

Bio-Data

Name : Prof. Dr. Mahesh V. Shitole

Presently : Director, Jankidevi Bajaj Institute of Management Studies,
SNDT Women's University, Juhu Campus, Santacruz (w),
Mumbai -400049. And
Chairperson : BOS Management Studies

Email : jdbims@sndt.ac.in , mahesh.shitole20@gmail.com

Former Positions : Professor and Program Director, Bharati Vidyapeeth (Deemed to be University), I.M.E.D. Pune.
Former Chairman Three Turn – BOS, Business Administration,
Bharati Vidyapeeth (Deemed to be University), Pune.
Additional Charge: Campus Director - for Law and Technical Campus (Pune).

Education Qualification: -

| Sr. No | Exam | Board / Organization | Year of Passing | % | Class | Specialization Subjects |
|--------|---------------------------------|---|-----------------|--------------|-----------------------|---|
| 1 | B.com. | Dr. Babasaheb Ambedkar Marathwada University, Aurangabad (M.S.) | 1994 | 61.00 % | 1 st Class | Commerce |
| 2 | M.B.A. | Dr. Babasaheb Ambedkar Marathwada University, Aurangabad (M.S.) | 1996 | 67.08 % | 1 st Class | Marketing |
| 3 | Ph.D. | Dr. Babasaheb Ambedkar Marathwada University, Aurangabad (M.S.) | 1999 | - | - | Management |
| 4 | Vocational Course | In Mechanical Maintains from Govt. Technical School, Aurangabad | 1991 | 75 % | Distinction | Mechanical Maintains |
| 5 | Basic Yoga Trainer Certificates | Kaivalyadhama SMYM Samiti Lonavla, Pune | 2005 | Certificates | - | Basic Yoga Teacher – Master Training |
| 6 | N.C.C. | Director , National Cadet Corps | 1988 | Certificates | Pass | Certificate 'A' - Grading 'C' |
| 7 | QASPIR - Course | Developing as an Online Practitioner , CPD Certified Certification course | 2020 | Certificates | Completion | Certification of Achievement – Successful Completion of the Course. |



Total Experience : 27 Years (Admi. +Industries + Research + Teaching) = 07 + 20 = 27 Years

| Sr No | Name of the Company | Position held in Company | Place | From | To | Years |
|-------|--------------------------------|--------------------------|------------|------------------|------------------|----------------------|
| 1 | Nath Seeds Ltd. | Administrative Officer | Aurangabad | 19 February 1996 | 10 December 1997 | 01 Year & 11 Months |
| 2 | Alfa Group of Companies | Manager | Aurangabad | 11 December 1997 | 31 March 2000 | 03 Years & 03 Months |
| 3 | Vatan Textiles Ltd.(100% EOU) | Manager-Export | Aurangabad | 19 June 2000 | 31 July 2002 | 02 Years 01 Month |
| | Total Industrial Experience :- | | | | | 07 Year |

Teaching Experience : 20 Years

| Sr No | University / Organization | Position held | Place | From | To | Years |
|-------|--|---|---------------------------------|------------------|------------------|-----------------|
| 1 | Bharati Vidyapeeth (Deemed to be University), Pune | Lecture | I.M.E.D. , Pune | 11 July 2002 | 08 November 2004 | 02Year 03Months |
| 2 | Bharati Vidyapeeth (Deemed to be University), Pune | Associate Professor | I.M.E.D. , Pune | 09 November 2004 | 24 October 2006 | 02 Year |
| 3 | Bharati Vidyapeeth (Deemed to be University), Pune | Professor | I.M.E.D., Pune | 25 October 2006 | Till Date.. | 16 Year |
| 4 | Bharati Vidyapeeth (Deemed to be University), Pune | Program Director – UG & Diploma Courses | I.M.E.D., Pune | 03 October 2006 | Till Date | 15 Years |
| 5 | Bharati Vidyapeeth, Pune | Campus Director | Technical Campus Lawale , Pune. | 06 May 2013 | 07 Sep 2023 | 07 Year |
| 6 | Jankidevi Bajaj Institute of Management and Studies, Juhu, Mumbai, S.N.D.T. Women's University, Mumbai, State Government of Maharashtra. | Director | Juhu Campus, Mumbai | 8 September 2023 | Till date | 07 Months |
| | Total Teaching Experience :- | | | | | 20 Years |



Research Experience :

;-

| Sr No | University / Organization | Guide Approval | Place | From | Years |
|-------|--|---|-----------------|--------------------------------|-------|
| 1 | Bharati Vidyapeeth (Deemed to be University), Pune | Research Guide – In Management | I.M.E.D. , Pune | 2002 | 20 |
| 2 | Dr Babasaheb Ambedkar Marathwada University, Aurangabad. | PG/PH.D./2007/14787-92 - Research Guide in Commerce | Aurangabad | 27 th November 2007 | |

