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3.3.2 Number of books and chapters in edited volumes/books published and papers published in national/international conference proceedings per teacher 2020-2021

Sr. No.	Name of the teacher	Title of the book/chapters published	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	ISBN number of the proceeding	Name of the publisher
1	Dr. Shivaji Mundhe	Marketing Strategy	-	-	-	National	978-93-5755-0963	Thakur Publication
2	Mr. Amar Nath Gupta	Marketing Strategy	-	-	-	National	978-93-5755-0963	Thakur Publication
3	Dr. Shivaji Mundhe	Marketing Strategy	-	-	-	National	978-93-90570-18-8	Thakur Publication
4	Mr. Amar Nath Gupta	Marketing Strategy	-	-	-	National	978-93-90570-18-8	Thakur Publication
5	Dr. Vandana Mohanty	Management Functions in Covid 19 Era	Innovative HR Strategies in state of Disorder	International Management Conference 2021	International Management Conference 2021	International	978-93-90288-49-7	BloomsBurry
6	Dr. Shivaji Mundhe	Conference Proceeding International Conference On Innovations In Management Science (ICI2MS)	-	International Conference On Innovations In Management Science (ICI2MS)	International Conference On Innovations In Management Science (ICI2MS)	International	978-81-927230-0-3	International Institute of Management Science, Pune



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Director,
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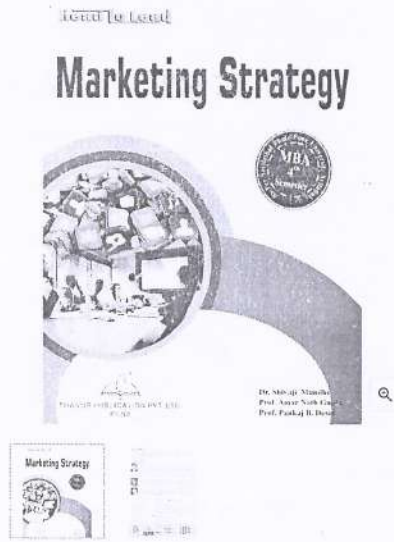
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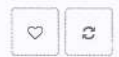


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Description

The Covid-19 pandemic has forced many organizations to adopt different methods and alternative procedures to work and survive. Management functions and actions have changed in accordance with government guidelines. In these tough times, the operational and financial aspects of business as well HR and marketing issues came as a real challenge.

Working from home has become a new normal. This pandemic has caused HR managers to think in a different way that they have never have imagined. They are working under very difficult circumstances. New ways of marketing has also emerged in reaction to the pandemic. The ways of managing the relationship with consumers have undergone a change too. Marketers are thinking hard and differently to connect with consumers. As they understand that e-commerce and digital channels are crucial. In relation to this pandemic, finance function needs to contribute more actively towards financial forecasting and analysis. It is also evident that finance managers shown the ability to react quickly to unexpected change.

So, this book is an attempt to throw light on the management functions during the Covid-19 era.

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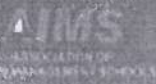
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Creativity at Workplace: Advantages, Limitation, and Outcome

KALYANI SACHIN PATIL, GANGADHAR DUKARE

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Abstract:

Creativity is popping bent on be additional more vital for associations. Today, the creativity could be a basic issue for associations to regulate fast financial changes and with that devour and continue whip hand (Hitt, Keats & DeMarie, 1998). The motivation behind why imagination raised additional more thought in analysis and follow lies within the starting of every ability, folks: virtually. American state codes previous Van de Ven (1986) effectively referred to as attention thereto people square measure encourage, react, and proper thoughts, that square measure elementary wants and basic action factors for ability. Ability and creativity are thus significant: daily, trailblazers within the business world build new things, techniques, and ideas. Imagination and ability within the operating atmosphere became increasingly vital determinants of hierarchal execution, action, and longer-term endurance. Imagination and creativity have an advantage past keeping a representative bolted in the chance to maneuver toward associate trip from the associate alternate purpose of reading sparkle basic reasoning aptitudes that may be applied to totally different ventures and undertakings further shortly off.

