



SHRI VENKATESHWARA SHIKSHAN SANSTHA'S

VENKATESHWARA INSTITUTE OF MANAGEMENT (M.B.A.)

GAT NO. 2665, PETH NAKA, TAL. WALWA, DIST. SANGLI. (MH) 415 407
PH. NO. (02342) 252100, 252110

DTE CODE - MB6224

3.3.2 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five years.


DVV Suggestion:-

1. HEI is requested to kindly note that the link provided for the SUPPORTING DOCUMENT is in the GOOGLE DRIVE format, and which should not be considered, Please relook and provide valid link for documents in correct format or could host these documents on HEI's website.

HEI Reply:-

The valid link for documents in correct format is provided.




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3.3: Research Publications and Awards

3.3.2: Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five years

Copy of the Cover page, content page and first page of the publication indicating ISBN number and year of publication for books/chapters

<https://vim.org.in/pdf/3.3.2%20Number%20of%20books%20and%20chapters%20in%20edited%20volumesbooks%20published%20and%20papers%20published%20in%20national%20international%20conference%20proceedings%20per%20teacher%20during%20last%20five%20years.pdf>



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DVV Suggestion:-


2. Kindly note that there is data mismatch in the HEI input and prescribed data template for all the five years, please relook and provide correct revise data.

HEI Reply:-

DVV Suggestion is noted. Corrected revised data is provided.

2021-22	2020-21	2019-20	2018-19	2018-17
5	1	4	0	12




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Date :

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5	1	4	0	12


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● Email : venkateshwaramba@gmail.com



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Sl. 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	Calendar Year of publication	ISBN number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
2021-22										
1	Dr. Santosh Wadkar	Marketing Management	Basic of Marketing and Marketing Mix	Marketing Management	Marketing Management	National	2022	ISBN-978-93-5480-072-6	Thakur Publication Pvt. Ltd	Thakur Publication Pvt. Ltd
2	Dr. Santosh Wadkar	Human Resource Development	Auditing and evaluating HRD	Human Resource Development	Human Resource Development	National	2022	ISBN-978-93-5480-190-7	Thakur Publication Pvt. Ltd	Thakur Publication Pvt. Ltd
3	Dr. Avinash M. Kharat	IMPACTS OF PRE AND POST COVID-19 PANDEMIC IN INDIA	IMPACTS OF PRE AND POST COVID-19 PANDEMIC IN INDIA	International Research Journal of Humanities and Interdisciplinary Studies (IRJHIS)	International Research Journal of Humanities and Interdisciplinary Studies (IRJHIS)	International	2021	ISSN 2582-8568	V. P. Institute of Management Studies and Research Sangli	IRJHIS
4	Amit Shivaji Patil	TO STUDY THE FACTORS AFFECTING ON CONSUMER BUYING BEHAVIOR"	TO STUDY THE FACTORS AFFECTING ON CONSUMER BUYING BEHAVIOR"	Journal of Emerging Technologies and Innovative Research (JETIR)	Journal of Emerging Technologies and Innovative Research (JETIR)	National	2021	ISSN-2349-5162	Journal of Emerging Technologies and Innovative Research (JETIR)	JETIR



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5	Miss. Shital V. Tibe	UTILITY OF TECHNOLOGY IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT"	UTILITY OF TECHNOLOGY IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT"	Journal of Emerging Technologies and Innovative Research (JETIR)	Journal of Emerging Technologies and Innovative Research (JETIR)	National	2021	ISSN-2349-5162	Journal of Emerging Technologies and Innovative Research (JETIR)	JETIR
2021-20										
6	Dr. Avinash Kharat	Effectiveness of Distribution Channels of FMCG	Study of Rural Markets	Effectiveness of Distribution Channels of FMCG	Effectiveness of Distribution Channels of FMCG	National	2020	ISBN-978-81-944210-1-6	Sai Publication (Shirdi)	Sai Publication (Shirdi)
2019-20										
7	Dr. Avinash M. Kharat	Uses of Technology in Logistics and Supply Chain Managemen	Uses of Technology in Logistics and Supply Chain Managemen	'RESEARCH JOURNEY' International Multidisciplinary E- Research Journal	'RESEARCH JOURNEY' International Multidisciplinary E- Research Journal	International	2019	ISSN :2348-7143	RESEARCH JOURNEY	RESEARCH JOURNEY
8	Dr. Avinash M. Kharat	Impact of Digital Marketing on Consumer Buying Behaviour	Impact of Digital Marketing on Consumer Buying Behaviour	'RESEARCH JOURNEY' International Multidisciplinary E- Research Journal	'RESEARCH JOURNEY' International Multidisciplinary E- Research Journal	International	2019	ISSN :2348-7143	RESEARCH JOURNEY	RESEARCH JOURNEY
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2017-18										
11	Santosh Bhagwant Wadkar	Opportunities and Challenges for Marketing of Fruits and Vegetables in Sangli and Kolhapur Districts	Opportunities and Challenges for Marketing of Fruits and Vegetables in Sangli and Kolhapur Districts	International Journal of Enhanced Research in Management & Computer Applications	International Journal of Enhanced Research in Management & Computer Applications	International	2018	ISSN: 2319-7471,	E R Publication	E R Publication
12	Rahul Laxmikant Chitnis	Changing Patients Perception towards Private Hospitals	Changing Patients Perception towards Private Hospitals	International Journal of Enhanced Research in Management & Computer Applications	International Journal of Enhanced Research in Management & Computer Applications	International	2018	ISSN: 2319-7471,	E R Publication	E R Publication
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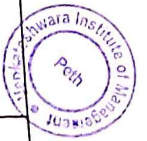
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21	Avinash Kharat	Scope of Rural Marketing for FMCG Companies	Scope of Rural Marketing for FMCG Companies	AJANTA	AJANTA	National	2017	ISSN-2277-5730	AJANTA	AJANTA
22	Avinash Kharat	Challenges and Opportunities of Rural Marketing in India	Challenges and Opportunities of Rural Marketing in India	Royal	Royal	National	2017	ISSN 2278-8158	Royal	Royal



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HEI Reply:-

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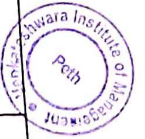
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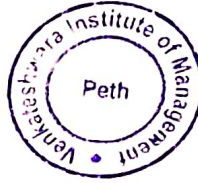
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3.3.2 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings of teacher during last five year

