



Ms. Mayuri Neve

Assistant Professor-Marketing

Gujarat Maritime University

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An Assistant Professor in Marketing, with 14 years of work experience and a wealth of expertise in Sales and Market Research across a diverse range of industries, including Pharma, Healthcare, Textiles, and Chemicals. With a proven track record in teaching at reputable educational institutes, having taught Management and Engineering students a range of management subjects. As a former Academic Associate at IIM Ahmedabad, had the opportunity to work with highly experienced, renowned, and expert professors and added tremendous value to her knowledge and skills.

Areas of Specialization:

- Marketing in Maritime industry
- Transshipment
- Entrepreneurship
- Ambush Marketing
- Consumer Behaviour
- Study of Buying Behaviour of Generation-Z

Education:

- Doctor of Philosophy in Management, Gujarat University, (Pursuing)
- Master of Business Administration in Marketing, Institute of Professional Education and Research, Bhopal, 2005
- Bachelor of Science in Chemistry, Botany & Zoology, Govt. Autonomous M. H. College of Home Science and Science for Women, Jabalpur, 2002

Professional Experience:

- **Assistant Professor - Marketing, Gujarat Maritime University, Gandhinagar (Nov 2020 – Present)**
 - One of the founding faculty members of School of Maritime Management.
 - Teach subjects like Introduction to Global Maritime Sector, Services Marketing for Maritime Managers, Marketing Management, Logistics and Supply Chain Management.
 - Guide students for Master thesis and Summer Internship Project.
 - Member of the Board of Studies.
 - One of the editors of the GMU Journal of Maritime Management.



- Part of various committees like Admissions, Examination, and Internal Committee under The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013.
- Coordinating sessions of visiting/guest faculty.
- **Academic Associate, Indian Institute of Management, Ahmedabad (Jun 2016 – Oct 2020)**
 - Assisted faculties in academic and research work.
 - Coordinated for work with various departments and different areas.
- **Research Analyst, infoAnalytica Consulting Pvt. Ltd., Ahmedabad (Oct 2015 – Dec 2015)**
 - Conducted custom research on projects related to various industries such as IT, Education etc. for global clients.
- **Market Research Analyst, Fibre2Fashion, Ahmedabad (Apr 2012 – Sep 2015)**
 - Prepared various regular and special reports covering global information on prices, market drivers, market outlook and present scenario related to Textile industry and Dyes & Chemicals industry.
 - Wrote news, country profiles, synopsis, etc.
 - Conducted primary and secondary research.
 - Handled global client queries.
- **Assistant Professor, Faculty of Technology and Engineering, Charotar University of Science and Technology, Changa (Jan 2009 - Jul 2010)**
 - Taught Subjects such as: Fundamentals of Management, Management – II, Business Organization and Management.
 - Conducted Research, coordination, and administrative work.
- **Lecturer, K. P. Patel School of Management and Computer Studies, Kapadwanj (Sep 2008- Dec 2008)**
 - Taught Subjects such as Management Information Systems, Organizational Behaviour.
- **Customer Care Representative, Motif India Infotech Pvt. Ltd., Ahmedabad (Apr 2008 – Sep 2008)**
 - Conducted market research on various aspects related to the US healthcare industry as per client's requirement.
- **Medical Representative, Torrent Pharmaceuticals Ltd. (Jul 2005 – Dec 2006)**
 - Conducted Sales activities.
 - Conducted Market research.

Recent Publications:

- Neve M. & Ruparel N., A study on factors affecting customers' perception towards Ambush marketing in Mumbai city, Journal of Education: Rabindra Bharati University, Vol.: XXIV, No.: 1(XV), 2022.

- Neve M. & Ruparel N., A study on socio-demographic profile of customers and different factors of Ambush Marketing in Vadodara city of Gujarat state, Journal of Management & Entrepreneurship, Vol. 16, No.1 (III), 2022.
- Neve M., A study on socio-demographic profile of customers and different factors of Ambush marketing prevailing in Surat city of Gujarat state, Journal of the Asiatic Society of Mumbai, Vol.: XCIV, No:01, 2021.