Introduction:

The workplace is one amongst the foremost necessary social places alternative than home, comprising many functions as a full. The work might offer varied opportunities for their workers to perform their skills. The variability of ideas and new applications are essential in accomplishing complicated tasks within the current structure situation, organizations need to survive the robust competition. Creativity is the core of all competencies. Creative behavior and innovative performance are worthiest now-a-days. In the present research paper, the researcher focused on workplace creativity. Creativity is a wonder whereby something new and significant is shaped. So as to be inventive, one should have the option to see things in new manners or from an alternate point of view. In addition to other things, individual should have the option to create new conceivable outcomes. The capacity to produce options or to see things particularly happen by transform; it is connected to other, progressively key characteristics of intuition, for example, adaptability, resistance of vagueness or unusualness, and the satisfaction in things to this point obscure. Creativity is any demonstration, thought, or item that changes a current space, or that changes a current area into another one. Whether the curiosity of the individual

Inclusion of New Need-Based Services in Existing e-Governance Services Offered By Government of India at Grampanchayat Level

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ABSTRACT:

The Government of India offered various e- governance services at grampanchayat level to fulfill basic needs of rural people at affordable cost. Researcher studied the impact of these e-governance services on the daily life of rural populace. GoI (Government of India) has made huge investment for these e-governance services. Actually some e-governance services are popular; some e-governance services are underutilized. People in India are unable to fulfill basic needs, so they can't afford use of e-governance services. If services required by rural populace are added by grampanchayat, then it will improve rural economy. Rural populace's local needs should be considered by

Grampanchayat's authority to create livelihood and jobs. Involve rural populace to make full use of ICT's (Information & Communication Tools) to boost confidence. In this research

paper researcher has taken efforts to study whether end users have requirement of the new need-based service along with the existing set of the e-services.

Keywords: existing e-governance services, new need based services, livelihood, Grampanchayat, rural economy, framework, hypothesis, statistics.

INTRODUCTION:

Most of the part of India is situated in the country sides. So making progress of these people is, in fact, making and developing India. Rural people are endowed with skills but they are not provided with any platform for self-growth and self-development. GoI formed the self-dependent, self-motivated administrative system called "Panchayati Raj." In India rural community's administration is controlled by gram panchayat [16]

With this noble cause, the Ministry of Panchayati Raj was formed in May

. SOCIAL, ETHICAL AND LEGAL ASPECTS OF MARKETING IN INDIA**Mrs. Bhakti Joshirao – Research Scholar Mumbai University****Ms. Amruta Tendulkar, HIMS ,Chinchwad, Pune****Email Id: - bhakti.joshirao@gmail.com****Contact Number: - 9765671166****Address: - 558 Shaniwar Peth, Pune 411030****Abstract**

Organizations, Businesses, Managers and Consumers have only recently realized and acknowledged that marketing in its various types has social and ethical responsibility towards consumers as well as the society. Criticism has been leveled against marketers, claiming that some of their practices may damage individual welfare. While this may be true in certain cases, it is imperative to recognize the damage of individual welfare, hence it cannot hope to continue in the market place for long. Another aspect the marketer has to know is about ethnic issues while going for marketing and still take care of ethics. In India, specifically culture plays an important role in defining ethical standards.

The research paper aims at discussing the social, ethical and legal issues created by various leading corporations, and the controversies created. This will also speak about the impact of marketing on society. There has been a new trend in marketing that nowadays is being used by many banned brands, which is called surrogate advertisements. The paper will also throw light upon this new age marketing technique

used in the disguise of another product. This paper describes the marketing mishaps, including surf excel India's holi - advertisement, Zomato's MC BC flex, First cry's Mom's gone mad television commercial and surrogate adds like Blenders Pride music CD's, Club soda, etc. Some of these advertisements landed into serious public flak and online uproar against them.

