

Curriculum Vitae  
**Dr. Jayant Sonwalkar**  
 Ph.D., MBA, MA (SW), MA (History)  
 14-Janki Nagar Extension, Indore-452001, MP, INDIA

### **Brief Biographical Sketch**

Dr. Sonwalkar is leading expert, evangelist, educationalists, technologist and leader in the management science and practice with a rare distinction of having both corporate and academic leadership experience. In his past role of educational evangelist, he has worked passionately for the enhancement of education with strong pedagogical models and latest educational technologies in Universities and Colleges across Indian and abroad.

He has expertise beyond teaching in the areas of **Video Conferencing, Online Teaching, Organizing National International Seminars and Conferences, Use of Technology for reaching out to masses and in Consulting, Creating, Launching and Marketing Service Products, Taking organizations from regional level to National Level.**

**Positions:** Total Experience 30 yrs. (25 Academic and 5 yrs Industrial)

#### **Present Assignment:**

1. **Director**, Directorate of Distance Education, DAVV (University of Indore) since December 2009

#### **Past Assignment:**

1. **Director Academics**, Institute of Management Studies DAVV, Indore
2. **Director**, Center of Management of Management Education, **All India Management Association, New Delhi** (2005-2007)

#### **Academic Interest:**

Marketing Management, International, Marketing, Advertising and Brand Management, Product Policy Management Human Resource Management, Business History

### **Educational Qualifications**

Degree	Year	University	Specialization
Ph. D.	1992	University of Indore	International Marketing
MBA	1986	University of Indore	Marketing
MA-Social Work	1983	<b>DELHI University</b>	Human Resources
MA- History	1981	University of Indore	Medieval History
BA	1978	University of Indore	Philosophy, Economics, Pol. Sci., English
Cert. in Russian	1979	University of Indore	Russian Language
Diploma in Yoga	1979	Siddha Yoga Foundation,	Siddha Yoga

#### **Academic Achievements:**

1. **EIGHT Ph.D.** candidates have earned Ph.D. under his supervision. **EIGHT** other candidates are currently registered for Ph.D. under him.
2. **Written 5 Cases** in the area of Marketing, PR, Event Management, International Marketing
3. Written over **30 papers** for National and International Journals
4. Presented **22 papers** in National and International Conferences
5. Supervised **over 800** MBA level studies in International Marketing are including, Country Potential Studies including Country Entry Strategies, Export Product Development strategy, Export Procedures and Documentations, International Marketing Research, contribution of EPCs and service institutions in promoting exports from India, Product studies with their market potential.
6. Supervised over **800 studies** on Marketing, Marketing Strategies, Advertising, Product Management. **etc.**

7. Supervised **120 Theses** in the area of Supply chain Management

8. Supervised **200 Theses** in area of Brand Management.

### **Contribution to the growth of University:**

1. Developed Masters of International Business Program:
2. Developed MBA distance Education program
2. Developed Marketing Specialization courses for MBE program.
3. Developed on the Job Training system for MBA full time students
4. Developed Product Management course for Marketing Major area  
Product Management was considered to be included as one of the courses in the marketing major area in 1990. I developed full courses on Product Management with the suitable examples from the Indian Industries. This course is now one of the courses offered in the marketing major in the university and has a detailed teaching material ready.
5. Helped in the development and teaching of Bachelor in Journalism and Mass Communication Program.
6. Helped in the development of Masters in Tourism Administration Program
7. Helped in the development of Five Years Masters in Management Science Program.

