



## *Ms. Snehal Inderjeet Obhan*

Assistant Professor  
Department of Management Studies  
Maniben Nanavati Women's College

### **EDUCATIONAL QUALIFICATION**

- ✚ **Qualified UGC- NET** in December 2019.
- ✚ **Qualified PhD. entrance exam and Interview** for Commerce from **S.N.D.T Women's University**, December 2018(Guide Allotment letter awaited).
- ✚ **Bachelors of Education** from Rizvi College of Education, Bandra (affiliated to University of Mumbai) academic year 2015-2017.
- ✚ **Master of Commerce** with specialization in Marketing Management from Smt. M.M.P. Shah College, Matunga (affiliated to SNDT Women's University) academic year 2013-2015.
- ✚ **Bachelor of Mass Media** with specialization Advertising from Smt. M.M.P. Shah College, Matunga (affiliated to SNDT Women's University) academic year 2010-2013 (**Ranking 2<sup>nd</sup> in the University**).

### **WORK EXPERIENCE**

- ✚ Currently working as **Assistant Professor in Department of Management Studies and Department of Commerce (Accounts, Finance and Insurance)**, at Maniben Nanavati Women's College, Vile Parle. (2017 onwards)
- ✚ Appointed as **Visiting Lecturer** at DS Actuarial Education Services (Affiliated to **Yashwantrao Chavan Maharashtra Open University**), for F.Y.B.Sc. Actuarial Science students, teaching Environmental Studies. (April 2019)
- ✚ **Resource Person** at **Shri. M.D.Shah Mahila College of Arts & Commerce**, Malad for TYBMS Students on topic "**Financial Challenges in Talent Management**" on March 11, 2019.
- ✚ **Resource person** for **MSME Development Institute** for skill Development programme on "**Retail Management**".(Jan' 2018)
- ✚ Worked as **visiting Lecturer** at **M.M.P Shah College (Matunga)** for **Department of Management Studies**. (2014-2017)

- ✚ Intern for a tenure of 4 months in **Shree Amulakh Amichand Bhimji Vividhlakshi Vidyalaya**, during the tenure conducted 40 lessons (English Grammar with C.B.S.E. Syllabus), and participated in overall functioning of the school.(2016-2017)
- ✚ Intern for a tenure of 1 Month in **Rizvi School (C.B.S.E)** (2015-2016)
- ✚ Intern for three months in the **Department of Mass Media, at M.M.P Shah College, Matunga.** (2014-2015)
- ✚ Worked with **IIT-ians Pace Education Pvt Ltd.**( 2013- 2014)
- ✚ Worked on college level short film and Advertisement.

### **RESEARCH**

- ✚ Contributed a position paper in absentia at **CASI Maha Model United Nations** in collaboration with Maharashtra Government on title **“Empowering Women through Entrepreneurship.”** in Committee 15: Commission on the Status of Women (CSW) on 6<sup>th</sup> December 2019.
- ✚ **Published and presented research paper on “A study on existence of organized retail formats and its impact on consumer’s purchase behavior in Mumbai.”** At **International conference** on ‘Opportunities and Challenge in service sector in global Era’. AJANTA (No. 40776) ISSN-2277-5730, Impact factor 4.205.
- ✚ **Published and presented research paper on “A study on potentials and challenges of Digital marketing in rural India.”** At **ICSSR Sponsored International conference** on “Use of digital technology in service sector: Beyond Metro”. International peer- Reviewed Journal, Research Horizons, SR. No. 2, VOL. 8, Nov.2018; ISN229385X.

