



PINAKI MANDAL

FACULTY OF MARKETING MANAGEMENT

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HIGHLIGHT

- Industry work experience of over 17 years
- Academic work experience of 2 years

PROFESSIONAL SKILLS

- Digital Marketing & Online Marketing
- Brand Management & Promotions
- Marketing Operations & Vendor Management
- Event Management & Campaign Management
- Project Management
- Marketing Research & Competition Analysis
- Media Planning, Advertising, & PR

PERSONAL SKILLS

- Mentoring
- Team Management
- People Management
- Team Leadership Skills
- Change Agent
- Interpersonal Skills
- Time Management

EDUCATION

Ph.D	Management	Mewar University • 2015-2023
MBA (APR)	Marketing (Advt. & PR)	Devi Ahilya University • Indore, MP • Apr 2004
B.Com	Management & Taxation	Devi Ahilya University • Indore, MP • Apr 2001

RESEARCH INTEREST

Consumer Behaviour, Digital Marketing, Business to Business Marketing, Product and Brand Management, Judgement and Decision-making, Behavioral applications in Public Policy, Choice Overload, Consideration Sets and Behavioral Economics.

EXPERIENCE

ACADEMIC EXPERIENCE

Associate Professor • MATS School of Management Studies and Research
Jul 2023 - Present • Raipur

Visiting Faculty • Dr. V. N. Bedekar Institute of Management Studies
Jun 2021 - Present • Thane

Research Scholar – Faculty Management & Commerce • Mewar University
Jun 2018 – May 2021 • Chittorgarh

INDUSTRIAL EXPERIENCE

Sr. Principal Consultant - Brand & Digital • Purple Oak Management Consultants Pvt. Ltd.
Oct 2020 - Present • Navi Mumbai

Asst. General Manager - Marketing • ATC Tires Pvt. Ltd.
(Yokohama Rubber Co.)
Nov 2013 to Jun 2018 • Mumbai

Manager Marketing Operations • NRB Bearings Ltd.
Jan 2013 to Oct 2013 • Mumbai & Aurangabad

Manager – Branding & Communication • Kohler Co. (Kohler Engines)
Sep 2010 to Dec 2012 • Aurangabad, Bengaluru & Gurugram

Marketing & Communications Manager • WAM India Pvt. Ltd.
Jan 2008 to Aug 2010 • Mumbai

COMPUTER SKILLS

- Microsoft Office
(Word/Excel/PowerPoint)
- Adobe
(illustrator/Photoshop/Premier Pro/InDesign)
- Sketch/Trello
- Web design
- Data analysis

LANGUAGE SKILLS

- English - Proficient
- Hindi – Proficient
- Bangla – Native
- Tamil – Basic
- French - Basic

Marketing Consultant • OMAM Consultants Pvt. Ltd

Apr 2006 to Dec 2007 • Mumbai

Marketing Manager - Mumbai Operations • Jindal Worldwide Ltd./Texcellence Overseas

Aug 2004 to Apr 2006 • Mumbai

SIGNIFICANT ACHIEVEMENTS

School of Management Studies & Research, MATS University:

- Member of University level Criteria 2 for NAAC Committee.

Dr. V.N. Bedekar Institute of Management Studies, Mumbai University:

- Graduated 6 batches for Digital Marketing (Diploma Program)
- Responsible for Digital Marketing and E-Commerce subjects in the EpMBA program

School of Business, Mewar University:

- Committee member for NAAC
- Mentor for MBA class
- Handling Digital Marketing

Purple Oak Management Consultants:

- Established **strategic ties with Key Agencies/Vendors** for Digital and Marketing Services and various Global PR Freelance Journalists by capitalizing on communication channels
- Defined **UI/UX Standards** & pioneered **Web, Search & Content Marketing Best Practices**, thus **advancing efficiency by 20%**
- Ushering a team of Digital Marketing Advisors for developing SOPs, and administering **end-to-end Ad-Ops Assessment** (People, Process & Technology)
- Forging long-term ties with clients and liaised with key stakeholders and ensured effective dispute resolution

