition, Human Resource Management, Employee Engagement, Employee Wellbeing, Social Media Marketing, Supply Chain Management, Green Management, Rewards and Recognition, Talent Management, E-Business, Brand Management, Change Management, HR Analytics, HR Marketing, Leadership, Learning and Development, Competency Mapping, Supply Chain Management

Professional Education

- **PostDoc in Management** from Department of Management Sciences, University of Pune (2019)
- **PhD in Management (HRM)** from University of Pune (2017)
- **Master in Business Administration (MBA)** in Computers Management from University of Pune with First Class (2008)
- Additional **MBA** degrees in following specializations from University of Pune.
 - **MBA - Human Resource Management** (2010)
 - **MBA - Production and Materials Management** (2011)
 - **MBA - Marketing Management** (2012)
- **Bachelor of Engineering (B.E)** in Computer Science from University of Pune (2006)

Accreditation and Certifications

- ◆ Qualified in **National Eligibility Test (NET)** in Management from UGC (2012)
- ◆ Qualified in **State Eligibility Test (SET)** in Management from UGC (2018)
- ◆ **Accredited Management Teacher (AMT)** from All India Management Association (2016)
- ◆ **Post Graduate Diploma in Psychological Counselling** from Institute for Behavioral and Management Sciences (2018)
- ◆ Certification for "**Digital Marketing**" from Kazian School of Management (2017)
- ◆ Course on "**Competency Mapping**" from Sakal International Learning Centre (2017)
- ◆ Certification in "**Project Management**" from Technology Development Center (2014)
- ◆ Certified "**Reliability Management**" Professional from VSkills, India (2015)
- ◆ Certification for "**Business Intelligence and Knowledge Management Systems**" from Alison International Learning (2013)
- ◆ **Six Sigma Green Belt** from Asian Institute of Quality Management (2008)
- ◆ Certificate Course in "**C#.Net & ASP.Net**" From ATS InfoTech (2007)
- ◆ Training Course in "**Java Advanced Java & J2EE**" from Vision Software Solutions (2006)
- ◆ Course in "**Computer Hardware & Networking**" from Loke Hardware Institute (2004)

Honors and Awards

- ❖ **British Academy International Research Travel Grant** (2019)
- ❖ **Early Career Researcher International Travel Grant** from University of Leicester (2018)
- ❖ **Best Academician Award** by Combined Society for Educational Research and Development (2018)
- ❖ **Distinguished Faculty Award** in Management by Indo-Global Chamber of Commerce (2018)
- ❖ **Outstanding Management Teacher Award** by Global Management Teacher Consortium (2017)
- ❖ **Young Teacher International Research Travel Grant** from University of Pune (2018)
- ❖ **International Young Management Teacher Award** by AIMS International (2016)
- ❖ **Best Paper Award** by Semarang University at ICBEST, Indonesia (2016)
- ❖ **Best Paper Award** at National Conference, QUEST (2016)
- ❖ **PhD Student International Research Travel Grant** (2016)
- ❖ **Best Teacher Award** in Management by International Lions Club (2015)
- ❖ **Excellent Contribution in Education Award** by Kettaya Swami Partishtan (2014)

Academic Employment

Rajiv Gandhi Business School <i>University of Pune</i> Associate Professor (MBA)	March 2017 to Till date
Rajiv Gandhi Business School <i>University of Pune</i> Assistant Professor (MBA)	September 2015 to March 2017
Symbiosis International University <i>Symbiosis International University</i> Assistant Professor (Management)	May 2014 to August 2015
Pimpri Chinchwad College of Engineering <i>MBA Department, University of Pune</i> Assistant Professor (MBA)	June 2009 to May 2014
IBS Research Center <i>ICFAI University</i> Research Associate (Management)	December 2008 to March 2009