### **Participation in Other University activities:**

Some of the positions held in the university are listed below:

1. Senate Member (1996-99) (1990-93)
2. Joint secretary University Teachers' Association (1997-98)
3. Vice President University Teachers' Association (1991-92)
4. Patron Group of Marketing Professionals (a body of Marketing students of IMS) since its inception (1995)
5. Organized National level conferences in Management Education

### **Teaching Material Developed:**

The Details of **Syllabi and teaching material** developed is given below:

#### **At the Institute of Management Studies, University of Indore:**

##### **1. Courses of Diploma in International Business:**

a. Globalization of Business, b. Economics for International Managers, c. International Financial Management, d. International Marketing Management, e. Import Export Documentation, f. International Human Resources Management

2. **Product Management** course for the MBA final year Marketing Specialization students (This course is taught at very few institutes in India)

##### **3. International Business Specialization** Developed for **MBA** students:

a. International Logistics, b. International Strategic Management, c. International Business, d. Export Procedures and Documentation, e. India's Foreign Trade, f. International Project Management

Other than developing details material for all the above mentioned courses, I have also developed courses in **Masters in Financial Management, Masters in Tourism Administration, Masters in Advertising and Public Relations, Masters in Distance Education** programs launched by University of Indore.

#### **At All India Management Association (AIMA), New Delhi**

**Full Study Material** was developed for all the courses mentioned below.

##### **1. Courses for Diploma in Retail Management**

a. Management Functions and Behavior, b. Fundamentals of Retailing, c. Essentials of Marketing, d. Customer Attraction and Management, e. Merchandising Management and Pricing, f. Managing Retail Operations, g. Supply Chain Management

##### **2. Courses for Diploma in Pharmaceutical Marketing Management**

a. Principles & Practice of Pharmaceuticals Marketing Management, b. Pharmaceutical Sales and Distribution Management, c. Pharmaceuticals Regulatory Issues, d. Fundamentals of Physiology/Pharmacology and Microbiology, e. Pharmaceutical Promotion and Advertising Management, f. Strategic Management and International Marketing.

He has edited all the teaching material published and revived for **all the 120 subjects of PGDM** program with specialization papers in Marketing, Finance, HRD, International Business and IT.

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### **Corporate Experience - (FIVE Years)**

- 1. Marketing Manager** in Leading Hindi Daily newspaper for **four Years**
- 2. Public Relations Officer** in English Daily newspaper for **Six Months**
- 3. Marketing Manager:** Terra Firma Pvt. Ltd. for **Six Months**

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### **Professional and Corporate Training Experience**

Dr. Sonwalkar conducted training programs for many organizations for various durations; partial list of organizations is as follow:

#### **Industrial and Commercial Organizations:**

1. Airport Authority of India Ltd, 2. Tata International Ltd. ,3. Ruchi Industries Ltd.,4. Gati Cargo Ltd 5. Sajjan Textiles Mills Ltd., 6. Jet Industries Ltd.,7. Dewan Housing Finance Ltd,8. Gujrat Narmada Fertilizers Ltd, 9. National Insurance Corporation,10. J.K. Cements

#### **Service Organizations:**

1. Association of Indian Universities,2. Consortium of Educational Communication, UGC,3. Federation of Indian Export Organization (WR),4. Education Promotion Society of India,5. Fair Trade Forum of India,6. State Bank of Indore Training Center,7. Indian Achievers' Forum,8. Readymade Garments Manufacturers' Association, 9. Indore Management Association,10. Patiala Management Association,11. State Women Entrepreneurs Association

#### **Government Organizations:**

1. Ministry of Defense, GOI, 2. College of Combat, GOI, 3. College of Materials Management, 4. Small Scale Service Institute, GOI, 5. Department of Commercial Tax, Govt. of MP, 6. Department of Police, Govt. of MP, 7. Indore Development Authority, Govt. of MP, 8. State Electricity Board Training Center- MP, 9. MP Consultancy Organizations, 10. MP Export Corporation, 11. Centre of Entrepreneurship Development

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### **Professional Achievements**

- 1. On Editorial Board on FIVE International Journals on Marketing published by [www.managementjournals.net](http://www.managementjournals.net)**
- 2. Patron, Disseminate Knowledge** , International Journal of Management
- 3. Country Representative**, United States Distance Learning Association in India(2007 onwards)
- 4. Director** Center of Management Education, **All India Management Association, New Delhi**
- 5. Chairman – National Institute of Personnel Management (NIPM)**, Indore Chapter
- 6. Nominated Member** Regional Committee, **Federation of India Export Organization**, (Western Region) Bombay. Set up by Ministry of Commerce Government of India (2terms total 6 yrs)
- 7. Advisor**, Indo Overseas Chamber of Commerce
- 8. Ex-Editor – Indore Manager**, -Monthly Journal of Indore Management Association
- 9. Executive Member and Hon Secretary** Indore Management Association.

