

Arun Kumar Deshmukh

c/o Dr. Ashutosh Mohan

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CAREER OBJECTIVE

To be the part and parcel of an institution of high repute where academic and research goals can be met with consistent efforts. My passion is to contribute to the body of knowledge through cutting edge research in management and disseminating the same among buddy managers keeps me going in academics.

EDUCATION

- 2012 Pursuing **PhD (Marketing & SCM)**
(Joined Topic: A Study of Demand Chain Management (DCM) Practices in Indian
March'1 Organized Apparel Retailing.
2) Research Guide: Dr. Ashutosh Mohan
FMS, Banaras Hindu University (BHU), Varanasi
- 2009 : **MBA (Marketing and International Business) with 75 % score.**
Barkatullah University, Bhopal (M.P.)
- 2009 : **P.G. Diploma in Computer Application (PGDCA) with 60 % score.**
Makhanlal Chaturvedi University of Journalism & Mass Comm. Bhopal (M.P.)
- 2007: **BBA (Marketing) with 77.6 % score**
Barkatullah University, Bhopal (M.P.)

PROFESSIONAL QUALIFICATION

- 2012 : **Qualified for UGC- JRF in Management with 78 % score**
University Grants Commission (UGC), New Delhi.
- 2010 **UGC- NET qualified in Management with 62 % score**
University Grants Commission (UGC), New Delhi.
- 2010 : **FDPM (Faculty development Program in Management)**
Indian Institute of Management (IIM), Indore
- 2009: **EPYP (Major-Marketing Minor-Finance and OM) with 'A' Grade**
Indian Institute of Management (IIM), Calcutta

COMPUTER PROFICIENCY

- MS Office (*Word, Excel & Power point*)
- Statistical Packages (*SPSS, SAS, Eviews*)
- *Other Packages (LaTex, Mendeley, ArcGIS)*

RESEARCH EXPERIENCE

Institute	Designation	Duration	Nature of works
Indian Institute of Management (IIM), Lucknow (<i>Centre for Food & Agribusiness Management</i>) Project- NAIP (FR-140), A World Bank & ICAR initiative	Research Associate	May, 2011 to Mar., 2012	<ul style="list-style-type: none">• Proposal development• Questionnaire design• Conduct field surveys• Data analysis• Report & documentation• Organizing MDPs• Designing course material

RESEARCH PROJECTS

- National Agricultural Innovation Project (**NAIP**)- **ICAR** sponsored World Bank funded research project on 'Learning and Capacity Building', at Centre for Food & Agribusiness Management (CFAM), Indian Institute of Management, Lucknow.
- Preparation of perspective plan for Aluda Gram Panchayat (Dausa, Rajasthan) under **MGNREGA** joint convergence at JNU, Jaipur with Mr. V.K. Bagda, Rt. Director, Agriculture, Rajasthan.

TEACHING EXPERIENCES (1.5 years approx.)

University/Institute	Designation	Duration	Nature of works
Jaipur National University (JNU), Jaipur (Raj.)	Assistant Professor	Jan. 2011 to May 2011	<ul style="list-style-type: none">• Teaching- s• Curriculum design• Mentoring
International Business School (IBS), Kota (Raj.)	Lecturer	Aug. 2009 to Jan. 2011	<ul style="list-style-type: none">• Training• Research and publications• Handling projects- NREGA for Dausa Distt.• Designing course material

Subjects Taught-
Service Marketing,
Rural Marketing,
Advertising

TEACHING/ RESEARCH COMPETENCY

- Recipient of three Prestigious National Fellowships for commencing research.
 1. UGC-BHU-Research Fellowship in March, 2012.
 2. UGC-Junior Research Fellowship in Sept., 2012.
 3. ICSSR (MHRD)-National Doctoral Fellowship in August, 2013.
- Qualified UGC NET/JRF-June 2012 and NET-Dec. 2010
- Certificate for Knowledge Sharing by MTC Global in June, 2012
- Training in teaching management through computer simulation by Capstone Business Simulation, USA at IIM Indore in 2010.
- Received “**The Challenger to the Best Paper Award**” in the 2nd Industry-Academia-Summit (IAS) at FMS, Banaras Hindu University, Varanasi during 9-11 Oct. 2012.
<http://bhu.ac.in/fms/IASummit2012Report.pdf>

CORPORATE EXPERIENCE (2.5 year)

Companies	Designation	Duration	Nature of works
Malayala Manorama Co. Ltd. Bhopal/ Chhattisgarh	Zonal Manager- Sales	Jan. 2009 to July 2009	<ul style="list-style-type: none"> • Channel sales and business development • Making ad campaigns
Dainik Bhaskar DB Corp Pvt. Ltd. Bhopal	Business Associate	May, 2008 to Dec. 2008	<ul style="list-style-type: none"> • Commercialization of new product- Business Bhaskar in Bhopal.
Bajaj Electricals Pvt. Ltd. Bhopal.	Customer Care Executive	Apr. 2005 to Dec. 2006	<ul style="list-style-type: none"> • Handling customers' complaints

