

# **ASHOKA BUSINESS SCHOOL**



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# 3.3.1 Number of research papers published per teacher in the Journals notified on UGC CARE list 2019-20

Title of paper	Name of the author/s	Department of the teacher	Name of journal	Calendar Year of publication	ISSN number
A Comparative study of Accreditation Grades of NAAC vis -a- vis NBA for Quality Improvement of Higher Education in India	Gholap Pooja Amol, Kushare Pooja	Management	International Journal of 360 Management Review,	2019	2320-7132
A study of relation between student's satisfaction and its impact on admissions in business Schools"	sharma Vandana Jagatram, Berad Nilesh Ramesh	Management	JETIR,Journal No: 63975)	2019	ISSN-(2349- 5162)
Crafting Future workplaces with Augmented Reality	Gaundare Vikas Shashikant	Management	Wutan huatan jisuan jishu journal	2020	1001-1749
Disruptive Innovation: Opportunities and Challenges	Bhalerao, V., & Deshmukh, A.	Management	International Conference on Managing Disruption and Sustainability	2019	2349-6568
A study of Digital Business in India and its impact in growth in Indian Economy	Dr Sarita Dhawale	Management	International Conference on Futute of work,workforce and workplace	2020	-
Impact of Digital Business services on senior citizen at Nashik City.	Dr Sarita Dhawale	Management	International Conference on Futute of work,workforce and workplace	2020	-
An influence of ICT integration for employee positioning through global positioning	Dr Sarita Dhawale	Management	INTERNATIONAL JOURNAL OF HUMAN RESOURCE MANAGEMENT	04-05-2019	249- 7986(Online) 249- 6874(Print)



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IQAC Coordinator

COORDINATOR
Internal Quality Assurance Cell
Ashoka Business School, Nashik

Director In-Charge

DIRECTOR Ashoka Business School Nashik



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# 12.A Comparative study of Accreditation Grades of NAAC vis -a- vis NBA for Quality Improvement of Higher Education in India

International Journal of 360 Management Review, Vol. 07, Issue 02, July 2019, ISSN: 2320-7132

# A Comparative study of Accreditation Grades of NAAC vis -a- vis NBA for Quality Improvement of Higher Education in India

#### Prof. Pooja Gholap

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#### Prof. Pooja Kushare

Assistant Professor, Ashoka Business School, Savitribai Phule Pune University

#### Abstract

In recent time, India has witnessed tremendous growth in the count and types of institutions that provides higher education. The demand for education and training has become more critical than before as organizations and individuals are now willing to meet the competition and the rapidly changing environment. The goal of higher education not only one of helping a student to identify his/her abilities but also to create a mind-set as to how one can be creatively improve further(Verma, 2016)1. Excellence in higher education can be achieved when the acquisition of knowledge and skills are linked to both personal transformation and transformation of the world around us. There are many issues that reflect the quality of higher education like accreditation, student intake, qualifications of teaching faculty, basic infrastructure etc. Quality assurance and accreditation in higher education is defined as systematic management and assessment of procedures adopted by higher education institution or system to monitor performance and to ensure achievement of quality improvement. This paper is an attempt to highlight the quality improvement in higher educational institutes through accreditation, to learn the process and type of accreditation for HEI's in India and to study how accreditation can lead to sustainable and continuous quality control in these institutes. Quality assurance (QA) and accreditation in higher education include the systematic management and assessment of procedures to monitor performance and to address areas of improvement. In the context of globalisation, without assuring the quality of higher education programmes it is not possible to ensure credit transfer and student mobility, to address manpower needs, or to improve economic productivity. A joint effort between higher education institutions and accreditation bodies is needed to ensure effective coordination and communication, adhesion to an ethical code of good practice, and objective, fair, and rigorous quality assessment and accreditation (Dey, 2011).

Key Words: Quality Improvement, Accreditation, Excellence, Sustainable, HEI's, NAAC.



