

BHAVIKA SHASHIKANT KHADAPKAR

ASSISTANT PROFESSOR • B.M.S. & B.COM (BANKING & INSURANCE)

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I. PERSONAL DETAILS

Date of Birth	13 December 1993
Nationality	Indian
Languages Spoken	English, Hindi, Marathi, Gujarati
Category	OBC

II. ACADEMIC QUALIFICATIONS

Exam	School / College / University	Month & Year	Result
SSC	Little Flower High School, Thane	May 2009	73%
HSC	N.K.T.T. College, Thane	April 2011	69%
T.Y.B.Com	N.K.T.T. College, Thane	April 2014	6.16 (A Grade)
M.Com (Business Management)	Mumbai University	April 2016	54%
MH-SET	Pune University	Jan 2018	56%

Pursuing: *Ph.D. (Commerce and Management) – Business Policy and Administration, University of Mumbai*

III. OTHER TECHNICAL QUALIFICATION

- MS-CIT — completed with 72% (2009)

IV. WORK EXPERIENCE

Organization	Duration	Designation
KServe BPO Pvt. Ltd.	May 2014 – June 2018	Team Leader – Operations
Sheth N.K.T.T. College of Commerce and Sheth J.T.T. College of Arts, Thane	June 2018 – Current	Assistant Professor, B.M.S. and B.Com (B&I)

V. SUBJECTS TAUGHT

Subject	Class / Programme
Human Resources Management	M.Com Business Management
Hospitality Management	M.Com Business Management
Advertising	M.Com Business Management

Subject	Class / Programme
Business Environment	M.Com Business Management
Social Media Marketing	M.Com Business Management
Customer Relationship Management	T.Y.B.M.S. and M.Com Business Management
Strategic Management	S.Y.B.M.S.
Consumer Behaviour	S.Y.B.M.S.
Motivation and Leadership	S.Y.B.M.S.
Environmental Management	S.Y.B.M.S.
Ethics and Governance	S.Y.B.M.S.
Rural Marketing	S.Y.B.M.S.
Production and Total Quality Management	S.Y.B.M.S.
Corporate Communication and Public Relations	T.Y.B.M.S.
International Business	T.Y.B.B.I.
Services Marketing	T.Y.B.M.S.
International Marketing	T.Y.B.M.S. – Marketing
Integrated Marketing Communication	S.Y.B.M.S. – Marketing
Principles of Marketing	S.Y.B.M.S. – Marketing
Visual Communication	F.Y.B.A.M.M.C.
Business Communication – I	F.Y.B.M.S.
Business Communication – II	F.Y.B.M.S. and F.Y.B.B.I.
Entrepreneurship Development – I	F.Y.B.Com
Entrepreneurship Development – II	F.Y.B.Com
Commerce – I	F.Y.B.Com
Commerce – II	F.Y.B.Com
Commerce – IV	S.Y.B.Com
Export Marketing	T.Y.B.Com

VI. PAPERS PUBLISHED IN JOURNALS

13 papers published across international and national peer-reviewed journals and conferences (2019–2026), listed most recent first.