Sl. 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	Calendar Year of publication	ISBN number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
2021-22										
1	Dr. Santosh Wadkar	Marketing Management	Basic of Marketing and Marketing Mix	Marketing Management	Marketing Management	National	2022	ISBN-978-93-5480-072-6	Thakur Publication Pvt. Ltd	Thakur Publication Pvt. Ltd
2	Dr. Santosh Wadkar	Human Resource Development	Auditing and evaluating HRD	Human Resource Development	Human Resource Development	National	2022	ISBN-978-93-5480-190-7	Thakur Publication Pvt. Ltd	Thakur Publication Pvt. Ltd
3	Dr. Avinash M. Kharat	IMPACTS OF PRE AND POST COVID-19 PANDEMIC IN INDIA	IMPACTS OF PRE AND POST COVID-19 PANDEMIC IN INDIA	International Research Journal of Humanities and Interdisciplinary Studies (IRJHIS)	International Research Journal of Humanities and Interdisciplinary Studies (IRJHIS)	International	2021	ISSN 2582-8568	V. P. Institute of Management Studies and Research Sangli	IRJHIS
4	Amit Shivaji Patil	TO STUDY THE FACTORS AFFECTING ON CONSUMER BUYING BEHAVIOR"	TO STUDY THE FACTORS AFFECTING ON CONSUMER BUYING BEHAVIOR"	Journal of Emerging Technologies and Innovative Research (JETIR)	Journal of Emerging Technologies and Innovative Research (JETIR)	National	2021	ISSN-2349-5162	Journal of Emerging Technologies and Innovative Research (JETIR)	JETIR



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5	Miss. Shital V. Tibe	UTILITY OF TECHNOLOGY IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT"	UTILITY OF TECHNOLOGY IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT"	Journal of Emerging Technologies and Innovative Research (JETIR)	Journal of Emerging Technologies and Innovative Research (JETIR)	National	2021	ISSN-2349-5162	Journal of Emerging Technologies and Innovative Research (JETIR)	JETIR
2021-20										
6	Dr. Avinash Kharat	Effectiveness of Distribution Channels of FMCG	Study of Rural Markets	Effectiveness of Distribution Channels of FMCG	Effectiveness of Distribution Channels of FMCG	National	2020	ISBN-978-81-944210-1-6	Sai Publication (Shirdi)	Sai Publication (Shirdi)
2019-20										
7	Dr. Avinash M. Kharat	Uses of Technology in Logistics and Supply Chain Managemen	Uses of Technology in Logistics and Supply Chain Managemen	'RESEARCH JOURNEY' International Multidisciplinary E- Research Journal	'RESEARCH JOURNEY' International Multidisciplinary E- Research Journal	International	2019	ISSN :2348-7143	RESEARCH JOURNEY	RESEARCH JOURNEY
8	Dr. Avinash M. Kharat	Impact of Digital Marketing on Consumer Buying Behaviour	Impact of Digital Marketing on Consumer Buying Behaviour	'RESEARCH JOURNEY' International Multidisciplinary E- Research Journal	'RESEARCH JOURNEY' International Multidisciplinary E- Research Journal	International	2019	ISSN :2348-7143	RESEARCH JOURNEY	RESEARCH JOURNEY
9	Miss. Shital V. Tibe	Uses of Technology in Logistics and Supply Chain Managemen	Uses of Technology in Logistics and Supply Chain Managemen	'RESEARCH JOURNEY' International Multidisciplinary E- Research Journal	'RESEARCH JOURNEY' International Multidisciplinary E- Research Journal	International	2019	ISSN :2348-7143	RESEARCH JOURNEY	RESEARCH JOURNEY



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10	Miss. Shital V. Tibe	Impact of Digital Marketing on Consumer Buying Behaviour	Impact of Digital Marketing on Consumer Buying Behaviour	'RESEARCH JOURNEY' International Multidisciplinary E- Research Journal	'RESEARCH JOURNEY' International Multidisciplinary E- Research Journal	International	2019	ISSN :2348-7143	RESEARCH JOURNEY	RESEARCH JOURNEY
2017-18										
11	Santosh Bhagwant Wadkar	Opportunities and Challenges for Marketing of Fruits and Vegetables in Sangli and Kolhapur Districts	Opportunities and Challenges for Marketing of Fruits and Vegetables in Sangli and Kolhapur Districts	International Journal of Enhanced Research in Management & Computer Applications	International Journal of Enhanced Research in Management & Computer Applications	International	2018	ISSN: 2319-7471,	E R Publication	E R Publication
12	Rahul Laxmikant Chitnis	Changing Patients Perception towards Private Hospitals	Changing Patients Perception towards Private Hospitals	International Journal of Enhanced Research in Management & Computer Applications	International Journal of Enhanced Research in Management & Computer Applications	International	2018	ISSN: 2319-7471,	E R Publication	E R Publication
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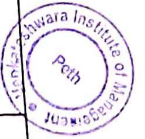
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14	Amit Shivaji Patil	Changing Patients Perception towards Private Hospitals	Changing Patients Perception towards Private Hospitals	International Journal of Enhanced Research in Management & Computer Applications	International Journal of Enhanced Research in Management & Computer Applications	International	2018	ISSN: 2319-7471,	E R Publication	E R Publication
15	Dr. Santosh Bhagwant Wadkar	Opportunities and Challenges for Marketing of Fruits and Vegetables in Sangli and Kolhapur Districts	Opportunities and Challenges for Marketing of Fruits and Vegetables in Sangli and Kolhapur Districts	International Conference on Recent Innovations in Science, Engineering and Management, (NMCE, Peth)	13th International Conference on Recent Innovations in Science, Engineering and Management, (NMCE, Peth)	International	2018	ISBN 978-93-87793-02-6	NMCE,PETH	ICRJSEM-18
16	Rahul Laxmikant Chitnis	Changing Patients Perception towards Private Hospitals	Changing Patients Perception towards Private Hospitals	International Conference on Recent Innovations in Science, Engineering and Management, (NMCE, Peth)	13th International Conference on Recent Innovations in Science, Engineering and Management, (NMCE, Peth)	International	2018	ISBN 978-93-87793-02-6	NMCE,PETH	ICRJSEM-18



