

# **CURRICULUM VITAE**

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**Dr. Anil Goray**

**Senior Faculty (Management/Marketing)**

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**International Institute of Professional Studies**

**Devi Ahilya University**

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## **HEADLINE**

A Senior Faculty and management academician with 19 years of management school teaching experience in U.T.D. department at Devi Ahilya University . Indore and backed by 23 years Industry experience in pharmaceutical industry. My objective is to excel and further expertise in the field of management by applying my skill set, practice oriented learning and business posure and look beyond conventional thoughts and practices and contribute towards the development and growth of young professional student in management and Marketing Domain.

## **ACADEMIC EXPERIENCE**

- 19 years of rich experience (1999 to till Today) as Senior Faculty in Management and Marketing domain for post graduates and under graduate students. (Management / Advertising & PR / Tourism).
- Highly Experienced in Virtual Classroom sessions for remote students. Imparting Management Knowledge to the students of Distance learning Students.
- Contribution in Research projects
  - Major Research Projects for 450+ Postgraduate students under guidance and supervision.
  - Minor Research Projects for 400 undergraduate students
- Industry Visits to Management students-More than 67 Industries inc. major Large, medium, Small industries.

## ADDITIONAL ACADEMIC ACHIVEMENTS

- University grants Commission Academic Staff college-D.A.V.V. Indore As Key Speaker in Orientation and Refreshers Program in Management/ Marketing at Academic Staff College University Grant Commission (U.G.C.) New Delhi.
- University grants Commission Academic Staff college-D.A.V.V. Indore . One- Orientation Program (2009) - Attended – 1st Div.
- University grants Commission Academic Staff college-D.A.V.V. Indore Two- Refreshers Program in Management (2011-2014) -Attended – 1st Div.
- Ph.D. thesis evaluators of different Universities of India.

Dr. Anil Goray

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### ACADEMIC SNAPSHOT

Year	Degree	University
2015 -17	Master Of Law LL.M, (Business-Law)	D.A.V.V. Indore
2014-15	Doctor Of Philosophy Ph.D. (Mktg) – Corporate Branding	D.A.V.V. Indore
2006-2007	Bachelor Of Law LL.B, (Hons)	D.A.V.V. Indore
2009	Faculty Development Program (F.D.P.). Indian Institute of Management, Indore	I.I.M. Indore
2009-10	Master Of Management Science M. Phil (Management- Science)	D.A.V.V. Indore
1994-95	Master Of Business Administration M.B.A. (Management)	D.A.V.V. Indore
1992-93	Post Graduate Diploma in Business Administration P.G.D.B.A.	D.A.V.V. Indore
1973-74	Bachelor Of Science B.Sc.	Indore University

## **RESEARCH PAPER & PUBLICATIONS- Glimpses of few Research-Papers)**

More than 30 Research Papers at National Journals & Conference at International level.

**Ph.D. Thesis Title-**“Corporate Branding as Business Strategy.....”.

**LL.M Dissertation Topic-** “ A Start-up laws in India and their Awareness: An Empirical Analysis Among Young Professional at Indore”.

**M. Phil Thesis Title-** “A Growth of Retail Sector.... .”

### **Few Research- Papers-**

1. **KAAV PUBLICATION- -International Conference- Dec-2017- I-**“Role of Madhya- Pradesh Government in Entrepreneurship Development” ISSN; 2348-4969. Impact Factor-7.8902. UGC Approved Journal no- 47663.
2. **KAAV PUBLICATION- -International Conference-Dec-2017- II -** “ A New Start up development ..... ”. ISSN; 2348-4969. Impact Factor- 7.8902. UGC Approved Journal no- 4766
3. **Third International Conference on** “Paradigm Management Shift in Innovative Business Management”- VIP SAR, Indore
4. **International Conference on “Paradigm Shift in Innovative Business Management”** “Corporate Branding a Business Strategy in Indian Domestic Aviation Organization.” “*Dr. Anil Goray / Dr. Uttam Jagtap*”
5. **Fourth International Conference-** Dynamism and contemporary Practices of Business Management. Topic- “Impact of F.D.I. in Retail Multi-brand stores of India.” VIP SAR, Indore.