Professional Affiliations

- ▶ Editorial Board Member of *Journal of Promotion Management*, USA
- ▶ Editorial Board Member of *Journal of Advancements in Business and Economics*, Turkey
- ▶ Reviewer Board Member of *International Journal of Nowadays and Future Jobs*, Poland.
- ▶ Editorial Board Member of *Eastern European Business and Economics Journal*, Latvia
- ▶ Member of Board Committee of *Akademika Nusa International* , UAE
- ▶ Editorial Board Member of *International Journal Of All Research Writings*, India
- ▶ Member of *Management Teacher Consortium Global*, India
- ▶ Member of *Centre for Education Growth and Research*, India
- ▶ Member of *Institute of Scholars* (InSc), India
- ▶ **Fellow Member** of Maratha Chamber of Commerce Industries & Agriculture (*MCCIA*), Indian Society for Training & Development (*ISTD*), National Entrepreneurship Network (*NEN*) and National Institute of Personnel Management (*NIPM*) in India.

Invitations and Achievements

- ❖ Invited as a Keynote Speaker for *International Conference on Strategic Management Revolution*, 2020, Indonesia
- ❖ Invited as a Keynote Speaker for *International Conference on Innovation of Small and Medium Sized Enterprises*, 2019, Indonesia
- ❖ Invited as a Keynote Speaker for *International Conference on Administration and Management Science*, 2019, Indonesia
- ❖ Invited to Conduct Workshop on *Teaching, Research and Publications* for faculties at *Pasundan University*, 2018, Indonesia.
- ❖ Conducted academic sessions for management students at *Bandung Business School*, 2018, Indonesia
- ❖ Guest sessions for management students at *International Humanitarian University*, Ukraine
- ❖ Conducted Training on Productivity Management for *CIPLA Ltd* and Supply Chain Management for *Impact Logistics*, India
- ❖ Branding and Marketing Consultant for *Ajey Healthcare Pvt. Ltd*, India
- ❖ Designed, Developed and Conducted *Six Sigma* Training Course for MBA students
- ❖ Visiting faculty for *NMIMS Global Access School* for Management subjects
- ❖ Winner of "*Programming Challenge*" in Management Fest "Elan" at IMERT, Pune.
- ❖ Taught various subjects across multiple disciplines of management i.e. Marketing, HR, IT, Operations and Supply Chain Management with Excellent Teaching Feedback.
- ❖ Topper in Subject of "*IT Project Planning & Management*" (Marks: 83/100).
- ❖ Won many Prizes at *National and State Level Chess Championships* in India.

Research Profile

- [A]. International Conference Papers: **8**
- [B]. Scopus Indexed Publications: **10**
- [C]. International Journal Research Papers: **24**
- [D]. Books Publication: **4**

Publications

[A] International Conference Papers:

1. **Pawar, A.**, and Sangvikar, B. (2019). Understanding the SME: Role and Distribution in India. International Conference on Innovation of Small Medium-sized Enterprise. **Pasundan University, Indonesia**
2. **Pawar, A.**, and Sangvikar, B. (2019) Strategy and Success of DMart: The Case of Retail Chain in India. International Conference for Case Studies on Development Administration, **NIDA Business School, Thailand**
3. Shinde, S. and **Pawar, A.** (2019). Brand Equity from Brand Awareness: Study on Oral Care Products in India. International Conference on Education, Management, Humanity, Social, Politics, Economics, Science and Technology, Law and Health, **Indonesia**
4. **Pawar, A.**, Zaware, N. (2019). Demographics in Management Education: Outlook on Innovative Teaching of the Management Institutions in India. International Conference on Education, Management, Humanity, Social, Politics, Economics, Science and Technology, Law and Health, **Indonesia**
5. **Pawar, A.** (2018). Study on Employer Branding in IT Companies: The Indian Scenario. International Conference on Prospects for Effective Managerial Decisions in Business and Projects, **International Humanitarian University, Ukraine**
6. **Pawar, A.** (2018). Analyzing Organizational Elements of Employee Value Proposition: The Employees Perspective. Asia Conference on Business and Economic Studies, **University of Economics Ho Chi Minh City, Vietnam**
7. **Pawar, A.** (2016). Organizational Significance and Impact of Employee Value Proposition. International Conference on Business, Economics and Socio-Culture, **Semarang University, Indonesia**
8. **Pawar, A.** and Parchure, N. (2015). Developing Organizations through Experiential Branding for Sustainability. International Conference on Multidisciplinary in Management at International College of **National Institute of Development and Administration, Thailand.**