Year	Title	Level	ISSN/ISBN & Impact Factor	Journal / Publication
2025-26	Impact of Over the Top applications on the multiplexes in the city of Thane	International Conference (KBP Hinduja College)	ISSN 0975-1211	Revelation — The Research Journal of KBP Hinduja College of Commerce, July 2025, Vol.33, Issue II, Pg 17-25
2025-26	The role of Artificial Intelligence on the growth of OTT platforms	International Conference (Sheth N.K.T.T. College)	ISSN 2347-7075, IF 8.141	Intl. Journal of Advanced and Applied Research, Special Issue Vol.7, No.16, Pg 318-322
2025-26	A comparative study of customer satisfaction towards Disney+Hotstar and ZEE5 as pioneering OTT applications	International	ISSN 0975-802X	Rabindranath Bharati University Journal of Economics, UGC-CARE, Vol.XIX(I) 2025
2024-25	A comparative analysis between traditional Television and OTT entertainment platforms for watching daily soap operas	International Conference	ISSN 2347-4777, IF 7.1	Journal of Cultural Studies and Social Sciences, 20(1)
2024-25	A study on customer perception towards OTT platforms and changing viewing habits in young adults	International Conference	IF 5.3	Madhya Pradesh Journal of Social Sciences, 29(2)
2023-24	Analysing the impact of reviews and feedback of restaurants on consumer ordering behavior via Swiggy	National Level Conference	—	Proceedings of Pragati College
2023-24	A study on the determinants of viewers choice between multiplex and OTT platforms for watching new movie releases	National Conference	ISSN 0970-9045, IF 6.5	Urban India, UGC-CARE, Vol.23(2)
2022-23	A study on customer perception towards grocery shopping from online applications (Zepto, Dunzo, Swiggy Instamart, Flipkart)	International	ISSN 0976-2132	UGC-CARE Journal, Vol.36, No.1(I), Pg 241-249
2022-23	A study on customer engagement of Swiggy and Zomato through social media channels in retaining customers and brand loyalty	National Conference (WRC-ICSSR Sponsored)	—	Chetana College Conference Proceedings
2021-22	A study on women empowerment through social media marketing	National	IF 7.327	Intl. Journal of Advanced Research in Computer Science and Management Studies, Vol.10, Issue 1, Pg 154-162
2021-22	A study on work life balance of employees working in business process outsourcing industry during the COVID-19 pandemic	National (ICSSR WRC Sponsored)	IF 6.601	Ideal — Intl. multidisciplinary half-yearly research journal, UGC listed no.47026, Vol.10, Issue 2
2019-20	A study on customer perception towards making payment through e-wallets	International	ISSN 2394-7780, IF 7.363	Intl. Journal of Advance and Innovative Research, Vol.7, Issue 1(VIII), Pg 25-29

Year	Title	Level	ISSN/ISBN & Impact Factor	Journal / Publication
2019-20	A study on replacing non-renewable energy with renewable energy in consumer products for sustainable development	National	ISBN 978-93-82625-51-0	Proceedings, National Seminar on Environmental Re-engineering, Series-10

VII. PROFESSIONAL DEVELOPMENT ACTIVITIES

Workshops, Faculty Development Programs and Conferences attended, 2019–2025, listed most recent first.

Year	Workshop / FDP / Conference	Duration
2025-26	Completed ICSSR-WRC sponsored coursework on Research Methodology: Integrating Theoretical Foundation and Practical Application, KJ Somaiya College — 3 credits, A grade	—
2025-26	National Level Hands-on Training on Data Analysis using Jamovi, Ideal Institute of Academic and Research Advancement (IIRA), under Ministry of MSME, GOI	5 days
2024-25	Online National Level coursework on Research Methodology, Bharati Vidyapeeth (2–7 Dec 2024) — secured O grade	1 week
2024-25	Online Research Methodology coursework, HR College (6–22 Jan 2025) — secured A grade	30 hours
2024-25	National FDP "AI Alchemy: Transforming Interactive Design through Exhaustive Research", M.L. Dahanukar College with TISS (10–16 Feb 2025) — C grade	7 days
2024-25	National FDP and coursework on Research Methodology, KES Shroff College with Hinduja College (1–8 Apr 2025) — A+ grade, 2 credits	7 days
2024-25	Workshop on uploading ABC credit on Samarth portal, Vivekanand College of Commerce, Chembur (20 Dec 2024)	1 day
2024-25	Workshop on Filing AQAR under new NAAC Process, Sheth N.K.T.T. College	1 day
2024-25	Workshop on Research Funding Sources, Sheth N.K.T.T. College	1 day
2024-25	Workshop on Developing Research Proposal and Review of Literature, Sheth N.K.T.T. College	1 day
2024-25	State level webinar on Cloud Computing in Education, Sheth N.K.T.T. College	1 day
2024-25	State level webinar on IPR, Sheth N.K.T.T. College	1 day
2023-24	National level pre-Ph.D. coursework on publication ethics and misconduct (16–30 May 2024) — 98% marks, 2 credits	2 weeks
2023-24	National Level Online Ph.D. Coursework on Research Methodology and Computer Applications (4 credits), Oct–Nov 2023 — O grade	2 weeks
2023-24	VIVA College – Teachers Aptitude Test	1 day
2022-23	Gurunanak Institute – Webinar on using Turnitin software for research	1 day
2022-23	Mahatma Night Degree College, Chembur – National webinar on writing a review of literature	1 day
2022-23	DTS Shah College – Online quiz on pandemic knowledge and vocabulary building	1 day
2022-23	Dr. Tatyasaheb Natu College, Chiplun – National webinar on MOOCs and MOODLE	1 day
2021-22	Yashwantrao Chavan College, Navi Mumbai – FDP on "Eco-system in Digital Media Marketing"	1 day
2021-22	M.S. College, Mumbra – Online workshop on Joy of Research	1 day
2021-22	IBS College, Powai – Enhancing Personal and Professional Growth of Teachers	1 day
2021-22	KJ Somaiya College – National online workshop on Effective Teaching Tools to Teach Millennials	6 days
2020-21	SSR College, Silvassa – National COVID-19 Awareness Program	1 day
2020-21	SST College of Arts & Commerce, Ulhasnagar – FDP on "Moodle Learning and Management System"	7 days
2020-21	Ramanand DAV College, Mumbai – National online workshop on Research Methods and Techniques	7 days
2019-20	Satish Pradhan Dnyansadhana College, Thane – FDP on "Evolution from Offline to Online Learning"	5 days