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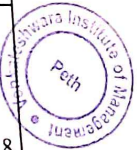
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17	Dr. Avinash Manohar Kharat	Opportunities and Challenges for Marketing of Fruits and Vegetables in Sangli and Kolhapur Districts	Opportunities and Challenges for Marketing of Fruits and Vegetables in Sangli and Kolhapur Districts	International Conference on Recent Innovations in Science, Engineering and Management, (NMCE, Peth)	13th International Conference on Recent Innovations in Science, Engineering and Management, (NMCE, Peth)	International	2018	ISBN 978-93-87793-02-6	NMCE,PETH	ICRJSEM-18
18	Dr. Pravinkumar Bharatkumar Lupane	Indian Retail: Yesterday, Today and Tomorrow	Indian Retail: Yesterday, Today and Tomorrow	International Conference on Recent Innovations in Science, Engineering and Management, (NMCE, Peth)	13th International Conference on Recent Innovations in Science, Engineering and Management, (NMCE, Peth)	International	2018	ISBN 978-93-87793-02-6	NMCE,PETH	ICRJSEM-18
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20	Miss. Shital V. Tibe	Indian Retail: Yesterday, Today and Tomorrow	Indian Retail: Yesterday, Today and Tomorrow	International Conference on Recent Innovations in Science, Engineering and Management, (NMCE, Peth)	13th International Conference on Recent Innovations in Science, Engineering and Management, (NMCE, Peth)	International	2018	ISBN 978-93-87793-02-6	NMCE,PETH	ICRJSEM-18
21	Avinash Kharat	Scope of Rural Marketing for FMCG Companies	Scope of Rural Marketing for FMCG Companies	AJANTA	AJANTA	National	2017	ISSN-2277-5730	AJANTA	AJANTA
22	Avinash Kharat	Challenges and Opportunities of Rural Marketing in India	Challenges and Opportunities of Rural Marketing in India	Royal	Royal	National	2017	ISSN 2278-8158	Royal	Royal



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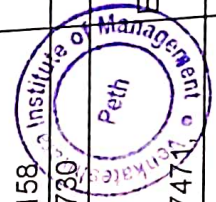


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1	Dr. Santosh Bhagwant Wadkar	Opportunities and Challenges for Marketing of Fruits and Vegetables in Sangli and Kolhapur Districts	2018	ISBN 978-93-87793-02-6	ICRJSEM-18
2	Rahul Laxmikant Chitnis	Changing Patients Perception towards Private Hospitals	2018	ISBN 978-93-87793-02-6	ICRJSEM-18
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9	Santosh Bhagwant Wadkar	Changing Patients Perception towards Private Hospitals	2018	ISSN: 2319-7471	E R Publication
10	Rahul Laxmikant Chitnis	Opportunities and Challenges for Marketing of Fruits and Vegetables in Sangli and Kolhapur Districts	2018	ISSN: 2319-7471,	E R Publication
11	Avinash Manohar Kharat	Changing Patients Perception towards Private Hospitals	2018	ISSN: 2319-7471,	E R Publication
12	Amit Shivaji Patil	Uses of Technology in Logistics and Supply Chain Managemen	2019	ISSN: 2348-7143	E R Publication
13	Dr. Avinash M. Kharat		2018	ISSN: 2319-7471,	E R Publication



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	Dr. Avinash M. Kharat	Impact of Digital Marketing on Consumer Buying Behaviour	2019	ISSN :2348-7143	RESEARCH JOURNEY
14	Dr. Avinash M. Kharat	Impact of Digital Marketing on Consumer Buying Behaviour	2019	ISSN :2348-7143	RESEARCH JOURNEY
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19	Miss. Shital V. Tibe	UTILITY OF TECHNOLOGY IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT"	2021	ISSN-2349-5162	JETIR
20	Dr. Avinash Kharat	Effectiveness of Distribution Channels of FMCG	2020	ISBN-978-81-944210-1-6	Sai Publication (Shirdi)
21	Dr. Santosh Bhagwant Wadkar	Marketing Management	2020	ISBN-978-93-5480-072-6	Thakur Publication Pvt. Ltd
22	Dr. Santosh Bhagwant Wadkar	Human Resource Development	2020	ISBN-978-93-5480-190-7	Thakur Publication Pvt. Ltd