Introduction:

Marketing and advertisements have a direct impact on our day to day lives. Many times, the advertisements become a mirror image of the events happening in the surroundings. Marketing has an inbuilt power, it can change society's opinion, and also influence the way we think and understand the things. Marketing campaigns catches society's attention, but sometimes may also create a lot of buzz. Marketing and advertisement is one such tool which is being used by almost all the organizations. However, sometimes a great deal of damage can be done if proper care is not taken while designing and executing campaigns.

A STUDY ON CHALLENGES BEFORE FOREIGN TRADE OF INDIA

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ABSTRACT

Foreign trade is one of the important elements of every nation's economic development without this activity not growth of any country but now day's there are more challenges faced by before foreign trade activity in every country. The main objectives of this paper are to study the overview of India's foreign trade and what are the challenges before foreign trade in India. On the basis of data and observation to fulfill these objective researchers have used secondary data trade volume and balance of trade in India. In this paper used different statistical techniques such mean, CAGR and independent t test for outcomes of the result. This paper concluded that the foreign trade has faced more challenges in

1. INTRODUCTION:

Foreign trade is an important component of economic relations between countries. 'The Process of globalization has got momentum through the process of economic Integration, and in the expansion of the volume of International

Trade. India has been a relatively new comer to the process of related to trade deficit, Different laws in every nations, trade agreements, languages, Import substitution, dumping etc. so finally on the basis of the data researcher to give suggestions such as to expand and strengthen export production base, Diversify the market and government of India to frame out policies which induces the promote the export and minimize import the products. If the India has minimize the challenges and improve their strategy so it's great potential to improving the international market for their export of the commodities.

Keyword: Foreign trade, Balance of Payment, Economic reform, Balance of Trade.

expansion of International Trade since its opening up to the world trade only began after the crisis in 1991 (Kaur A., 2011, pp. 1-2). 'From Independence in 1947 till mid- 1990's India with some

Impact of Technology on Indian Education Sector

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Abstract— Technology affects all our lives, whether working in Schools, higher education or the corporate world. Technology has a significant impact on our lives. In fact, it has redefined the way we live. There is no doubt of technology playing an important role in all sphere of life. It is due to technology that all our daily difficult tasks can now be automated easily and efficiently.

We are in an era of digitisation and technological advancements have an impact on almost every aspect of

our lives on an ongoing basis. From the way we communicate to how businesses run, the impacts of digitisation are also visible in the field of education and have effected major changes in how education is being imparted and consumed. This paper highlights use of technology in education ,its impact and benefits..

Keywords- Technology, Impact, Learning, Education

INTRODUCTION

India attracts bright talents all over the world due to best universities and colleges and becomes top education destination in the global education industry. With speed of internet and low cost computers, mobiles there is a growth in use of technology in education or learning. As we know today india is the fast growing market for e- learning products and services.

In 21st century technology becomes integral part of living but may have challenges and opportunities.

Concept of digital learning is evolved in 2002. As we know till then in india education system was classroom based also known as traditional education. But with

changing time to face new challenges digital learning is must to stand in the global market. Digital learning is easy for students and teachers and creates interesting learning environment.

The E-learning industry in India shows yearly growth of 25 percent. With a network of more than 1.5 million schools and 18,000 higher education institutes, the market for digital education in India is enormous. Today use of digital tools of learning has become a necessity in primary and higher education.[1]

In india due to internet more users are using smartphones which leads to growth of digital market. Educational institutes make use of technology for performance

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Abstract-

The present study concentrates on savings and investment habits of rural youngsters. India is having the largest youth population among all countries. Youth referred in this paper is from the age group 15-35. This paper explains how, where and why youngsters do savings and investments. 341 random selected samples were considered to examine the stated objectives. By taking into consideration the variables such as age, gender, work experience, occupation, monthly income, education, investment time period and investment portfolio hypotheses

Introduction

Youth is the most important part of the population and, youth represent the country worldwide. India is a young nation and youth should properly nourish in all aspects. It can be said that, youth of the nation are the trustee of prosperity. Skills and orientations are required in this age, as youth force is dynamic in nature. Currently, India has the largest share of youth population. In 2011, 34.8% of total population remained younger than other populous countries. In India, 70% of the total country's population

were framed. ANOVA, Chi-square Goodness of Fit test and GARRIET Ranking method were used to analyze the data and to test the significant difference in occupation wise and gender wise in relation to existing investment portfolio of youth. The major finding of the study is youngsters have given preference to traditional investment avenues and tax benefit schemes.