[B] Scopus Indexed Publications:

1. Sangvikar, B., Kolte, A., **Pawar, A.**, and Khadke, K. (2019). Realignment of Supply Chain for Profitability: Overcoming the Financial Challenges of Eretailing in India. *International Journal of Enterprise Network Management (IJENM)*. (ABDC, Inderscience Publication)
2. Kolte, A., Sangvikar, B., **Pawar, A.**, Lirong, Q. (2019). Socio-Economic Relations between India and China: Understanding and Examining the Significance of Trade. *International Journal of Business and Globalisation (IJBG)*. (ABDC, Inderscience Publication)
3. Kolte, A., Sangvikar, B., **Pawar, A.**, and Singh, J. (2019) Investigation of Applied Criteria for Selecting Online Retailers: The Implications from Indian Market. *International Journal of Enterprise Network Management (IJENM)*. (ABDC, Inderscience Publication)
4. Sangvikar, B., **Pawar, A.**, Kolte, A., Mainkar, A., and Sawant, P. (2019). How Does Green Marketing Influence Consumers? The Market Trend Examination towards Environmentally Sustainable Products in Emerging Indian Cities. *International Journal of Recent Technology and Engineering*, 8(3S): 561-571.
5. Sangvikar, B., **Pawar, A.** and Kolte, A. (2019). The Gains of Group Entrepreneurship Development: Analyzing the Employment Dimensions of Self Help Groups in India. *International Journal on Emerging Technologies*, 10(3): 345–351.
6. Sangvikar, B., **Pawar, A.**, and Paturkar, R. (2019). Survival from the Balance of Payment Crisis: Implications from the Challenges Faced by India. *International Journal of Recent Technology and Engineering*, 8(2S11): 3769-3775.
7. Sangvikar, B., **Pawar, A.**, Bora, R., and Thite, A. (2020). Comprehending the Pre and Post Economic Turbulence Calamity of India: The Realization Message from the Nineties. *Journal of Critical Reviews*.
8. Sangvikar, B., Kolte, A. and **Pawar, A.** (2019). Competitive Strategies for Unorganised Retail Business: Understanding Structure, Operations, and Profitability of Small Mom and Pop Stores in India. *International Journal on Emerging Technologies*, 10(3): 253-259.
9. Roy, J., Kolte, A., Sangvikar, B., **Pawar, A.** (2019). Accessing the Equity Return Volatility Effect of East and South Asian Nations: The Econometrics Modelling Method. *International Journal of Recent Technology and Engineering*, 8(3S): 594-603.
10. Varma, M., Kumar, V., Sangvikar, B., **Pawar, A.** (2020). Impact of Social Media, Security Risks and Reputation of E-retailer on Consumer Buying Intentions through Trust in Online Buying: A Structural Equation Modeling Approach. *Journal of Critical Reviews*.

[C] International Journal Research Papers:

1. Bobade, P., Bhayani, M., **Pawar, A.**, and Malkar, V. (2019). Role of Creative Industries in Pune City. *Research Directions Journal*, 7(1): 163-169.
2. Shinde, S., **Pawar, A.** and Zaware, N. (2018). Organisational Climate: Realisation for Development and Success in Business. *Ajanta Publications Journal*, 7(1): 98-108.

