

Curriculum Vitae
Anurupa R. Ghatge

Biographical Data:

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Education:

- **PhD** in Organizational Management, Pune University. (2023)
- **MBA** with specialization in Marketing, Indira Gandhi National Open University, New Delhi (2010)
- **M.A.** (Russian Language), Jawaharlal Nehru University, New Delhi. (1990)
- **PG Diploma** in Public Relations and Advertising, Centre for Mass Media, New Delhi. (1989)
- **B.A (Hon)** (Russian, French) Jawaharlal Nehru University, New Delhi (1988)
- Attended a short-term course (through evening lectures) in Exim Management from IIFT, New Delhi. (1995)
- Attended a short- term course in Microsoft Office at Aptech, Pune (2001)

Scholarly Interest and Expertise

Broad Areas: Organizational Behavior, HRM, Marketing Communication

Academic and Industry Experience

- Presently **Asst. Professor and Faculty in Charge of Major -Minor Specialization of Business Studies, In Charge of Career Cell** (Major-Minor Counselling, Internships and Future Opportunities) at the **Symbiosis School For Liberal Arts, Pune (June 2017 till date)**
- Worked with **Symbiosis Centre for Corporate Education, Pune. Engaged in, Corporate Training** with esteemed companies like Godrej Industries, Wipro, Mahindra and Mahindra and Tata Automotive Components Ltd and also operations of the Centre. **(2014-2017)**
- Worked with **Symbiosis Institute of Media and Communication, Pune as Faculty and Program Head (Academic Delivery) MBA -Communication Management (2011- 2014)**
- Worked with **International School of Corporate Management, Pune as Deputy Director (2005-2011)**
- Worked with **Lamcon School of Management as Assistant Director.** Responsibilities included marketing of courses offered, teaching and counseling students, coordinated corporate training programs/MDP's in areas like marketing, HR, soft skills, conducted examinations, overall administration, conducted research for setting up of new projects, liaised with international universities for exchange of academic programs, in charge of creating course content for distance learning programs, laying down the policies and procedures for the B-School.**(2003-2005).**
- Have taught in Management Institutes in Pune as **Visiting Faculty** in subject areas like International Business and Marketing. **(1999, 2002, 2003)**
- **Full time faculty SIFT, (now named Symbiosis Institute of International Business 2000-2002).** Job responsibilities included teaching International Trade and Russian Language, conducting entrance examinations at New Delhi, coordinating faculty schedules, college events, excursions and convocation, interfacing with industry with the aim of creating case studies.
- Joined **Weikfield International, Pune as Senior Export Executive.** Was instrumental in procuring export orders and also execution of the same for their Food Products, mainly tea. **(1998 -1999)**
- Was **Branch Manager of Kay Jay (Exports) Consultants Pvt. Ltd. Responsibilities included liaising and PR** with Govt .Agencies, export houses and international divisions of MNC's and large organizations to help them source their product requirements for international markets and negotiating with vendors located in India.**(1997)**

- Worked as **Export Executive with Premier Vinyl Flooring Ltd** .Job responsibilities included coordination of export sales to CIS countries ,Central Asian Republics. Was part of the **International Marketing Team** and instrumental in making a **break through** in International Markets such as **South Africa, Indonesia, Mauritius and Australia**. Was instrumental in negotiating a deal for sale of vinyl machinery in Hanover, Germany. Was deputed to **singlehandedly manage** a shipment of 1000 tonnes of tea en route to Moscow. (1993 –1997)
- Joined Chandra International, N. Delhi as **Asst Export Executive in 1993**. Responsibilities included coordination of export operations and export sales to the CIS countries.
- Worked as a **freelance Interpreter and Translator in Russian Language** for organizations like **BHEL, NTPC, Voltas International** and other large and medium sized export houses in New Delhi in the year **1992**.

Teaching in various academic programs

- MBA (Communication Management)
- MBA (International Business)
- EPGDBM (Executive Post Graduate Diploma in Business Management)
- PGPCS (Post Graduate Program in Corporate Studies)
- BA Liberal Arts

Courses Taught

- Organizational Behavior
- Management Essentials
- Human Resource Management
- Multicultural World Views
- Services Marketing
- Business Communication
- International Trade
- Export Management
- Russian Language

Research Publications and Conferences

- Sabyasachi Dasgupta and **Ghatge Anurupa** (2015) Understanding the theoretical convergence of Corporate Social Responsibility reporting in practice: A thematic analysis of automobile websites. *International Journal of Business and Social Science Vol. 6, No. 2; February 2015,175, (ISSN 2219-1933 (Print), 2219-6021 (Online)*

- Sabyasachi Dasgupta and **Ghatge Anurupa** (2015) Understanding the Stickiness of Corporate Social Responsibility Reporting as a Post Globalization Digital Marketing Strategy: A Study of Multinational Automobile Companies in India. Indian Journal of Science and Technology, Special Issue. Indexed in Scopus. (Vol. 8(S4), 283–292, **February 2015 ISSN (Print) : 0974-6846 ISSN (Online) : 0974-5645**)
 - **Ghatge Anurupa** and Verghese Raju (2017) Communication, A personality perspective, Journal for Contemporary Research in Management **January 2017, ISSN No. 2348-0092**)
 - Sabyasachi Dasgupta and Ghatge Anurupa (2017) Exploring the Competitive Advantage of Cross Culture Communication Training: A Conceptual Semantic Study’ International Journal of Management and Development Studies (**March 2017, ISSN No. 2321-1423**)
 - Sabyasachi Dasgupta and **Ghatge Anurupa** (2015) Understanding the Stickiness of Corporate Social Responsibility Reporting as a Post Globalization Digital Marketing Strategy: A Study of Multinational Automobile Companies in India., as proceedings of SITM-IRC-TEC, Pune, India.
 - Paper (co authored), titled , Exploring the Effectiveness of Knowledge Transfer in a Virtual Environment ; A Conceptual Semantic Study published in Wesleyan Journal of Research, Vol 12 No 10 (June 2020)
 - Paper(co-authored) presented in 4th Virtual International Conference, 2023 of Symbiosis Institute of Human Resource Management SCMHRD in collaboration with EM Normandie Business School.
 - Paper (co-authored) titled, Artificial Intelligence in Education; A Comprehensive Examination of Integration, Impact and Future Implications presented and published in Scopus Indexed Book series of Optimization and Data Science in Industrial Engineering (ODSIE), Communications in Computer and Information Science (CCIS, Volume 2205), 2024
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