- **Students completed Research - M. Phil – 12 and Ph.D. – 13 ;**
- **Present - 03 Students pursuing for Ph.D. under my guidance.**

M. Phil Student's guided for Dissertation:

| Sr.No | Title | Student Name | University | Date |
|-------|---|----------------------------------|--|---------|
| 1 | Study of Utilization of Communication Media in Adoption of Floriculture Concerned with Gerbera Cultivation | Mr. Amarsinh Jadhav | Bharati Vidyapeeth(Deemed to be University), Pune | 2004-05 |
| 2 | Significant Aspects of Working of District Central Cooperative Banks(DCCB's) in Maharashtra | Mr. Arvind Chandrashekhar Umrani | Bharati Vidyapeeth(Deemed to be University), Pune | 2004-05 |
| 3 | A Study of Empowerment of Women Through 33% Reservation | Ms. Premani Bharti | Bharati Vidyapeeth(Deemed to be University), Pune | 2005-06 |
| 4 | Comparative Analysis of Elevator Industry Market In Pune | Miss. Poonam Eknath Pawar | Bharati Vidyapeeth(Deemed to be University), Pune | 2006-07 |
| 5 | A study of significant aspects of development of Small Scale Units and Bank/ Institutional Finances to them | Mr. Rakesh Mittal | Bharati Vidyapeeth(Deemed to be University), Pune | 2007-08 |



| | | | | |
|----|--|----------------------------------|--|-------------|
| 6 | The Buying Behaviour of the Retailers Towards Automobile Lubricants in Solapur | Mr. Prashant S. Madyal | Bharati Vidyapeeth(Deemed to be University), Pune | 2008-09 |
| 7 | A Comprehensive Study of Ethical Behaviour of Sales Force in retail Industry | Mr. Sushant T. Joshi | Bharati Vidyapeeth(Deemed to be University), Pune | 2008-09 |
| 8 | Study of Salient Features of Pension Funds with special reference to HDFC Standard Life Insurance Co. Ltd. & Bajaj Allianz Life Insurance Co. Ltd. from Gulbarga City of Karnataka | Mr. Mohammed Latifuddin Quraishi | Bharati Vidyapeeth(Deemed to be University), Pune | 2008-09 |
| 9 | A Study of Marketing Strategies of Venky's Indian Limited to Improve its Market Share of 'Chicken in Minute Product(CIM)' IN Pune. | Mr. Kaleem Ashraf | Bharati Vidyapeeth(Deemed to be University), Pune | 2009-10 |
| 10 | A Study of Significant Aspects of Tourism Development with Special Reference to Mahabaleshwar in Maharashtra | Miss. Riddhima M. Kothari | Bharati Vidyapeeth(Deemed to be University), Pune | 2009-10 |
| 11 | A Study of Customer Buying Attitude Towards Grocery Retailing Products in Supermarkets in the Solapur City. | Miss. Varsha B. Borade | Bharati Vidyapeeth(Deemed to be University), Pune | 2009-10 |
| 12 | A Study Of Customer Relationship Management (CRM) In Selected Banks at Karad City | Mr. Vishal P. Deshmukh | Bharati Vidyapeeth(Deemed to be University), Pune | 2011 - 2012 |



Research Students Awarded Ph.D under my Guidance :

| Sr. No | Title | Student Name | University |
|--------|---|------------------------------------|---|
| 1 | A study of significant aspect of retailing business in Pune : with a special reference to selected shopping Malls (SMs) Mainly dealing in Grocery Items | Mr. Kamlakar Nivratti Mundhe | Bharati Vidyapeeth (Deemed to be University), Pune |
| 2 | A Study of the Urban Passengers Transport Business with special reference to its Marketing Practices in Teheran (Iran) and Pune (Indian) | Mr. Mostafa Moghaddamizad | Bharati Vidyapeeth (Deemed to be University), Pune |
| 3 | A Study of Organization of Tea Product Marketing Practices with Special Reference to Pune City of Maharashtra. | Mr. Arindam Ghosh | Bharati Vidyapeeth (Deemed to be University), Pune |
| 4 | A Study Of Demand Side Management Of Electrical Energy With Special Reference To Energy Conservation Practices In Government Buildings In Pune. | Mr. S. R. Gupta | Bharati Vidyapeeth (Deemed to be University), Pune |
| 5 | A Study of Waste Management Systems in Pune Municipality Corporation . | Mr. Rajendra C. Jagtap | Bharati Vidyapeeth (Deemed to be University), Pune |
| 6 | An Analytical study of financial Inclusion in North- East India with special reference to Meghalaya. | Mr. Aashish Vilas Bhawe | Bharati Vidyapeeth (Deemed to be University), Pune |
| 7. | An Analytical study of Environmental Management Practices in the Hospitality Industry | Ms. Sunita Sagale | Bharati Vidyapeeth (Deemed to be University), Pune |
| 8 | A Study of Stress and Its Management in Government Hospitals of Maharashtra. | Ms. Asmita R. Jagtap (Co Guide) | Bharati Vidyapeeth (Deemed to be University), Pune |



