



Rubina Charles Dmello

Assistant Professor
Co-ordinator (Self Finance)
Department of Commerce
[Self-finance (BMS)]

Associated since November 2013. A Specialised Marketing faculty having Corporate experience more than 7 years. Appointed on ad-hoc basis a member of syllabus framing committee for SYBMS (Marketing).

SOCIAL



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Youtube channel link

EDUCATION

- ★ MBA (Marketing)
- ★ NET (Management)
- ★ M.com. (Management)

EXPERIENCE

Subjects Taught / Courses Taken

Under- Graduation

- Principles of Marketing
- Advertising
- Services Marketing
- Brand Management
- Consumer Behaviour
- Media Planning and Management
- Strategic Marketing Management
- Event Marketing
- International Marketing
- Management Applications

Post-Graduation

- Marketing Strategies and Practices
- Human Resource Management
- Retail Management
- Tourism Management
- Strategic Management

Areas of Interest / Specialization

★ Years of Service : 20 Years

★ Date of joining : 25/11/2013

★ Date of retirement: 31/08/2040

- Marketing
- Management
- HR
- Student Development Activities

Orientation Courses attended

- **30 Days : Faculty Induction Program (FIP) Gurudakshata 03, HRDC, Savitribai Phule Pune University, Pune (01/01/2021 to 30/01/2021)**
- **Appointed as Mentor for 30 days Faculty Induction Program (FIP) Gurudakshata 04, HRDC, Savitribai Phule Pune University, Pune (05/02/2021 to 06/03/2021)**

Seminars / Conferences Attended

- National Webinar on “Impact of Covid -19 on commerce and Tourism Industry” organized by Mithibai College, on 14th May 2020
- Six Days National Faculty Development Program on “Research Methodology” jointly organized by Department of Commerce, University of Mumbai and S.K. College of Science and Commerce, Nerul from 17th May to 22nd May,2020

Workshops / Trainings attended

- One-day workshop on **Revised syllabus of FYBMS Sem I & II** organized by University of Mumbai in association with Thakur College of Science and commerce on 22nd July 2016
- Three-Day International Online Workshop from 18th - 20th May 2020 on the topic “**Enhancing Soft Skills & Entrepreneurial Traits in Teaching & Learning Methodologies**”. Organized by Lala Lajpat Rai College of Commerce and Economics
- Two day National workshop on **Development of E-content for effective teaching and Learning** organized by St. Gonsalo Garcia College of Arts and Commerce on 3rd & 4th March 2020

- Workshop on 15th Inter collegiate /Institute/ Department Avishkar Research Convention 20-21 organised by Department of student's Development , University of Mumbai on March 24, 2021

Books Published

***SLM Co-writer for Bharti Vidyapeeth Deemed University, Pune**

Sr. No.	Academic Year	Academic Level	ISBN No.	Subject
01	2019- 2020	M.Com. (Sem- III)	978-81-941680-7-2	Marketing VI (Service)
02	2019- 2020	S.Y.B.Com- (Sem-III)	978-81-941553-6-2	Marketing – III
03	2019- 2020	S.Y.B.Com- (Sem-IV)	978-93-89792-13-3	Marketing IV
04	2019- 2020	M.Com. (Sem- IV)	978-93-89792-24-9	Marketing VIII (Services)

Papers Presented

Sr. No.	Month & Year	Level	Impact Factors	Title
01	February 2017	International	Peer Reviewed	Impact of Demonetization on trade of FMCG Sector in India.
02	April 2014	International	Peer Reviewed	Parent's Perception Towards Impact Of Television Advertising On Children's Buying Behaviour

Papers Published

Sr. No.	Month & Year	Level	Impact Factors	Title
01	April 2014	International	Peer Reviewed	Parent's Perception Towards Impact Of Television Advertising On Children's Buying Behaviour

Field of research

- Guided a Research Proposal titled Impact of Cadbury's 5 Star Television Commercial on the behavior of Gen Z which was submitted by student in **15th Inter collegiate /Institute/ Department Avishkar Research Convention 20-21** organised by Department of student's Development, University of Mumbai.

Academic Responsibilities Undertaken

- Appointed as A member of Syllabus Committee framing the syllabus of SYBMS (Marketing) on Adhoc basis from Academic year 2016-17.
- From 2016 on wards Co-ordinating all the activities of Self Finance Department.
- Cultural Committee Member
- Convocation Committee in-charge
- Admission Committee Member

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- Resource person in for the subject of Marketing in the workshop on revised syllabus second year BMS Semester III & IV on 20th June 2017 organised by Pragati College of Arts and Commerce jointly with Board of Studies of BMS, University of Mumbai.
 - Guest lecture on Marketing and HRM for NET-SET Exam organised by St. Joseph of Arts and Commerce.
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