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# 13.A study of relation between student's satisfaction and its impact on admissions in **business Schools**"

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www.jetir.org (ISSN-2349-5162)

# "A study of relation between student's satisfaction and its impact on admissions in business Schools"

Author: Assistant Professor Vandana Sharma

Guide: Dr. Nilesh Ramesh Berad

Abstract: The admission process followed in business schools has a strong relationship with the satisfaction level of the students. The students select the college for their better future only on the basis of certain important aspects like alumnus feedback, placements and Faculties .It is always observed that during the selection procedure of any college the students undergo a research kind of activity and then only take admission some take admission but later when they find the college not as per their expectation level ,they tend to become dissatisfied which may lead to negative publicity and can have a pegative impact on the admission process. Few students also take break or gap of one year to select and get a admitted to the college of their choice and interest. When huge funds also are unable to match the expectations of wide expansion programmes. This paper provides a platform to understand and learn the different selection criteria's and policies adopted by the students.

Keywords: Satisfaction, Alumnus, Selection, Policies, Admission, Faculties

Introduction: A right selection of college by the students and the right students by the institute ,both plays a vital role in admission process. It creates a direct impact on the image of the institute. The effective student selection provides a better quality and internal efficiency of the programmes being offered by the institutes .

As per world bank report,

To educate their students effectively , institutes should be able to enrol only as much as students as they can teach, groom, and to accept only students who possess the knowledge and ability to fully benefit from their studies .selectivity should help ensure that enrolment growth is related to instructional capacity and ,if selection criteria have good predictive validity ,that opportunities for further study will be allocated to those who are most likely to benefit academically .Students perform best when they follow courses of study that match their abilities and interest (higher education: issues and options for reform 1993,p.32). Many Colleges and their administrators use satisfaction surveys to measure student perceptions of the campus experience in order to identify those areas where the institution is performing well. The colleges also use survey findings to target areas for any kind of improvements required or to identify a need for new programs. Strengthening academic and co-curricular programs forms the basis for high-achieving institutions. The research done by Bryant indicates that dissatisfied students often become drop-outs (Bryant, 2006). Few leave the college in between, that lowers down the enrolment rate, also impact the institutional reputation. The best way to retain and attract good students is to effectively market the institution, ensuring an optimal student/college "fit" (Schertzer &



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## 14. Crafting Future workplaces with Augmented Reality

Wutan Huatan Jisuan Jishu Journal

ISSN:1001-1749

# CRAFTING WORKPLACES FOR FUTURE WITH AUGMENTED REALITY

Dr. Vikas Gaundare, (Ashoka Business School, Nashik, MS, India, vikasgaundare@gmail.com)

#### Abstract:

Technological advances are taking real world to the next level where human intervention in all the work systems will be negligible. Some way or the other, the extensive automation of work systems is handing over the control to the machines. The HR work systems at the workplaces are not the exception to this. These HR work systems now days are more technology based than ever before. Recently the technological advances like Augmented Reality (AR) are playing prominent role in reforming the HR Fraternity. Now HR Leaders prefer digitally driven workplaces over the conventional one. With the help of AR, these HR Leaders are better equipped with technology to shift the work paradigms to more dynamic and fluid approach in HR practices. This research article is an attempt to throw light on this emerging trend in the field of HR. It gives a brief idea about-Concept of Augmented Reality (AR), Examples for the use of AR at the workplaces, Benefits of AR to HR and future of HR with AR etc.

Key words: Workplaces, HR Leaders, Augmented and Virtual Reality, Employee Engagement, Productivity etc.

#### 1. Introducing Augmented Reality:

In the year 2016, a game called 'Pokemon Go' was a craze amongst the game lovers in the entire world where you, by keeping your camera on were trying to catch a colorful character called Pokemon a cartoon image popping up at your screen. This whole game was based on the concept of Augmented Reality. Also, in Hollywood sci-fi movies like Minority Report and Iron Man, it is shown that the technology works on gestures of person's body. We watch these movies as fantasy but with technological revolution, some day or the other it is going to be the reality. Another example of AR is while watching a live cricket match on TV or Smartphone screen; we see some logos, lines superimposed over the actual playing area that looks like real even though being virtual. The Lenskart is using the same technology



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## 15. Disruptive Innovation: Opportunities and Challenges

SaiBalaji International Journal of Management Sciences ISSN,2349-6568 Volume II, Issue IV, August 2019

Disruptive Innovation: Opportunities and Challenges

Mr. Vaibhay Ramesh Bhalerao

Faculty and Research Scholar, Ashoka Business School, Nashik

Dr. Anand A. Deshmukh

Director-International Institute of Management and Human Resource Development IIMHRD (Women), Pune