ATC Tires Pvt. Ltd. (now Yokohama Off Highway Tires):

- Strategized **Social Media/Digital Spaces** and operated multiple External & Internal Digital Assets, SEO/SEM Campaigns & supported other Digital Campaigns
- Amplified **profitability for LATAM (from 5% to 9%) & APAC (from 8% to 12.5% YOY)** regions, via lead generation at over 28 exhibitions in India and Overseas
- Built key tie-ups with Quadrangle, Triton, FCB, Aartha Animation, JSM Studios, DreamWorks

Kohler:

- Successfully **launched the Kohler brand** in the Mumbai region and activated Faucet & Bath Fitting Division
- Participated in **6 exhibitions** in India and Overseas, governed **budgets up to \$30,000** for events with **500+ attendees**
- Cemented ties with **Key Agencies/Vendors/ E-Commerce Platforms like White Feather, O&M**

Events:

- Recognised as a **Keen Strategist & Event Planner** for successfully:
 - Planning & executing both **Professional (Exhibitions, Conferences, Trade Meets & Press Meetings) and Social Events** (Family Meets, Birthdays) across the career (Hemtextile, AutoShow, ACE, Bauma, Forestry Expo, Home and Interiors, etc.)
 - Coordinating, organizing and **partaking in over 54 National & International Trade shows and Exhibitions**

New Products Launches:

- **Chain Conveyor System & MAP** at WAM
- **4 Diesel Genset Engines & 2 Low-Pressure Water Faussets** at Kohler
- **8 Tractor Tires** for Alliance Brand in India
- **26 OHTs for Galaxy Brand** in India & Brazil at ATC Tires

PATENTS

- Title of Invention: "**B2B Digital Management System**"
Application No.: **202321053258** (08/08/2023)
Patent Reg. No.:
- Title of Invention: "**Adaptive Learning System with Personalized Content Recommendation**"
Application No.: **202311054714** (13/08/2023)
Patent Reg. No.:

PUBLICATIONS

ARTICLES IN SCOPUS / ABDC / UGC CARES / WEB OF SCIENCE

- The Impact of Personalization and Customer Experience on Brand Loyalty in the Digital Age. - *under publication*
- Understanding Consumer Behavior in E-commerce: A Comparative Study of Online and Offline Shopping Patterns. - *under publication*
- Social Media Marketing Strategies: Analyzing the Effectiveness of Influencer Marketing in Driving Sales. - *under publication*
- An Analytical Study of Consumer Buying Behavior Towards Fashion Apparels in Sangamner city - *under publication*

ARTICLES IN UGC LISTED & PEER REVIEW JOURNALS

- Impact of Visual Merchandising on Consumer Store Choice Decision in South Indian Supermarkets | International Journal of Humanities, Education Technology and Management ISSN (Print):2319-1767 | Vol. 3 | Pages 7 | year 2014
- Effect of Brand Extension on Brand Image: A Study In The Indian Context | International Journal of Humanities,

Education Technology and Management ISSN (Print):2319-1767| Vol. 3 |Pages 8| year 2015

