

Name: Dr. Monali Sharma
Email ID: monali@sfimar.org
Designation: Professor & Head of Dept – PGDM
Department: PGDM
Qualification: Ph.D. (Marketing), MBA (Marketing & Finance), B.B.S., D.M. & E.I.M.

Brief Profile

I strongly believe that teaching, research and institutional leadership are interconnected pillars of academic excellence. My professional journey reflects this philosophy through a commitment to learner-centric education, research-driven innovation and continuous institutional development.

I am an accomplished academician, researcher and academic leader with over **16 years of academic experience and 3 years of corporate/industry experience** in Management and Marketing. I am currently serving as **Professor and Head of Department – PGDM at St. Francis Institute of Management and Research, Borivali, Mumbai.**

I hold a Ph.D. in Marketing from North Maharashtra University and an MBA in Marketing and Finance from ICFAI University. My areas of expertise include Marketing Management, Digital Marketing, Consumer Behaviour, Consumer Neuroscience, Neuromarketing, Marketing Analytics, Artificial Intelligence in Marketing, Research Methodology and Innovation Management.

Throughout my academic career, I have undertaken several leadership responsibilities, including Associate Dean – Research and Development Cell, IQAC Coordinator, Board of Studies Coordinator, Research Guide, Conference Convener and Editor. I actively contribute to curriculum development, Outcome-Based Education (OBE), NEP implementation, accreditation, academic audits, research promotion and institutional quality assurance.

Experience

Professor & HOD – PGDM | St. Francis Institute of Management and Researc-PGDM, Mumbai
August 2023 – Present

Associate Professor & Research Guide | G.H. Raisoni Institute of Business Management, Jalgaon
April 2022 – August 2023

Assistant Professor – Oriental Institute of Management, Navi Mumbai

August 2021-April 2022

Assistant Professor -G. H. Raisoni Institute of Business Management, Jalgaon
August 2019 – July 2021

Assistant Professor and Coordinator – Management Department
Shri Gulabrao Deokar College of Engineering and Management, Jalgaon
February 2010 – August 2019

A.Research & Publication

- 30+ research publications in national and international journals and conference proceedings.
- Publications in Scopus-indexed, ABDC-listed, IEEE Xplore and UGC-listed journals.

1. *Beauty Meets Bytes: Revolutionizing Cosmetic Marketing with AI & ML in the Indian Market* – IJCISIM, Scopus Q3, 2026.
2. *From Personification to Preference: The Impact of Brand Humanisation on Consumer Emotional Engagement* – Asian and Pacific Economic Review, ABDC-C, 2026.
3. *Electoral Impact on Equity and Reactionary Sectoral Market Movement* – Advances in Consumer Research, 2025.
4. *Unlocking the Metaverse: Ameliorating Creative Ingenuity and Innovation in Management Education* – Journal of Informatics Education and Research, 2024.
5. *SMART Kitchen Technology* – IEEE Xplore, 2024.

B. Case Studies Published

- *EKAA: When the Table Becomes the Strategy*, published in *B2B Brand Management Case Studies Collection*, edited by Dr. Philip Kotler, Dr. Waldemar Pfoertsch and Dr. Varsha Agrawal, June 2026.
- *From Setback to Step Up: Career Challenges Unpacked*, AIMS International Journal, 2026.
- *A Banker Who Went That Extra Mile*, AIMS Journal, 2022.
- *Case Study on Decision Making at Vibrant Paints – Is It Rational?*, Journal of Contemporary Issues in Business and Government, 2022.
- *Synergy Branding Journey of an Entrepreneur*, AIMS International Journal.
- *Employee Attrition and Retention Strategies in Global Telecom*, AIMS International Journal.

C. Books Published / Edited

1. *Fundamentals of Digital Marketing*, RK Publication, ISBN: 978-81-19140-17-6.
2. *Cases in Management Studies*, Editor, ISBN: 978-93-88834-01-8.
3. *Innovation Management*, ISBN: 978-93-5747-270-8.
4. *Entrepreneurship and Ethical Business*, Himalaya Publishing House.

D. Book Chapters

1. *Innovation and Antifragile Entrepreneurship,* in *Entrepreneurship Amidst Pandemic COVID-19*.
2. *Cognitive and Behavioral Risks of Retail Banking – Nudging, Bias and Trust in the BFSI and Retail Sectors,* in process.
3. *Proactive Vulnerability Management and Risk Forecasting*, in *Cybersecurity*, Wiley Publication, in process.

Intellectual Property Contributions

- **6 Copyright Works** – covering consumer behaviour, advertising analytics, financial management, product concepts and design.
- **4 Published Indian Patent Applications** – covering machine learning, automated billing, augmented reality in digital marketing and faculty productivity analytics.