VIII. COMMITTEE ACTIVITIES

Committee memberships and convener roles held at the college, organised year-wise (most recent first).

Year	Committee Activity
2025-26	Member, Academic Council of the college
2025-26	Member, various Boards of Studies (BOS)
2025-26	Member, NKT ThinkTank
2025-26	In-charge, Criteria V documentation
2025-26	Convener, NEP and IQAC documentation
2025-26	Convener, SFC Timetable (BMS & BBI, overall coordination)
2025-26	Convener, ANVAY Alumni Association — organised alumni meet, raised ₹21,000 in donations, 7-day dance workshop
2025-26	Member, Discipline Committee
2025-26	Member, Prospectus Committee
2025-26	Member, Gender Audit Committee
2025-26	Member, Sonorous festival — in-charge of Performing Arts and event management
2025-26	Member, Krida Mahotsav — in-charge of formal program and volleyball
2025-26	Conducted certificate course in Art and Beauty
2023-24	Research Guide, T.Y.B.M.S. students, Sem VI
2022-23	Organised Sonorous — inter-collegiate festival
2022-23	Member, NAAC Documentation Committee
2022-23	Convener, Remedial Lectures
2022-23	Member, Timetable Committee
2021-22	Member, Documentation Committee
2021-22	Core Committee member — ICSSR (WRC) sponsored National Conference on Social & Economic Development of India during COVID-19
2021-22	Member, T.Y. Exam Committee
2020-21	Convener, SYBMS Admission Committee
2018–21	Research Guide, T.Y.B.B.I. students, Sem VI
2018–21	Guest Speaker — "Online Registration of Voter's Card" (NSS, National Voters' Day)
Ongoing	Member, Organising Committee — Inter-collegiate Paper Presentation Competition (R&D Committee)
Ongoing	Research Guide, M.Com (Business Management) students, Sem III & IV

IX. COLLEGE LEVEL ACTIVITIES

Co-curricular contributions, research guidance, certificate courses and institutional responsibilities, organised year-wise (most recent first).

Year	Category	Activity
2024-25	College Role	Head of Department – BAMMC
2024-25	College Role	Part of both SFC and Commerce Department
2024-25	College Role	Member, Board of Studies of the college
2024-25	College Role	Member, Criteria II
2024-25	College Role	Member, Research Development Cell
2024-25	College Role	Member, Academic and Administrative Audit
2024-25	College Role	Member, Discipline Committee
2024-25	College Role	Assessor, F.Y.B.Com Environmental Studies papers
2024-25	College Role	Convener, NEP Documentation Committee — university/UGC files for Sem I–IV; coordinated HOD documentation; prepared Academic & Administrative Audit files
2024-25	College Role	External Examiner, TYBMS Research Project viva-voce (Sem VI) — Joshi Bedekar College & IMCOST College, Thane
2024-25	College Role	Moderator, Joshi Bedekar College — SYBMS Strategic Management & TYBMS Customer Relationship Management papers
2024-25	College Role	Research Guide, TYBMS Marketing students for research projects
2024-25	Co-curricular	Organised Freshers' Party 2024-25
2024-25	Co-curricular	Convener, Timetable Committee — prepared timetable for BMS, BBI and BAF
2024-25	Co-curricular	Member, Sonorous core committee; Convener, Digital PR & Media; Fine Arts Head
2024-25	Co-curricular	Promoted Sonorous through flash mobs at Korum Mall, Upwan Art Festival and Talao Pali, Thane
2024-25	Co-curricular	Organised Contingent Leader Meet for Sonorous
2024-25	Co-curricular	Coordinated Industrial Visit for FY/SY/TY students to Manali and Chandigarh
2024-25	Co-curricular	Organised field trip for BAMMC students to Arena Animation, Thane
2024-25	Co-curricular	Convener, ANVAY Alumni Association — organised Bazaar Battle with the Entrepreneurship Development Cell
2024-25	Co-curricular	Member, Core Committee for International Conference (Commerce & Accountancy with IQAC) — registrations & participant communication
2024-25	Co-curricular	Convener, Formal Program for Annual Prize Distribution Ceremony
2024-25	Co-curricular	Member, Research Paper Presentation Competition Committee (PG Department)
2023-24	Co-curricular	Convener, Prize Distribution Committee, Krida Mahotsav 2023-24
2022-23	Certificate Course	Conducted certificate course in Basics of Marketing
2022-23	NSS (2018–21 tenure)	Attended 7-day Residential Camp at Mahuli & Sarmal Village
2021-22	Certificate Course	Corporate Soft Skills and Effective Communication
2021-22	Certificate Course	Corporate Communication
2021-22	Judging	Judge — Elocution Competition, Literary Circle
2021-22	NSS (2018–21 tenure)	Attended 7-day Residential Camp at Mahuli & Sarmal Village
2020-21	Certificate Course	Basics of Human Resource Management

