

NICMAR University, Pune

Position: Vice-Chancellor

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Gender: Male
Date of Birth: 05-Apr-1976



Education

#	Board / University	Institute	Specialization	Marks	CGPA	Year
1	The Maharashtra State Board of Secondary and Higher Secondary Education, Pune	N.D.M.V.P.'s Maratha High School, Shivaji Nagar, Nashik - 2		0.00	0.00	1991
2	The Maharashtra State Board of Secondary and Higher Secondary Education, Pune	N.D.M.V.P.'s K T H M College, Shivaji Nagar, Nashik - 2		0.00	0.00	1993
3	Pune University, Pune	N.D.M.V.P.'s College of Pharmacy, Shivaji Nagar, Nashik - 2		0.00	0.00	1997
4	Pune University, Pune	G E Society's J. D. C. Bytco Institute of Management Studies and Research, Prin. T. A. Kulkarni Nagar, Nashik - 5		0.00	0.00	1999
5	Pune University, Pune	N.D.M.V.P.'s Institute of Management Research and Technology, Shivaji Nagar, Nashik - 2		0.00	0.00	2005
6	Indian Institute of Management, Ahmedabad	Indian Institute of Management, Ahmedabad		0.00	0.00	2026
7	Lincoln University College, Malaysia	Lincoln University College, Malaysia		0.00	0.00	2026

Work Experience (Total: 15Y 4M)

#	Organization	Designation	From	To	Duration
1	MET's Institute of Management, Nashik	Director	Jun 2015	Jun 2025	10Y 0M
2	Ashoka Education Foundation, Nashik	Executive Director & Director at ABS	Jul 2012	Jun 2015	2Y 10M
3	Matoshri College of Management & Research Centre, Eklahare, Nashik	Director	Dec 2011	Jul 2012	0Y 6M
4	MGV's Institute of Management and Research, Nashik	Lecturer	Oct 2004	Jun 2005	0Y 8M
5	ICFAI National College, Nashik	Academic Coordinator	Jun 2005	Aug 2006	1Y 1M

Research Publication

#	Title	Journal	Year
1	EXAMINING THE MEDIATING ROLE OF E TRUST IN THE RELATIONSHIP BETWEEN E UTILITY AND E LOYALTY IN ONLINE SHOPPING	Academy of Marketing Studies Journal	Jan-2026
2	Evaluating Customer Perceptions and Their Influence on Organizational Branding in the Hotel Industry: A Strategic Perspective	Journal of Informatics Education and Research	Dec-2025
3	CATALYSING FINANCIAL INCLUSION THROUGH DIGITAL PAYMENT INTEGRATION IN E-COMMERCE: EVIDENCE FROM INDIA’S EMERGING MARKET	Accountancy Business and the Public Interest	Nov-2025
4	A Study on Evaluating Impact of CSR on Employee Performance in Mumbai Region	Journal of Marketing & Social Research	Jul-2025
5	A STUDY ON MARKETING STRATEGIES ADOPTED BY PHARMACEUTICAL COMPANIES FOR ACTIVE PHARMACEUTICAL INGREDIENTS	Euopean Chamilal Bulletine	Jul-2023
6	A Comparative Study of Management Education in India and Abroad	The Online Journal of Distance Education and e-Learning	Apr-2023
7	Significance of Employee Psychology for Organizational Growth and Development	Nuroquantology	Nov-2022
8	Impact Of Social Media Marketing Strategies On Consumer Buying Behaviour With Reference To Food Delivery Apps In India	IJFANS - INTERNATIONAL JOURNAL OF FOOD AND NUTRITIONAL SCIENCES	Nov-2022
9	NATURAL LANGUAGE PROCESSING (NLP) APPLICATIONS FOR HOSPITALITY AND TOURISM SECTOR	NeuroQuantology	Oct-2022
10	An empirical study on Purchase decision of durable products in Pune City	Psychology and Education	May-2021
11	Corporate Social Responsibility – Issues and Challenges in India	Journal of Modern Accounting and Auditing	Apr-2011

Published Books / Chapters

#	Book Title	Publisher	Institution
1	Basics of Marketing	Success Publication, Pune	Savitribai Phule Pune University, Pune
2	Contemporary Issues in Management: Cases & Caselets	The Virtue	All MBA Instittutes
3	Marketing Management	Success Publication, Pune	Savitribai Phule Pune University, Pune
4	Integrated Marketing Communication	Success Publication, Pune	Savitribai Phule Pune University, Pune
5	Sales and Distribution Management	Thakur Publication, Pune	Savitribai Phule Pune University, Pune
6	Services Marketing	Success Publication, Pune	Savitribai Phule Pune University, Pune
7	Basics of Marketing	Thakur Publication, Pune	Savitribai Phule Pune University, Pune

Administrative Experience (Total: 19Y 10M)