### **GUEST LECTURES/ WORKSHOPS ATTENDED**

- ✚ Participated in **7 Days online National Workshop** on **“Research Methods and Techniques”**, (as Faculty Development Programme) Organized by Ramanand Arya D.A.V. College in Association with University of Mumbai, from 4<sup>th</sup> May to 10<sup>th</sup> May 2020
- ✚ Participated in webinar on **“Cyber Security During Covid-19”** organized by Smt. Kamladevi Gauridutt Mittal College of Arts & Commerce, IQAC in association with Indian Accounting Association- Thane Branch held on 3<sup>rd</sup> May 2020.
- ✚ Participated in webinar on **“NAAC Revised Accreditation Framework 2020”** organized by Rubrics Softcon Pvt. Ltd., Pune held on 30<sup>th</sup> April 2020.
- ✚ Participated in online Workshop on **“Faculty Development Workshop on e-learning”** organised by EdFly Learn on 26<sup>th</sup> April 2020.

- ✚ Participated in **7 Days National Workshop** on “**ICT tools for online Learning**” Organized by TLC, Department of Educational Technology Under (PMMMNM-TT-MHRD) in Collaboration with IQAC SNDT Women’s University from 20<sup>th</sup> April to 28<sup>th</sup> April 2020.
- ✚ Attended workshop on “**Understanding Revised Assessment Framework w.e.f. January 2020**” organized by IQAC of Maniben Nanavati Women’s College on 4<sup>th</sup> March 2020.
- ✚ Participated in one day state level workshop on **Research Methodology** organized by Nirmala Memorial College in Collaboration with Mumbai University on 21<sup>st</sup> February 2020.
- ✚ She Attended the **API three day's workshop** organized by IQAC of Maniben Nanavati Women's College from 17th June 2019 to 19th June, 2019.
- ✚ Attended a workshop on “**Best Practices in Higher Education**” Organized by IQAC in Collaboration with IBS Business School.
- ✚ Participated in a full day workshop on “**Intellectual Property Rights**” By M.D. Shah Mahila College of Arts and Commerce on 20<sup>th</sup> March 2019.
- ✚ Participated in a half Day workshop on **Research Writing** by NSI India in Collaboration with Nirmala Niktan College on 28<sup>th</sup> February, 2019.
- ✚ Attended the workshop organized by Maniben Nanavati Women’s College & IQAC Cluster Maharashtra on “**Shifted Goal Post in New NAAC Assessment**” on 27<sup>th</sup> July, 2018.
- ✚ Organized and Participated in State level One Day **Content Analysis workshop for restructuring syllabus for First Year B.M.S & B. Com (AFI)** for SNDT Women’s University on 19<sup>th</sup> March, 2018.
- ✚ Participated in the Workshop on “**Creativity**” organized by Rizvi College of Arts, Science, Commerce and Teacher Education, conducted on 29<sup>th</sup> Mach, 2016.
- ✚ Participated in the talk on “**Emotional Intelligence**” organized by Rizvi College of Arts, Science, Commerce and Teacher Education, conducted on 21<sup>st</sup> November, 2015.
- ✚ Participated in the talk on “**Learning Disabilities**” organized by Rizvi College of Arts, Science, Commerce and Teacher Education, conducted on 3<sup>rd</sup> December, 2015.

- ✚ Participated in one day **workshop on Research Methodology** Organized by Department of Commerce & Commerce Teacher's Association, SNDT Women's University, Mumbai on 3<sup>rd</sup> March 2015.

### ***UNIVERSITY COMMITMENTS***

- ✚ **Examiner and Paper setter** for Central Assessment Programme of Department of Management Studies and Department of Commerce (Accounting, Finance and Insurance), Juhu.

### ***COLLEGE COMMITMENTS***

She is an Editorial member of Srishti College Magazine also Member of Student Council, PR Committee, Quarterly Committee, Criteria III, Nanavati Innovation Entrepreneurship Development Incubation Centre.

### ***SUBJECTS TAUGHT***

- ✚ **Management Subjects:** Event Management, Principles of Management, Business Communication, Business Correspondence.
- ✚ **Human Resource Subjects:** Human Resource Development, Talent Management, Organizational Behavior
- ✚ **Marketing Subjects:** Principles of Marketing, Consumer Buying Behavior, Marketing Management, and Retail Management.
- ✚ **Other Subjects:** Business Law, Banking and Financial Services, Health and Life Insurance.