#### Introduction:

It has been rightly said that new things outdate the old ones. Disruptive innovation though a recent terminology can be traced to distant past. Take the journey of plastic being used from natural material like shellac to chemically modified materials like cellulose, natural rubber to the modern day material like Bakelite, polyethylene etc which have disrupted the market for metals and are finding wide applications in the market. The current article describes disruptive innovation as an agent of change with respect to business models, ideas, services and products that create waves of change in the market. A disruptive change altogether helps in creating a new market with new competition, demand pattern and a new methodology of usage. The paper discusses the opportunities and challenges associated with a new idea, business model, product or a service.

#### Disruptive Innovation:

In business theory, a **disruptive innovation** is an innovation that creates a new market and value network and eventually disrupts an existing market and value network, displacing established market-leading firms, products, and alliances. Disruptive innovation as a terminology was first coined by the American scholar Clayton M. Christensen and his co-workers beginning in 1995. Not all innovations will lead to disruption though they may be revolutionary.



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## 16.A study of Digital Business in India and its impact in growth in Indian Economy

Turkish Journal of Computer and Mathematics Education

Vol.11 No.03 (2020), 1661-1666

Research Article

# A STUDY OF DIGITAL BUSINESS IN INDIA AND ITS IMPACT ON GROWTH IN INDIAN ECONOMY.

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Ashoka Business School, Nashik saritadhawale@gmail.com

Co-Author: MrZeeshanQuazi.

MBA-I Student of Ashoka Business School, Nashik

#### ABSTRACT:

Indian Economy is one of the fastest growing economies in the world and it also strengthening its roots in digitalization. Starting with the traditional economy the India is now approaching towards economy worth the Giant "\$1 Trillion". According to Ravi Shankar Prasad (Mo IT). Further he extended his saying to its Contribution of Digital economy would be \$200 Billion by 2020 in overall economy of India. Economy refers to the state of a country or region in terms of the production and consumption of goods and services and the supply ofmoney.

Talking about the Digital Business it explains Digital businesses use technology to create new value in business models, customer experiences and the internal capabilities that support its core operations and as a part of digital economy the Digital Business is playing a role of driving factor of Indian Economy. The major increase in digital business took place in this decade while last 5 Years found to be the Pioneer of the economy. The motive of 'NDA government and their decision of Digital India gave a sudden rise to the Digital Business Sector in India Digital Index went up to 56% after 2015. In 2017-18 it was found that the digital Economy has given a contribution of 8% in total GDP of the country.

The major findings tell that Digital India Movement and demonetization that occurred in November 2016 and the initiative of Going Cashless also increased the Digital Business as it was the major event in Digital economy of the Country.

In this research, we have studied an impact of Digital Business in Indian Economy and its future scope and challenges in growing an economy of ournation.

Keywords: Digital Business (DB), Economy, UPI (Unified Payments Interface), M-Commerce.



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# 17.Impact of Digital Business services on senior citizen at Nashik City.18.An influence of ICT integration for employee positioning through global positioning system ny human resource management department in the organisation.

International Journal of Human Resource Management and Research (IJHRMR) ISSN (P): 2249-6874; ISSN (E): 2249-7986 Vol. 9, Issue 3, Jun 2019, 91-96 © TJPRC Pvt. Ltd.



#### AN INFLUENCE OF ICT INTEGRATION FOR EMPLOYEE POSITIONING

#### THROUGH GLOBAL POSITIONING SYSTEM BY HUMAN RESOURCE

#### MANAGEMENT DEPARTMENT IN THE ORGANISATION

#### Dr. SARITA A. DHAWALE

Head, Department of Computer Applications, Ashoka Center for Business and Computer Studies, Nashik, Maharashtra, India

#### ABSTRACT

ICT has been regarded as a tool which facilitates use, acquisition and management of information that's essential in decision-making. Regardless of initiatives and the efforts which were put into position by direction, organisation struggles a great deal when worker reports at areas for work duties, to keep attendance dimension.