Year	Category	Activity
2020-21	Certificate Course	English Communication Skills Development
2020-21	Certificate Course	Calligraphy
2020-21	Judging	Judge — Online Elocution Competition, BMS Department
2020-21	Judging	Judge — Online Poetry Recitation Competition, English Literary Circle
2020-21	NSS (2018–21 tenure)	Organised inter-collegiate poster and video-making competition
2020-21	Entrepreneurship Cell (2018–21 tenure)	Organised AVSAR — Workshop on the Art of Baking
2019-20	NSS (2018–21 tenure)	Attended 7-day Residential Camp at Mahuli & Sarmal Village
2019-20	Co-curricular	Convener, Fresher's Orientation and Farewell Party
2019-20	Entrepreneurship Cell (2018–21 tenure)	Coordinated "Triumph Talk" — Journey of an Entrepreneur, with Rotaract Club of Thane
2018-19	Co-curricular	Convener, Fresher's Orientation and Farewell Party
2018-19	Co-curricular	Editor, College Magazine
2018-19	NSS (2018–21 tenure)	Attended 7-day Residential Camp at Mahuli & Sarmal Village
2018-19	Entrepreneurship Cell (2018–21 tenure)	Coordinated "Triumph Talk" — Journey of an Entrepreneur, with Rotaract Club of Thane
2018–21	NSS	Organised Blood Donation Camps, Tree Plantation drives, Clean Campus initiatives and Thalassemia Health Check-up camps
2018–21	NSS	Organised 7-day Crash Course for female students on Avenues for Women Entrepreneurship
2018–21	NSS	Actively organised and coordinated all NSS activities
2018–21	Entrepreneurship Cell	Organised 7-day Crash Course for female students on Avenues for Women Entrepreneurship
2018–21	Entrepreneurship Cell	Organised various other programs for entrepreneurial skill development among students
Ongoing	College Role	Trustee and Treasurer, ANVAY Ex-Students Association

X. CURRICULUM DEVELOPMENT

Courses and subjects contributed to in curriculum design, organised year-wise (most recent first).

Year	Course / Programme — Subject (Semester)
2025-26	IKS: Ancient Indian Management Practices and Thoughts
2024-25	F.Y.B.M.S. — Principles of Marketing (Sem II)
2024-25	F.Y.B.A.F. / F.Y.B.Sc.(IT, Data Science, Computer Application) — Corporate Communication II (Sem II)
2024-25	S.Y.B.M.S. — Basics of Strategic Management (Sem III)
2024-25	S.Y.B.M.S. — Consumer and Market Behaviour Analysis (Sem III)
2024-25	S.Y.B.M.S. — Motivation and Leadership (Sem III)
2024-25	S.Y.B.Com — Basics of Strategic Management (Sem III)
2024-25	S.Y.B.A. — Consumer Behaviour (Sem III)

XI. HOBBIES

Listening to music and dancing.

XII. KEY SKILLS

- Excellent communication skills
- Effective team leadership
- Hardworking and dedicated to assigned tasks
- Positive, goal-oriented approach to work
- Open to exploring and learning new skills

Yours Faithfully,

Bhavika Shashikant Khadapkar