

Dr. Rajendra Dhanaji Biradar

General Information

Name : Dr. Rajendra Dhanaji Biradar

Designation : Director

Area of Specialization : Marketing Management

Area of Interest : Services Marketing, Project Management, Research Methodology, Business Environment

Office Address : School of Commerce & Management

SRTM University, Vishnupuri

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Education

Degree	University	Subject	Year
B.Com.	M.University A'Bad	Commerce	1978
M.Com	M.University A'Bad	Marketing	1980
Ph.D.	M.University A'Bad	A Study of Dairy	1986

PG Teaching Experience : 25 Years

Research Experience : 23 Years

Research Statement

Research carried out is of course applied in nature and problem solving. The area of research covers the trade, industry, commerce, agriculture, Dairy, co-operation with functional areas of commerce and management. The techniques learnt in the field are extensively deployed for taking decisions and solving problems in the emerging areas of business and industry. Thus, the recognition as a faculty got through extensive research.

Research Project Carried out in past, with post held

RESEARCH PROJECTS COMPLETED (AS A PRINCIPAL INVESTIGATOR)

Sr. No.	Title of the project	Funding Agency	Duration	Status
1.	Sidewalk Milk Vending Business in Kolhapur City	SIBER Kolhapur	01 year	Completed (Oct. 1990)
2.	Govt. Milk Schemes in Maharashtra. An Evaluations	UGC New Delhi	01 year	Completed (Sept. 1991)
3.	An Evaluation of Regulated Markets in Kolhapur Dist. Maharashtra.	ICSSR New Delhi	02 year	Completed (July 1992)
4.	A Socio-economic Impact of Bauxite mining of Indal Chandgad Area	Indal Company Banglore	01 year	Completed (June 1994)

5.	How do Stake holders view success : A case study of S.S. Sangh Kolhapur	IRMA ANAND Gujarat	01 year	Completed (Hune. 1996)
6.	Readiness for Reengineering : A Case study Three Co- Oprative Org. in Kolhapur	IRMA ANAND Gujarat	01 year	Completed (June. 1996)
7.	A Comparative Economic analysis of different milk Animals in Kolhapur Dist.	Shivaji University Kolhapur	01 year	Completed (May. 1995)
8.	A Study of Woman Entrepreneurship in Kolhapur City	UGC New Delhi		Incomplete

Research Guide

No. of Ph.D. Students Produced : 8 (Shivaji University 5, SRTM University 3)

No. of Ph.D Students Submitted Thesis : 2 SRTM University, Nanded

No. of Ph.D. Students Registered : 8 SRTM University, Nanded

Courses Taught

M.Com., M.Com. (E-Com.) MBA M.Phil.

Subject Taught

Services Marketing, Project Management, Research Methodology, Business Environment, Entrepreneurship Development

Publications

Sr. No.	Regional	National	International	Total
Last 5 Years	2	10	3	15
Last 20 Years	2	10	3	15

Latest Publications

2006-2007

"Human Resource Management in Modern organizations: A Holistic Approach". Indian Economic Panorama. A Quarterly Journal of Agri., Industry Trade, Commerce, New Delhi – April 2006 Page No. 49-51.

"Areas of Research in Commerce & Management Science" Published In the form of Hand Book on "Research Methodology" on 1st & 2nd March 2006. Page. No. 17-22.

Published a paper on A Holistic approach of life through Yoga, Value education and spirituality in International conferences Volume. At Lonawla on Dec. 2006.

Published teaching materials entitled "Recent Trends in Commerce & Management sciences". for MBA & M.Com. (E-Com.) Students containing 21 papers on various topics of commerce & management sciences

2005-2006

World Trade organization Regime in Education and its implications in India. Published in International Seminar Vol.1 Feb. 2006, New Delhi.