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### **Professional Associations and Memberships**

1. National Institute of Personnel Management
2. Chairman Indore Chapter- National Institute of Personnel Management
3. Member International Society for Strategic Management, USA

4. Member Sales and Marketing International Executive, USA
5. Member Association of International Business (AIB), USA
6. Life Member Indian Economic Association
7. Life Member Indian Hospital Association
8. Life Member Indian Society of Training and Development
9. Member National HRD Network

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### **Completed Visiting assignments with:**

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1. Ministry of Defense, Government of India, Delhi, 2. Consortium for Educational Communication, UGC, New Delhi, 3. Oriental Bank of Commerce, New Delhi, 4. **Indian Institute of Management, Indore-** for EDP on Export Marketing, 5. Dayanand Sagar Business School, Bangalore, 6. Christ Church College of Management, Bangalore, 7. Dehradun Institute of Technology, Noida, 8. Business School of Delhi, G. Noida
9. IGNOU, Indore Center, 10. Prestige Institute of Management, 11. Vaishnav Institute of Management, 12. Small Industries Service Institute, Indore, 13. Department of Commercial Tax, Indore, 14. Department of Police, Govt. of MP, 15. Indore Management Association, Indore, 16. State Bank of Indore Training Center, Indore, 17. University of Madurai, 18. University of Rewa, 19. University of Gwalior, 20. University of Sagaur

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### **Oversees Experience**

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1. **Presentation at Lancashire, UK** for collaboration with the University of Central Lancashire, Preston **July 2007**. MOU was signed for launching their programs in India
2. **Traveled across USA** for prospecting universities for possible collaboration **June –August-2002** with different academic and executive development programs with DAVV.
3. **Participated in the visit to USA for Rotary International** as cultural exchange fellow of Rotary International for 2 months. **April-June 1990**

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### **Conferences attended as Expert Speaker:**

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1. Appeared as expert Speaker and Session chair on the Research Methodology workshop organized by Medicaps Institute of Management, Indore on 12, April, 2013
2. Appeared as Session Chair of Management section at the National Conference organized by SDPS Women's college Indore on 26.02.2012
3. Appeared as Expert Speaker in EDP organized by CH institute of management on Research Methodology April 2011
4. Appeared as Expert Speaker in the Conference organized on Research Methodology organized by Shri Chameli Devi Institute of Management Indore March 2011
5. Appeared as session Chair of Marketing area in 5th International Conference organized by Prestige Institute of Management and Research on Value Creation for Competitive Differentiation on Jan 31, 2011
6. Appeared as Expert speaker in National HR conference: HRShare08 organized by International School of Business & Media at Pune on 7, Sept 2008
7. Appeared as Expert Speakers in Conference on "Role of Technology in Education" organized at New Delhi on 13, July, 2008
8. Appeared as Expert Speaker in Session on Tele Education in Conference called Technology Sabha, organized by Government of Kerala in 15, June 2008
9. Appeared as Expert Speaker in session on Digital E-Learning in E-India 2007 India's premier conference on ICT, at New Delhi on 31 July-03 August, 2007
10. Appeared as Expert Speaker at the Management Development Program on "Export Import Management" organized by Indian Institute of Management Indore on 6-8 September, 2006
11. Appeared as Session Speaker in National Conference on Stress Management organized by Department of Business Management, Aligarh Muslim University, Aligarh, 25-26 February, 2006

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**Conference Presentations (National and International)**

