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Educational Qualification: BBS, MMM, PGDBM, MBS, Pursuing PhD
Experience: 7.7 years (Industrial: 2 years, Academic: 5.7 years)
Academic Affiliation: Nil
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Area Of Research: Marketing Management
Current Research: Scope of Television Advertisements
Publications/ Articles/ Cases
Publication:-
<ol style="list-style-type: none"> 1. "Green Marketing: Need Of the Hour", SMES-THE KEY DRIVERS OF NATIONAL ECONOMIC GROWTH, ISBN:978-93-83993-07-9 2. "Update on Brand Ambassador", IOSR Journal of Business and Management, e-ISSN:2278-487X p-ISSN: 2319-7668 3. "Ban on Advertising to Children", Novel Research Kaleidoscope, ISSN: 2277-1263, Volume 3/Issue 2 4. "Municipal Solid Waste Situation In India: An Overview", Chaitanya Business Journal, ISSN: 2277-6885, Volume 3, Issue 1 5. "Man the Plunderer and Saviour of Environment : An Overview"
Articles:-
<ol style="list-style-type: none"> 1. " Tips for Sales Executives", AISSMS-IOM Magazine, Flames 2015, Feb-1st Edition
FDP:-
<ol style="list-style-type: none"> 1. Research Methodology(With SPSS Tools), Navasahyadri Group of Institutes, 21st Nov 2014