Human Resource Development in Modern organizations : A Holistic Approach" Indian Economic Panorama Vol.16 No. 1 April 2006 New Delhi Pp 49-50

2004-2005

Rediscovering Co-operation : Some Issues, Published by serials Publications in the Book entitled Reasserting the Co-operative Movement New Delhi, 2004.

2003-2004

Indian Economy and Services Sector in 21st century : A Managerial Approach, Indian Economic Panorama, July 2004 Vol. 14 No. 2 New Delhi.

Education for self-empowerment, The world Renewal, Vol. 35 No.01 July 2004 Mount Abu, Rajeshthan (India)

2002-2003

Webucations in Universities also published in the integrated journal of Management : Management perception Jan-June 2002. Vol.4 No.1 Bhubeneswar India Pp 79-83.

Customer service in Indian Banking : A challenge, Indian economic Panorama, Special banking issue 2003, Jan-2003, Pp 22-25, New Delhi.

Extracurricular Activities

Seminars/Conferences/Workshops Attended and Presented Papers

Last Five Years : 15

Last Twenty Years : 16

Latest Seminar Conferences Attended

2006-2007

Participated & contributed papers in the following seminar & Conferences.

Participated in Maharashtra Shikshan Parishad organized by Pimpri. M. Corporation at Matra Mandir Vishvast Sansatha At Nigdi, Pune on 21st Nov. 2006.

Attended & contributed a paper in the 5th International Conference on Advances in yoga, Research in Education and Therepy at Lonavala, Pune on 28th to 31st Dec. 2006. (This paper selected as best paper in the conference)

Acted as a chairperson in the National seminar on Women Entrepreneurship Development organized by C. D. Jain College Shrirampur Nagar on 29th to 30th January 2007

Attended & contributed a paper in a National Seminar on Quality Education at S.N. College of commerce Bhayandar Dist. Pune on 13-01-2007

Attended and participated in the faculty development programme orginazed jointly by AIMS, Welingkar & HRD net work on 12th-15th July 2006 at welingkar Institute of Mumbai

Contributed paper in the seminar on New Trends in commerce & Management educations organized by shri Kumar Swami Mahavidhyalaya Ausa, on 17th & 18th March 2007

2005-2006

Presented a paper on "WTO Regime in Education and its implications in India" in the International Seminar on WTO organized at India International centre on 17th,19th Feb. 2006 at New Delhi.

Organized A Two-Day Workshop on "Research Methodology" for college Teachers on 1st & 2nd March 2006.

2004-2005

Attended & presented paper on Rediscovering Co-operation : Some Issues in the National Seminar org.by the Dept. of Eco. & Indian society for studies in Co-operation Pune. on 25th & 26th March 2004.

Attended & Presented & acted as a Resource Person in the seminar on 100 years of Co-operative movement: Success & Failure org. by Mittal College, Malad on 8th February 2005

2003-2004

Women entrepreneurship development : Some challenges, contributed in the national seminar organized by SNTD Womens University, Mumbai on 30th & 31st Jan 2003.

Contributed a paper on service Industry in the National seminar on globalization at Aurangabad on 17-18 Jan, 2003.

Contributed a paper on environment in the National Seminar org. by Dept. of Economics, Shivaji University, Kolhapur on the topic poverty, population & Environment on March 3-4 2003.

2002-2003

Contributed and presented a paper on managing milch animal productivity in the interdisciplinary seminar organized by Udaygiri Mahavidyalaya, Udgir on 17th August, 2002.

Contributed a paper environment in the National Seminar organized by the department of Economics, Shivaji University, Kolhapur on the topic Poverty, Population & environment on 3-4, March, 2003.

Contributed, attended and presented a paper on managing milch Animal productivity "in the seminar org. by Udaygiri Mahavidhyalya, Udgir on 17th August 2002.

