



Dr. Renuka Kamath

Professor of Marketing and Head of Marketing Department
at
S. P. Jain Institute of Management and Research, Mumbai

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Qualifications

Education:

Ph.D. (Arts) in Management Studies from Mumbai University

Topic: Economics of Modern Versus Traditional Retailing with Special Reference to Store Choice Behaviour of Women

PGDM (Marketing) from T.A. Pai Management Institute, Manipal

M.Sc.(Pr.) Chemistry, Delhi University

B.Sc. (Hons.) Chemistry from Hans Raj College, Delhi University

Experience - Industry:

Industry experience of 15years, before shifting to Academics

Worked in the Consumer Durables Industry with Whirlpool of India Ltd. and Kelvinator. Areas worked in were Sales and Marketing (including Trade Marketing), with a strong focus on Sales and Channel Management.

Worked in the Education Industry, with IL&FS Education & Technology Services (IETS), marketing pedagogical solutions (consultative) for Schools and Job Oriented Programs for Colleges.

Experience – Academic:

Academic experience since 2005

Areas of Competence and Interest - Sales management, Distribution Management, Business to Business Marketing and Social Marketing

Academic Courses taught - Marketing Management, Sales and Distribution Management, Business to Business Marketing, Social Marketing, Marketing Execution. Also marketing simulations – Markstrat (B-to-C and B-to-B) and Industrat (Industrial Marketing Simulation)

Teaching Groups - PGDM, PGPM, Executive MBA, Fund Raisers, Management Development Programs (Tata Chemicals, Medtronic, GTL, GSK, Cadbury's, Merck etc.)