

## FACULTY PROFILE



**Name:** Prof. Malhari Nichit (Assistant Professor)

**Educational Qualification:** Ph.D. in Marketing Management (Pursuing), MBA, M.Tech., NET

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**Research areas of interest:** Agricultural Processing, Post Harvest Technology, Agricultural Marketing, Innovative Technologies in Agriculture, Protected Cultivation, Business Statistics

**Teaching Subjects:** Innovative Technologies in Agriculture, Agro. Processing Management, Agricultural Processing Management, Post Harvest Technology, Research Methodology, Business Statistics, Agricultural Marketing, Protected Cultivation

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**No. of Publications:** 1) Research Articles – 18      2) Extension Articles – 13

### **Selected Publications:**

1. M. B. Nichit and S. N. Patil (2008), "Mashroom Making – Profitable Agribusiness in pune District of Western Maharashtra – A Case Study" *Indian Journal of Marketing*. Vol.38, No.7, Jul-2008, pp.19-21-46.
2. M. B. Nichit, S. N. Patil, and R. R. Mane (2006), "Economics of Fruits and Vegetables Processing Unit In Pune District of Western Maharashtra – A Case Study," *Indian Journal of Agril. Marketing*, 20(3), pp.125.
3. Nichit M.B., Jagtap M.D. Benke S.R. and Borse G.R., (2010) "Economics of fruits and vegetable processing unit in Pune district of western Maharashtra". *International Journal of Commerce and Business Management*. P(143-148) Volume-3, Issue-1, April-2010.
4. M. B. Nichit (2019), "Marketing of Processed Spices Products for Increasing Profitability of Entrepreneur in Pune District of Western Maharashtra". *34<sup>th</sup> National Conference, Thrissur, Indian Society for Studies in Cooperation*.
5. M. B. Nichit and M. D. Jagtap (2018), " Marketing Management of Processed Spices Products in Pune District of Western Maharashtra – A Case Study". IRACST – *International Journal of Commerce, Business and Management ((IJCBM)*, P(20-27), Vol.7, No.4, July-Aug 2018.