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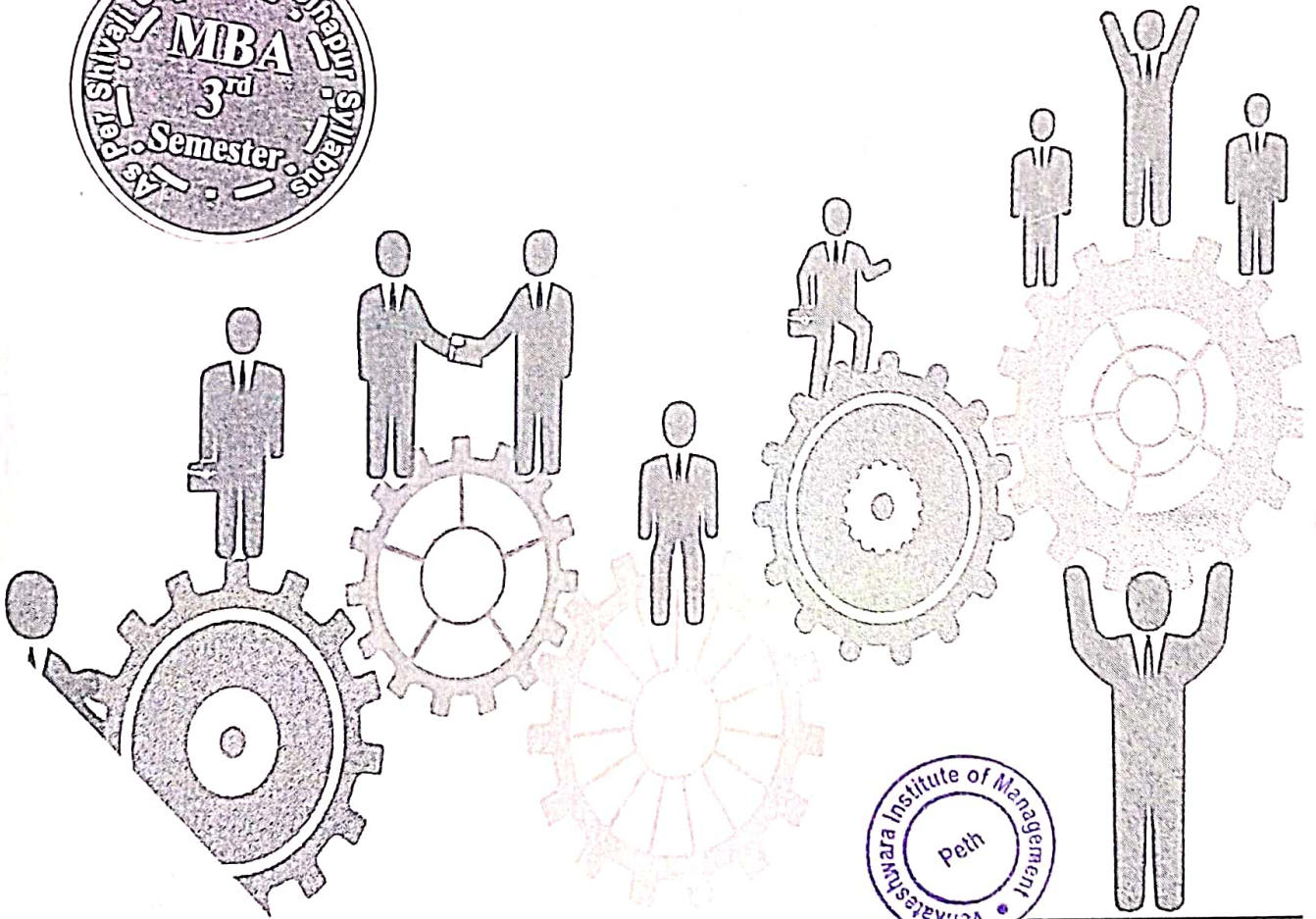
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HUMAN RESOURCE DEVELOPMENT

MBA, THIRD SEMESTER

According to the New Syllabus of 'Shivaji University' Kolhapur

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Head of Department,
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Human Resource Development

- Prof. (Dr.) Paul D. Madhale

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to

Almighty God"

- Prof. (Dr.) Paul D. Madhale

"Dedicated to

my Mother Smt. Alkatali,

my Wife Mrs. Chaitali,

my Daughrer Sanavi and

my late Brother Mr. Subhashi

- Dr. Santosh Bhagwant Wadkar

Preface

The field of human resource development encompasses several aspects of enabling and empowering human resources in organisations. This book of "Human Resource Development" explains the fundamental concepts of HRD in a clear and easy-to-read style. This book has been specifically written for students of MBA, Third Semester, Shri. Venkateshwara Shikshan Sanstha, Kollhapur. The contents of the book are divided into four units:

First unit throws light on introduction of HRD.

Second unit informs the reader about training and development.

Third unit gives knowledge regarding performance appraisal, career planning & employee engagement.

Fourth unit explains about auditing and evaluating HRD.

We request our precious readers to do a great favour to us by sending their valuable suggestions and critical comments on the book for further improvement in subsequent editions.

Please e-mail us at, thakurpublication@gmail.com

Website, www.tppl.org.in

Acknowledgement

I am indebted to my Family Members for their unstinted support in editing and completing this book. I cannot seem to think this book would have been possible without the help and support from my Colleagues and Friends, who contributed to make this book simple yet resourceful. I am immensely thankful to publishing team of Thakur Publication Pvt Ltd., who let me, express my ideas, thoughts & Knowledge through this book.

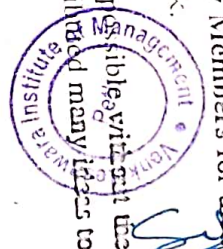
- Prof. (Dr.) Paul D. Madhale

In completion of this book, I owe the greatest sense of gratitude to Dr. K. Katti, Director, Venkateshwara Institute of Management, Peth.

Mr. Mahesh B. Joshi, Executive Director, Shri. Venkateshwara Shikshan Sanstha, Peth, for giving me new resourceful ideas and valuable suggestions.

Shri. Rahul Nanasaheb, express my deep sense of gratitude to Shri. Mahadik (Dada), Secretary Shri. Venkateshwara Shikshan Sanstha, Peth for their support and for providing me the necessary facilities to carry out the book.

-Dr. Santosh Bhagwant Wadkar



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About the Book

This book of "*Human Resource Development*" provides detailed information about the core concepts and implementation of HRD programmes. The content of the book is written in a simple language with detailed information. The text is supported with numerous illustrations to enable practical understanding. This book also contains exercises, model question papers and case studies to assist the students in preparing for the examinations.

About the Author



Dr. Paul D. Madhale is very well experienced in the field of service industry, training and as well as a effective teacher. He has worked in the health service industry for **25 years**, given management training to the health professionals and leded the team. He has completed his post-graduation in HRM and Finance and has done Ph.D in Commerce and Management. Last **5 years** he is working as a **Head of the Department of Management, Sanjay Bhokare Group of Institutes, Miraj, Maharashtra**. He is Fellow Member of International Society of Management.



Dr. Santosh Bhagwant Wadkar is currently working as **Associate Professor at Shri. Venkateshwara Shikshan Sanstha's, Venkateshwara Institute of Management, Peth, Tal.-Walwa, Dist-Sangli (MH)**. He has **13 years** of teaching experience. He has worked on different academic and administrative platforms of Institute and Shivaji University, Kolhapur.

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Business Intelligence and Analytics	Dr. Ashok Shrirang Lokhande, Dr. Mrs. Tejaswini Abhijit Hilage
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Human Resource Development	Dr. Paul D. Madhale, Dr. Santosh Bhagwant Wadkar
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Marketing Management

Dr. Pravin Shamrao Jadhav
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to

my Parents,

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- Dr. Pravin Shamrao Jadhav

"This book is dedicated

to

my mother Smt. Akkatai,

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my daughter Sanavi and

my late brother Mr. Subhash"

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- Dr. Pravin Shamrao Jadhav

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-Dr. Santosh Bhagwant Wadkar


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About the Book

This book of "Marketing Management" provides comprehensive information about various aspects of marketing management like product, pricing, distribution, promotion, etc. It also describes the fundamental aspects of branding, channel options and marketing evaluation and control. The book is enriched with model papers, exercises, and cases to make students understand the text easily and effectively. This book is a valuable for students, teachers, and others interested in learning concepts of marketing management.

