

Dr. Lalitkumar Premchandra Patil		
Designation	Associate Professor	
Qualification	Ph.D. (Management), MMS (Marketing), BE (Mechanical), PGD (Operations Management), UGC – NET (Management)	
Area of Interest	Marketing / Operations	
Email	lalitpatil@vivaimr.org	
D.O.J.	1 st August 2009	

Introduction in brief:

Dr. Lalitkumar Premchandra Patil is a distinguished academician & researcher, Ph.D. Guide in 'Management Studies' (University of Mumbai) and professional with a rich background in management, marketing, and education. Holding a Ph.D. in Management, along with an MMS (Marketing), BE (Mechanical), PGD (Operations Management), and UGC – NET (Management) qualification, Dr. Patil possesses a diverse and comprehensive skill set that spans across multiple domains.

Currently serving as an Associate Professor and Program Coordinator at VIVA Institute of Management & Research, Dr. Patil has amassed an impressive teaching career of over 18 years, primarily at the post-graduate level. His extensive experience in imparting knowledge and shaping the minds of future business leaders reflects his dedication and passion for education.

With a strong foundation in both academia and the corporate world, Dr. Patil's professional journey includes a noteworthy tenure of 4 years as an Assistant Manager in Marketing. This practical experience has provided him with invaluable insights into the real-world dynamics of marketing strategies and operations.

Dr. Patil's contributions to academia extend beyond the classroom, as evidenced by his prolific research endeavors. He has authored and published more than 25 research papers in various distinguished journals, including those indexed in UGC CARE, Scopus, Web of Science, and ABDC lists. His dedication to advancing the understanding of Marketing and Operations through his research showcases his commitment to pushing the boundaries of knowledge in his field.

His research interests, centered around Marketing and Operations, underline his profound engagement with these critical domains. Dr. Patil's expertise and accomplishments make him a respected figure in both academia and the professional world, inspiring students and peers alike.

Faculty Profile

Faculty Name	Dr. Lalitkumar Premchandra Patil
Designation	Associate Professor / Course Coordinator
Qualification	Ph.D. (Management), MMS (Marketing), BE (Mechanical), PGD (Operations Management), UGC – NET (Management)
Email	lalitpatil@vivaimr.org
Area of Interest	Marketing / Operations
Work Experience (Total)	
• Teaching	18 Years
• Research	13 Years
• Industry	4 Years
• Others	NA
Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	MMS (Post Graduate) • Business Statistics • Project Management (<i>University Assessment Subject</i>) • Operations Analytics • Business Research Methods • Production / Operations Management • Marketing Management • Operations Research • Business-to-Business Marketing • Marketing Strategy (<i>University Assessment Subject</i>) • Productivity Techniques • Distribution & SCM • OPC & Control (<i>University Assessment Subject</i>) • Services Marketing • MRP & Control
Membership of Professional Bodies	1. IARA (Indian Academician & Researchers Association) 2. ISME (Indian Society for Mechanical Engineers) 3. International Multidisciplinary Research Foundation (IMRF)
Research Publications	
• Research Papers UGC-Approved	16
• Research Papers UGC-CARE	9
• List of UGC-CARE Research Papers	Kindly Find Below

<i>S. No.</i>	<i>Title of the Article</i>	<i>Name of the Journal, Place of Publication and Frequency</i>	<i>Month, Year and Volume of Publication with Page Nos.</i>	<i>Is the Journal Scopus Indexed / UGC CARE listed? (Yes/No)</i>
1	Supply Chain Management: A Journey, Not a Destination	SHODH SARITA, Quarterly	ISSN -2348-2397 / Vol 7, Issue 25 / Page No. 203-207 / January –March 2020	UGC CARE
2	Challenges Faced by Indian Management Education System	SHODH SARITA, Quarterly	ISSN -2348-2397 / Vol 7, Issue 26 / Page No. 82-87 / April-June 2020	UGC CARE
3	A Study on Post-Pandemic Investment Behavior With Reference to Vasai Virar City	SHODH SARITA, Quarterly	ISSN -2348-2397 / Vol 8, Issue 29/Page Nos. 35-41 / January –March 2021	UGC CARE
4	Reviving Economy Through Monetary Policies: A Comparative Study of Pandemic Situations in India During 1991 & 2021 with reference to Union Budgets of the Respective	The Journal of Oriental Research	ISSN: 0022-3301 / Vol. XCII-V / Page No. 162-168/ May 2021	UGC CARE
5	Significance of Warehousing in Supply Chain Management	The Journal of Oriental Research	ISSN: 0022-3301 / Vol. XCII-V / Page No. 230-235 / May 2021	UGC CARE
6	Online + Offline Learning: The Blended Learning- Need of Time	Stochastic Modeling & Applications	ISSN NO: 0972-3641 / Vol. 26 No. 3 (January - June, Special Issue 2022 Part - 5) / Page No. 1-4 / April 2022	UGC CARE
7	Machine Learning & Natural Language Processing for Content	Shodha Prabha	ISSN NO: 0974-8946 / Vol. 48, Issue 2 / Book No. 06:2023 / Page No. 128-131 / June 2023	UGC CARE

