

## Dr. Mrs. Madhuri Sunil Deshpande

### General Information

**Name** : Dr. Mrs. Madhuri Sunil Deshpande

**Designation** : Lecturer

**Area of Specialization** : Marketing management, Personnel management & industrial relations, Entrepreneurship development

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### Education

Examination Passed	University / Board	Percentage	Class	Year
M.B.A.(Marketing).	Marathwada University, Aurangabad	62.91	I	April 1986
M.Com.(P.M. & I.R.)	Karnataka State Open University, Mysore	59.30	II	June 2003
SET in Commerce				Nov. 1995
Ph.D. in Management Science	S.R.T.M.University, Nanded.(Study of Women Entrepreneurship in Marathwada)			May 2000
Diploma in Information Technology (DIT)	C-DAC, Pune	82.00	A+	April 2001
MS-CIT	MKCL, Maharashtra State	89.00		July 2004
Certificate Course in Computer	E.D.C.,S.G.G.S. College of E & T , Nanded		B+	March 1994

### Research Statement

The topic of Ph.D research was "Study of Women Entrepreneurship in Narathwada." The study attempted to identify the trends of women entrepreneurship in Marathwada in terms of community, occupation, economic origins and motivations. It was intended to probe in to the genesis of women entrepreneurship and discover inter relationship between socio-economic origins and entrepreneurship.

It was found that the problems faced by women entrepreneurs were multi-dimensional and multi faceted, since women entrepreneurs had to play multiple roles and had to face public prejudice and criticism. Women entrepreneurs faced problems as male entrepreneurs and in addition to that, they had to encounter additional problems because of womanhood.

In spite of many handicaps in which gender inequality and the consequential discrimination was the predominant one the women entrepreneurs had achieved recognition through their entrepreneurial success. Enterprising and dynamic women have been making a progress irrespective of the opposition from home and the society. The need for providing appropriate awareness and environment to promote entrepreneurship is therefore of vital importance.

For stimulating entrepreneurship among women significant efforts have been made by Government in terms of offering incentive/benefits. Even the industrial policies, five- year plans emphasize the promotion of women entrepreneurship. A variety of programmes has been undertaken by a multitude of organizations with the intention of stimulating women entrepreneurship. However, to ensure that these benefits will reach the common woman, what is required is an attitudinal change concerning the role of woman as an entrepreneur. It will certainly lead to the development of conducive environment in which women entrepreneurship will flourish like anything.

### Details of Ph.D. Work

Sr. No.	Students Name	Registration Date	Title of Thesis	Date of Award
1.	Mr.Vinaykumar D.Deshpande	Mar. 2006	Entrepreneurial skills vis-à-vis performance of selected small scale industrial units of Marathwada	
2.	Mr. Yogesh Deshmukh	Feb. 2007	Training of medical representatives in pharmaceutical industry; A Case study of	

### Research projects presently on going

Proposal for research project submitted for approval to S.R.T.M.University for funding of Rs.1, 00,000 with a duration of two years.

Title of the project: "Barriers to Entrepreneurship among Commerce and Management Students: A Case Study of Swami Ramanand Teerth Marathwada university, Nanded"

### Publications

#### Publication in a Book

Sr. No.	Title of Paper	Name of the Book	Page No.	Year
1.	Disaster Management and Information Technology	Globalisation and Indian Economy (Issues, Strategies, and Perspective), Apratim Publication, Aurangabad	317-320	2002

#### Publications in Magazines, Journals etc.

Sr. No	Title of Paper	Name of Journal	Page No.	Volume	Year
1	A St A Study of Socio-Economic Background Backof Women Entrepreneurs of Nanded City (Joint)	New Vision, Research Journal of SRTM Univ., Nanded	127-138	Vol. I	Sept. 1998
2	Value Oriented Management Education (Joint)	New Vision, Research Journal of SRTM Univ., Nanded	63-67	Vol. II No. 2	Sept. 1999.
3	Problems of Women Entrepreneurs - A Study in Marathwada Region. (Joint)	New Vision, Research Journal of SRTM Univ., Nanded	81 -100	Vol. 2 No. 2	Sept. 1999.
4	Study of Women Entrepreneurship in Marathwada (Joint)	Indian Journal of Marketing, New Delhi	14-18	Vol. XXXII No.5,6	May/June 2002
5	Entrepreneurship Development among Management Students (Joint)	SEDME, NISIET, Hyderabad	97-107	Vol.29 No.4	Dec. 2002

6	Women Entrepreneurship Development – Training Strategies	PULSE, CMIA (Chamber of Marathwada Industries and Agriculture), Aurangabad	8-11		Feb 2005
7	The Retail Revolution An Indian Look (Joint)	Business Analyst	100-104	Vol. 1 No.1	June 2007

**Publications (of abstracts) in Souvenirs of Conferences, Seminars etc.**

Sr.No.	Title of Paper	Name of Conference	Page No.	Year
1	IT revolution and Human Resource Management	National Seminar on 'IT Revolution and HRM', Vidya Bharati Mahavidyalaya, Amravati	63	March 2002
2	Rural Marketing in India – A Perspective	XVII Maharashtra State Commerce Conference, Matsyodari College, Jalna	45	Feb 2005
3	Kaizen in Higher Education: A Never Ending Search for Perfection (Continuous Improvement) (Joint)	National Seminar on 'Role of IQAC in Quality Enhancement', Yeshwant Mahavidyalaya, Nanded	58	Dec 2005
4	Application of Six Sigma in Higher Education (Joint)	State Level of Conference on 'Globalization and Higher Education in India: Challenges and Strategies', Nutan Mahavidyalaya, Sailu	96-101	Jan 2006
5	Preparation of Research Report	Two –Day Workshop on 'Research Methodology', School of Commerce and Management Sci., SRTM University, Nanded	73-81	March 2006
6	Analysis of Brand Awareness & Brand Preference of Refrigerators – An Empirical Study with reference to Nanded City of Maharashtra State(Joint)	59th All India Commerce Conference, Andhra University, Visakhapatnam The Indian Journal Of Commerce, Vol. 60, No. 3	67	July-Sep. 2007

**Courses Taught**

Subjects taught to M.B.A., P.G.D.B.M., M.Com., M.Com (Management Science), M.Com (E-Com), B.E.(Production), M.Lib. & Inf. Sci., B.C.A., M.Sc.(E.T.) and M.A.(Geography)

- Principles and Practice of Management
- Management Concepts and Organisational Behaviour
- Business Process Re-Engineering and Quality Management
- Business Policy and Strategic Management
- Business Entrepreneurship
- Management Information System and Computer Application
- Information Technology
- E-Commerce
- Information Technology in Business
- System Analysis and Design
- Computerised Commercial Applications
- Computer Applications in Management
- Computer Applications for Business

- Legal, Security and Other Issues in E-Commerce
- Disaster Management
- Human Resource Management
- Project Management
- Marketing Management
- Marketing Research and Strategy
- Advertising Management
- Consumer Behaviour
- Rural and Industrial Marketing
- Project Reports of Business Entrepreneurship, Marketing Management and Information Technology

### **Refresher / Orientation courses**

Orientation course at UGC – Academic Staff College, Dr. B.A.M.University, Aurangabad from 2nd Nov. to 29th Nov. 2006.

"Computer Orientation Course for Commerce Teachers" Organized by S. R. T. M. University and S.G.G.S College of E. & T. from 13th December 1998 to 22nd December 1998.