Key Words: Investment, savings and investment, traditional investment options

JEL Classification:G11

resides in rural areas. As per Ministry of Drinking Water and Sanitation 2018, there are 31 states wherein rural population lives. Maharashtra is the second most populous sub-national entity on the earth and in India, it is second-most populous state, and it is also most developed state in India. Rural area of Maharashtra comprises approximate 6.33 crore of total population of Maharashtra state. Pune district is one of the developed districts among Maharashtra. In

Solid Waste Management System in Pimpri –Chinchwad –Problems and Prospects

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ABSTRACT

The statistics on Solid Waste management shows that in 2001 India generated 46 million tons of waste and by 2048 this number is predicted to reach 125 million tons, making India the largest waste contributor of the world. The major problems affecting solid waste management are unscientific treatment, improper collection of waste and ethical problems leading to hazards like environmental degradation, water pollution, soil pollution and air pollution. India can adopt technologies pursued in developed countries such as bio-

INTRODUCTION:

Solid waste generation is a continually growing problem at global, regional and local levels. Solid waste is a waste type consisting of everyday items that are discarded by the public. Solid waste management is very important concern in the present scenario. Solid-waste management is the collecting, treating, and disposing of solid material that is discarded because it has served its purpose or is no longer useful. Improper disposal of municipal solid waste create unsanitary conditions, and these conditions in turn can lead to pollution of the environment (i.e., air, land and water) and to the outbreaks of vector-borne disease—that is, diseases spread by rodents and insects. The **Review of literature-**

According to Pooja Mondal's study on the causes and effects of solid waste management, different types of chemical contents in wastes like cans, cleaning solvents, plastics and e-waste creates serious

health issues among the local community. These waste needs to be segregated and recycled in a proper way. Burning of plastic government of India and the state governments have taken many initiatives. Some examples are SWACHH based in Pune (formed in 1993), and Solid Waste Management Round Table, Bangalore (formed in 2009). This research paper discuss the solid waste management in PCMC (Pimpri Chinchwad Municipal Corporation) located in the District of Pune. It emphasizes the effectiveness of current system in the waste management system of Pimpri-Chinchwad Municipal Corporation. This paper contains the impact of waste disposal in public and also the remedial measures to strengthen the existing system of waste management in PCMC

waste can cause some serious ailments like cancer. Rick Leblenc discuss about the importance of systematic management of solid waste to ensure safe environment. Environmental hygiene is an important topic of discussion nowadays. The author also mentions the need of systematic

composting and incineration- converting waste to energy. The research study is based on Pimpri-Chinchwad Municipal Corporation area of Maharashtra state. The researcher is trying to understand the problems of waste management in PCMC area based on Primary and secondary data analysis to find out the cost effective solutions to waste management in India.

Keywords: Waste management, Bio-composting, Incineration-converting,

A survey on big data analysis using Hadoop

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Abstract- The type of data stored in big data is in structured unstructured and semi-structured formats. The storage of data is in variety of different formats so traditional methods of data storage can't handle it properly. The concept of big data and its analytical techniques shows how very huge amount of data could be stored, processed and validated. The rate of data storage in the database is very tremendous. Also, there are different data generation sources. The recent big data processing technique like Hadoop handle this problem by using concept of HDFS and MapReduce. It handles this massive amount of data very efficiently. This paper gives overview of big data and Hadoop which is powerful techniques of big data analysis.

Keywords—Big Data, Hadoop, MapReduce, HDFS, Decision Making.