Awards & Recognitions

1. National Best Women Researcher Award – Aviskar Foundation.
2. Educators Excellence Award 2020 – Vedant Foundation.
3. Best Faculty Research Award – St. Francis Institute of Management and Research, Mumbai.
4. Four Excellence in Research Awards.
5. Recognised in AD Scientific Index rankings in 2025 and 2026.
6. Certified Trainer – AIMA BizLab (Virtual Business Simulation Lab).
7. Innovation Ambassador – Ministry of Education's Innovation Cell.
8. Best Paper Award for *Beauty Meets Bytes: Revolutionizing Cosmetic Marketing with AI & ML in the Indian Market*, International Conference on Innovation, Technology and Entrepreneurship, 2025.
9. Convener – International Conference on Thriving in Digital Era: Innovations in Business, Science and Technology.
10. Convener – National Conference on Innovation, Technology and Entrepreneurship.
11. Session Chair – Global Conference on Emerging Business Practices: Sustainability the New Normal, Pillai's Institute of Management and Research, Panvel.
12. Expert Evaluator – International Conference on A Road Map for Implementation of NEP 2020.

Continuous Education Programs

i. Participation in Faculty Development Programmes

- FDP on CO-PO-PEO – Chandragupt Institute of Management, Patna.
- NEP 2020 Orientation and Sensitization Programme – Malaviya Mission Teacher Training Centre, University of Mumbai (10 days).
- FDP on AI in Research and Publication – SFIMAR.
- FDP on Outcome-Based Education as per NEP 2020 – SFIMAR, sponsored by ICSSR.
- FDP on Research Methodology Using ChatGPT – G. H. Raisoni Institute of Engineering and Business Management.
- FDP on Transformative Pathways: AI and Emerging Trends in Teaching and Research – Avantika University.
- FDP on Data Analysis Using R – Thakur Institute of Management Studies and Research.
- FDP on Problem-Based Learning Towards Advanced Pedagogy – NITTTR, Kolkata (5 days).
- FDP on Artificial Intelligence and ChatGPT: Impact on Education and Research – Bharat Digital Academy.
- FDP on Psychometric Test Construction and Standardization – Christ Deemed University, Kerala.
- FDP on Multi-Criteria Decision Making – REST Society of International Research.
- FDP on Case Writing – AIMS.

ii. Participation in Training Programmes

- Innovation Ambassador Training – AICTE–MoE's Innovation Cell (30 hours).
- Quality Management System – Internal Auditor Training.
- ISO 21001:2018 Awareness Workshop.
- National Intellectual Property Awareness Mission – AICTE, MoE's IPR and Ministry of Commerce & Industry.
- Workshop on Filing Copyright – SFIMAR.
- Consumer Neuroscience – Coursera.
- Advertising and Promotion Management – NPTEL.
- Knowledge Management – NPTEL.
- Emotional Intelligence – NPTEL.
- Social Media Marketing – eMarketing Institute.
- Content Marketing and Blogging – eMarketing Institute.

iii. Participation in National and International Conferences / Workshops / Seminars

- 14th Online Case Writing Workshop – AIMS.
- Workshop on How to Write a Quality Research Paper – Oriental Institute of Management.
- GST Reforms and Sectoral Growth – SFIMAR, sponsored by ICSSR.

- Workshop on Innovative Pathways: Advancing Research and Pedagogy with AI Tools – SFIMAR.
- Workshop on Industry 4.0 vs Education 4.0 – G. H. Raisoni Institute.
- Workshop on Recent Developments in Management – KCE and North Maharashtra University.
- Workshop on Syllabus Restructuring of MBA – KCE and North Maharashtra University.
- Workshop on Wikipedia – Open Source.
- Workshop on Awareness and Effectiveness of Jan Aushadhi Yojana – SFIMAR, sponsored by ICSSR.
- DLLE First Term Training Programme – SFIMAR.
- Seminar on Being Aware of Your Mental Health Needs – SFIMAR.
- International and national conferences in Marketing, Innovation, Technology, Entrepreneurship and Management.

Academic / Professional Affiliation

1. Advisory Member – Institute of Education and Research Foundation (IERF).
2. Lifetime Member – Indian Academic Researchers Association, Membership No. 278/2020.
3. Associate Editor – SRR Research Journal.
4. Editor – *Parivartan*, peer-reviewed journal.
5. Research Guide for Ph.D. and M.Phil. programmes.
6. Member, Board of Studies – St. Francis Institute of Management and Research (MMS), Mumbai.
7. Former Member, Board of Studies – G. H. Raisoni Institute of Business Management, Jalgaon.
8. Member, Research Advisory Committee (RAC), Ph.D. – Datta Meghe Institute, Wardha.
9. Paper Setter and Examiner – MIT World Peace University, Pune.
10. External Paper Setter – Indira Institute of Management, Pune.
11. Reviewer – Asian Journal of Economics, Business and Accounting.
12. Reviewer – Journal of Scientific Research and Reports.
13. Reviewer – IEEE Xplore.
14. Reviewer – Asian Research Journal of Arts & Social Sciences.
15. Reviewer – 4th International Conference on Innovation, Technology and Entrepreneurship, ITE 2025.
16. Former Coordinator – Research and Development Cell, G. H. Raisoni Institute of Business Management.
17. Former Coordinator – Centre of Excellence in Case Study Development.
18. Curriculum and Syllabus Developer – MBA and BBA programmes.
19. Board of Governance Member – G. H. Raisoni Institute of Business Management.

Expertise & Consultancy

Core Areas of Expertise

- Marketing Management and Strategic Marketing.
- Digital Marketing and Social Media Marketing.

Corporate Consultancy

- Margin5 Pvt. Ltd.