

EFPM 2020 Roll no.26

Name :

Prakash Pandit



Area :

Marketing

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Educational Qualifications: Prakash has completed his PGDM

specializing in Marketing Management in
from the Indian Institute of Management,
Calcutta in 1987

He completed his B.Tech in Metallurgical
Engineering from Indian Institute of
Technology, Bombay in 1984

Overall Experience

: 32 Years

Present Employment

: Since 2008, Prakash has been working in
The ICFAI Business School as a Professor
of Marketing and is based out of Mumbai
He teaches Marketing, Brand
Management, Business to Business
Marketing and International Marketing
at IBS, Mumbai .He has authored and
presented papers at various National and

International conferences. He has research interests in B2B Marketing and Social Media marketing. He is actively involved in conducting MDP's and training programs in Marketing. He has experience in developing content for various MBA Programs also. He is currently the area coordinator in the Marketing Department and is very actively involved in student co-curricular activities.

Previous Employments:

Prakash began his career in the Sales department of Shaw Wallace & Co.in 1987.He had regular stints in Essar Steel, Godrej and Moser Baer in their Marketing Departments. His last assignment was as Divisional Manager in Ion Exchange Ltd.in 2007.

Profile Summary:

Prakash has extensive corporate and academic experience spanning over three decades. He has essayed crucial roles in Marketing in industry and is now an expert in Academics. He plays a vital role in the lives of young MBS graduates by facilitating their learning process and also providing them appropriate guidance in their respective careers

Papers & Tutorials:

1) Prakash Pandit & G C Nag, Faculty Members,
"Corporate Luxury in Airline Industry – A case of Indian Airlines"

Cases on Management Vol III – Bal Chansarkar

2) Prakash Pandit & Sarika Rachuri, Faculty Members, IBS, Mumbai, “Digital Disruptions – Uberification of India”, Dimensions, July 2016, International Marketing Conference IBS, Mumbai, March 2016

3) Prakash Pandit & Sarika Rachuri, Faculty Members, IBS, Mumbai, “ Changing paradigm of consumer behaviour in the era of Digital Marketing: The role of the rising male shopper”, 4th International Marketing Conference, IBS, Mumbai, April 2019

4) Prakash Pandit & Rita Rangnekar, Faculty Member/Dean IBS, Mumbai, “ Curiosity and Knowledge Seeking in the World of Work: A Study on Learning Habits of Professionals”, Future of Work conference, Jan 2020, We School, Mumbai

5) Prakash Pandit, Rachna Sharma, R Krishnan, Faculty Members/Asso. Dean, IBS, Mumbai, “ Automobile Industry in India at the Crossroads – Changing Trends in Consumer Behaviour