I. INTRODUCTION

In the world of knowledge and information, decision maker could use huge amount of business data for effective decision making. The data that is generated by big data is very large in size. It has different characteristics like velocity, volume, variety and veracity. The routine techniques and tools can't process this huge data effectively. The answer to this problem needs to

be provided so that useful information and knowledge could be generated. Business owners need very valuable information from sources such as customer enquiry data, mobile transactional data and so on. The proposed analytical techniques provide useful insight to this problem. This paper shows how different analytical techniques and methods could be used and implemented to extract meaningful data from big data.

II. DATA FUNDAMENTALS

Data:

Data is nothing but detailing or explanation of concern situation. Data may be word, image, number, video, and audio. There are many ways to collect data such as writing, reading or simply by observation.

Big data:

Big data is accumulated at very high rate. It is very diverse in nature. It may be data or information of daily transactions of any business. It come from various sources and has multiple formats. Unstructured, structured and semi structured are common formats of big data. Structured data is usually numeric in nature which is managed by business owners in very large databases. Unorganized and undefined format data comes in unstructured category. It includes data gathered from social media sources which helps business owners to collect information of consumer needs. The concept of big data is basically related to very complex, unstructured and huge data contents. The traditional database mechanism couldn't process this big data and so it needs special mechanism to deal with this massive amount of datasets. Big

A Study on the Role of Visual Management & Lean Management in Production Process”

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Abstract

The Word production is the noun form of the verb 'to produce'. When we produce goods by using raw material, it is termed as production, production is a system of converting the raw materials into semi-finished products by using men, material, machine & money. Due to the global

competition every organization is trying to produce the goods or product at lowest operational cost so as to sustain in the competition. This Research paper aims at to study the role of Visual Management & Lean management in Production process so as to reduce the operational cost.

Key Words: MTTR,OEE,SOP, Breakdown time, PLC

INTRODUCTION:

Government is taking a Strong step towards increase of manufacturing industry contribution in GDP as it indicates by the recent step of govt. of India to plan up to 74 % foreign investment in defense manufacturing sector without approval & planning to open it for other sector too.

'As in the boom of manufacturing industry it will create a lot of Vacaney for Efficient operation

Manager & there is need of effective operation management to fulfill the huge global demands.

Operations manager can use visual management & lean management as a tools to reduce the

Operational cost of the process.