- How Consumer Evaluate Brand and Its Extension? | International Journal of Humanities, Education Technology and Management ISSN (Print):2319-1767| Vol. 3 |Pages 20| year 2015
- Approaches to Measurement of Brand Equity| International Journal of Humanities, Education Technology and Management ISSN (Print):2319-1767| Vol. 3 |Pages 10| year 2016
- Understanding Digital Marketing - Theories and Strategies| International Research journal of Management Science and Technology ISSN 2250 – 1959 (online) ISSN 2348 – 9367 (Print)| Vol. 7 |Pages 10| year 2016
- Effectiveness of Social Media in Indian Youth| International Research Journal of Management Sociology & Humanities ISSN 2277 - 9809 (online) ISSN 2348 - 9359 (Print)| Vol. 8 |Pages 7| year 2017
- Understanding Digital Marketing Strategy| International Journal of Scientific Research and Management (IJSRM) ISSN : 2321-3418 | DOI : 10.18535/ijssrm| Vol. 5 |Pages 4| year 2017
- B2B Digital Marketing Strategies for Small and Medium Enterprises| Journal of Advances and Scholarly Researches in Allied Education e-ISSN: 2230-7540| Vol. 12 |Pages 186-191| year 2017
- Impact of Visual Merchandising on Consumer Store Choice Decision in South Indian Supermarkets| | Vol. |Pages | year 2018
- Marketing Relationship in India: Trends in value Strategies and Capabilities| International Research Journal of Science Engineering and Technology (ISSN 2454 -3195) | Vol. 9 |Pages 29-33| year 2019
- Effectiveness of Social Media as a Marketing Tool: An Empirical Study| International Research Journal of Management Sociology & Humanities ISSN 2277 - 9809 (online) ISSN 2348 - 9359 (Print)| Vol. 10 |Pages 23-35| year 2019
- An Analysis of Constructing Brand Awareness Over Digital Marketing Initiatives| International Journal of Research and Analytical Reviews (IJRAR) ISSN 2348-1269, P- ISSN 2349-5138| Vol. 7 |Pages 349-355| year 2020
- Impact of Digital Marketing on Brand Building| International Journal of Emerging Technologies and Innovative Research (www.jetir.org) ISSN: 2349-5162 | Vol. 7 |Pages 1185-1192| year 2020
- The Role of Customers' Demand Values of Products in Digital Marketing| International Journal of Research and Analytical Reviews (IJRAR) ISSN 2348-1269, P- ISSN 2349-5138| Vol. 8 |Pages 392-398| year 2021
- Building Brands Through Digital Marketing: A Study of Social Media Advertisement| International Journal of Emerging Technologies and Innovative Research (www.jetir.org) ISSN: 2349-5162 | Vol. 8 |Pages 392-397| year 2021

- 5 Best Direct to Customer Digital Marketing Strategies That Worked In 2020| International Research Journal of Education and Technology (ISSN 2581-7795) | Vol. 1 |Pages 99-108| year 2021
- Digital Marketing Impact on Consumers Purchasing Intentions, Considering Brand Equity| International Journal of Research and Analytical Reviews (IJRAR) ISSN 2348-1269, P- ISSN 2349-5138| Vol. 9 |Pages 237-245| year 2022
- Is Digital Marketing A Subject of Information Technology or Marketing Management| International Research Journal of Education and Technology (ISSN 2581-7795) | Vol. 4 |Pages 254-261| year 2022
- A Review of B2b Digital Marketing Strategies That Did Not Perform| International Research Journal of Education and Technology (ISSN 2581-7795) | Vol. 4 |Pages 184-192| year 2022

CASE STUDY & TEACHING MATERIAL

- Google India's Digital Unlocked Campaign Review| International Research Journal of Education and Technology (ISSN 2581-7795) | Vol. 1 |Pages 45-57| June 2018
- DELL India's "Realizing 2030" Campaign| International Research Journal of Education and Technology (ISSN 2581-7795) | Vol. 2 |Pages 59-68| Mar 2019
- Swiggy's Voice Of Hunger Campaign| International Research Journal of Education and Technology (ISSN 2581-7795) | Vol. 2 |Pages 17-27| Jun 2019
- Oyo's Long Live The Local Campaign Review| International Research Journal of Education and Technology (ISSN 2581-7795) | Vol. 2 |Pages 17-29| Oct 2019
- Myntra's Go Myntra La La Campaign A Review| International Research Journal of Education and Technology (ISSN 2581-7795) | Vol. 1 |Pages 34-45| Dec 2019
- Microsoft India's Empowering Digital Transformation Campaign – A Review | International Journal of Recent Research and Applied Studies | Volume 7, Issue 3 (6) March 2020 | Pages 56 – 68 | ISSN (Online): 2349 - 4891
- Review of IBM India's AI for Business Campaign | International Journal of Recent Research and Applied Studies | Volume 7, Issue 6(6) Jun 2020 | Pages 31 – 40 | ISSN (Online): 2349 - 4891
- Wipro India's run Smarter Run Faster Campaign | International Journal of Recent Research and Applied Studies | Volume 7, Issue 12(12) Dec 2020 | Pages 56 – 68 | ISSN (Online): 2349 – 4891
- Adobe India's creativity is freedom campaign| International Research Journal of Education and Technology (ISSN 2581-7795) | Vol. 2 |Pages 58-68| Jul 2021
- Review of Zomato's Order Food Safe Campaign | International Journal of Recent Research and Applied Studies | Volume 8, Issue 4(16) April 2021 | Pages 63 – 75 | ISSN (Online): 2349 - 4891