About the Author



Dr. Pravin Shamrao Jadhav has done his D.M.E., M.B.A., M.Com., G.D.C.&A., M.Phil., Ph.D. Currently he is working as Associate Professor at KIT's Institute of Management Education and Research, Kolhapur. He has 13 years of teaching experience and 7 years of Industrial Experience. He is also writing a column in Marathi Daily Newspaper Sakal. His area of specialisation is Marketing and Human Resource Management. He has written various research papers and attended various seminars, conferences.



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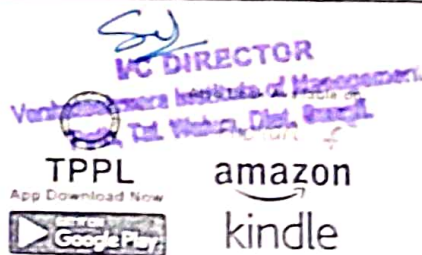
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IMPACTS OF PRE AND POST COVID-19 PANDEMIC IN INDIA

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Widespread isn't likely to wind down within the adjacent future, preventive activities are prerequisite to forestall disease spread, spare individuals lives conjointly to spare the financial abundance. During this audit, supported the display information and accessible writing, we've got illustrated the various angles of pre-and post-COVID-19 impacts over the social and financial stages round the world. Additionally, the prove based information are summarized with reference to threats, social impacts, logical overhauls, ethical flow, push and adjusting within the pre- and post-COVID-19 circumstances.

Keywords: Human services, Monetary (economy) impacts, Social impacts

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1. Effect of Covid-19 outbreak:

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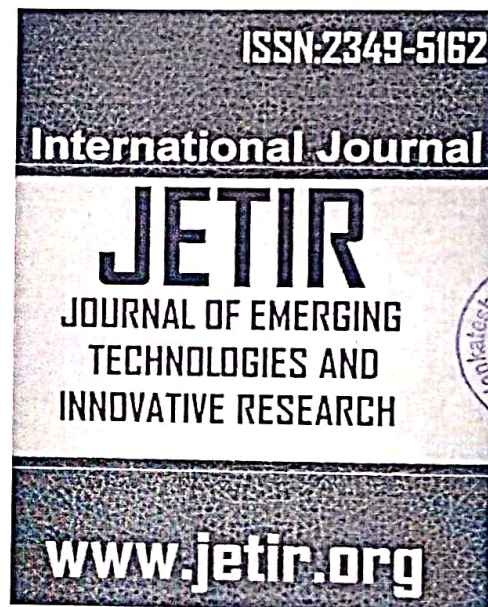
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ABSTRACT:-

The word logistics has its origin from Greek word “logistike” which means the art of calculating. However, the modern interpretation of the term logistics has its origin in the military, where it was used to describe the activities related to the procurement of ammunitions, and essential supplies for troops located at the front. Logistics not only includes activities related to the physical movements of the goods but also manages relationship with suppliers and customers. The main objective of the paper is to determine the various technology used in logistics and supply chain management including information technology, communication technology and automatic identification technology.

The creator basically centers on the auxiliary information for gathering information identifying with different innovation utilized in logistics and store network the board. The creator reaches determination that Technology is a vehicle to upgrade store network intensity and execution by improving the general viability and productivity of logistics framework. In addition different advancements in innovation have made the undertaking simpler and quicker other than being less arduous.

Keywords: logistic management, SCM, Technology, Innovation

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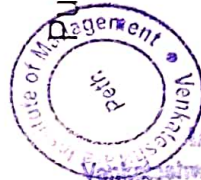
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“TO STUDY THE FACTORS AFFECTING ON CONSUMER BUYING BEHAVIOR”

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Ph.D. Student

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Yashwantrao Mohite Institute of Management, Karad.

ABSTRACT

This study on the retail industry, attempts to rigorously analyze the factors which influence the consumers to move towards the organized retailing from unorganized retailing. The study also helps the retailers by revealing the facts regarding the most prioritized attributes of the retail stores which attract the consumers towards them. It is also to be noted that in the next level of cities, only departmental stores and supermarkets alone given more priority in organized formats. This study will help the retailers to make an analysis of them and understand where they stand, and in order to move forward in what areas they must focus. It also helps them by providing consumers' expectations towards the organized formats so that they can make appropriate arrangements.

KEY WORDS: influence, retailing, consumer behavior, family, motivation

INTRODUCTION:

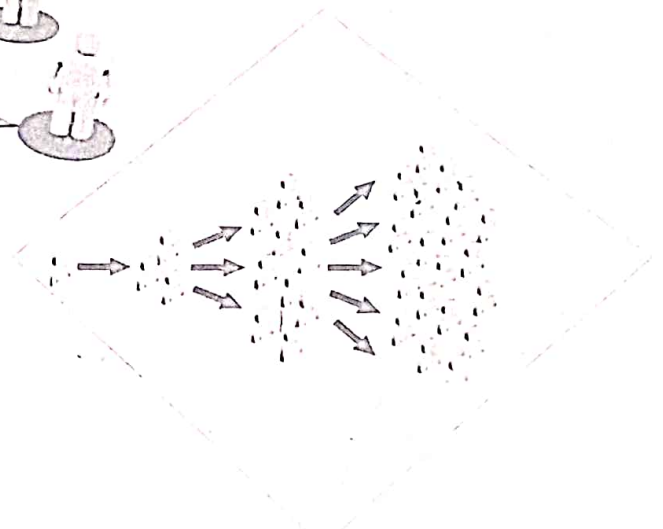
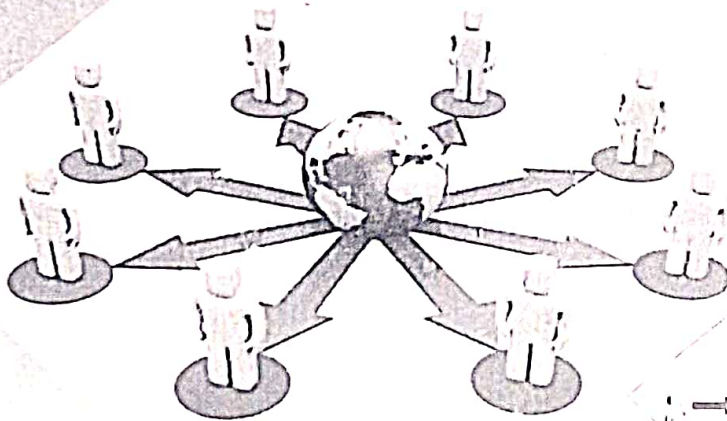
The retail sector is expanding and modernizing rapidly in line with India's economic growth. It offers significant employment opportunities in all urban areas. This study on the retail industry, attempts to rigorously analyze the factors which influence the consumers to move towards the organized retailing from unorganized retailing. Retailing is defined as “all the activities involved in selling goods or services directly to final consumers for personal, non-business use.” Retailing consists of the final activity and steps needed to place merchandise made elsewhere into the hands of the consumer or to provide services to the consumer. Retailing consists of the sale of goods or merchandise, from a fixed location such as a department store or kiosk, in small or individual lots for direct consumption by the purchaser. Retailing may include subordinated

