

Bio-Data



Personal Details ::

Name : Mr. Ashish Arun Linge
Address : 282, Gajanan Society, Dattawadi, Nagpur
Date of Birth : 17/08/1975
Languages Known : English, Hindi, Marathi

Educational Qualification :

| Degree | Year of Passing | University/ Board |
|---------------|------------------------|---|
| M.B.A. | 2001 | RTM Nagpur University |
| B.Sc. | 1996 | RTM Nagpur University |
| HSSC | 1993 | Mah. State Board of Sec. & Higher Secondary Education, Pune Nagpur Divisional Board |
| SSC | 1991 | Mah. State Board of Sec. & Higher Secondary Education, Pune Nagpur Divisional Board |

Teaching Experience

- 1) Working as Lecturer in Dept. of Business Management, C. P. & Berar E. S. College, Ravinagar, Nagpur.
- 2) Worked as Visiting Faculty at G.S.College, Wardha, Dharampeth Commerce College, Nagpur.

Professional Experience

- 1) Worked as Marketing Executive with Baidyanath Ayurved Bhavan Ltd., Nagpur for 18 months.
- 2) Worked as Sr. Marketing Executive with Promoters Advertising Agency, Nagpur for 18 months.

Research

- 1) Pursuing Ph.D. in Marketing Management with Management as Core Subject titled “A Study on Customer Relationship Management (CRM) as a Marketing Tool with special reference to Organized Retail Stores in Nagpur City.”
- 2) Developed A Case titled “Banking on Relationships” on Marketing Management with other colleagues of Prestige Institute of Management, Indore. The case is published in the Monograph of PIMR, Indore.

Guest Faculty

- 1) Participated in State level training programme for teachers/ instructors in office management as a resource person. The programme was held at G.S. Commerce College, Wardha.

Faculty Development Programme

- 1) Participated in 3 days case writing workshop organized by Prestige Institute of Management, Indore.
- 2) Participated in FDP organized by Vasant Rao Naik Agricultural Training Institute, Nagpur.
- 3) Participated in FDP organized by ICFAI University, Nagpur.
- 4) Participated in FDP organized by NMIMS, Mumbai.

Computer Knowledge

Dos, Foxpro & C Language

(Mr. Ashish A. Linge)