

Dr. Smita Kulkarni
Office Phone: 305-284-2997
Room: KE 517
Coral Gables Campus

Current Academic Rank: Lecturer

Primary Department: Marketing

Citizenship: US Citizen

HIGHER EDUCATION

Ph.D. - University of Pune, India, 2006

Thesis Title: New Product Launch Strategies – A Case Study of the Automobile Industry

Master of Management Sciences (Marketing) – INDSEARCH- University of Pune, India, 1995

Diploma in Business Management, Shivaji University, India, 1994

Diploma in Industrial Electronics, Board of Technical Education, India, 1991

EXPERIENCE

Academic:

Faculty: 22 years

August 2006 - present

Faculty – Marketing Department, Miami Business School, University of Miami, Coral Gables, Miami.

Jan. 1996 - Mar. 2006

Assistant Professor and Program Head for MBA Program at, Maharashtra Institute of Technology's School of Management, Pune, India.

Non-Academic:

2 years as Marketing Executive with Microline and Aptech Hardcore, Pune, India

- At Microline, the job involved working as a Marketing Executive for the product- computer training modules. This included identifying and qualifying prospective customers, making presentations, developing the proposal, collection and evaluation of student feedback.
- At Aptech Hardcore, the activities included counseling the students about the product (Computer Hardware Training Modules), sales presentations to educational institutes, organizing in-house promotional events and evaluation of student feedback

PUBLICATIONS

Juried or Refereed Journal Articles and Exhibitions:

“McDonald’s Ongoing Marketing Challenge: Social Perception in India” in Online Journal of International Case Analysis (Co-authored with Walfried Lassar) (Jan 2009)

“Identifying Critical Success Factors for New Products and Recommendations for an Effective Launch Strategy in India” in the ELK Asia Pacific Journal of Marketing and Retail Management (January 2012)

Referred Works Accepted for Publication: ----N/A

Manuscripts Under Review/Under Revision: ----N/A

Books and Monographs Published: ----N/A

Book Reviews: ---N/A

Other Works, Publications and Abstracts:

PROFESSIONAL

Funded Research Performed: ---- N/A

Editorial Responsibilities: ---- N/A

Editorial Boards: ---- N/A

Reviewer/Discussant: ---- N/A

Coordinator: ---- N/A

Professional and Honorary Organizations:

American Marketing Association

Honors and Awards: N/A

Listings: N/A

Other Professional Activities (e.g., papers presented; performances; conference proceedings, Seminar or conference panel member, catalogue work, etc.):

- July 2011: MBA Seminar in Pune, India
How to gain Competitive Advantage with a Successful Marketing Strategy
A glimpse of the American market
- January 2014: Selected as a Fellow for the Faculty Learning Community at the University of Miami. The program helped in enhancing teaching skills using digital technology and information literacy.

TEACHING

Teaching Awards Received: ---- N/A

Teaching Specialization (courses taught):

Marketing Management
Marketing Communications / Promotional Management
Services Marketing
International Marketing
Principles and Practices of Management
Basics of Communication
Consumer Behavior

Thesis and Dissertation Advising: ---- N/A

SERVICE

Stamps and Singers Scholarship Interviews at the University of Miami since 2013

University Committees and Administrative Responsibilities: ---- N/A

Community Activities: ---- N/A