

## PROFILE



Prof. Rani Kale is currently working as Assistant Professor at Kousali Institute of Management Studies, Karnatak University Dharwad.

She has been awarded for standing highest at BBA Examination of K.U Dharwad in April 2006. She has completed her MBA and is NET qualified.

She has teaching experience at Trident Institute of Management Sciences of 2.8 years. She has handled subjects like Marketing Management, Marketing Research, Consumer Behavior, Strategic Management, Industrial Marketing, Services Marketing, Integrated Marketing Management etc. She has also handled the responsibilities as Deputy Chief Superintendent Examination, RCU and College examination, Evaluator under RCU, Co-ordinator of committees viz Anti-ragging, Student Grievances, and Guest Lectures. She has also mentored students in various academic areas.

She has Published an article on “Management Education: Emerging Concerns & Desired Facts”, in the Seminar Volume “Management Education- the Road Ahead” ISBN: 978-93-5051-559-4, published by Himalaya Publishing House.

She has also Participated and presented a paper on “Real Estate Transaction Services- An emerging Trend in Indian Real Estate Industry” in 4th National Conference on “Management of Inclusive Growth : Issues, Challenges & Opportunities” organized by Bapuji B-schools, Davangere.

Have attended FDPs and workshops organized by various institutes affiliated to KUD and RCU.

She also has an industry experience at Godrej Agrovet Pvt Ltd of 1 year as Field officer. Her job profile included Managing dealers team, Brand Building of Godrej in the market, Creating

awareness by conducting Farmer meetings and Mahila meetings in rural areas. She has also worked with Panchayat Samiti, Gadhinglaj and Shristi Vikas Kendra of NABARD so as to reach as Self Help Groups as possible and market the product.