- A Critical Review of Cadbury's 'Unity Bar' Campaign | International Journal on Applications in Engineering and Technology | Vol 8 May 2021 | Pages 170 – 177 | ISSN (Online): 2455 - 0523
- Review of Amazon's "Great Indian Festival" Campaign | International Journal on Applications in Engineering and Technology | Vol 7 Nov 2021 | Pages 12 – 18 | ISSN (Online): 2455 - 0523
- Review of Tanishq's 'Ekatvam' Campaign | International Journal on Applications in Engineering and Technology | Vol 7 Dec 2021 | Pages 01 – 7 | ISSN (Online) : 2455 - 0523
- Review of Amul's 'Atmanirbhar Bharat' Campaign | International Journal on Applications in Engineering and Technology | Vol 8 May 2022 | Pages 178 – 184 | ISSN (Online): 2455 - 0523
- Coca-Cola's "Share A Coke" Campaign -A Review | International Journal on Applications in Engineering and Technology | Vol 8 July 2022 | Pages 38 – 44 | ISSN (Online) : 2455 - 0523 2022
- Fevicol's 'Todo Nahi Jodo' Campaign 2021 -A Review | International Journal on Applications in Engineering and Technology | Vol 8 Oct 2022 | Pages 1-5 | ISSN (Online): 2455 - 0523

BOOK/CHAPTER PUBLICATION

- Book: **Marketing in Digital Age** Vol.1 Iterative Publications, NY, ISBN: (Book under publication)
- Chapter on **Leveraging AI for Sales and Marketing** - *under publication*
- Chapter on **'E-Business in the Digital Age'** (Business Management: A new Paradigm | ISBN:) - *under publication*
- Chapter on **'Strategic Decision Making in Management'** (Advanced Trend in Commerce and Management Vol. 3 | ISBN:) - *under publication*

CONFERENCES

- **Faculty Development Program**, IMS Gaziabad 31st Jul – 4th Aug 2023.
- **National Seminar on Emerging trends in Commerce and Management** 23rd-24th Jul 2022
- **2nd International Conference on New Frontiers of Engineering, Management, Social Science and Humanities (Emssh-2018)**, Maharashtra Chamber of Commerce, Pune 27 May 2018,
- **National Conference on Latest Advances in Technology, Management and Media**, IIMT College of Management, Noida, Feb 2018
- **Conference in Pune - 1st International Conference on New Paradigms in Engineering Technology and Management** -

2017, (IETE) Institution of Electronics and Telecommunication Engineers, Pune, India 05 November 2017

- **9th International Conference on Recent Development in Engineering Sciences**, Humanities and Management, Pune – 23rd Dec 2017

SEMINARS

- **National Seminar on Reality of peace and nonviolence in contemporary context**, Alwar, Rajasthan Feb 2012
- **National Seminar on Importance of Ahimsa in Social Life**, August 2012
- **International Seminar on Impact of Digital Marketing through Social Media**, By IJOAASE, Hyderabad on 15th June 2017
- Seminar on Economy of retail sector, Hyderabad October 2017
- **International Seminar on Research Methodology**, by IIAR Hyderabad 18th Oct 2017

REFERENCES

Shall be made available upon request.