3. Zaware, N., and **Pawar, A.** (2017). Strategic Orientation of Social Media Marketing for Business Organisations. *Ajanta Publications Journal*, 6(2): 57-65.
4. **Pawar, A.** and Charak, K (2017). Study on Adaptability of Change Management: Review of Kurt Lewins and Kotter Model of Change. *Research Revolution International Journal of Social Science and Management*, 5(4): 79-83. [ISSN: 2319-300X]
5. **Pawar, A.** and Charak, K (2017). Study on Evolving Extents of Employer Branding Using Employment Value Proposition in India. *International Journal of Research in Business Studies and Management*, 4(11):1-8 [ISSN: 2394-5931]
6. **Pawar, A.** (2017). Study on Analysis of Supportable Employee Engagement Model in McDonald. *International Journal of Information, Business and Management*, 10(1): 172-181 [ISSN 2076-9202]
7. **Pawar, A.** and Charak, K. (2016). Prominence of Employee Value Proposition on Employer Branding in Business Development. *International Research Journal of Business and Management*, 9(2): 14-19. [ISSN: 2322-083X]
8. **Pawar, A.** and Charak, K. (2016). Sustaining Employee Value Propositions: Linkages of Employer Branding and Employee Attraction. *International Multidisciplinary Journal of Review of Research*, 5(4): 1-14. [ISSN: 2249-894X]
9. **Pawar, A.** (2016). The Power of Personal Branding. *International Journal of Engineering and Management Research*, 6(2): 840-847 [ISSN: 2250-0758]
10. Pawar, A. and Charak, K. (2016). Study on Intangible Framework of Talent Management for Retention using Employee Value Proposition in Indian IT Industry. *World Academy of Informatics and Management Sciences Journal*, 5(1): 5101-5106. [ISSN: 2278-131]
11. **Pawar, A.** and Charak, K. (2016). Sustainable Employment Branding through Aligned Employee Value Proposition. *South Asian International Multidisciplinary Research Journal*, 6(2):145-153. [ISSN: 2249-7137]
12. **Pawar, A.** (2016). Employee Value Proposition: A Collaborative Methodology for Strengthening Employer Brand Strategy. *Journal of Resources Development and Management*, Vol.16: 56-62. [ISSN: 2422-8397]
13. **Pawar, A.** (2016). Study on Employee Value Proposition for Emerging Employer Brand: Case of Asiatic Manufacturing. *International Journal of Research and Development - A Management Review*, 5(1): 27-32. [2319-5479]
14. **Pawar, A.** (2016). Exploratory Study on Women Entrepreneurs in Maharashtra with Reference to Issues in Financial Matters. *International Journal of Advances in Management*, 9(4): 9-19. [ISSN: 2278-455]
15. **Pawar, A.** (2016). Review on Implications of Green Human Resource Management in Business. *International Journal in Management and Social Science*, 4(4): 284-291 [ISSN: 2321-1784]
16. **Pawar, A.** (2016). Transformational Leadership: Inspirational, Intellectual and Motivational Stimulation in Business. *International Journal of Enhanced Research in Management & Computer Applications*, 5(5): 14-21 [ISSN: 2319-7471]

17. **Pawar, A.** (2016). Assessing Employee Value Proposition of IT Companies for Employer Branding In India. *GE-International Journal of Management Research*, 4(5): 46-61 [ISSN: 2321-1709]
18. **Pawar, A.** (2016). Leveraging the Employer Brand Strategy with Employee Value Proposition. *Journal of Contemporary Issues in Business Research*, 5(2): 35-44, [ISSN: 2305-8277]
19. **Pawar, A.** and Charak, K. (2015). Essentials of Employee Value Proposition for Operating Talent Management as a Business Strategy. *International Journal of Research in Economics and Social Sciences*, 12(5): 168-181. [ISSN: 2249-7382]
20. **Pawar, A.** and Charak, K. (2016). Employee Value Proposition Revisited. *International Journal of Social Science & Management* 04(6): 140-143 [ISSN: 2319-300X]
21. **Pawar, A.** and Charak, K. (2015). Study on Strategic Dimensions of Employer Branding for Influencing Organizational Attractiveness. *Saibalaji International Journal of Management Sciences*, 1(2): 57-70. [ISSN: 2349-6568]
22. **Pawar, A.** and Charak, K. (2015). Efficacy of Employee Value Proposition on Enactment of Organizations. *International Journal of Advance Research and Innovative Ideas in Education*, 5(1): 890-896. [ISSN: 2395-4396]
23. **Pawar, A.** and Charak, K. (2015). Employee Value Proposition Leading to Employer Brand: The Indian Organizations Outlook. *International Journal of Management Research & Review*, 12(5): 1195-1203. [ISSN: 2249-7196]
24. **Pawar, A.** and Charak, K. (2014). A Study and Review of Employee Value Proposition: Tool of Human Resource Management. *International Journal of Review of Research*, 6(3): 1-9. [ISSN: 2249-894X]