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1. Sharma, V., Sonwalkar, J., and Kapse, M. "Factors Affecting the Consumer Purchase Behaviour for Green Products" 2<sup>nd</sup> International Conference on "Reshaping Organizations to Develop Responsible Global Leadership" organized by **Nepalese Academy of Management, Nepal, 10-12 March, 2013.**
2. Sonwalkar, Jayant and Kapse, Manohar,(2013) " A Review of Marketing Ps of Management Institutes: A Study of Management Institutes of Indore City" presented at the seventh International Conference Organized by Prestige Institutes of Management , Indore on 30-31 January,2013.subsequently published in book titled Mapping Business Excellence through Vision, Values and Vibrant Practices by Excel Book New Delhi ISBN 978-93-5062-254-4 page333-341
3. Sharma, V., and Sonwalkar, J., (2012); Presented & Published, "Does Consumer's Buying Behaviour Change during Economic Crisis?" 5<sup>th</sup> DYPDBM, International Research Conference on Retail on 'Managing Business in Economic Crisis' PUNE, ISBN: 97881-920416-4-3; Pg: 128-139.
4. Sonwalkar, J & Sharma, V. (2012); 'Innovation in Service Industry'; Service Sector Strategy for India's leadership. Presented at National Symposium organized by Bansal MBA College Bhopal Published in book by Sarut Book Publisher Pvt. Ltd., New Delhi; ISBN: 978-81-7625-839-5;
5. Sharma, V., Sonwalkar, J., and Kapse, M. (Selected Paper for Presentation) "Model on Consumer Purchase Behaviour for Green Products" **International Conference on "Sustainable Business in Asia"** held in **Bangkok, Thailand, 1-3 November, 2012.**
6. Sonwalkar, J. and Kapse, Manohar, (selected Paper for conference presentation) on " "Perceptual difference between the opinion of faculty members and students about existing MBA Course Structure" at General Business Conference by **Sam Houston State University, USA April13-14,2012**
7. Sharma, V., and Sonwalkar, J., (Selected Paper for Presentation), "Model of Consumer's Buying Behaviour Change during Economic Crisis?", International Conference on Applied Business and Economics (ICABE), **University of Cyprus, Cyprus on 11-13 October, 2012.**
8. Sharma, V., and Sonwalkar, J., (2012); "Issues Involved in Retailing at Airport: A Case Study of India Today Group (Media Mart)", Prabandhan & Taqniki: Management Research Journal, ISSN: 0974-8563; Vol. 6., Pg no: 169-173
9. Sonwalkar, J., Sharma, V., & Kapse, M. (2012); Presented & Published: "Impacts of Brand Recognition on Brand Loyalty", 1st National Conference, APS University, Rewa, India, ISBN: 978-93-82062-09-7, Pg No: 202-206.
10. Sonwalkar, J., Sharma, V., Narang, B S. & Gupta, P. (2012); Presented & Published; "Analytical Customer Relationship Management: How It Helps To Develop The New Market Opportunities In Pharmaceutical Sector?", 3rd National Conference, Medi-Caps Institute of Technology & Management, Indore, India; ISBN: 978-93-80834-74-0; Pg: 176-181.
11. Sonwalkar, J., Sharma, V., Narang, B S. & Gupta, P. (2012); Presented & Published; "Challenges of BPO Sector In India", 3rd National Conference, Medi-Caps Institute of Technology & Management, Indore, India; ISBN: 978-93-80834-74-0; Pg: 158-162.
12. Sonwalkar, J. & Sharma, V. (11<sup>th</sup> Feb, 2012); Presented; "The Indian Economy: Challenges & Opportunities", 1<sup>st</sup> National Symposium, BMGI, Bhopal, India.
13. Sonwalkar, J. & Sharma, V. (2011); Presented & Published; "Gaining Competitive Advantage through Green Value", 1st International Conference, SICOM-11, Indore, India, 978-93-80834-54-2, Pg No: 129-135.
14. Sonwalkar J and Sharma Vinod, Presented a paper "Innovation in Service industry" at the Second International Conference organized by Bansal College of management, Bhopal on February 19, 2011
15. Sonwalkar, J. & Sharma, V. (2011), "Impact of Technology on Business: Digital Marketing", Presented in the 1st National conference, Indore Christian College, Indore.
16. Sonwalkar, J. , "Entrepreneurship and HR Practices in India" presented at HR Share 08 National Conference organized by ISB&M, Pune, INDIA on 13 September, 2008.