| | | | |
|----|--|------------------------|---|
| 9 | A Comparative Study on Marketing of Products of Telecom Service Provider with Special reference to Kolhapur. | Mr Abhay Kumar Sharma | Bharati Vidyapeeth (Deemed to be University), Pune - 2021 |
| 10 | A Critical Study of Trichology as an Emerging Field in Health Care Industry | Mr Aditya Vilas Tandle | Bharati Vidyapeeth (Deemed to be University), Pune – 2022_Submitted |
| 11 | An Analytical Study of wine Marketing by wineries in Nashik District | Mr.Harish D. Kalan | Bharati Vidyapeeth (Deemed to be University), Pune – 2022_ Submitted |
| 12 | A Study Of Customer Relationship Management In Traditional Indian Grocery Stores | Mr. Anil Bajpai | Bharati Vidyapeeth (Deemed to be University), Pune – 2052_ Submitted |
| 13 | A Study of Customer Satisfaction of Battery Electric Vehicle in Pune. | Mr. Devendra Duggal | Bharati Vidyapeeth (Deemed to be University), Pune – 2052_ Submitted |

Books Published :

| Sr No. | Name of The Book | Published by | Edition Year | ISBN No. |
|--------|---------------------------|---|-------------------|-------------------|
| 1 | Business Research Methods | Himalaya Publishing House Pvt.Ltd.,Mumbai | 2014 Co Author | 978-93-5142-316-4 |
| 2 | Organisational Behaviour | Himalaya Publishing House Pvt.Ltd.,Mumbai | 2013 Co Author | 978-93-5097-951-8 |
| 3 | Fundamentals of Marketing | Success Publication ,Pune | 2017 | 976-93-24457-25-7 |
| 4 | Marketing Management | Success Publication ,Pune | 2017 | 978-93-24457-25-6 |



International / National -Contribution and Research papers Presented/Published in Research Journal:(The ISSN (International Standard Serial Number) and ISBN (International Standard Book Number)

| Sr No. | Research Journal – Organizer | UGC Care / Impact Factor | ISSN/ ISBN No. | Paper Title | Page No. - In | Issue/Year / Date/Vol | Author's |
|--------|--|-----------------------------|----------------|--|----------------|--|-------------------------------|
| | AAP – Apple Academic Press Exclusive co-publishing with CRC press, a Taylor & Francis Group | Scopus | Paper accepted | Discriminant Analysis of Digital Marketing Effectiveness on Customer Acquisition and Customer Retention in Indian Auto Industry | Paper accepted | | Mahesh V. Shitole (Co-author) |
| 1 | Department of Computer Science and Engineering with the technical sponsors IEEE Computer Society – Shri. Shankaracharya, Institute of Professional Management and Technology Raipur, Chhattisgarh, India | IEEE Conf. Record No#57 871 | ICAIHI-2023 | Machine Learning-Based Risk Prediction for Coronary Heart Disease using Clinical Data | Paper ID -238 | 29 TH – 30 TH Dec 2023 | Dr Mahesh V. Shitole |
| 2 | Department of Computer Science and Engineering with the technical sponsors IEEE Computer Society – Shri. Shankaracharya Institute of Professional Management and Technology Raipur, Chhattisgarh, India | IEEE Conf. Record No#57 871 | ICAIHI-2023 | Type-I and Type – II Diabetes Disease Prediction by Handling Trade- Off Between Hyperplane Margin and Classification Error in Support Vector Machine | Paper ID -237 | 29 TH – 30 TH Dec 2023 | Dr Mahesh V. Shitole |



| | | | | | | | |
|---|---|----------------------------|-------------|--|---------------------|--|-------------------------------|
| 3 | Department of Computer Science and Engineering with the technical sponsors IEEE Computer Society – Shri. Shankaracharya Institute of Professional Management and Technology Raipur, Chhattisgarh, India | IEEE Conf. Record No#57871 | ICAIHI-2023 | Classification of Thyroid Cancer Subtypes with Imagenet Pretrained CNNS | Paper ID -236 | 29 TH – 30 TH Dec 2023 | Dr Mahesh V. Shitole |
| 4 | Journal of Advance Zoology | Scopus | 0253-7214 | Game-Theoretic Optimization of Intelligent IoT Networks for Enhanced Resource Management in Precision Agriculture | Vol – 44, Issue S8 | 26 Dec 2023 | Mahesh V. Shitole (Co-author) |
| 5 | Madhya Pradesh Journal of Social Science | UGC Care | 0973-855X | Critical Analysis of Artificial Intelligence for Business Process Optimization with reference to Online Retail Mart in India | Page No. 133 to 143 | Vol. 28, No : 2(ii), December 2023 | Mahesh V. Shitole (Co-author) |