[D] Books Publication:

1. **Pawar, A.** Sangvikar, B., Zaware, N. (2019). *Employee Value Proposition: Analysis, Assessment and Evaluations*, **Lambert Publishing, Germany**
2. **Pawar, A.** Zaware, N. Charak, K. (2018). *Technology Management in Business*, **Central West Publications, Australia**
3. Zaware, N., **Pawar, A.** (2019). *Basics of Sales Management and Personal Selling*, **Kaav Publications, India**
4. Kulkarni, P and **Pawar, A.** (2017). *Managing for Sustainability*, **Thakur Publications, India.**

Academic Responsibilities

- Worked as a Chairman for paper setting for various subjects and courses of Management.
- Expert for External Viva-Voce of Summer Projects and Dissertations of MBA students.
- Senior Supervisor for various University Examinations.
- Subject Expert for Central Assessment Program for Evaluations.
- Referee/Judge for various academic activities in MBA Institutes.

Seminars and Workshops

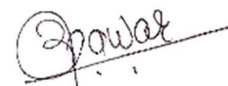
- ❖ Completed Publishing Workshop at University of Economics, Vietnam.
- ❖ Attended National Level Workshop on Model Building at Pondicherry University, Pondicherry.
- ❖ Attended workshop on Research Paper Writing for High Impact Journals at Sterling Institute of Management, Mumbai.
- ❖ Attended Workshop on Literature Review Writing at Sinhgad Institute of Management, Pune.
- ❖ Completed Coursework on “Research Methodology” from Department of Management Sciences (PUMBA), University of Pune, India.
- ❖ Seminar on “Effective Use of Google Tools for Teaching and Research” at D. Y. Patil Institute.
- ❖ Workshop on “Pilot Study” at Sinhgad Institute of Management, Pune.
- ❖ Faculty Development Program on “Research Methodology and Data Analysis” at JIMS, Pune.
- ❖ Seminar on “Literature Review: Expanding Horizon” from SIOM Research Center, India.
- ❖ Completed Faculty Development Program on “Case Study Methodology, Quantitative and Qualitative Data Analysis” at AISSMS, Institute of Management, Pune.
- ❖ Workshop on “Research Supervision and Methodology” at PCCOE, MBA Department.
- ❖ Seminar on “Latex Programming & Development” Pimpri Chinchwad College of Engineering.
- ❖ Development program on “Academic Industry Interface” at Tata Consultancy Services, Pune.
- ❖ Workshop on “Efficiency Improvement & Personality Development” at PCCOE MBA.

Personal Information

- Name: Dr. Avinash Vilas Pawar | Date of Birth: 5th August 1983
- Nationality: Indian | Marital Status: Married
- Passport No: N9510327 | Aadhar No: 763449505501 | PAN No: ARTPP5743R
- Address: Aashirwad, Survey No - 80, Plot No - 7, Near Aaher Garden, Behind Swami Samarth Garage, Walhekarwadi, Chinchwad, Pune, Maharashtra, India, Pin – 411033.
- Mobile: +91-986-015-2927 | Email: dr.avinashpawar@outlook.com
- LinkedIn: <https://www.linkedin.com/in/dr-avinash-pawar-40bb268/>
- Facebook: <https://www.facebook.com/AvinashPawarMBA/>

References

Excellent References and Recommendations are available.



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