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PREFACE

I give us great pleasure in making this book on Effectiveness of Distribution Channels of FMCG: Study of Rural Markets available to the all research students in any field.

This book is written according to the need of research students including various chapter schemes necessary for research.

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I am thankful to the publishers for the care they took in the production quality of the book

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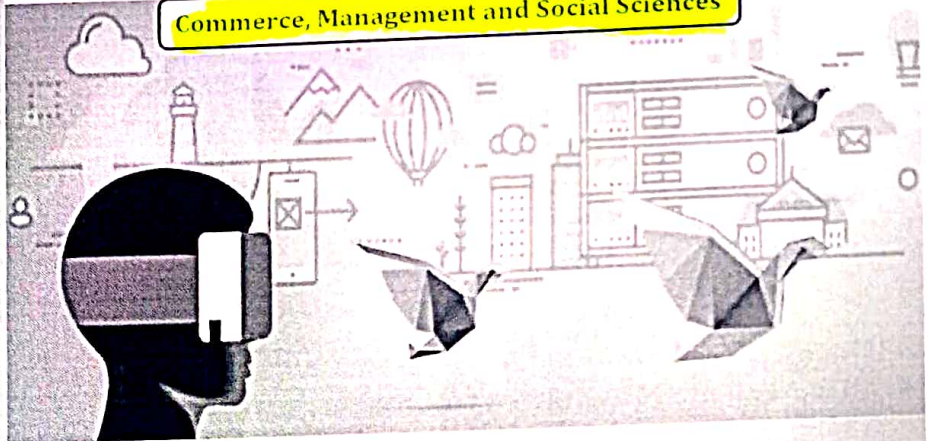
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Impact of Digital Marketing on Consumer Buying Behaviour

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Abstract:

Digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of the digital marketing is concerned with consumers and allows the consumers to intermingle with the product by virtue of digital media. This paper concentrates on the magnitude of digital promotion for both consumers and marketers. This paper covers difference between traditional marketing and digital marketing. We scrutinize the result of digital marketing on the base of firm's sales. 200 respondents opinion are collected to get the clear picture about the present study.

Keywords: Digital marketing, Promotion, Consistent, Interact, Consumer behavior

Introduction

Digital Marketing is the term used for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach the viewers, turn them into consumers, and retain them. The customer also can ask queries or make suggestions about the business products and services.

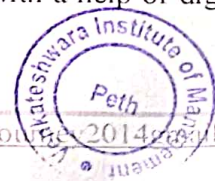
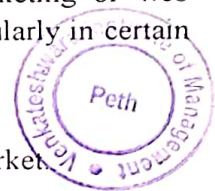
Digital marketing is often referred to as 'online marketing', 'internet marketing' or 'web marketing'. The term digital marketing has grown in popularity over time, particularly in certain countries.

Objectives Of The Study

1. To recognize the usefulness of digital marketing in the competitive market.
2. To study the impact of digital marketing on consumers purchase.
3. To know the modes of digital marketing.

Methodology Applied

- **Primary Data:** The research is done through observation and collection of data through questionnaires.
- **Secondary Data:** Secondary data is collected from journals, books and magazines to develop the theory.
- **Sample Size:** The sample size is determined as 200 respondent's opinion from the consumers who presently purchasing products with a help of digital marketing.





Uses of Technology in Logistics and Supply Chain Management

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Abstract:-

The word logistics has its origin from Greek word "logistike" which means the art of calculating. However, the modern interpretation of the term logistics has its origin in the military, where it was used to describe the activities related to the procurement of ammunitions, and essential supplies for troops located at the front. Logistics not only includes activities related to the physical movements of the goods but also manages relationship with suppliers and customers. The main objective of the paper is to determine the various technology used in logistics and supply chain management including information technology, communication technology and automatic identification technology.

The creator basically centers on the auxiliary information for gathering information identifying with different innovation utilized in logistics and store network the board. The creator reaches determination that Technology is a vehicle to upgrade store network intensity and execution by improving the general viability and productivity of logistics framework. In addition different advancements in innovation have made the undertaking simpler and quicker other than being less arduous.

Keywords: logistic management, SCM, Technology, Innovation

Introduction :

The council of logistic management defines logistics as "that part of supply chain process that plans, implements, and controls the efficient, effective, forward and reverse flow and storage of goods, services, and related information between the point of origin and the point of consumption in order to meet customer requirement". In ordinary language the same can be defined as right product, at the right place, in right time, and in right condition. However supply chain consists of all stages that are required to satisfy the customer request. It starts from supplier passes through manufacturer, distribution, and retailer and finally reaches the customer. The supply chain management is the oversight of materials, information and finances as they move in the process from supplier to manufacturer to wholesaler to retailer to customer. The emerging new technologies are creating strategic opportunities for the organizations to build competitive advantages in various functional areas of management including logistics and supply chain management. However the degree of success depends on the selection of the right technology for the application, availability of proper organizational infrastructure, culture and management





Changing Patients Perception towards Private Hospitals

Rahul Laxmikant Chitnis¹, Amit Shivaji Patil²

¹Asst. Professor, Venkateshwara Institute of Management,
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ABSTRACT

This article begins by defining the perception of the patients. It then proceeds to describe and discuss patient perception about various basic facilities as well as other facilities such as- Emergency services, Reliability, Responsiveness, Assurance, and Empathy. The article explains that the overall conditions prevailing in the study area with respect to medical services are not conducive to the quality and affordable medical care in the interest of patients. Private hospitals are clearly demonstrated both the laxity of the concerned authorities and unconcern of the medical profession for proper standards and quality of care for treatment of patients.