#	Post	Institution	From	To	Duration
1	Joint Director	Maharashtra State Faculty Development Academy, Pune	Jun 2025	Jun 2026	1Y 0M
2	Director	MET's Institute of Management, Nashik	Jun 2015	Jun 2025	10Y 0M
3	Executive Director & Director at ABS	Ashoka education Foundation, Nashik	Jul 2012	Jun 2015	2Y 11M
4	Director	Matoshri College of Management & Research Centre, Eklahare, Nashik	Dec 2011	Jul 2012	0Y 7M
5	Professor & Associate Professor	MET's Institute of Management, Nashik	Aug 2006	Dec 2011	5Y 4M

Major Research

#	Project Title	Value	Agency	From	To	Duration
1	Case Study on Enjay	30000	IIM Ahmedabad	Jun 2025	Dec 2026	1Y 6M
2	Case Study on Pahal Microfinance	30000	IIM Ahmedabad	Jun 2025	Dec 2026	1Y 6M
3	Assessment of Marketing Problems faced by the Wineries of Nashik District.	50000	University of Pune	May 2009	Apr 2011	1Y 11M

International Experience

#	Organization / Body	Experience
1	Pune University Dubai Campus	International academic exposure through overseas MBA teaching, with strong alignment to global standards and cross-cultural learning systems.

Leadership Experience

#	Brief Description
1	I am presently serving as Joint Director at MSFDA, leading faculty capacity-building initiatives across Maharashtra. This role is supported by formal appointment orders and government records. I provide strategic direction in planning, execution, and moni
2	I have served as Director at multiple institutes, leading academic and administrative systems to improve student enrolment, institutional visibility, and stakeholder acceptance. These outcomes are supported by admission records, institutional reports, and
3	I have served as Chairman of the Board of Studies for B.Voc. courses for two consecutive terms, providing sustained academic leadership in curriculum design, governance, and structured implementation at the university level. This continuity enabled me to
4	I served as Executive Director at Ashoka Education Foundation, leading the higher education wing comprising seven academic units. This role is supported by formal appointment orders and institutional records. I provided strategic leadership in governance,
5	Chairman AIMS Rest of Maharashtra: I served as AIMS Chairman – Rest of Maharashtra from 2016 to 2019, providing regional leadership in strengthening outreach, coordination, and institutional engagement. This role is supported by formal nomination orders a

Statutory Authorities

#	Institution	Statutory Forum	From	To
1	Savitribai Phule Pune University, Pune	Member - Board of Studies (Marketing Management)	Sep 2012	Sep 2014
2	Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon	Member - BoS of Business Administration	Sep 2018	Aug 2022
3	Yashwantrao Chavan Maharashtra Open University, Nashik	Member - Academic Council	Mar 2021	Feb 2024
4	Savitribai Phule Pune University, Pune	Member - Board of Studies (Organizational Management)	Jan 2018	Aug 2022
5	Savitribai Phule Pune University, Pune	Member - Syllabus Revision Committee	Apr 2022	Aug 2022
6	Savitribai Phule Pune University, Pune	Member - Board of Studies (Organizational Management)	Jan 2023	Aug 2027

Quality Assurance Experience

#	Area	Institution	From	To	Achievements
1	NAAC Accreditation 2 cycles	MET's Institute of Management, Nashik	Jun 2016	Jun 2025	I have demonstrable experience in handling quality assurance, assessment & accreditation processes, including successful contribution to two NAAC cycles. My role involved guiding institutional preparation, documentation & compliance with NAAC criteria, su
2	ISO Certification	Ashoka Education Foundation, Nashik	Jul 2012	Jun 2015	I have demonstrable experience in establishing quality systems & preparing institutions for ISO certification through structured process development & organizational alignment. My role involved mapping existing practices, identifying gaps & designing stan

PhD Student Guided

#	Guide No	Co-Guide No
1	14	-

Youth Development Experience

#	Activity	Institution	Achievements	From	To	Duration
1	EPOCH - The Urban Hut	MET's Institute of Management, Nashik	The program provided students with practical exposure to entrepreneurship through end-to-end design, production & sales of goods. Students were involved in product conceptualization, design refinement & planning for mass production. They learned how to st	Sep 2023	Nov 2023	0Y 2M
2	Social Research Project	MET's Institute of Management, Nashik	The program provided meaningful learning through direct engagement with social issues & community interaction. Students were involved in identifying real-life problems, conducting field observations & interacting with stakeholders. This helped them unders	Aug 2024	Oct 2024	0Y 2M
3	Social Star	MET's Institute of Management, Nashik	The “Social Star in Light” initiative provided strong recognition & learning through structured social engagement & value-based participation. Students demonstrated active involvement in social activities beyond academics, reflecting commitment towards co	Jan 2025	Mar 2025	0Y 2M