PUBLICATIONS

Journals

1. **Deshmukh, Arun Kumar** & Khatri, Deepak (2012). “Agricultural Insurance in India: A Paradigm Shift in Indian Agriculture” in *IJRESS* Vol. 2(II) ISSN 2249-7382.
<http://www.euroasiapub.org/IJRESS/Feb2012/9.pdf>
<http://ncfmr.org/web/asp/ArticlesAndPapersOthers.aspx>
2. Mohan, Ashutosh and **Deshmukh, Arun Kumar**, (2013). “Conceptualization and Development of a Supply Chain-Customer Relationship Management (SC²R-M) Synergy Mode.” With the *Journal of Supply Chain Management and Systems*

3. **Deshmukh, Arun Kumar**, Mohan, Ashutosh & Mohan, Ishi (In Press). “The Grand Vision of Mahamana and Scientific Spirituality: An Exploration”. With The *Prajna-BHU Research Journal*. ISSN: 0975-7708.
4. **Deshmukh, Arun Kumar (Under Review)**. “Strategic Perspective to Knowledge Management: A Case of Two Indian Conglomerates” with *Growth-A Steel Authority of India Ltd. Management Training Institute Journal*. ISSN: 2249-6394.

Book

1. Arun Kumar Deshmukh (Under Review). Edited book on *Supply Chain Management: Theory, Cases and Practices* to be published by Management Education Research Consortium Global (MERC), India.

Book Chapters

2. Nath, Tribhuvan; **Deshmukh, Arun Kumar** & Singh, Abhilasha (2012). Book Chapter- “Clustering of Agro-food SMEs for Efficiency of Supply Chain: A Porter’s Diamond Framework.” in *Management in the new World Order*. Tata McGraw Hill pp. 291-297.
3. Mohan. Ashutosh, **Deshmukh, Arun Kumar**, & Mohan, Ishi (2012). *Industry Responsive Academia: A Socio-Strategic Perspective of Higher Education*. In S.K. Singh & H.P. Mathur (ed.), *Economic Development through Educational Excellence* (pp. 34-51). Excel India Publishing. This study received **Challenger to the Best Paper Award**, in the 2nd Industry-Academia-Summit (IAS) at FMS, Banaras Hindu University, Varanasi during 9-11 Oct. 2012.
4. **Deshmukh, Arun Kumar** & Mohan, Ashutosh (2012). “Role of Relationship Marketing in Demand Chain Collaboration” in Alok Kumar Rai, Usha Kiran Rai & S.K. Singh (ed.) *Exploring Customer Dynamics: A Relationship and Behavioural Approach*. Himalaya Publishing House, India, pp. 67-79.
<http://jws.himpub.com/himalaya/jsp/bookContent.jsp?bookID=2766&languageID=1>

International Conferences/Seminars

1. **Deshmukh, Arun Kumar** (2013). Research proposal to be presented titled ‘A Study on Demand Chain Management (DCM) Practices in Organized Indian Apparel Retailing’ accepted for presentation in 7th IIMA Doctoral Colloquium to be held at IIM Ahmadabad during 9-11.
2. **Deshmukh, Arun Kumar** & Mohan, Ashutosh (2013). Research proposal titled ‘A Study on Demand Chain Management (DCM) Practices in Organized Indian Apparel

Retailing' accepted for presentation in IMR Doctoral Consortium to be held at IIM Bangalore during December, 14-15.