Attendance system which as of now exists still has shortcomings. The first is about the long line before the attendance machine at the season of coming to work and leaving from work. The second one is about if an employee reports at outside campus (field work) assignment, then tracking is difficult and third, for the most part participation frame works have not been associated with the instalment framework in HR.

The forward disservice is identified with Employees who work outside the workplace can't do participation prepare. The objective of this research was to investigate the uforementioned identified problem and confirm the effect of integration of ICT on human resource management program by incorporating a GPS system to present presence tracking Program (AMS) and using a cell phone incorporation with instalment frame which may wipe out all of the aforementioned issues mentioned. As each mobile phone has a unique identification number which will be saved as employee registration in Human resource management system.

KEYWORDS: Ict, Gps, Ams, Android Application, Hem- & Human Resource Management

Received: Feb 25, 2019; Accepted: Mar 15, 2019; Published: May 04, 2019; Paper Id.: IJHRMRJUN201912

#### INTRODUCTION

Info and Communication Technologies (ICTs) have revolutionized management of businesses, [1] bringing forth new ways of doing things innovatively and efficiently. In a simple fact which makes ICT a tool in the business world of today.

[2] Notes that ICT integrated systems such as the Human Resource Information System (HRIS) allow businesses to conserve profile of staff -their private data Together with device identification- i.e. mobile phone information - so as to record the data in the server for attendance monitoring system, hence ensuring that organisation have attendance measurement system establish even though the person has reported to multiple locations some times for work assignments.

The capability requires integration of HR information. Therefore, with all these requirements, organisations need strong ICT solutions which would enable them to quantify the human resource function in

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Original Article



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## 19."To study the concept of Artificial Intelligence and its impact on business processes"

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# JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH (JETIR)

An International Scholarly Open Access, Peer-reviewed, Refereed Journal

# To study the concept of Artificial Intelligence and its impact on business processes

Author: Dr. Tanaya Patil, Asst. Prof., Ashoka business school, Nashik.

Abstract: With the increasing competition in today's scenario, it has made it important for the business sectors to make use of intensive machines so as to reduce the number of human efforts involved in processing any activity. The use of machine processing in replacement of the human processing is in turn known as artificial intelligence. Therefore, artificial intelligence means the simulation of human intelligence in machines so that the machines think and act like humans. Artificial intelligence and its very promise to have improved approach towards the efficiency of the businesses has been a popular topic of debate these days. Many of the companies are still fidgeting to find the right tools and applications that would further drive their business towards a successful aim. It should be noted that however companies aim to use the artificial intelligence, but they do not aim to have reduced the available workforce at their service in any which way. Employees generally fear the loss of their jobs due to adoption of the artificial intelligence in the company. Thus, they reject and oppose the adoption and implementation of artificial intelligence in the business processes. Artificial intelligence also involves the study of how to make computer do things which now people do it better it is related to similar tasks of using computers to understand human intelligence but it must be remembered that it cannot simply replace the human factor out. Artificial intelligence does not use the objectivity behind every activity that is performed. However further to add on there are generally two issues that need to be addressed with regards to artificial intelligence. The two issues are firstly, knowledge that is represented by the humans in different forms can never be done by a machine, secondly knowledge can be very easily manipulated in the sense that the knowledge contained in one's mind can never be used for deception. Whereas the knowledge stored in a machine can be easily manipulated. This might be a cause of major concern. This study would help the researchers in their further studies.

Key Words: Artificial Intelligence, Background, Human Behaviour, Knowledge, Manipulated.

Introduction: Artificial intelligence is a perfect combination of having précised knowledge and the power to solve problems effectively and efficiently. This involves reduced error in the operations further leading to smooth workflow activities. Not ignoring the fact that nowadays many of the robotic operations are taking over many of the jobs in industries. This might prove to be dangerous and very harmful for the future upcoming generation. This also would reduce the need for having employed a much skilled workforce. Artificial intelligence applications are abundant, and they stretch from military autonomous control up to the various business activities also the entertainment industry, computer games. Voice recognition and video games character and sky is the limit after all for its application. Despite these advantages and a wide scope artificial intelligence also faces many challenges such as the tolerance power is less as compared to the humans. Further on just as humans have the power of intuition, machines cannot intuit. They also cannot judge as humans can do. Thus, coming to the point highlighting the importance of having the application of artificial intelligence in the various business processes.