17. Sonwalkar, J., Neema, Geeta, "A study of the Effect of Gender, Family Income and their interaction on Brand Constancy in FMCG sector among college students" " paper accepted for presentation in **ISDSI International Conference on Decision Science and Technology** for Globalization, 2-4 organized by **IMT, Ghaziabad**, January, 2008,
18. Sonwalkar, J. "Lord Rama: the greatest Superheroes of all times" paper accepted for presentation in the **International Conference on Superheroes** organized by Department of Cinematography, **University of Sydney**, Australia in June 14-15,2005.
19. Sonwalkar, J. and Sonwalkar, N. "Effective Pedagogical Framework for Technology Enabled Online Management Educational Systems" presented in **International Conference** on Reshaping Management Education in Global Context" organized by IMS, DAVV, on November, 15-16, 2003
20. Sonwalkar, J., "Life Style Marketing in Ancient India", accepted for presentation in Economic and **Business History Conference**, in **Memphis, Tennessee, USA**, April 21, **2003**.
21. Sonwalkar, J., Mittal Alok and Singh, A.K., "An exploratory Study on factor affective selection of Banking Services", presented in the National conference organized by Prestige Institute of Management, Indore on January 30-31, 2003.
22. Sonwalkar, J.,Gupta, R. C.,Chitlay, A.K.,"Total Productive Maintenance-an effective vaccine for Indian Industries", presented in **International Conference** on Management of Research and Technology, organized by **Indian Institute of Technology, Delhi** on January 11, 2003.

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### **Publications (including Peer Reviewed Research Journals)**

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1. Sharma, V., Sonwalkar, J., Kapse, M. and Jain, S. (2013); "Effect of Demographical Variable on the Preference of Bikes"; Published in: Medi-Caps Journal of Management Research; ISSN:
2. Sharma, V., Sonwalkar, J., and Kapse, M. "Factors Affecting the Consumer Purchase Behaviour for Green Products" Published in Proceeding: "Reshaping Organizations to Develop Responsible Global Leadership" organized by **Nepalese Academy of Management, Nepal**.
3. Sonwalkar Jayant, Kapse Manohar (2013) "Perceptual Difference between the opinion of faculty members and students about the existing MBA Course Structure" published in Disseminate Knowledge- **International Journal of Management Science and Technology**, Vol.1, Issue 1page 1-18 ISSN no. 2321-1245
4. Sonwalkar, Jayant and Kapse, Manohar (2013) "A Review of Marketing Ps of Management Institutes: A Study of Management Institutes of Indore City" published in book titled **Mapping Business Excellence through Vision, Values and Vibrant Practices** by Excel Books, New Delhi ISBN 978-93-5062-254-4 page333-341
5. Sharma, V., and Sonwalkar, J., (2012); Presented & Published, "Does Consumer's Buying Behaviour Change during Economic Crisis?" 5<sup>th</sup> DYPDBM, International Research Conference on Retail on 'Managing Business in Economic Crisis'; ISBN: 97881-920416-4-3; Pg: 128- 139.
6. Sonwalkar, J & Sharma, V. (2012); 'Innovation in Service Industry'; Service Sector Strategy for India's leadership. ISBN: 978-81-7625-839-5; Sarut Book Publisher Pvt. Ltd., New Delhi; Pg: 1-28.
7. Sonwalkar, J., Sharma, V., (2012); "Issues Involved in Retailing at Airport: A Case Study of India Today Group (Media Mart)", **Prabandhan & Taqniki: Management Research Journal**, ISSN: 0974-8563; Pg no: 169-173 Vol. 6.
8. Sonwalkar, J., Sharma, V., & Kapse, M. (2012); Presented & Published: "Impacts of Brand Recognition on Brand Loyalty", **Emerging Trends and Challenges in Management**; New Delhi; Excel, ISBN: 978-93-82062-09-7, Pg No: 202-206.
9. Sonwalkar, J., Sharma, V., Narang, B S. & Gupta, P. (2012); Published; "Analytical Customer Relationship Management: How It Helps To Develop The New Market Opportunities In Pharmaceutical Sector?", Conference publication of 3rd National Conference, Medi-Caps Institute of Technology & Management, Indore, India; ISBN: 978-93-80834-74-0; Pg: 176-181.