3. Mohan. Ashutosh, **Deshmukh, Arun Kumar**, & Mohan, Ishi (2012). Paper presented on "Industry Responsive Academia: A Socio-Strategic Perspective of Higher Education" in Industry-Academia-Summit (IAS) at FMS, Banaras Hindu University, Varanasi during 9-11 Oct.
4. Ali, Jabir & **Deshmukh, Arun Kumar** (2012). Paper presented in 7th SIMSR Asia Marketing Conference on 'Understanding Consumer Preferences for Food Attributes in India.' At K.J.Somaiya Institute of Management Studies and Research (SIMSR), Mumbai during 6-7 Jan.
5. **Deshmukh, Arun Kumar** & Khatri, Deepak (2012), Paper presented in International Conference on Competitiveness & Innovation in Management (ICCIEMI) -2012 on "Agricultural Insurance in India: A Paradigm Shift in Indian Agriculture." At MAIRES, Yamunanagar (Haryana) on Jan 29th.
6. Mohan. Ashutosh, Kumar, Rajeev, & **Deshmukh, Arun Kumar** (2012). Paper presented on "Indian Dairy Supply Chain: A Case of Dairy Plant in UP" in XVI Annual International Conference of the Society of Operations Management Jointly hosted by IIT-Delhi, IIM-Lucknow and GVSU, USA, during 21-23 Dec.
7. Nath, Tribhuvan; **Deshmukh, Arun Kumar** & Singh, Abhilasha (2012). Paper presented in International Conference on Management in the new World Order on "Clustering of Agro-food SMEs for Efficiency of Supply Chain: A Porter's Diamond Framework." At IIM Ranchi during Aug. 13-15th.
8. **Deshmukh, Arun Kumar** & Mohan, Ashutosh (2012). Paper presented on "Role of Relationship Marketing in Demand Chain Collaboration" in International Conference on Marketing Paradigm in Emerging Economies at FMS, Banaras Hindu University, Varanasi in collaboration with Kansas University, USA and NIT, Kurukshetra, during 4-5, Dec.
9. Choudhury, Shibabrata; Saikia, Anup; **Deshmukh, Arun Kumar** (2011) Presented paper in International Conference by SOM at IIM, Calcutta on "Accessibility and Mobility as Price Determinant Factors in Vegetable Market: A Case Study of Nirjuli Vegetable Market." During Dec.17-19. Published in proceedings pp. 41-46. http://somindia.org/pdf/Proceedings_XV.pdf
10. **Deshmukh, Arun Kumar**, (2011) Presented paper in International Conference in Marketing at ASM, Pune in joint collaboration with CETYS, Mexico on "Application of Blue Ocean Strategies in Rural Marketing." During Mar.12-14. <http://www.asmedu.org/incon/INCON6MRP.pdf>

11. **Deshmukh, Arun Kumar (2010)**. Participated in the Conceptualization of PURA (Providing Urban Amenities to Rural Areas) by Dr. APJ Abdul Kalam, Former President, India at IIM Indore during June 9-10.
12. **Deshmukh, Arun Kumar, & Sharma, Ankita, (2010)** “Measurement of Integration between Institute & Industry for advancement in Education & Research: An Exploratory Research” at India Institute of Management, Indore (IIM-I) during May 15-18.

National Conferences/Seminars/Workshops

1. **Deshmukh, Arun Kumar (2013)** (Dr. Ashutosh Mohan, Rajeev Kumar, Govind Kumar & Vimal Chand Verma) Paper presented on ‘Agriculture Marketing In India With Special Reference To Uttar Pradesh’ at National Seminar on Agribusiness Potential of Uttar Pradesh jointly hosted by Bankers Institute of Rural Development (BIRD) and Indian Society of Agricultural Marketing (ISAM), Nagpur during 25-26 April.
2. **Deshmukh, Arun Kumar (2013)** (with Kumar, Govind, Kumar, Rajeev & Maurya, Ajeet). Paper Presented on “Foreign Direct Investment in India: A General Perspective with special reference to India” at National Conference on Global Challenges and Opportunities in Post Recession Era: A Managerial Perspective organized by Faculty of Commerce, Banaras Hindu University (BHU), Varanasi during April, 13-14.
3. **Deshmukh, Arun Kumar (2013)**. Retailing in BOP Market: a Blue Ocean of Opportunities during Recession: A Case Study at M.G. Kashi Vidyapeeth, Varanasi, during March, 23-24.
4. **Deshmukh, Arun Kumar & Mohan. Ashutosh (2012)**. Paper presented on “Mahamana-The Pioneer of Educational Reforms through Scientific Spirituality” at Conference on Mahamana’s Vision and Thought at Banaras Hindu University (BHU), Varanasi during 17-18 Oct.
5. Nath, Tribhuvan; Masarrat, Ghazal, & **Deshmukh, Arun Kumar (2012)**. Paper on ‘Transformation of SMEs into SMSEs and Social Media Marketing Strategies: Concepts and Cases’ at AMITY Business School, Lucknow.
6. Gaur Aparna, & **Deshmukh, Arun Kumar (2010)**, “An Alignment between Knowledge Management and Strategic Orientation: A Case Study.” At 2nd International Conference in Marketing at IMT, Ghaziabad, India during May 11-13.
7. Gaur Aparna, & **Deshmukh, Arun Kumar (2010)** “Integration of ERM and CRM in an organization” at SEC, Sikar (Rajasthan) during May 1st-3rd.

Regional Conferences/Seminars/Workshops

1. **Deshmukh, Arun Kumar (2013)**. Paper Presented on “A Socio-Strategic Perspective to Quality Higher Education in India” at IV Académique Youth Congress, by Faculty of Law, Banaras Hindu University (BHU), Varanasi during April 7th, 2013. **(won first price as the Best Paper)**

2. **Deshmukh, Arun Kumar (2008)**. Paper presented on “India’s Competitive Advantage through Demographic Dividend at Management Fest organized by Technocrats Institute Technology Management Education and Research (TIT-MER), Bhopal during March, 20-25.

