



Dr. Mayuri Neve

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An Assistant Professor of Marketing, with 17+ 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, I have taught Management and Engineering students, a range of management subjects. In my previous role as an Academic Associate at IIM Ahmedabad, I had an opportunity to work with highly experienced, renowned and expert professors, which has added tremendous value to my knowledge and skills.

Areas of Research Interest:

- Transshipment
- Green fuels in maritime industry
- Autonomous ships
- Digital technologies in maritime sector
- Innovation & Entrepreneurship
- Marketing management
- Ambush Marketing
- Consumer Behaviour

Education:

- Doctor of Philosophy in Management (Ph.D.), Gujarat University, Ahmedabad. (Aug'23) (Title of Ph.D. thesis- 'Ambush Marketing: A study of perceptions of Gen-Z customers in Gujarat')
- Master of Business Administration (M.B.A.) in Marketing, Institute of Professional Education and Research, Bhopal affiliated to Barkatullah University, Bhopal, 2005
- Bachelor of Science (B.Sc.) in Chemistry, Botany and Zoology, Govt. Autonomous M. H. College of Home Science and Science for Women, Jabalpur affiliated to Rani Durgavati University, Jabalpur, 2002 (Second position in the merit list of the college)

Professional Experience:

- **Assistant Professor - Marketing, School of Maritime Management, Gujarat Maritime University, Gandhinagar (Nov 2020 – Present)**
 - One of the founding faculty members of School of Maritime Management.
 - Have been teaching subjects like Introduction to Global Maritime Sector, Marketing Management, Logistics and Supply Chain Management, Safety and Environment Management in Shipping, Maritime Infrastructure and PPP, Management of Shipping Companies, Innovation and Entrepreneurship.
 - Guide the students for Dissertation and Summer Internship Project.
 - Member of the Board of Studies.



- Part of/have been part of various committees like Admission, Examination, Purchase and Internal Committee under The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013.
- Coordinating sessions of visiting/guest faculty. Organizing various events in the university.
- **Academic Associate, Indian Institute of Management, Ahmedabad (Jun 2016 – Oct 2020)**
 - Assisted faculties in academic and research work.
 - Coordination work with various departments and areas.
- **Research Analyst, infoAnalytica Consulting Pvt. Ltd., Ahmedabad (Oct 2015 – Dec 2015)**
 - 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.
 - Contributed to 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.

Academic and administrative work:

- Invited as an Expert for MBA admissions in the Centre of Excellence Institutes at the Admission Committee for Professional Courses (ACPC) on 12th and 13th February 2026.
- Delivered a session on the topic “Maritime Sector as India’s Growth Engine” at Tolani Commerce College, Rajabhai college, Gandhidham and Sanskar Institute of Management & Information Technology, Bhuj on 6th February 2026.
- Participated in a one-day Workshop on Friday, 23rd January 2026, organized by Entrepreneurship Development Institute of India (EDII), as a part of BML Munjal University’s 4th International Conference on Entrepreneurship, Innovation & Society (EIS 4.0).
- Conducted an interaction at the GMU stall with the student participants regarding awareness of maritime sector and job opportunities in the sector at the CATwalk event organized by ekoching at Ahmedabad Management Association on 7th January 2026.
- Presented a poster in India Management Research Conference: IIM Ahmedabad (IMRC 2025) December 5-7, 2025, titled “Blockchain-Based Framework for Enhancing Traceability in Port Management in India”. (Co-author)
- Attended a Faculty Development Program on the Application of International Maritime Law offered by GMU, 18-22nd November, 2025.
- Took students for a study tour to Deendayal Port, Kandla, Gujarat, October 6, 2025.
- Took students for a study tour to Inland Container Depot (ICD), Sanand, Gujarat, September 11, 2025.
- Conducted Anti-Ragging week at GMU from 12th-18th August, 2025 and delivered a session on awareness of Anti-Ragging regulations and POSH regulations.
- Successfully completed the course “Capacity Building on Transit Coordination” offered by UN Trade & Development under the empowerment programme for trade facilitation, (12 learning hours), 6th July 2025.
- Attended a Faculty Externship Program at Gujarat Pipavav Port Limited, Pipavav, Gujarat during 27th to 30th May 2025.
- Attended a Faculty Externship Program at AM/NS Port, Hazira, Gujarat during 21st to 22nd May 2025.
- Attended a Faculty Externship Program at Logistics Skill Council, Chennai during 15th to 17th May 2025.
- Attended a workshop on ‘Port Led Development’ organized by GMU, April 5, 2025.
- Took students for a study tour to National Maritime Heritage Complex, Lothal, Gujarat, April 4, 2025.
- Member of the Anti-ragging squad of GMU.
- Attended an International Conference on ‘Advancing ocean governance for a sustainable future: The role of international law’ organized by GMU, CTIL, GNLU, SAIELN, March 28-29, 2025.
- Moderated a panel discussion on “Women in the Maritime Sector – Leadership Challenges & Opportunities” at International Women’s Day organized by Gujarat Maritime University in collaboration with WISTA India and Maritime SheEO on 8th March 2025.