	Marketing: A Comparative Study of SEO & Social Media Strategies			
8	Use of Digital Marketing & Artificial Intelligence in Marketing of Products & Services in Digital Era	Shodha Prabha	ISSN NO: 0974-8946 / Vol. 48, Issue 2 / Book No. 07:2023 / Page No. 74-78 / June 2023	UGC CARE
9	AI-Powered Marketing: Transforming Strategies & Practices in Business Promotion	International Journal of Engineering & Technology	ISSN NO: 2633-4828 / Vol. 5, No.4 / Page No. 3792-3796 / December 2023	UGC CARE

Research Papers SCOPUS	5
List of SCOPUS Research Papers	Kindly Find Below

S. No.	Title of the Article	Name of the Journal, Place of Publication and Frequency	Month, Year and Volume of Publication with Page Nos.	Is the Journal Scopus Indexed / UGC CARE listed? (Yes/No)
1	A Study of the Variables Considered by Students While Choosing an MBA Institute – An Indian Perspective	International Journal of Advanced Science and Technology'	ISSN:2005-4238 / Vol. 29, No. 6s, (2020), pp. 377-385 / April 2020)	SCOPUS
2	Prior Work Experience & Its Impact on a Learner's Learning Experience During MBA	Test Engineering & Management	ISSN: 0193-4120 Page No.4850-4853 / July-August 2020	SCOPUS

3	An Overview of Indian Higher Education System: During & After Covid- 19 Pandemic Period	PalArch's Journal of Archaeology of Egypt/Egyptology	(ISSN NO: 1567-214X / PJAEE 18(7), 2021 / Page No. 2190-2195 / April 2021	SCOPUS
4	Blockchain Technologies in Healthcare System for Real Time Applications Using IoT and Deep Learning Techniques	International Journal of Communication Networks and Information Security	ISSN: 2073-607X, 2076-0930 / Volume 14 Issue 3/ Page No. 257-268 / January 2023	SCOPUS
5	Artificial Intelligence in Marketing: Transforming Consumer Engagement & Personalization	European Economic Letters	ISSN 2323-5233/ Vol. 15, Issue 3 (2025) / Page No. 1012-1016 / DOI Link: https://doi.org/10.52783/eel.v15i3.3496 / November 2025	SCOPUS

Research Papers WoS/SCI/ABDC	1 (ABDC)
List of WoS/SCI/ABDC Research Papers	“Artificial Intelligence: A Curse or a Boon?” in ABDC Journal “Empirical Economic Letters” at ‘PTVA’s Institute of Management’ (ISSN NO: 1681-8997 / Vol. 22, Issue 2 / Page No. 183-189 / June 2023).
Book and Chapter Publications	
Books Authored published by International Publishers	NIL
Books Authored published by National Publishers	2
Publication of Chapter in Edited Books	NIL
Editor of Book by	NIL

International Publishers	
• Editor of Book by National Publishers	1
• Translation Work of Book	NIL
Patents / Copyrights	
• Published	5
• List of published Patents / Copyrights	• “Computer Implemented Method for Online Banking According to Islamic Banking System” / Application No. 202021030128 A / Publication Date: 2nd October 2020 (Patent) • “Deep Learning Based Public Policy Model for Smart Governance” / Application No. 202211040127 A / Publication Date: 22nd July 2022 (Patent) • “Better Awareness Will Lead to Better Usage of The AB PM-JAY Scheme” / Application No. 202321037332 A / Publication Date: 30th June 2023 (Patent) • “AI Driven Digital Device for Sales Force Awareness With Buzzer” / Application No. 451382-001 / Publication Date: 13th March 2025 (Patent) • "The Global Economic Assessment Framework" / Application No. LD-30927/2025-CO / Publication Date: 30th December 2025 (Copyright)
• Filed	NIL
PhD Guidance	1
• Degree Awarded	NIL
• Under Guidance	1
Research Project	
• List of Research project	NIL
Consultancy	
• List of Consultancy	NIL
Awards & Honours	
• List of Awards & Honours	• “International Distinguished Reader Award - 2023” by by International Multidisciplinary Research Foundation, AP,

	India • "Global Faculty Award - 2021" by AKS Education Awards • "Best Scholar Award" by International Multidisciplinary Research Foundation, AP, India • "Best Faculty Award" by Indian Academic Researchers Association, TN, India • "Adarsh Shikshak Rajya Puraskar" at 'Late Shri. Kondaji Namdev Dudhare Mandal, Nashik' • "Community Leader Award-2018" by CASI Global & RTO-Government of Maharashtra State • "Best Research Paper" award in Management category in A One Day Multidisciplinary National Conference, "Vishleshan-2019" at VIVA Institute of Management & Research, Virar. • "Best Research Paper" award in Management category in A One Day Multidisciplinary National Conference, "Abhipsa-2021" at Rohidas Patil Institute of Management Studies, Bhayander. • "Best Research Paper" award in Management category in A One Day Multidisciplinary International Conference, "Vishleshan-2023" at VIVA Institute of Management & Research, Virar.
Invited lectures / Resource Person/ paper presentation in Seminars/ Conferences/full paper in Conference (Total)	7
• International (Abroad)	NIL
• International (Within Country)	NIL
• National	7
Organizing National Conference/ International Conference/ FDP/STTP	
• Total No. of NC/InC organised	NIL
• Total No. of FDP/STTP organised	1

Social Contributions and Sports	
• List of Social Contributions and Sports	Industrial Visit In-charge. Organized 12 Long Duration Industrial Visits during past 16 years.