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Dr. Yatin Bokil has more than 13 years of experience as an academicians in business management education and an industrial experience of 5 years. After completing his post-graduation in business administration from Savitribai Phule Pune University, he joined Tata Steel Downstream Products Limited (TSDPL) and worked there as Manager (Sales) for 5 years. He has been in the field of business management education for past 13 years. He received his PhD in Marketing from Savitribai Phule Pune University. He has presented research papers in international conferences organized by Indian Institute of Management (IIM), Shillong and Indian Institute of Management (IIM), Lucknow. He has participated in the case study workshop organized by Indian Institute of Management (IIM), Bangalore in association with Case Centre, U.K. He has participated in the Faculty Development Program (FDP) on Data Analysis and Research Design organized by Indian Institute of Management (IIM), Kozhikode. He teaches various subjects in the domain of Marketing Management.