

Ms. Neena Katkar,

HOD Placements and Alumni Network

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A proud alumna of Chetana's Institute of Management and Research, has been associated with CIMR since 2003, playing a key role as a student counsellor to groom and guide the new & emerging management aspirants of the industry.

Along with placements, handles Alumni-Institute Interactions and is instrumental in streamlining various activities that connect the Institute to its rich alumni network.

Having played a key role in setting up different industry-institute engagement activities which have made the students corporate ready. As a certified student counsellor, she always lends a patient listening ear to the students and helps them realize their true potential by guiding them to the right career choice. Widespread corporate networking, is one of the Key Strengths.

Educational Qualification:

- B.Com - Mulund College of Commerce (Mumbai University) 2001 with First Class
- PGDM - Chetana's Institute of Management and Research, 2003 - with First Class
- M.Com - Mumbai University 2005 - with First Class
- Ph.D. – Mumbai University (Pursuing)

➤ **Experience Industry and Academics:**

- Chetana's Institute of Management and Research- HOD Corporate Relations, Placements & Chetana's Alumni Network (Since 2003 till date)

➤ **Associations and Affiliations:**

• **Training Session conducted in CRKIMR and CIMR:**

1. Career Counselling
2. Sectoral Briefing
3. Resume Building
4. Personality Development, Corporate Etiquette and Soft Skills Training
5. Sessions on Corporate Readiness
6. Counselling - Company Specific, Role Specific and Job fitment.
7. Current Trends
8. Life Skills and Attitude Building

- **Training Sessions Conducted / Resource Person in Other Institute:**

1. Guest Speaker at Manipur Institute of Management Studies, Manipur University (Topic - Personality Development, Interview Technique and Communication Skills for Employability) on 3rd August, 2019
2. Guest Speaker at Central Institute of Business Management Research & Development, Nagpur (Topic - How to Prepare for Placement in Covid19 Era: From Negative to Positive) on 5th November, 2020

- **Research Papers Written/Published:**

1. "A study on Growth of Digital Payment Industry in India Post Demonetization.", Shri Shivaji Maratha's Institute of Management and Research, National Conference, Innovation and Emerging Global Trends in Management, "Anveshan" bearing ISSN 0976-4186, 2018
2. "The Influence of Employee Motivation on Organizational Performance (A Study of Selected Private Sector Companies Located in Mumbai District.)", Durgadevi Saraf Institute of Management Studies, 5th "Remsons International Research Conference on "Sustainability, Growth & Corporate Governance-Way Ahead", 2018.
3. VISHLESHAN – 2019: An Empirical Study to Understand the GAP in Skills of MBA Graduates Joining Corporates (Employer Expectations VS Students Perceptions- 2019
4. Quest 2020 - "The Influence of Employee Motivation on Organizational Performance (A Study of Selected Private Sector Companies Located in Mumbai District.)" - 2020
5. New Trends in Research & Innovation Technology- Assessing the Significance of Revamping Employability in Management Education- 2021
6. "The Influence of Employee Motivation on Organizational Performance (A Study of Selected Private Sector Companies Located in Mumbai District.)", Quest 2020
7. "Review of Literature on an Empirical Study on Investment Pattern of 'Baby Boomers' in India with Special Reference to Mumbai", Journal of Research and Development, A Multidisciplinary International Level Refereed Journal, Impact Factor- 5.13, April 2021

- **Books Published:**

- Professional Perks of Reading books- Co-Author

- **FDPs:**

1. Rizvi Institute of Management Studies & Research- Research Methodology
2. IIT Bombay - 'Research Approaches and Methods in Management and Social Sciences'
3. Chetana's Institute of Management & Research - Effective use of Case Studies
4. AICTE- 5-Days FDP- SI-UHV Online Workshop

5. Certificate course in career guidance and counselling- Garware Institute of Career Education and Development
6. FDP on Systematic Literature Review and Meta Analysis
7. Two-day workshop on data analysis using R/Python

➤ **Descriptive Interests and Expertise:**

- Career Counselling
- Student Grooming for Corporate Readiness
- Company Sectoral expertise and keeping up with upcoming trends in industry
- Resume Building for Students
- Personality Development, Corporate Etiquette and Soft Skills Training
- Sessions on Corporate Readiness
- Counselling - Company Specific, Role Specific and Job fitment
- Life Skills and Attitude Building
- Self-Awareness from placement perspective

➤ **Consulting Project:**

Badhani Fashion Store, Sep 2020

- Consumer Behaviour
- Strategy to increase sales through Telemarketing and Digital Marketing

➤ **Innovative Practices conducted by the Placement and Alumni Department:**

- Company expertise sector wise, and
- Post Pandemic sectoral Analysis for Management trainee opportunities
- Implementation of Corporate Readiness Assessment (CRA)
- Alumni Mentorship Program
- Alumni Know-how and engagement
- Mock GD PI by Alumni
- Alumni Grooming Sessions
- One on one Student guidance and counselling sessions
- Constant engagement with Alumni and Corporates for smooth flow of placement processes
- Focus on newer methods and trends to upskill corporate readiness as per the ever changing industry needs
- Collaboration with corporates and learning institutes such as MOUs and associations (For training programs, FDPs etc.)

➤ **Course Work- Certifications:**

Sr.No.	Date/ Duration/Period	COURSE NAME
1	15 January to 15 April 2021	NPTEL-Talent Acquisition and Management(Course Completed but exam postpone due to covid 19)
2	15 January to 15 April 2021	NPTEL-Marketing Analytics(Course Completed but exam postpond due to covid 19)
3	19 .April 2021	NITTT - Module 1 - Orientation Towards Technical Education and Curriculum Aspects -April 2021 (In Progress)
4	19 .April 2021	NITTT - Module 2 - Professional Ethics & Sustainability - April 2021 (In Progress)
5	13.December 2020	Certificate course in career guidance & counselling - Garware Institute
6	14 December to 18 December 2020	5 days online FDP - Inculcate universal human values in technical education organized by AICTE
7	06 May to 12 May 2021	Faculty Development Programme on - Systematic Literature Review and Meta
8	3 June to 7 June 2019	Research Approaches and Methods in Management and Social Sciences - IIT Bombay
9	26 and 27 March 2021	Two day workshop on Data Analysis using R/Python
10	25 and 26 February 2019	Two day workshop Research Methodology from Rizvi Institute