Keywords: - Emergency services, Reliability, Responsiveness, Assurance, Empathy

I. INTRODUCTION

Patient's perception is an important component of relationship with the patient. Perceptions vary from person to person. Different people perceive different things about the same situation. But more than that, we assign different meanings to what we perceive and the meanings might change for a certain person. One might change one's perspective or simply make things mean something else. The concept of patient perception does not only relate to individual patient in private hospitals.

II. OBJECTIVES

- To know services provided by Private Hospitals.
- To study the changing pattern of perception of patient towards private hospitals.

1. Scope:

Geographical Scope:-

Geographical Scope is limited to Private Hospitals in Islampur City.

Conceptual Scope:-

Conceptual Scope is changing patient's perception towards private hospitals.

1) Limitations:

- Only Private Hospitals are taken from Islampur City for present study.
 - Only 100 Patient taken for study.


2. Research Methodology:

- Primary Data (Proportionate Sampling Method)
- Secondary Data (News Papers, Different NHS Report)

1.1BASIC ASPECTS:

Satisfaction: - What is your opinion about following Basic Facilities?




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Peth, Tal. Walwa, Dist. Sangli.

Opportunities and Challenges for Marketing of Fruits and Vegetables in Sangli and Kolhapur Districts

Santosh Bhagwant Wadkar¹, Avinash Manohar Kharat²

¹Asst. Professor, Venkateshwara Institute of Management,
²Asst. Professor, Peth, Tal-Walwa, Dist Sangli (MS), (India)

ABSTRACT

At present the fruits and vegetables are produced by the farmers who are not much literate or having the scientific knowledge of crop production. Number of primary marketing units yet they have not done much in collection, grading, marketing etc. There is an absence of proper marketing channels as well as direct intervention of the government. Hence, producers as well as consumers are at worst position. Lack of proper marketing management, cold storage facilities, proper physical communication facilities, and also due to low level of literacy, dispersed markets, least care of state and central governments creates the problems. The present study has highlighted the present practices of production and marketing of vegetables and fruits in Sangli and Kolhapur Districts.

Keyword: Marketing and Production of fruits and vegetables, Marketing Channel.

I. INTRODUCTION

Agriculture has always remained the backbone of the Indian Economy and despite concentrated industrialization in the last six decades, agriculture still occupies a place of pride and honor. Due to perishable nature and forces of demand and supply the fruits and vegetables cannot provide assured returns to the farmers. The dominance of middlemen could not give the expected profit to the farmer and consumer get it for with higher prices. The interest of farmer and consumer is not conducive due to middlemen. The study examines various aspects of fruit and vegetable marketing such as market infrastructure, marketing practices, marketing costs etc. in the wholesale markets in the selected area.

II. OBJECTIVES

- 1) To study the various government policies and schemes for the production and marketing of fruits and vegetables.
- 2) To study the present demand parameters of fruits and vegetables.
- 3) To analyze opportunities and challenges for marketing of fruits and vegetables.
- 4) To suggest the measures for fair remunerative prices to producers and affordable prices to consumers.

III. ANALYSIS AND INTERPRETATION OF DATA

Table No. 1 Opinion about external factors for fixation of price of produce

Sr. No.	Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
1	Demand	19 (05%)	53 (13%)	85 (21%)	115 (29%)	128 (32%)	400 (100%)
2	Season	29 (07%)	42 (11%)	70 (18%)	103 (26%)	156 (39%)	400 (100%)
3	Government Policies	24 (06%)	28 (07%)	87 (22%)	142 (36%)	119 (30%)	400 (100%)
4	Transportation	20 (05%)	82 (21%)	95 (24%)	98 (25%)	105 (26%)	400 (100%)

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Indian Retail: Yesterday, Today and Tomorrow

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Peth, Tal-Walwa, Dist Sangli (MS), (India)

ABSTRACT

Retail is the final stage of any economic activity. Retail means the interface between the producer and the individual consumer buying for personal consumption. It is also the timely delivery of goods and services demanded by consumers at prices that are competitive and affordable. Retail has played a major role in the world's economy. Retail industry has contributed to the economic growth of many countries and is undoubtedly one of the fastest changing and dynamic industries in the world today. The origins of retail are as old as trade itself. The traditional format of kirana shops changed in modern and organized formats like super-markets, departmental stores, hypermarkets, shopping malls. From the age-old kirana shops or mom-and-pop stores, traditional retail in India gave way to modern retail formats. Now, with several changes in retailing as per time, now it becomes e-tailing or the sale of products across media such as the Internet, telephone and television, has emerged as an idea whose time has come. The research is paper tried to study the changes in retail business according to time and also to know the factors behind the changes in retailing.

Key Words: modern format, oldest form, online marketing, retail

I. INTRODUCTION

The trading of goods has always been a part of traditional societies. A major historical reason underlying an importance of retailing is that, its contribution to the economy has much more visible in the modern era than it was in the past. In recent times the buying and selling of goods and products has become a much more formalized and brand- dominated activity. In the past it has been acknowledged as a subject area and now it described the academic study of retailing as 'the Cinderella of the Social Sciences'. The word 'retail' was regularly used as a small shops which was started near by house. But in the globe the word 'retail' is used as an emerging new trend of marketing.

Retail is the final stage of any economic activity. Retail has played a major role in world over in increasing productivity across the board especially in consumer oriented. Consumer is the prime factor for changing attitude of retailing. The retail market is becoming more segmented with focusing on the needs of particular groups. For this it results the development of retail environment is more complex and vital. Retail industry has contributed to the economic growth of many countries and is undoubtedly one of the fastest changing and dynamic industries in the world today.