Journal wise list of publications

Sr. No.	Name of the Journal	Periodicity	Place of Publication	No. of Papers & Articles Published
1	Indian Journal of Commerce	Quarterly	Waltair	2
2	Indian Diary Guide	Monthly	New Delhi	10
3	Changing Village	Monthly	New Delhi	3
4	Indian Journal of Marketing	Monthly	New Delhi	2
5	Journal of Agricultural Banker	Monthly	New Delhi	2
6	Kurukshetra	Monthly	New Delhi	2
7	Marketology	Quarterly	New Delhi	1
8	Journal of Agri. Marketing	Quarterly	Banglore	1
9	The Maharashtra Co-op. Quarterly	Quarterly	Pune	5
10	The Indian co-operative Review	Quarterly	New Delhi	1
11	Journal of Accounting & Finance	Quarterly	Jaipur	2
12	Business History Studies Bio-Annual	Annual	Culcutta	1
13	The Marketing Man	Quarterly	Cuttack	2
14	The Hawk	Quarterly	Haridwar	1
15	Quarterly Journal of Mgt & Devlop.	Quarterly	Kolhapur	1
16	The Facts for you	Monthly	New Delhi	1
17	Manpower Journal	Quarterly	New Delhi	1
18	Agricultural Marketing	Monthly	New Delhi	2
19	Co-op. Marketing Federation	Annual	Ahmedabad	1
20	Creative Thinking & Learning	Annual	Barsi	1
21	Krishi Panan Mitra	Monthly	Pune	5

22	Garjana	Monthly	Kolhapur	5
23	Agri Produce M. Committee (G.J.)	Annual	Karad	1
24	Dainik Satyawadi	Annual	Kolhapuer	2
25	Public Opinion (with other two sister publication)	Monthly	New Delhi	1
26	Rediscovering co-operations	Research	Irma, Anand	2
27	Indian Management	Monthly	New Delhi	1
28	JIMS 8Ms	Quarterly	New Delhi	1
29	Management Perception	Quarterly	Cuttack	2
30	Journal of Information Library & Society	Quarterly	Ctuttak	1
31	Indian Panorama	Quarterly	New Delhi	3
32	Recent Trends in Commerce & Management	Annual	Nanded	1
33	Nisargopachar (NIN) Monthly	Monthly	Pune	1
34	International Conference Issue	Annual	Lonawala	1
TOTAL				69

Resources Person in refresher and orientation Courses

(75 Lecturers delivered)

Pune University, Pune

S.R.T.M.University, Nanded

North Maharashtra University, Jalgaon

Amrawati University, Amrawati

Shivaji University, Kolhapur

Karnatak University Dharwad

Dr. B.A.M.University, Aurangabad

Co-Curricular Activities

- Working as aCo-ordinator for M.Ed. Course Since 2005-2006
- Worked as a Placement Co-ordinator for 6 years from 2000-2005
- Working as a Head, Dept. of Commerce since last two years
- Working as a M.Phil. Co-ordination Committee
- Worked as a Co-ordiantor for DBM course for 10 years
- Worked as a Chairman for the SIBER Employee's Co-operative Credit Society

Consultancy:

Worked as a consultant for many cooperatives and private companies including S.S. Sangh, Kolhapur and Indal Baxuit Mining, Chandgad area, Kolhapur

Editorship

Worked as editor for the

- Indian Dairy Guide New Delhi.
- Indian Journal of Agricultural Marketing Guntur A.P.
- Management Research Journal Kolhapur
- SIBER Bulletin Kolhapur

Fellowship and Membership:

- Awarded Dakshina Merit Fellowship for M.Com. Studies
- Fellowship as JRF for Ph.D. in Commerce
- Member of Senate S.R.T.M.University, Nanded
- Member Board of Examination
- Member Faculty Commerce
- Member Board of Studies of SRTM University, Nanded, Pune University, Pune, Dr. BAMUniversity, Aurangabad, Solapur University Solapur, SNDT Women's University, Mumbai
- Member of Research and Recognition Committee of SRTMU Nanded, Pune University, Pune and Dr.BAMU, Aurangabad
- Member of Candian Studies.