



# Dr. Laxmikant C. Sontakke

## Marketing Specialization

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### Email

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### Address

Flat no. 04, Suvividhinath Apt. Pipeline

Road Ganesh Nagar Satpur, Nashik

### Experience

15+ Years Academics,

Industry-01 Year

### Linkedin

[www.linkedin.com/in/dr-laxmikant-](http://www.linkedin.com/in/dr-laxmikant-sontakke-5ab420a9)

[sontakke-5ab420a9](http://www.linkedin.com/in/dr-laxmikant-sontakke-5ab420a9)

### Google Scholar

[https://scholar.google.com/citations?](https://scholar.google.com/citations?user=Ii5aeqIAAAAJ&hl=en)

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## Professional Summary

Ph.D. in Organizational Management with 15+ years of academic experience in Marketing and Management. Recognized Ph.D. research advisor with expertise in teaching, research, curriculum design, and academic administration. Demonstrated success in guiding MBA students, publishing scholarly research, and contributing to institutional development aligned with NAAC and NBA standards. Actively engaged in industry-academia collaboration and promoting experiential learning practices.

## Academic Contributions & Administrative Roles

- Subject Chairman – EABD & Marketing Subjects
- Designed and implemented activity-based learning assignments and Continuous Comprehensive Evaluation (CCE) frameworks
- Contributed to the development of MBA curriculum for Marketing Specialization
- Organized “Jugaadpreneurial Competition” to promote innovation and entrepreneurial thinking (6+ years)
- Served as Management Events Coordinator, leading academic and co-curricular activities
- Coordinator, CII Survey (2017)
- Research Project Coordinator, facilitating academic research initiatives
- Admission Coordinator, managing student enrollment processes
- IQAC Coordinator, contributing to quality assurance and accreditation processes
- NBA Criterion Coordinator, supporting accreditation documentation and compliance
- Placement Coordinator, strengthening industry connections and student placements
- Examination Coordinator.

## Career Objective

To contribute to academic excellence through teaching, research, and industry collaboration in the field of Marketing and Management, while fostering innovative and experiential learning among students.

## Academic Qualifications

- Ph.D. in Organizational Management – SPPU, Pune, Year- May-2024.  
-Thesis: Institute-Industry Linkages
- Ph.D Research Supervisor -(Organizational Management) - SPPU, Pune , Nov-2025
- MBA (Marketing Specialization) – RTMU, Nagpur, Year-2009
- Graduation – [BBA], SRTMU, Nanded, Year-2007.

## Professional Experience

- Assistant Professor , MVP’s IMRT , Nashik
- Years of Experience-15+
- Developed syllabus under autonomous structure
- Organized expert lectures, competitions, and experiential learning activities
- Guided MBA projects and research work

## Research & Publications

- Published 10+ research papers in reputed journals/conferences/ABDC/UGC
- 1 Book Published- Marketing Management
- 1 Patent Published-
- Minor Research Project- SPPU, Pune.

## Certifications , FDPs , Seminars, Workshop

- NPTEL/AICTE certifications on AI in Marketing & Marketing Management
- FDP’s attended/Participated 16+
- Workshop attended/Participated 8+
- Seminars attended/Participated 23+

## Professional Memberships & Affiliation

- Coordinator of AIMS -Associations of Indian Management Schools .
- Lifetime Member of the CMAoI Association.

## Key Skills

- Teaching & Mentoring
- Curriculum Design & Outcome-Based Education (OBE)
- Research & Academic Writing
- Marketing Analytics
- Industry Collaboration- VAP

## Personal Details

- Date of Birth : 12/02/1986
- Language Known- Marathi, Hindi & English

Signature:

(Dr. Laxmikant Sontakke)