The visual Management can helps the manager for not only to reduce the machine

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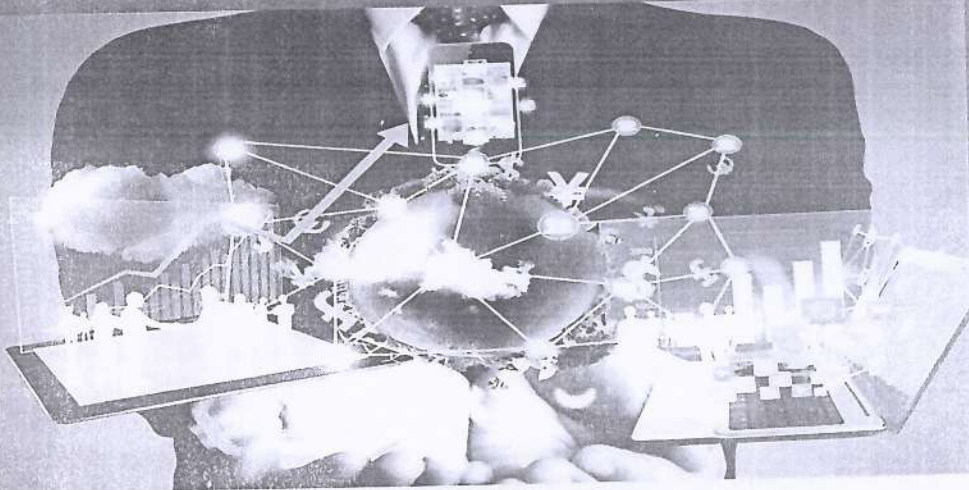
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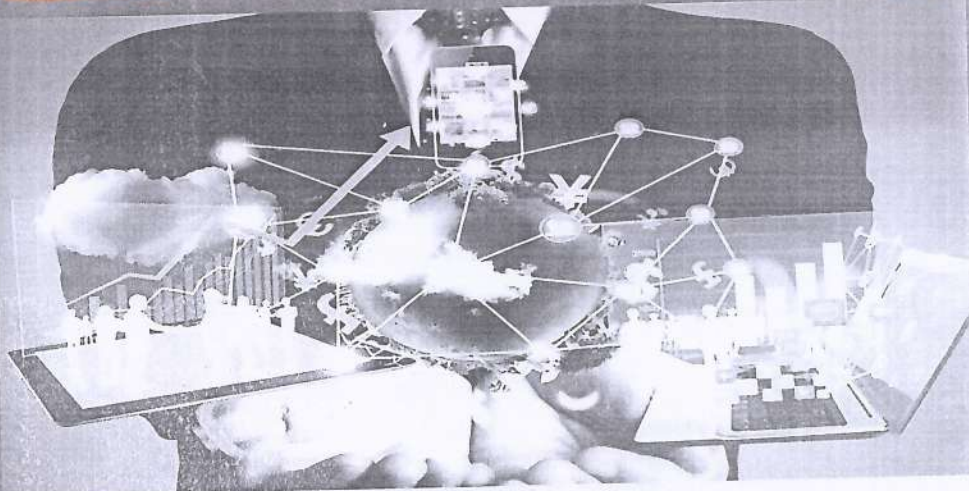
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FACTORS AFFECTING CONSUMER'S BUYING BEHAVIOR TOWARDS ORGANIZED RETAILING WITH REFERENCE TO STAR BAZAAR IN PUNE CITY

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Abstract- An understanding of consumers' buying behavior is a very important input for development of marketing mix and formulation of strategies to attract and retain customers.

Retail is one of the growing and a major sector contributing to the India's economy. Reliance Trendz, Star Bazaar, Aditya Birla More, Big Bazaar are the major players in this category. The emerging concept and a very high potential in retail sector makes the study of the retail consumers' buying behavior important to the marketing strategists.

In the present study, a structured questionnaire was used to collect the information from 150 consumers of Star Bazaar in Pune city, selected on the basis of convenience sampling. Regression, Chi-Square and factor analysis were used for statistical analysis of respondents' feedback.

The study revealed that, among the various factors affecting the consumers' behavior, quality is the most important factor having a significant impact. Other factors such as price and display of the products as well as their satisfaction towards products and associated services also have been seen to impact consumers' behavior.

Keywords: Factors affecting, Star Bazaar, Consumer buying Behavior, Retail sector, Pune City

I. INTRODUCTION:

The retail sector in India is a one of major contributor to the economy of the country as well as it provides employment opportunities to the masses in the society. Retail is fastest growing and a dynamic sector, many players have entered in the market. The increase in disposable income, changing lifestyles, increasing consumers' expenditure on luxury items is driving the growth of retail sector in India.

For the present study, the researcher has selected Star Bazaar which is one of the leading hypermarkets in India. Star Bazaar has its presence through 48 stores located across Mumbai, Pune, Hyderabad, Kolhapur and Bangalore. Star Bazaar offers Tata brands at a value as well as all type's groceries, poultry, and daily essentials.

Consumer buying behavior is of critical importance to marketers to formulate the marketing mix and develop marketing strategies. A proper understanding of consumer buying behavior can help marketers to satisfy the consumers, sustain in the market and ensure the future growth.

The present research intends to study consumer buying behavior towards the products and services offered by Star Bazaar and includes the collection of response from 150 consumers' of Tata's Star Bazar in Pune City. The analysis of the information revealed quality, price, display of products and consumers' satisfaction towards the products and services as important factors influencing the consumers' buying behavior.

SIGNIFICANCE:

The present study will be useful to understand the various factors influencing the retail consumer buying behavior and their relative importance.