10. Sonwalkar, J., Sharma, V., Narang, B S. & Gupta, P. (2012); Published; “Challenges of BPO Sector in India”, conference Publication of 3rd National Conference, Medi-Caps Institute of Technology & Management, Indore, India; ISBN: 978-93-80834-74-0; Pg: 158-162.
11. Kapse M. and Sonwalkar J., (2012); “Difference in Perception of Students on the 7Ps of Marketing of a Management Institute due to Educational Stream, Residential Background and Gender”; Published in: The Role of Research & Innovative Practices to Revamp the Management Education: An Indian Perspective; ISBN: 978-93-81583-45-6, Pg. No. 24-32.
12. Sonwalkar Jayant, Kapse Manohar, Singh Swapnika, (2011) “Factors affecting the subject preference of the female students in Business Schools” **Journal of Women's Entrepreneurship and Education**, 2011, **Serbia, Europe** No. 1-2, 89-107, ISSN No: 1821-1283
13. Sonwalkar, J. and Kapse, M., (2011) Case Study: Human Resource Perspective: **Delay in Solution**”, published in **Sugyaan**, 3,1, Jan-June, 2011, ISSN-0975-4032
14. Sonwalkar, J. and Sharma, V. (2011); “Gaining Competitive Advantage through Green Value”; Published in: Sustaining Competitive Advantage through Value Creation; ISBN: 978-93-80834-54-2, Pg No: 129-135.
15. Sonwalkar, J. and Kapse M., (2011) “Celebrity Impact: A Model of Celebrity Endorsement”; **Journal of Marketing Communication; (Listed in EBSCO)** ISSN: 0973-2330 Vol. 7, Issue 1
16. Sonwalkar, J. & Sharma, V. (2011), “Impact of Technology on Business: Digital Marketing”, Published in the Proceeding of 1st National conference, Indore Christian College, Indore.
17. Sonwalkar Jayant, Arya, Maneesh Kant (2009); “Role of non-interest income in reducing the volatility of total income of banks.” Published in “**Review of Business and Technology Research USA**, Vol. 2, No. 1, **2009**, pp. 1-6, ISSN 1941- 9414.
18. \Sonwalkar J., Mittal Alok: “Impact of Brand Image in Selection of Banking Services by Business Houses” published in refereed Journal **Synergy, Journal of Management and IT**, Gaziabad .Volume 7, Number 1, January 2009 Issue, ISSN 0972 – 7361 Page 5 – 22
19. Sonwalkar J., Neema Geeta : “A Study of the Effect of Gender, Family Income and their Interaction on Brand Persona in FMCG sector among college youth” published in refereed **International Journal of Management Science**, Gaziabad, July -Dec 2008, ISSN: 937-824X
20. Sonwalkar J., Mittal Alok, and Ramgir Harsh: “Customer Relations Management in Banking Sector: A comparative Study of ICICI and SBI” Published in refereed **NICE Journal of Business**, ISSN: 0973-449X, 2008
21. Sonwalkar J., Neema Geeta, : “Study of the Factor Responsible for Brand Preference in FMCG Products among College Students.” Published in **IMS Journal** published by IMS group of Institutes Noida, indexed in **USA** published in June 2008 ISS N0 937-824X
22. Sonwalkar, J.; Gupta, R.C.; and Chitley, A.K. “Economics of Early Equipment Management-Life Cycle Costing, Published in **VISION Journal of Business Perspective**, Vol-7, No.2, December, **2003**, Management Development Institute, Gurgaon, ISSN 0972-2629
23. Sonwalkar, J., Gupta, R.C., Chitale, A.K. (2003): “Total Productive Maintenance- An Effective Vaccine for Indian Industry”; Published in Proceeding of IIT Delhi: International Conference on Management of Research and Technology.**by IIT, NEW DELHI**
24. Sonwalkar, J., Gupta, R.C., Chitale, A.K.: “Development and Analysis of A group Replacement model” Published in Industrial Engineering Journal” volume XXXIII no.7 Indian Institute of Industrial Engineering, - 2003, ISSN: 2250-2149
25. Sonwalkar, J., Mittal Alok “Improving Performance Productivity in Banking Sector through CRM” published in Refereed Prestige Institute of Management and Research Journal in October, 2002, ISSN 0974-6080