Faculty Academic Work:

- Completed a one-week FDP on “National Education Policy-2020”, March 20th-26th, 2023 organized by Teaching Learning Centre, Ramanujan College, University of Delhi under the aegis of Ministry of Education, Pandit Madan Mohan Malviya National Mission on Teachers and Teaching.
- Delivered a seminar on “Contemporary issues related to the Indian Maritime Sector”, March 13, 2023, at Parul University, Vadodara.
- Attended the Multimodal Logistics Summit in Kandla, Gandhidham in February 2023.
- Attended the Transportation and Logistics Symposium - Technology for Effective Implementation of National Logistics Policy, Addressing the 6 Pillars and Futuristic Projections organized by Adani University, Ahmedabad, November 18th, 2022.
- Completed two-week internships each at the Syama Prasad Mookerjee Port, Kolkata in September 2022 and Chennai Port in August 2021.
- Attended the 11th National Conference on Infrastructure and Ports on June 29th, 2022, at Ahmedabad Management Association, Ahmedabad.
- Attended the 16th Annual Conference on Container and Logistics Infrastructure in India, Port and Hinterland Connectivity: Trends, Developments and Future Potential on June 27th-28th, 2022 at Renaissance Ahmedabad Hotel, Ahmedabad.
- Attended Workshop on “Writing and publishing in indexed journals” organized by GNLU IQAC in collaboration with GNLU Research and Publication Division, February 19th, 2022.
- Collaborated with other GMU faculty members to organize and deliver an Executive Development Program titled "General Management for Young Entrepreneurs and Managers" in September-October 2021.
- Attended online EDP program on “Insights in Maritime, Ports & Logistics - a Global perspective” under the Centre of Executive Education of the Gujarat Maritime University in association with Erasmus Centre for Urban, Port and Transport Economics (Erasmus UPT) and STC International, Rotterdam, Netherlands, March 1st-17th, 2021.
- Attended the Maritime India Summit, March 2nd-4th, 2021 on ‘Exploring the Potential Business Opportunities in Indian Maritime Sector & Making Aatma Nirbhar India’.
- Attended a four-week FDP course on “Services marketing: A practical approach”, organized by NPTEL powered by SWAYAM in association with IIT Kharagpur in January - February 2021.
- Attended Workshop on case teaching and writing organized by AIMA in association with AICTE, December 12th-20th, 2020.
- Attended a one-week FDP on “Systematic literature review and meta – analysis”, December 7th-13th, 2020 organized by Teaching Learning Centre, Ramanujan College, University of Delhi under the aegis of Ministry of Human Resource Development Pandit Madan Mohan Malviya National Mission on Teachers and Teaching.

- Attended a four-week Induction/Orientation Programme for Faculty in Universities/Colleges/Institutes of Higher Education from November 10th - December 9th, 2020, organized by Teaching Learning Centre, Ramanujan College, University of Delhi under the aegis of Ministry of Human Resource Development Pandit Madan Mohan Malviya National Mission on Teachers and Teaching.
- Attended Workshop on “The Role of IQAC in enhancing Quality in Higher Education” organized by the Gujarat National Law University on November 21st, 2020.
- Attended IIMA Doctoral Scholar’s School, September 20th-22nd, 2019.
- Attended a session of the CII Western Region Annual Meeting 2019 & Conference on ‘ARISE for Nation Building’ at IIMA, March 28th, 2019.
- Presented paper on “Ambush Marketing: Emerging Trends for Gen-Z”, March 14th, 2019, at the Multidisciplinary International Conference GTUICON-2019 at Gujarat Technological University, Ahmedabad.
- Attended Workshop on Cognitive Analytics at IIM Ahmedabad, sponsored by IBM, December 7th-9th, 2018.
- Presented paper on “Ambush Marketing: Increasing Importance of Gen-Z”, September 23rd, 2017, at the National Conference on Advances in Theory, Research & Practices in Management at GLS University, Ahmedabad.
- Attended IIMA Doctoral Summer School, June 1st-4th, 2017.
- Attended and volunteered at the 7th IIMA Conference on Marketing in Emerging Economies, January 11th-13th, 2017.
- Attended the IIMA-INDAM Joint Workshop on Crafting and Conducting High Quality Research, IIMA, January 6th-8th, 2017.
- Attended an FDP on “Basics of Research Methodology” organized by GTU (Gujarat Technological University), Ahmedabad in July, 2016.
- Co-authored Paper titled “Case study: Impact of Rubric Assessment Tool” in the International Conference on Education Informatics, May 22nd-23rd, 2010 at Chitkara University, Punjab.
- Presented paper titled “Emerging Employment for Women Technocrats in the time of Recession”, January 8th-10th, 2010 at the 1st International Conference on Global Business Recession: Lessons Learnt, Prestige Institute of Management, Gwalior.
- Presented and won the ‘Best paper award’ for co-authored paper titled “Teaching today’s Engineering students to be tomorrow’s entrepreneurs”, July 3rd-4th, 2009 at the National Women’s Conference on Exploring Potentialities of Women in Engineering, Charotar University, Changa, Dist. Anand, Gujarat.
- Attended workshops at Jashkamal – Milcent Management Training Centre, Anand on topics such as “Result oriented Leadership”, “How to be a successful businessman” and “Resume writing and facing interviews” in 2009.

Date: April 5th, 2023