

University of Miami
School of Business

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

Current Academic Rank: Lecturer

Primary Department: Marketing

Citizenship: Indian

HIGER 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: 15 years

August 2006 - present

Faculty – Marketing Department, School of Business, 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 courses. This included identifying and qualifying prospective customers, making

presentations, developing the proposal and seeking feedback from the customers.

- At Aptech Hardcore, the activities included counseling the students about the product (Computer Hardware Training Modules), visits to educational institutes and making presentations, organizing in-house events and evaluation of the feedback of the students.

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)

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

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 –
How to gain Competitive Advantage with a Successful Marketing Strategy
A glimpse of the American market

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

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

Community Activities: ---- N/A