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Area	<i>Marketing</i>
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Educational Qualification	
M.A. Economics M.B.A. Marketing Certification course in “Project management” by MSME Government of India Organization.	
Area of Research	
<i>Consumer Buying Behavior</i>	
Current Research :	
<i>Study of Consumer Behavior And Consumer Perception of Services Provided by Private Banks in Pune City.</i>	
Publications / Articles / Cases	
<ul style="list-style-type: none"> ● <i>Vinod M. (2015) Financial performance evaluation of regional rural banks of India. Third International conference organized by Symbiosis center for management studies.</i> ● <i>Vinod M. (2015) A study of online services adopted by banks as a competitive advantages with special reference to private banks in Pune city. 6th National conference organized by Vishwakarma Institute of management.</i> ● <i>Vinod M. (2013) development of new chronologies in banking- A strategy for customer satisfaction. Organized by Poona Institute of Management sciences and entrepreneurship</i> ● <i>Vinod M.(2012) Innovative advertising- A consumer perspective national conference organized by Sankalp Business school</i> ● <i>Vinod M. (2012) Consumer perception on the services provided by private banks for selection of a Bank. International research conference on management, Banking and Fiancé organized by Jamnalal Bajaj institute of Management studies</i> ● <i>Vinod M. (2011) Use of modern Media practices in promotion mix. National conference organized by Pimpri chanchwad college of Engineering.</i> ● <i>Vinod M. (2011) Advance in promotional practices of management. National conference organized by Indira college of engineering and management</i> 	