- Delivered a session on the topic “Maritime Sector as India’s Growth Engine” at Navrachana University, Vadodara on 04th March 2025.
- Attended a workshop on ‘Indian Economy and Blue Budget 2025’, February 22, 2025.
- Invited as an Expert for MBA admissions in the Centre of Excellence Institutes at the Admission Committee for Professional Courses (ACPC) on 11th and 17th February 2025.
- Took students for a study tour to Alang ship breaking yard, February 10, 2025.
- Conducted an interaction at the GMU stall with the prospective students at the CATwalk event organized by ekoching at AMA Ahmedabad on 8th January 2025.
- Attended 13th National Conference on Infrastructure and Ports, January 4, 2025, at Ahmedabad.
- Attended Maritime SheEO Conference on the theme of ‘Setting Sail for Equality: Empowering Women Leaders’, November 14, 2024 at Mumbai.
- Attended an ‘Online Capacity-Building Workshop on Advanced Methods for Transportation and Logistics Research and Practice’ organized by the Centre for Transportation and Logistics (CTL) of the Indian Institute of Management Ahmedabad conducted between 2 August, 2024 to 30 August, 2024.
- Attended Maritime SheEO Conference on the theme of ‘Diversity Through Innovation & Growth’, November 21, 2023 at Mumbai.
- Working as a Nodal officer for ACPC (Admission Committee for Professional Courses) for MBA (Maritime Management) of GMU.
- Attended Global Maritime India Summit 2023, October 17 – 19, 2023 at Mumbai.
- Completed a one-week FDP on “E-Content Development”, August 21-27, 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.
- Completed a one-week FDP on “Academic Writing for Research”, May 15 - 21, 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.
- Attended Energy Transition Working Group Side Event on Diversifying Renewables & Critical Minerals Supply Chains to Advance Energy Transition (A G20 event), Gandhinagar, Gujarat, April 3, 2023.
- Completed a one-week FDP on “National Education Policy-2020”, March 20-26, 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 Vibrant Gujarat Summit 2023 at Mahatma Mandir, Gandhinagar, Gujarat, January 10 – 12, 2023. Was part of the team at GMU stall in the same.
- Took students for a study tour to Adani Hazira Port and Adani Wilmar, December 28, 2022.
- 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 18, 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 29, 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 27-28, 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 19, 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 1-17, 2021.
- Attended the Maritime India Summit, March 2-4, 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 12-20, 2020.
- Attended a one-week FDP on “Systematic literature review and meta – analysis”, December 7-13, 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 10 - December 9, 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 21, 2020.
- Paper setter, examiner, invigilator of GMU and paper setter for Gujarat Technological University.
- Mentoring MBA (Shipping & Logistics) students of every batch since I joined GMU.
- Designed syllabus for various courses of MBA (Shipping & Logistics) for the first batch of the GMU.
- Attended IIMA Doctoral Scholar’s School, September 20-22, 2019.
- Attended a session of the CII Western Region Annual Meeting 2019 & Conference on ‘ARISE for Nation Building’ at IIMA, March 28, 2019.
- Presented paper on “Ambush Marketing: Emerging Trends for Gen-Z”, March 14, 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 7-9, 2018.

- Presented paper on “Ambush Marketing: Increasing Importance of Gen-Z”, September 23, 2017 at the National Conference on Advances in Theory, Research & Practices in Management at GLS University, Ahmedabad.
- Attended IIMA Doctoral Summer School, June 1-4, 2017.
- Attended and volunteered at the 7th IIMA Conference on Marketing in Emerging Economies, January 11-13, 2017.
- Attended the IIMA-INDAM Joint Workshop on Crafting and Conducting High Quality Research, IIMA, January 6-8, 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 22-23, 2010 at Chitkara University, Punjab.
- Presented paper titled “Emerging Employment for Women Technocrats in the time of Recession”, January 8-10, 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 3-4, 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: 25th February 2026