26. Sonwalkar, J., Mittal Alok, Gyanendra, "Online Banking-An Emerging Trend in Service Quality" published in Proceedings of the National Conference organized by Pioneer Institute of Management, on August 24-25, 2002, ISSN 0974-6080
27. Sonwalkar, J., Gupta, R. C., and Chitlay, A.K "Models of Maintenance Management" published in Refereed Prestige Institute of Management and Research Journal , 2001, ISSN 0974-6080
28. Sonwalkar, J. "Global Logistics-the Present Importance" Published in Indore Manager, Journal of Indore Management Association, July-August, 1997
29. Sonwalkar, J. "Japanese Secret of Success" Published in Indore Manager, Journal of Indore Management Association, Nov.-Dec. 1996
30. Sonwalkar J, "Role of Information in International Marketing" Published in Indore Manager, Journal of Indore Management Association, Indore 1992

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### **Case Studies**

1. Sonwalkar Jayant and Kapse Manohar, Human Resource Perspective: Case of Delay in Decision Making submitted for publication in SuGyaan- Siva Sivani Journal of Management, 3,1,jan-june ISSN-0975-4032
2. Sonwalkar Jayant , (39 Page Case) Case of Madhya Pradesh Changing Face of State of traditional to Investment friendly state a PR effort, Case created for the state of Madhya Pradesh on their investment promotion, 2009 (Public Relations)
3. Sonwalkar Jayant (35 Page case) Global Investment summit of Madhya Pradesh: a Case on Event Management, Case Developed for State of Madhya Pradesh, 2009 ( Event Management)
4. Sonwalkar Jayant and Kothari Mayur, Case of Ziesta Distribution, Case prepared for the proposed book of Marketing with McGraw Hill (Distribution Management), 2009
5. Sonwalkar Jayant and Khusal Varadpande, Case of Hewlett Packard Everyday Paper: problems of marketing in GULF Market, developed for the proposed Book (International Marketing), 2009

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### **Supervision of Doctoral Theses**

**EIGHT Students** have been **awarded Ph.D.** under supervision of Dr. Sonwalkar namely:

1. Mr. R. C. Gupta
2. Miss. Archana Bajpai
3. Mr. Alok Mittal
4. Mrs. Geeta Neema
5. Mr. Mahesh Sharma
6. Mr. Maneesh Kant Arya
7. Mr. Manohar Kapse
8. Mr. S.P. Verma

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### **Supervision of MBA level Research Projects**

1. Supervised over **800 projects** in the area of Marketing, International Marketing, Consumer Behavior, Brand Management
2. Supervised over **800 projects** in the area of Product Management
3. Supervised **120 projects** in the area of Supply Chain Management
4. Supervised **200 projects** in the area of Brand Management

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### **Publications (popular articles)**

Dr. Sonwalkar has written over 50 popular articles on various aspects of Export Management in the largest circulated Hindi daily- Dainik Bhakar.

1. Sonwalkar, J. "Product Management Promising Future" Published in The Economic Times, 26 August, 97
2. Sonwalkar J. "Anxiety of Beauty of Males" Published in Hindi Naidunia 20 Feb, 1993.
3. Sonwalkar J. "Why we do not have our own Management Style" Published in Naidunia, April, 1992
4. Sonwalkar J. "How the Advertising Agencies were born" Published in Hindi Daily, Naidunia, 1991
5. Sonwalkar J. "MP an unexplored gateway, Published in The Times of India, Feb, 22, 1995"

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### **Jayant Sonwalkar**

DOB 14.06.1959