WORKSHOPS/FDPS/MDPS ATTENDED

1. Three months full time residential FDP in Management from IIM Indore in 2010.
2. Training in teaching management through computer simulation by Capstone Business Simulation, USA at IIM Indore in 2010.
3. Eight days FDP on ‘Discovering Statistics using MS-Excel and SPSS’ at DST-CIMS, BHU, Varanasi during August 11-18, 2013.
4. FDP on Multivariate Data Analysis held at ABV-IIITM- Gwalior during 23-29th, 2012.
5. FDP from Aravali Institute of Management, Jodhpur on movies as an emerging pedagogy in management in 2010.
6. Seven days FDP on Multivariate Data Analysis held at ABV-IIITM- Gwalior during 23-29th, 2012.
7. FDP from Aravali Institute of Management, Jodhpur on movies as an emerging pedagogy in management in 2010.
8. Participated in ‘**Author Workshop**’- An Art of Scholarly Writing jointly hosted by BHU, Varanasi, Springer, and edanz group on Jan. 24th, 2013.
9. Attended Communication Skills Enhancement Training through GENPACT, Bhopal in 2006.
10. Training in Research Methodology at IIM Indore conducted by Prof. Sushant Mishra during Apr.-May, 2010.

TEACHING/ RESEARCH INTEREST

- **Marketing:** Demand/Supply Chain Management, Marketing Research, Retailing, Strategic Marketing, Cause Related Marketing (CRM), Marketing of Service.
- **International Business:** International Marketing, Globalization and Global Institutions.
- **General Management:** Research Methodology, Business Ethics and CSR, Indian Ethos and management system including Oriental Management Doctrines, Social Entrepreneurship, Strategic Management,

HONOURS & ACHIEVEMENTS

- Recipient of three National Level Doctoral Fellowships (UGC, ICSSR/MHRD, BHU).
- Won ‘**The Best Paper Presenter**’ title at IV Academique Youth Congress, BHU, Varanasi (Apr.2013).
- Received “**The Challenger to the Best Paper Award**” in the 2nd Industry-Academia-Summit (IAS) at FMS, Banaras Hindu University, Varanasi (13-14 Oct. 2012).
- Received ‘**Social Academician**’ honor by Rotary Club, Varanasi (Jan. 2012).
- Stood **first** in ‘**Hindi Essay Competition**’ (<http://www.iiml.ac.in/media/2012/jan2012.pdf>) at IIM Lucknow (Sept., 2011).
- Won the **Capstone Business Simulation** competition at IIM- Indore (June, 2010).

- Won **Micro Teaching** competition at IIM Indore (June, 2010).
- Stood **first** in the **paper presentation** competition held at TIT-MER, Bhopal. (March, 2008)
- Won the **first** prize in **Business Role Play** in Prabandhan-Management Feast-2008 at TIT-MER, Bhopal.
- **Best Achievement Award** as a College Topper in BBA from Career College (2007)
- **5th rank** in university examination in BBA (Marketing) in 2007
- A member of **NSS** (2003-2007)
- **School Topper** in academics std. XII. (2004).
- **Green Belt** in **Martial Art** (Taiquando). (2000).

PROFESSIONAL AFFILATAIONS/CONSULTATION

Institute/Body	Designation	Duration	Nature of works
Journal of Management and Science (JMS) ISSN 2249-1260	Reviewer	June, 2011 to till date	<ul style="list-style-type: none"> • Review the papers to be published
MERC Global's International Journal of Management (IJM)	Associate Editor	June, 2013	<ul style="list-style-type: none"> • Issue and manage CFP. • Training youth to be responsible to society
Divine India Youth Association (DIYA)	Coordinator	Sept.2009-Till date	<ul style="list-style-type: none"> • Discussion and knowledge sharing in Management education • Organizing knowledge sharing events for Research Scholars
MTC Global Consortium of Management Teachers	Member	May, 2011 to till date	<ul style="list-style-type: none"> • Attend annual conferences under it.
Knowledge Forum (FMS BHU)	Chief Coordinator	Sept., 2012 to till date	<ul style="list-style-type: none"> • Train researcher on reference management
Society of Operations Management (SOM), India	Member	Since Dec. 2011	
Mendeley (A Group of interdisciplinary researchers and Reference Management)	Advisor	Since Mar. 2012	

REFERENCES

Dr. Ashutosh Mohan (PhD Guide)
Faculty of Management Studies (FMS)
Banaras Hindu University (BHU)
Varanasi-221005. Mob.09839812181
Email: ashutoshmohan1@gmail.com

Prof. S.K. Mishra (Mentor)
OB & HR Area
Indian Institute of Management (IIM),
Indore-453556. Mob.09752038027.
Email: sushantam@iimdr.ac.in

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(Arun Kr. Deshmukh)