| | | | | | | | |
|----|---|----------------------------------|-------------|---|-----------------------|---------------------------------|-------------------------------|
| 6 | The Online Journal of Distance Education and e-learning | UGC Care | 2147-6454 | A Study on the Impact of Artificial Intelligence on traditional grocery stores in India | Page No. 1914 to 1923 | Volume 11, Issue 2b, April 2023 | Mahesh V. Shitole (Co-author) |
| 7 | The Online Journal of Distance Education and e-learning | UGC Care | 2147-6454 | Sustainable Supply Chain Management for EVS in India | Page No. 2583 to 2591 | Volume 11, Issue 2b, April 2023 | Mahesh V. Shitole (Co-author) |
| 8 | The Online Journal of Distance Education and e-learning | UGC Care | 2147-6454 | A Study of Customer Perception towards social media in Developing a brand image post Covid - 19 in Maharashtra (India) | Page No. 1085 to 1093 | Volume 11, Issue 2a, April 2023 | Mahesh V. Shitole (Co-author) |
| 9 | Novyi Mir Research Journal | 5.3 | 0130 - 7673 | A Study of HR Digitalisation for Improving Organisational Productivity with reference to Auto Components Industry in Pune City, Maharashtra, India. | Page No. 533 - 544 | Volume 8, Issue 3, | Mahesh V. Shitole (Co-author) |
| 11 | The Online Journal of Distance Education and e-learning | UGC Care | 2147-6454 | An Analytical Study of Customers Buying Behaviour towards Electric Cars in Mumbai Region | Page No. 129 to 136 | Volume 11, Issue 1, | Mahesh V. Shitole (Co-author) |
| 12 | Journal of the Asiatic Society of Mumbai | UGC Care , Impact Factor : 3.947 | 0972-0766 | Critical Analysis of Market Penetration Strategies for EVS in India | Page No: 112 - 117 | Vol.96,No. 08(III), August 2022 | Mahesh V. Shitole (Co-author) |
| 13 | NeuroQuantology | | | Redefining and Restructuring | | Vol – 20, Issue | Mahesh V. Shitole |



| | | | | | | | |
|----|---|------------------------|-------------------------|--|---|--------------------------------------|---|
| | DOI: 10.14704/NQ.2022.20.1 0.NQ55466 | Scopus - 0.453 | 1303- 5150 | professional Education through Blended Learning Approach in Digital Era | Page:4880- 4888 | No.10 , Aug 2022 | (Co- author) |
| 14 | School of Commerce and Management Science, Sandeep University, Nashik | | | Emerging Competitive wine Tourism Destination in India: A Review | | | Mahesh V. Shitole (Co- author) |
| 15 | Korea Review of International Studies https://kristudies.org/volume-15-issue-35-june-2022/ | ABDC | ISSN – 1226- 4741 | Impact of Covid – 19 on consumer Buying Behaviour towards retail sector in Maharashtra with specific reference to Pune City. | Page No.44 – 59 | Vol – 15 , Issue 35, June 2022 | Mahesh V. Shitole (Co- author) |
| 16 | CLIO: An Annual Interdisciplinary Journal of History (Corpus Research Institute) | UGC _Care , 5.60 | 0976-075X | A Study of Consumer Satisfaction towards online shopping for smart phone at Amazon: CG | Page No. 90 - 102 | Vol-11, No.1 , June 2022 | Vrushali Yadav (Co- author) |
| 17 | International Engineering Journal for Research and Development (International peer- reviewed, online version of journal) | SJIF 7.169 | E-ISSN: 2349-0721 | Impact of Covid-19 On Online Shopping In India : A Special reference to apparel Sector | Pg No. 1 to 05 Vol.7 No MGMIMR ,2022 | 30 May 2022 | Mahesh V Shitole (Co- author) |
| 18 | Journal : Design Engineering ID: https://www.scopus.com/sourceid/28687 | - | 0011- 9342 | Employees Job Satisfaction in “Top” vis-s-vis “Low” Graded B - Schools | Page No 2835- 2850 | Year 2021, Issue :8 | Mahesh V Shitole |
| 19 | Journal of Education : Rabindrabharati University | UGC Care | ISSN : 0972- 7175 | A Study of Corporate Call (Social) Responsibility, Ethics and accountability | Page No 30-34 | Vol.:XXIII, No.:4,2020 -2021 | Mahesh V Shitole (Co- author) |
| 20 | NIU – International Journal of Human Rights | UGC Care | ISSN 2394- 0298 | Competitive Cost Advantage of Chinese product and It's wide acceptance in ASEAN trade | Page No 88-92 | Vol.8 (VII), 2021 | Mahesh V Shitole (Co- author) |



