

Dr. Nitin S. Wani is currently a full time Associate Professor in the Marketing area at JDBIMS, SNDT Women's University, Mumbai, India.

He completed the Faculty Development Programme (FDP) in Management from Indian Institute of Management, Ahmedabad. He has completed his Doctor of Philosophy (PhD) in Consumer Behaviour (Marketing Area) from South Gujarat University. He holds a post graduate degree of MBA from Pune University and a Bachelor's in Production Engineering. He has a throughout first class academic track record.

He has an academic experience of more than 20 years of full time teaching to post-graduate management students. An academician by choice, he entered the field of management education very early in his career, though he had been selected as a Probationary Officer by State Bank of India.

Adolescents and the young adult's behaviour as consumers are his research interests. He received a research project grant from Indian Council of Social Science Research (ICSSR) for his study of Indian youth's social media consumption.

His teaching interests are Marketing Research, Consumer Behaviour and Services Marketing. He believes in using technology for enhancing teaching effectiveness.

He has delivered invited talks in the area of marketing research and advanced data analysis using Structural Equation Modelling.