## **INDUSTRY EXPERIENCE**

- 23 years (1976-1999) of rich experience in Pharmaceuticals Field as Regional Manager at MS Unichem Laboratories. Ltd. in Indore (M.P.) responsible for supervising and controlling 12 Medical Representatives and 4 District Manager accountable for Sales / Marketing of Pharma products.
- Six times top sales performance of Central region.

## **KEY SKILLS SETS**

- Self motivated and smart working individual.
- Effectively able to plan classroom lectures and prepare learning assignment and assessment in advance.
- Ability to conduct interactive learning sessions.
- Ability to discuss live case situation in class room.
- Good communication and interpersonal skills.

- Ability to understand students need and deliver contents accordingly.
- Passionate about teaching.
- Proficient in using computer and internet for education.

### **ADDITIONAL ACADEMIC ACTIVITIES**

- Syllabus & course- curriculum development for Post Graduate students.
- University exams flying squad member.
- Semester exams paper setter and evaluator.
- External examiner of various Universities.
- Exams paper setter of other Universities of Madhya-Pradesh. INDIA
- Other administrative responsibilities of University
- Madhya-Pradesh Public Service Commission. Bhopal (M.P.P.S.C) on line examination as observer.
- Professional Examination Board (P.E.B) Bhopal on line examination as observer.
- Industry-Institute Interface As University Faculty In charge.

### **COMPUTER SKILLS**

- Proficient with operating system: Windows XP VISTA & WINDOWS 7 , WINDOWS 8 and WINDOWS 10
- Soft ware tools: MS-Office (MS-Word, MS-Power point MS-Excel)

### **TEACHING SUBJECTS PREFERENCE**

- Corporate Branding. – My Ph.D Topic is related to corporate branding & M.M.
- Marketing Modelling- My Ph.D Topic is related to corporate branding & M.M
- International Marketing.
- Products & Brand Management
- Advertising Managing
- Corporate Branding Strategies
- Marketing Managements
- Service Marketing
- Logistic & supply chain management
- Consumer-behaviour
- Rural & Retail marketing
- Organizational-Behaviour.
- Sales & Distribution Management.
- Internatioal Business Environment.

▪ Other Management Subjects

**PASSPORT** – Republic of India Passport Holder.

**PERSONAL DETAILS**

- Name** - Dr. Anil S. Goray
- Address** - “Shree-Padma”, 17/A, Nandlalpura, Indore (M.P.) - 452007
- Languages** - English, Hindi, Marathi, French(Read / Write / Speak )
- References** - 1 Prof. Dr. A.K. Sapre  
Director, I.I.P.S. DAVV Indore, M.P., INDIA  
Mob-94250-78013
- 2 Dr. B.K. Tripathi  
Former Director, I.I.P.S. DAVV, Indore, M.P., INDIA  
Mob. 98270-48326
- 3 Dr. P.N. Mishra  
Head. School of Economics. DAVV, Indore, M.P., INDIA
- 4 Dr. Ramesh Mangal  
Former Director & Principal Vaishnav Girls College  
Indore, M.P., INDIA  
Mob. 94254-78681
- 5 Dr. M.D. Somani  
Professor Mata Gujri Girls Government College Moti  
Tabela Indore, M.P., INDIA  
Mob. 93405-48346
6. Dr. N.K.Dhakad.  
Vice-Chancellor, DAVV, Indore, M.P., INDIA  
Mob-98260-44555
- 7 Hon. Shrimati Summitra Mahajan  
Indian Parliament-Speaker, New Delhi, INDIA

**DECLARATION**

I hereby declare that the information giving above is true to the best of my knowledge and belief.

**Place:** .....

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**Date:** .....

**Signature**