| | | | | | | | |
|----|--|-------------------|-------------------|--|---|--|---|
| 21 | Anvesak – Sardar Payel Institute of Economic and Social Research | UGC Care | ISSN : 0378-4568 | Outcome of Newly Enacted Labour Laws for MSMEs in India | Page No 22 – 27 | Vol. 51, No. 01 (X) January – June 2021 | Mahesh V Shitole (Co-author) |
| 22 | Kala : The Journal of Indian Art History Congress | UGC Care | ISSN : 0975-7945 | The Impact of Mobile Service Quality Dimensions on Customer Satisfaction | Page No. 92-96 | Volume – 27, No. 1 : 2020-2021 | Mahesh V Shitole (Co-author) |
| 23 | Utkal Historical Research Journal | UGC Care | ISSN : 0976-2132 | An Evaluations of Consumer Buying Behavior of Smart Mobile phones in Pune City, Maharashtra, India | Page No 10 - 13 | Vol.- 34, No. 01 2021 | Mahesh V Shitole (Co-author) |
| 24 | Scholarly research Journal for Interdisciplinary Studies | SJIF 2019 = 6.380 | ISSN 2278-8808 | Internationalizing Startups through Singapore | Peer-Reviewed & Refereed Journal, Sept-Oct 2020 | Vol – 8/61, page No 14343 to 14347 | Mahesh V Shitole (Co-author) |
| 25 | International Multilingual Refereed Journal - Interdisciplinary Journal – Vidyawarta MAH MUL/03051/2012 | 7.041 (IIJIF) | 2319 9318 | Organisational Climate (OC) in Govt. Hospital – During Pre and Post Covid 19 Period | Peer-Reviewed International Multilingual Refereed Journal ,Page No. 079-087 | Issue – 35, Vol 04, July to September 2020 | Mahesh V Shitole |
| 26 | International Conf. on future of workforce & Workplace- 13 & 14 Jan 2020----- Prin.L.N.Welingkar Institute of Management Development and Research Mumbai – India | - | 978-81-943641-5-3 | Present and future HR Environment of Police Workforce: An Empirical Appraisal | Proceedings – Page No. 12 | 13 th & 14 th January 2020 | Mahesh V Shitole |
| 27 | International Journal of Creative Research Thoughts (IJCRT) | 7.97 | 2320-2882, 2020 | Daredevil - Barefoot Entrepreneurship During The Lock Down Ensuing After Outbreak Of Covid -19 Global Pandemic | Scholarly open access journals, Peer-reviewed, and Refereed Journals, Page No . 2853 - 2856 | www.ijcrt.org , IJCRT2005 372, Volume 8, Issue 5 May 2020 | Vrushali Yadav & Dr Mahesh V Shitole – Registration ID : - 194743 |
| 28 | International Multilingual | 7.041 (IIJIF) | 2319 9318 | Indian Pharmaceutical Industry: - A | Peer-Reviewed | Issue – 34, Vol No. 07, | Vrushali Yadav & |



| | | | | | | | |
|----|---|-------|----------------------------|---|---|--|-----------------------------------|
| | Refereed Journal - Interdisciplinary journal –Vidyawarta MAH MUL/03051/2012 | | | Burgeoning Silhouette and SWOT | International Multilingual Refereed Journal ,Page No. 029-035 | April – June 2020. | Mahesh V Shitole |
| 29 | 72 nd ALL INDIA COMMERCE CONFERENCE OF INDIAN COMMERCE ASSOCIATION (ICA)Kalinga Institute of Industrial Technology (KIIT) Deemed to be University, Bhubaneswar, Odisha | - | Souvenir | Online buying Dynamics with special reference to large scale IT Unit in Pune | Proceedings - SouvenirKIIT: 72 nd All India International Commerce Conference and International Seminar – 2019 - Of Indian Commerce Association 16 | 22 nd to 24 th December, 2019, | Mahesh V Shitole |
| 30 | International Journal of Management, IT & Engineering | 7.119 | UGC approved | Digitalization in Higher Education Mapping Institutional Approaches for Teaching and Learning | A Monthly Double-Blind, Peer Reviewed, Open Access International Journal | Issue – 3, Vol. 9, March 2019 | Vrushali Yadav & Mahesh V Shitole |
| 31 | International Journal of Management, IT & Engineering | 5.108 | 2229 – 6883 – UGC approved | Emerging Urban Co-Operative Banks (UCBs)IN India; Problems and Prospects | UGC approved Journal, SKIREC Publications | Vol – 9, Issue 10, October 2018 | Vrushali Yadav & Mahesh V Shitole |
| 32 | International Journal for Research in Engineering Application and Management – ISO 3297:2007 (IJREAM) | 5.646 | ISSN 2454 – 9150 | A Perception over Higher Education Globalization | Sanjay Ghodawat University, Kolhapur. ISO 3297:2007 Certified Journal Page. No 272-275 | Volume 04, ICSGUPST March 2018 | Mahesh V Shitole |
| 33 | Asia Pacific Journal of Research in Business Management | - | 2229-4104 - UGC approved | E – Learning and Its Usability for E – Learners to access Higher Education in India. | UGC approved Journal, SKIREC Publications | Vol – 9, Issue 3, March 2018 | Vrushali Yadav & Mahesh V Shitole |