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CHANGING PATIENTS PERCEPTION TOWARDS PRIVATE HOSPITALS

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Keywords: - *Emergency services, Reliability, Responsiveness, Assurance, Empathy*

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Patient's perception is an important component of relationship with the patient. Perceptions vary from person to person. Different people perceive different things about the same situation. But more than that, we assign different meanings to what we perceive and the meanings might change for a certain person. One might change one's perspective or simply make things mean something else. The concept of patient perception does not only relate to individual patient in private hospitals.

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Conceptual Scope is changing patient's perception towards private hospitals.

1) Limitations:

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OPPORTUNITIES AND CHALLENGES FOR MARKETING OF FRUITS AND VEGETABLES IN SANGLI AND KOLHAPUR DISTRICTS

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ABSTRACT

At present the fruits and vegetables are produced by the farmers who are not much literate or having the scientific knowledge of crop production. Number of primary marketing units yet they have not done much in collection, grading, marketing etc. There is an absence of proper marketing channels as well as direct intervention of the government. Hence, producers as well as consumers are at worst position. Lack of proper marketing management, cold storage facilities, proper physical communication facilities, and also due to low level of literacy, dispersed markets, least care of state and central governments creates the problems. The present study has highlighted the present practices of production and marketing of vegetables and fruits in Sangli and Kolhapur Districts

KEYWORD: Marketing and Production of fruits and vegetables, Marketing Channel.

I. INTRODUCTION

Agriculture has always remained the backbone of the Indian Economy and despite concentrated industrialization in the last six decades, agriculture still occupies a place of pride and honor. Due to perishable nature and forces of demand and supply the fruits and vegetables cannot provide assured returns to the farmers. The dominance of middlemen could not give the expected profit to the farmer and consumer get it for with higher prices. The interest of farmer and consumer is not conducive due to middlemen. The study examines various aspects of fruit and vegetable marketing such as market infrastructure, marketing practices, marketing costs etc. in the wholesale markets in the selected area.

II. OBJECTIVES

- 1) To study the various government policies and schemes for the production and marketing of fruits and vegetables.
- 2) To study the present demand parameters of fruits and vegetables.



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Challenges and Opportunities of Rural Marketing in India

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Abstract

In its broadest sense articles is necessary to make the students of business school familiar with the industrial environment prevailing in the world. To be competitive and work aggressive, students need to know the policies, procedures and the trends going on in the present industrial world. The purpose and objective of this articles is to find out the Where the rural market does offer a vast untapped potential, it should also be recognized that it is not that easy to operate in the rural market because of several attendant problems. Rural marketing is thus time consuming affair and requires considerable investment in terms of evolving appropriate strategies with a view to tackle the problems.

Key words: rural marketing, Challenges of Rural Marketing, Opportunities of Rural Marketing.

1) Introduction

In recent years, rural markets have acquired significance, as the overall growth of the economy has resulted into substantial increase in the purchasing power of the rural communities. On account of green revolution, the rural areas have started consuming a large quantity of industrial and urban manufactured products. In this context, a special marketing strategy has emerged which is called rural marketing. The concept of rural marketing in India economy has always played an influential role in the lives of people.

Globalization, liberalization and privatization have transformed the Indian economy into a vibrant, rapidly growing consumer market. As a result the markets are flooded with different kinds of goods and services, substantially effecting and changing the purchasing pattern of the consumers. The rural markets, which were earlier ignored by most of the big international market players, are now being seen as a land of great business opportunity. As the disposable income of the masses is growing, more and more corporate houses are entering into the rural markets with their new goods and products. Due to this reason, the marketing for rural consumers is becoming more complex. The rural market in India brings in bigger revenues in the country, as the rural regions comprise of the maximum consumers in this country.



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Scope of Rural Marketing for FMCG Companies

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Abstract

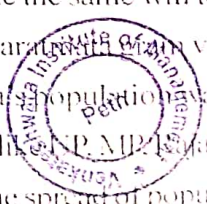
In its broadest sense articles is necessary to make the students of business school familiar with the industrial environment prevailing in the world. To be competitive and work aggressive. students need to know the policies, procedures and the trends going on in the present industrial world. The purpose and objective of this articles is to find out the Where the rural market does offer a vast untapped potential , it should also be recognized that it is not that easy to operate in the rural market to the FMCG companies because of several attendant problems. Rural marketing is thus time consuming affair and requires considerable investment in terms of evolving appropriate strategies with a view to tackle the problems. The objective of this article to know share of FMCG companies in rural markets with their growth prospects in rural market.

Key words: rural marketing, FMCG Companies, Share of FMCG companies in rural markets, Growth Prospects, Market size of FMCG companies, Indian FMCG market

1) Introduction

The rural market of India is fascinating and challenging at the same time. It offers large scope on account of its sheer size. And, it is growing steadily. Even a modest growth pushes up the sales of a product substantially, in view of the huge base. It is attractive from yet another angle. Whereas the urban market is highly competitive, the rural market is relatively quiet. In fact, for certain products, it is totally virgin market. Simultaneously, the market also poses several problems and hurdles. The firms have to encounter them squarely and put in a great deal of effort, if they have to get a sizeable share of the market. Efforts to capture the market with due thought and focus on the constraints with streamlined strategies to overcome the same will tend to define the path ahead for rural marketing in India. A Hindi poet has rightly said, "Bharat mata ki jai vasini" which means Mother India lives in her villages. According to the 1991 census, India's population was 850 million, of which 75 percent lived in villages. This is average statistics. There are states like J.P, M.P, Rajasthan, Kerala, Bihar and Orissa where the rural population varies from 80 to 90 percent. The spread of population in 4,200 cities and towns is to the extent of 25 percent, and of the remaining 75 percent is in 5, 76,000 villages. This sheer base defines the volume and scope of rural marketing.

Marketing in India has for a long time meant urban marketing. But now rural marketing is being widely researched and discussed. If market potential is considered, the rural market is big with approximately



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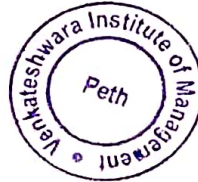
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Sl. No.	Name of the teacher	Title of the book/chapters published	Web link
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