

**3.3.2 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher 2019-20**

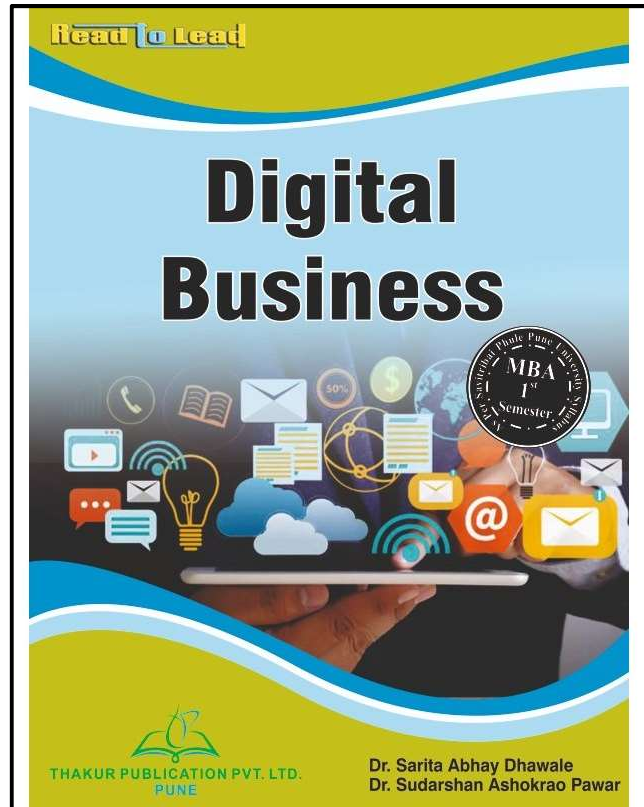
Sl. No.	Name of the teacher	Title of the book/chapters published	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Calendar Year of publication	ISBN number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
1	Sharma Vandana Jagatram	Absenteeism at Navodya Business School	-	Writing and Teaching Cases			2019	978-93-86174-26-0	Ashoka Business School	IDOL Publications
2	Dhawale Sarita Abhay	Digital Business	-	Digital Business			2019	978-93-88809-83-2	Ashoka Business School	Thankur Publication
3	GAUNDA RE VIKAS SHASHIKANT	DIGITAL BUSINESS	-	Digital Business			2019	9789389066692	Ashoka Business School	SUCCESS



**IQAC Coordinator**  
**COORDINATOR**  
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-1<sup>st</sup> 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 (M.Com) from Savitribai Phule Pune University in Computer Management (a dual management degree) (MBA-HRM). She completed her Doctorate from Savitri, Gajdar Bhatta University, Anantnag. She works in all quality aspects in her institute like QMS (Quality Management System-TQM) and has headed Internal Quality Assurance Cell (IQAC) 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 BKM, 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, Anantnag.

**Savitribai Phule Pune University, MBA-1<sup>st</sup> Semester**

Subjects	Authors
Managerial Accounting	Dr. Manohar S. Bhosale, Dr. Vinodkar Joshi
Organizational Behaviour	Dr. Anand P. Dalvi, Prof. Subish Krishna Vyas, Prof. Laxminagar Joshi
Economic Analysis for Business Decisions	Dr. Prakashkumar Shrivastha, Dr. Rajwan Ahmad Mahabadi, Anand Mahabadi
Business Research Methods	Dr. Aditi Anand Kulkarni, Dr. Rajesh Kumar Wadhwa, Dr. Anjali Suryal
Theory of Marketing	Dr. Nilesh Kamleshkumar Bhandari, Dr. Suman P. Bhandari
Digital Business	Dr. Sarita Abhay Dhawale, Dr. Sudarshan Ashokrao Pawar
Management Fundamentals	Dr. Dnyanesh Prasad Ashokrao, Dr. Rajkumar Prakash Chaudhari, Dr. Vinayak Umale (National)
Human Resource	Dr. Smita Kulkarni
Entrepreneurship Development	Prof. Dr. Smita Kulkarni, Dr. Shripad V. Kulkarni, Dr. Vinayak S. Chaudhari
Legal Aspects of Business	Dr. Prashant V. D. Kulkarni, Dr. Laxminagar Joshi

ISBN: 978-93-5755-028-4

Also Book Available on:

TPPL, Amazon, Kindle, tppi.org.in, www.questionpaper.org.in