| | | | | | | | |
|----|---|----------------------------|----------------------------------|---|---|--|---------------------------------------|
| 34 | International Research Journal of Business and Management – IRJBM | - | 2322-083X | Challenges faced by five-star Hotels in the adoption of Environmental Practices – An Empirical study | Global wisdom Research Publication, volume No – XI, Issue – I, Page No. 141-148 | January 2018 | Mrs Sunita Sagle and Mahesh V Shitole |
| 35 | International Journal of Business Economic and Management Research | 4.963 | 2229-4848 – UGC approved | Rethinking Educational Practices and Responsibilities in the light of Digitalization in India. | UGC approved Journal, SKIREC Publications | Vol – 8, Issue 12, December 2017 | Vrushali Yadav & Mahesh V Shitole |
| 36 | International Research Journal of Business and Management – IRJBM | 6.939 | 2249-7382 | A Study of Benefits enjoyed by five Star Hotels due to adoption of Environmental Management Practices | open access journals, Peer-reviewed, and Refereed Journals, Vol. 7 Issue 12 Page No. 770 – 779) | December 2017 | Mrs Sunita Sagle and Mahesh V Shitole |
| 37 | International Research Journal of Multidisciplinary Studies | 1.3599 (GIF), 0.679 (IFS). | 2454-8499 (Online) | Financial Inclusion: No-frills Accounts (Comparison with South Africa, Brazil till 2009) | Vol.3, Issue 11 | 7 November, 2017, www.irjms.in | Aashish Bhavne and Mahesh V Shitole |
| 38 | International Research Journal of Human Resources and social Sciences | 5.414 | (O) 2349 – 4085, (P) 2394-4218 | Critical Study of HR analytic and Organizational Effectiveness in the context of Digitalization. | Associated asia Research Foundation (AARF) | Vol 4, Issue 7, July 2017 | Vrushali B Yadav & Mahesh V Shitole |
| 39 | Entrepreneurship in Multifaceted Disciplines | | ISBN - 978 – 93 – 87020 – 02- 3 | Entrepreneurship in housing Co – Operatives : An Overview | D.Y.Patil Center for Management & Research, Chikhali, Pune | Vol – I, Page No 10 – 18, 2016 | Mahesh V Shitole |
| 40 | In International Conference ON Skill Development | 2.1632 | ISSN - 2319 - 7935 (Print) 2319- | Pune's Solid Waste Management | Mumbai University – Ramanand Arya D.A.V.Collage,B | Page No 131 -135, 7 th March 2015 | RajendraJagtap and Mahesh V Shitole |



| | | | | | | | |
|----|--|---|--|---|---|--|---|
| | | | 7943 – (Online) | | handup,Mumb ai , | | |
| 41 | National Conference on - Changes in Management Practices in global Scenario. | - | ISBN -978- 81- 924894-4- 5 Certificate | Evaluation of Key Managerial Parameters(KMPs) under Functional Segments of Pune (India) and Tehran(Iran) Public Bus Service (PBS) Companies. | Sponsored By – Savitribai Phule Pune University, by Global Institute of Management, Sangamner. Pune | Page No 143 – 148 , 16 th & 17 th January 2015 | Mostafa Moghadda mizad and Mahesh V Shitole |
| 42 | Reinforcement of Co – Operativism in India | - | ISBN - 978 – 93 – 87020 – 00 – 9 | Informational Technology Act – 2000 and other Measures for Controlling/Supervisin g Finsnces in District Central Co – Operative Banks | D.Y.Patil Center for Management & Research, Chikhali, Pune | Vol. 4, Page No – 26 – 47, 2015 | Mahesh V Shitole and Vrushali Yadav |
| 43 | UGC Sponsored Two Day National Seminar on Management of Micro, Small and Mediam Enterprises(MSME's) in Indian | - | Certificate | En-Route Tribulations in small scale Industrial Business Unit. | Department of Commerce and Management of R.B.Madkholka r Mahavidyalaya , Chandgad, Dist Kolhapur | 10 and 11 th Oct 2014 | Mahesh V Shitole |
| 44 | QUEST – 2014 'SMEs – The Key Drivers of National Economic Growth | - | Certificate | Strategies for Control of Shrinkages : A Study of Retail Outlet in Pune. | Nvsahyadri Education Society's Group of Institutes & Pune University. | 7 th & 8 th February 2014 | Mahesh V Shitole |
| 45 | Innovation Management & Technological Tools as Economic Growth Engines In India Perspective | - | ISBN – 978-93- 83993-94- 9 | Public Bus Service(PBS):- Needs Innovation Management for Pune BRT on Par with Tehran | Navsahyadri Education Society's Group of Institutes & Pune University. Page No. 11- 20. | Page No 11 – 20 , 3 rd & 4 th November , 2014 | Mostafa Moghadda mizad and Mahesh V Shitole |



