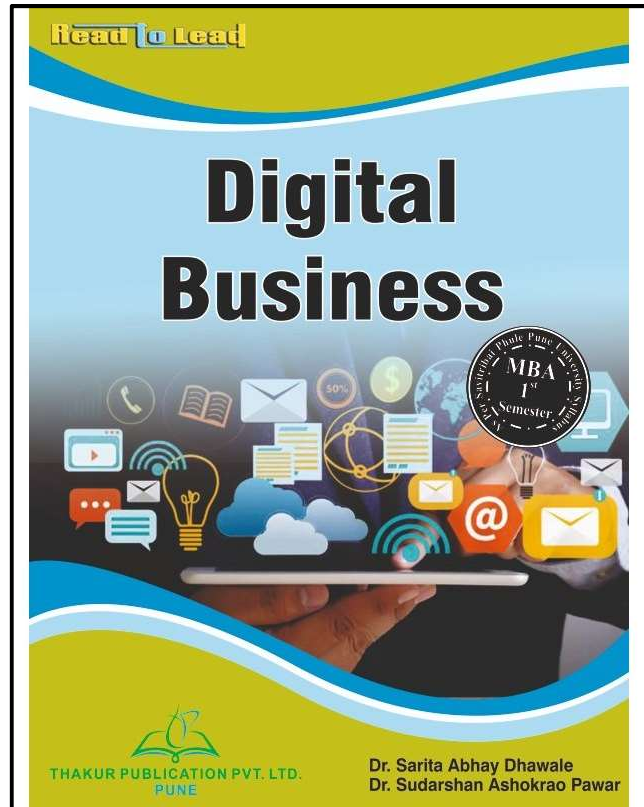


3.3.2 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher 2018-19

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
1	Dr. Sarita Dhawale	Digital Business	-	Book-Digital Business	-	-	2019	(PRINT): 978-93-88809-83-2	Ashoka Business School	Thakur Publication
2	Dr. Vikas Gaundare	Digital Business	-	Book-Digital Business	-	-	2019	-	Ashoka Business School	Success Publishing


IQAC Coordinator
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 Internal Quality Assurance Cell
 Ashoka Business School, Nashik


Director In-Charge
DIRECTOR
 Ashoka Business School
 Nashik



About the Book

This book *Digital Business* is for MBA-1st Semester of Savitribai Phule Pune University, Pune. This book is written with the aim of introducing the conceptual frame work of e-commerce, mobile commerce and social commerce as well as the impact of information, mobile, social, digital, IOT and related technologies in society, markets & commerce. The language used in the book is plain, easy to understand, and facilitates easy grasping of concepts.

Salient Features

- The text has been logically arranged in sequence.
- The book is written in a reader-friendly manner both for the students and the teachers.
- Each topic has been started with essential introduction and developed steadily up to the standard form.
- Sufficient exercises have been included for practice.

About the Authors



Dr. Sarita Abhay Dhawale has vast experience in the Computer Science along with management as leader. She headed an Institute of all major levels. She has experience of 18 years out of these 4 years in industry. She worked many industries like System Analysis & Design, Enterprise Resource Planning (ERP), Software Engineering as well as Database Management Systems & its application Support Services, MIS, Information Security Systems, E-Commerce, Cyber Law & Digital Business. She is HRM specialist. She has published many research papers in National, International conference/journals. She has also lead KPO initiatives and has played an instrumental role in successfully driving organizational initiatives for over 500 projects for more than two years. She is a member of many professional associations and active member of CMI & many academic research groups. She completed her Master's Degree (MCA) from Savitribai Phule Pune University in Computer Management (also management degree) (MBA-ITM). She completed her Doctorate from Savitribai Phule Pune University, Anandnagar. She works in all quality aspects in her institute like QMS (Quality Management System-ISO) and has headed Internal Quality Assessment (IQA) to certify institute from NAAC 2019.



Dr. Sudarshan Ashokrao Pawar is a Pune University approved Faculty. He is currently working in JSPM's Jayawant Institute of Management Studies, Talegaon, Pune as an Associate Professor. He qualified NET examination in Management subject. He has completed Ph.D in Marketing Management from IIM, Nagpur University and MBA from Savitribai Phule Pune University. He is having more than 12 years teaching experience and 1 year experience in industry. His teaching portfolio includes various subjects covering the domains of Marketing and Research, Decision Science, Marketing Management, Integrated Marketing Communication and International Marketing. His expert area is in research and data analysis. He has published 9 Research papers Published in International conference, UGC Listed Journals and Peer reviewed journals and 3 Research Paper in National level Conference, Anandnagar.

Savitribai Phule Pune University, MBA-1st Semester

Subjects	Authors
Managerial Accounting	Dr. Madhavi S. Bhosale, Dr. Vinodkar Joshi
Organizational Behaviour	Dr. Anand P. Dhole, Prof. Ashish Krishna Vyas, Prof. Laxminagar Joshi
Economic Analysis for Business Decisions	Dr. Pratikshana Shrivastava, Dr. Rajwan Ahmad Mahabadi, Anand Mahabadi
Business Research Methods	Dr. Aditi Anand Kulkarni, Dr. Rajesh Kumar Wadhwa, Dr. Anand Sanyal
Theory of Marketing	Dr. Nilesh Kamleshwarbhai Desai, Dr. Vinodkar Joshi
Digital Business	Dr. Sarita Abhay Dhawale, Dr. Sudarshan Ashokrao Pawar
Management Fundamentals	Dr. Durgan Prasad Ashokrao, Dr. Rajeshwar Prasad Joshi, Dr. Vinodkar Joshi
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