The study can be a useful reference to retail marketing strategists as well as to retail start-ups to understand the various factors affecting the retail consumer behavior, to make use of this information to formulate an appropriate marketing mix and develop marketing strategies.

II. REVIEW OF LITERATURE:

Fatima Zulaikha & Bisaria Charu (2017)¹ in their research attempted to identify the factors affecting the consumers' behavior with reference to the apparel industry. With the help of a structured questionnaire, they collected responses of 65 consumers in Iakhnow city. They concluded that payment mode, discount, location and ambiance are the important factors affecting the consumers' buying behavior in apparel industry.

Khan Sana (2018)² in her article studied the various factors influencing the consumer's buying behavior and their preferences towards organized retail outlets in India.

LITERATURE REVIEW ON EMPLOYEE ENGAGEMENT PRACTICES

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Abstract- Employee engagement is the important human resource management variable and has its significance in various industries all over the world. The employee engagement practices are instrumental in ensuring sustainability to the business and creating an edge over the competition.

The present research studies literature on employee engagement in India and other countries. The conclusions are based on the theoretical aspects and outcomes of the different studies conducted in varied industries and at places.

The study revealed a positive relationship in engagement practices and the performance. It also observed that employee engagement practices implemented well can lead to enhanced employee performance, employee retention thereby creating a competitive workforce for the organization. Employee engagement can thus help to enhance the organizational productivity and achieve the overall organizational goals.

Keywords- Employee Engagement, Literature review, Job Satisfaction, Employee Performance, Organizational Commitment

I. INTRODUCTION:

Success of any organization depends on the effort collectively put together by its employees to achieve common organizational goals. Employee engagement is a tool to ensure the organizational practices to be directed towards creating motivated teams through providing necessary infrastructure, facilities, a conducive environment and benefits to the employees that can motivate them to work in cohesive teams, enhance their involvement and commitment towards the organization.

The employee engagement practices can reduce the absenteeism, employee turnover and improve employee loyalty and organizational efficiency resulting in overall success to the organisation in financial as well as non-financial aspects.

The continuous organizational effort through effective employee engagement practices can give advantage of stability and growth to the organization.

The present study is based on the review of existing research in India and other countries in the area of employee engagement and an attempt to understand the various employee engagement practices and their effectiveness in engaging the employees that can be useful to the human resource practitioners and leaders to formulate effective employee engagement practices for their organizations.

SIGNIFICANCE:

The present study on employee engagement practices is of useful reference to the human resource management practitioners to understand the concept of employee engagement, various practices of engaging people and its effect on the performance of the organization.

Study will be useful to the key management leaders to formulate effective strategies for creatively engaging employees in view to improve the organizational productivity and performance.

II. OBJECTIVES:

1. To understand the concept and the theoretical basis of employee engagement.
2. To identify various aspects and drivers of engaging employees.
3. To explore relationships between factors for engagement and organizational development.

III. RESEARCH METHODOLOGY:

The present paper reviews published research papers from India and other countries for the understanding of the concept of employee engagement, identifying various factors affecting and understanding relationships between employee engagement and other factors.

IV. REVIEW OF LITERATURE:

1. Thakur Preeti (2014)¹ in research paper "A Research Paper on the Effect of Employee Engagement on Job Satisfaction in IT Sector" attempted to find employees' job satisfaction in the field of IT.
2. The feedback from 120 officers and clerks, revealed that the employees' motivation to work can be enhanced by increasing their authority and accountability. The relationship between job satisfaction and engagement of employees is significant. Researcher further state that rewards and sanctions are greatly related with involvement in the job at the clerical level.
3. Syeda Nazneen Waseem and Kashif Mehmood (2019)² in their research work "A Study on the Drivers of Employee Engagement and its Relationship with Employee Performance" combined three models and relevant theories and observed impact on employee performance.
4. The study aimed to elucidate engagement and performance in education sector in Pakistani context. The analysis was based on survey responses from 189 faculty members.