| | | | | | | | |
|----|---|---|--------------------------------|---|--|--|-------------------------------------|
| 46 | International Journal of Multidisciplinary Research (IJMR) | - | ISSN 2277-9302 | Changes is an Integral Part of an Educational Institution | Jai Hind Education Society | Vol. I, Issue 10 (II), Page No. 108 – 115, 16teen January 2013 | Ajay M Bhamare and Mahesh V Shitole |
| 47 | International conference on “Innovative ways of Managing Business in the poet Globalized Era” | - | Certificate | Leadership Style and Organizational Effectiveness in Management Institute | BVDU – Institute of Management and Research ,New Delhi. | Page No.86 to 87 , 2 nd & 3 rd February 2013 | Mahesh V Shitole |
| 48 | National Case Writing & Presentation Competitions Paristhiti – 2012 | - | Certificate | Case Study on Inner Leadership – Steve Jobe Leadership of Apple Computers Inc | BVDU – Institute of Management and Research ,New Delhi. | 12 October 2012 | Mahesh V Shitole |
| 49 | International Journal of Engineering, Science and Research (IJSER) | - | ISSN : 2231 – 5535 Certificate | Conceptualities and Methods Perceived while evaluating Customers satisfaction: in a shopping Mall | International Conference on Customer Satisfaction to Achieve Customer Loyalty | Page No 186 – 190, 22 nd & 23 rd March 2012 | Mahesh V Shitole and Arindam Ghosh |
| 50 | International Journal of Business, Management & Social Science (IJBMSS) | - | ISSN 2249 – 7463 Certificate | Talent Management : An Enviabl Strategy of Human Resource Management In Special context of International Five Star Hotels | Choice College of Arts and Commerce of Arts and Commerce dt at First Hotel, at Bangkok, Thailand. Page No. 209 - 211 | Vol. I, Issue 7 (II) Pge No. 209 -212, 2 nd and 3 rd March, 2012 | Mahesh V Shitole and Rakesh Mittlal |
| 51 | Adaptable Learning and Innovation for Visionary Execution | - | ISBN:978-93-5051-579-2 | A Comparative Study of Customer Relationship Management Practices in Selected Banks at Karad City. | Karmaveer Bhaurao Patil, IMSRS | Page No 01 – 11 4 TH & 5 TH May 2012 | V.P.Deshmukh & Mahesh V Shitole |
| 52 | The 7s Framework – A Tool to Handel Corporate Challenges | - | 978 – 93 – 87020 – 01- 6 | A Practical Approach to Knowledge Management Using 7S Model | D.Y.Patil Center for Management & Research, Chikhali, Pune | Vol- I, Page No 46 – 49, 2012 | Mahesh V Shitole |



| | | | | | | | |
|----|--|---|-------------------------------------|--|--|---|---|
| 53 | National Conference - Emerging Trends in Information Technology and Business Management | - | | Trends in Information Technology and Business Management | D.Y.Patil Institute of Management Ambi, Pune | 09 March 2012 | Mahesh V Shitole |
| 54 | International Conference on Management and Behavioural Sciences (ICMBS-6) | - | No. 060142 Certificate | The New Emphasis On Risk Management that is Inherent in Basel III – A Risk Management framework. | Society of Management and Behavioural Science(SMBS), Ahmedabad (Gujarat) | 1-2 December 2012 | Mahesh V Shitole |
| 55 | National Conference - Innovation Strategies in H.R. Horizon 12. | - | ISBN :978-93-5087-462-2 Certificate | Innovation Human Strategies and Relevance of Retention Strategies in the Indian BPO Industry | Sinhgad Institute of Business Administration and Computer Application, Lonavala,Pune | 1 st – 3 rd Proceedings, Page No. 09, November 2012 | Mahesh V Shitole |
| 56 | National Seminar - Development of Small scale Industries in the Era of Globalization | - | Certificate | Development and Management of Small Scale Industries | Dr D.Y.Patil School of Business Management & DYPIMS, Pune | 19 November 2011 | Mahesh V Shitole |
| 57 | National Seminar - Development of Small scale Industries in the Era of Globalization | - | Certificate | Visualization : Economy / SSI Sector - India | Dr D.Y.Patil School of Business Management & DYPIMS, Pune | 19 November 2011 | Mahesh V Shitole |
| 58 | International Conference on Recent Trends in Business, Management and IT. | - | Certificate | Hr Planning; An Integral Part of Hotel Industry | Poona Collage of Arts ,Science and Coomerce& Commerce Dept. Pune | 24 April 2011 | Mahesh V Shitole |
| 59 | International Conference on Emerging Issues in Global Economy, Commerce and Management : Challenges and Strategies for International | - | Certificate | Energy Management Strategies for Global Competitiveness | University of Mumbai , Department of Commerce | 1 st & 2 nd February 2011 | Santosh Gupta , Dr. Mrs K Gupta , Dr. Mahesh V Shitole, |



| | | | | | | | |
|----|--|---|------------------|--|--|---|--|
| | Competitiveness | | | | | | |
| 60 | Institute of Management and Entrepreneurship Development ,Pune | - | ISSN 0975 - 8429 | Paradigm Shift In Advertisements - Pre and Post LPG | Bharati Vidyapeeth University , IMED Research Journal | Vol – III ,November 3 , July 2010 | Mahesh V Shitole, Vrushali B Yadav , Rakesh Mittal |
| 61 | National Seminar on Co Operative Movement in Globalized Scenario | - | Certificate | Financial performances analysis of Maharashtra Co Operative Bank(M.S.C.B.) | Dr D.Y.Patil Center for Management & Research | 29 th – 31 st March 2010 | Mahesh V Shitole |
| 62 | International Conference on Recent Trends in Business , Management ,IT | - | Certificate | Emerging Trends in Marketing in the New Era of Retail World | Poona Collage of Arts ,Sciencce & Commerce | 22 nd March 2010 | Mahesh V Shitole |
| 63 | International Conference on The Concept of Global Village | - | Certificate | The Concept of Global Village | Aditya Institute of Mangement | March 7 th – 09,2010 | Mahesh V Shitole, |
| 64 | International Conference on Global Meltdown – Opportunities and Challenges | - | Certificate | Building Brands with Brand Image and Brand Loyalty | Department of Management Science, Pune University & CSIR – IPR Chair | 20 th & 21 st March 2009 | Mahesh V Shitole, |
| 65 | National Seminar - Innovation Management Practices in Uncertain Times | - | Certificate | Retention Employees of | Marathwada Mitra Mandal's Collage of Commerce, Pune and Yashwantrao Chavan Academy of Development Administratio n,Pune | Page No . 166 – 168 , 12 February 2009 | Rakesh Mittal and Mahesh V Shitole |
| 66 | Innovative Management Practices in Uncertain Times | - | Proceedin gs | Retention Employees of | Proceedings - Marathwada Mitra Mandal's Collage of Commerce, Pune & YASHADA , | . Page Nos. 166-168 , 11 th & 12 th February 2009 | Mahesh V Shitole and Rakesh Mittal |



| | | | | | | | |
|----|--|---|--------------------------|--|--|--|------------------------------------|
| 67 | National Seminar – Challenges for Technical Education in view of Global Changes | - | Proceedings | Distance Education for Management and Engineering Courses Key essentials for Organizing Study Material | Souvenir – JSPM Group of Institutes, Pune | TH09PA18 Pages Nos. – 51 DT 12 TH & 13 TH January 2008 | Mahesh V Shitole |
| 68 | All Indian Commerce Conference of Indian Commerce Association | - | Certificate | Small Rural Hotel Business – Some Prominent Issues | Dhanwant National Collage , Nagpur | 27 th & 29 th December 2008 | Mahesh V Shitole |
| 69 | National Conference on Globalisation and Foreign Direct Investment in Indian Context | - | Certificate | Foreign Direct Investment in Indian | Department of Commerce Dr Babasaheb Ambedkar Marathwada University, Aurangabad. | 2 nd & 3 rd February 2007 | Mahesh V Shitole |
| 70 | WTO & Its Impact on Development Economic | - | Certificate | Dumping Tribulations of WTO (a Case of India Vs China) | Souvenir – Bharati Vidyapeeth Deemed to be University), Institute of Management & Research , New Delhi | 17 th & 18 February 2006 | Mahesh V Shitole |
| 71 | National Seminar, Changing Paradigms in Professional Education | - | Certificate | IT and Professional Education | Souvenir – “MANTHAN” by Amrapali Institute of Management, Nainital. | Page No 34, 8 th & 9 th October 2004 | Ms Kirti Gupta Mahesh V Shitole |
| 72 | International Conference on “Globalization & Its Impact on Indian Economy” | - | Certificate | Development of Management Education in Maharashtra on eve of Globalization. | Dept. Commerce – Dr Babasaheb Ambedkar University, Aurangabad. | 15 th & 16 th March 2002 | Mahesh V Shitole |
| 73 | Emerging Trends in Information Technology and Business Management | - | ISBN – 978-81-920416-3-6 | Choice of Channel for Tea Products Distribution and Factors Influencing it | Dr.D.Y.Patil University, Nav iMumnbai&University of Pune | Page No. 389-395 | Mahesh V Shitole and Arindam Ghosh |
| 74 | Innovative ways of Managing Business | - | Souvenir | Leadership Style and Organizational | Souvenir – Bharati Vidyap | Pages – 86 - 87 | Mahesh V Shitole and |



| | | | | | | | | |
|--|-------------------------------|--|--|--|----|---|--|------------------|
| | in the Post Globalised Era | | | Effectiveness Management Institution | in | eeth Deemed to be University),Ins titute of Management & Research , New Delhi | | Arindam Ghosh |
|--|-------------------------------|--|--|--|----|---|--|------------------|



(Prof. Dr. MaheshV.Shitole)