

3.3.2 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher 2021-22

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 Abhay Dhawale	Fundamentals of Computer	-	-	-	-	2022	ISBN: 978-81-932613-1-6	Ashoka Education Foundation Nasik	Thakur Publications Pvt. Ltd. Pune
2	Dr. Sarita Abhay Dhawale	Digital Business	-	-	-	-	2022	ISBN: 978-93-88809-83-2	Ashoka Education Foundation Nasik	Thakur Publications Pvt. Ltd. Pune
3	Dr. Sarita Abhay Dhawale	Data Base Management	-	-	-	-	2022	ISBN-978-93-83130-46-7	Ashoka Education Foundation Nasik	Thakur Publications Pvt. Ltd. Pune

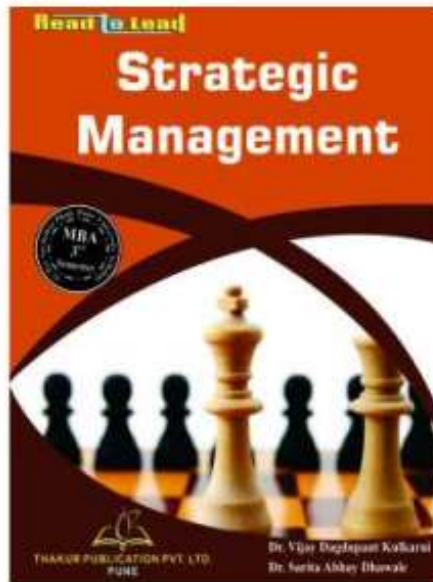


IQAC Coordinator
COORDINATOR
Internal Quality Assurance Cell
Ashoka Business School, Nashik



Director In-Charge
DIRECTOR
Ashoka Business School
Nashik

ASHOKA EDUCATION FOUNDATIONS'
ASHOKA BUSINESS SCHOOL
NAAC AQAR 2020-21
Cr- 3



About the Book

'Strategic Management' is concerned with understanding the issues and issues that require attention of business to survive organization. This book is written specifically to help the reader of students pursuing postgraduate degree in management. This book includes strategic planning and other factors, helping the student to develop a critical understanding of the strategic process and factors and to differentiate between the various business strategies and alternatives.

About the Author

Dr. Vijay Dnyanesh Kulkarni has done Ph.D. in Management, M.Phil, MBA, M.Com, M.B.A., M.A. and Ph.D. (M.A.) and is currently working as Professor and Head of Institute of Management Studies at PUNE and former Director of Ashoka Business School. He has over 10 years of experience. He is also former National Council of Technical Education (NCTE) and member of Faculty of Business Management (F.B.M.), the university of Pune. He is also a member of Faculty of Business Management (F.B.M.), the university of Pune. He has several publications in various journals such as 'Management', 'MBA', 'M.A.', etc.

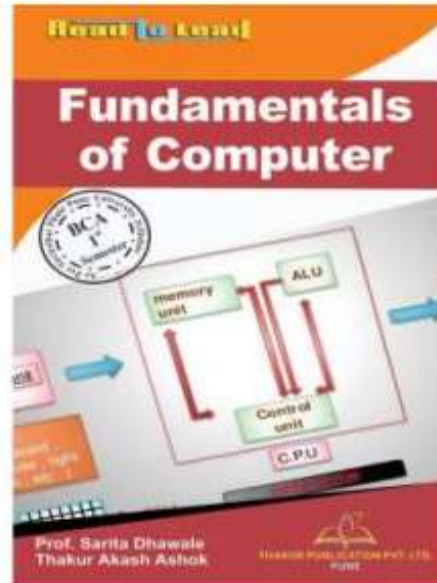
He has worked in various fields of Business, Business Finance, Methods, Organizational Behavior, Marketing Management, Labour Laws etc. He is associated in the development and delivery of numerous leading learning programs. He is recognized Ph.D. guide at Ashoka Education Foundation, Pune. He has supervised various research and business projects in the area of Business Management.

Dr. Sanjay Akhoy Dhanraj has over 10 years of experience in the IT & HR Management including - Human Resource Management, Strategic Business Planning (SBP), Software Engineering as well as (Business Management Systems & its application Support Services, ERP, Information Security Systems, IT Governance and Cyber Law, Business Analytics Management, Digital Business etc.). He holds multiple M.B.A., M.Phil. and has done an international visit to research on organizational behaviour and HR (Human Resource) Management. He is a member of various professional associations and is also a member of IT & HR management research groups. He has completed his Ph.D. from the Institute of Business Management & Studies (IBMS) from Savitribai Phule Pune University in Corporate Management & also M.A. completed from a state college in his knowledge. He is presently working with Ashoka Education Foundation, Nashik. He has an 10 years of teaching and research in the area of Business Management.

Savitribai Phule Pune University, MBA-3rd Semester

Subjects	Authors
Strategic Management	Dr. Vijay Dnyanesh Kulkarni, Dr. Sanjay Akhoy Dhanraj
Business Statistics	Dr. Vijay Dnyanesh Kulkarni, Dr. Sanjay Akhoy Dhanraj
Business Marketing	Dr. Vijay Dnyanesh Kulkarni, Dr. Sanjay Akhoy Dhanraj
Sales & Distribution Management (International Trade)	Dr. Vijay Dnyanesh Kulkarni, Dr. Sanjay Akhoy Dhanraj
International Business (International Business Environment, Foreign Investment)	Dr. Vijay Dnyanesh Kulkarni, Dr. Sanjay Akhoy Dhanraj

MRP: ₹220
THAKUR PUBLICATION PVT. LTD.
PUNE
www.thakur.org.in



About the Book

This book **Fundamentals of Computer** is especially for **BCA First Semester of University of Pune**. This book aims to provide its readers with an in-depth knowledge of computers fundamentals. It is designed to meet the needs of beginners.

Salient features of the books are as follows:

- Cover the whole syllabus in a comprehensive manner as well as cover each and every aspect of computer applications for business.
- Language is easy to understand and followed in a linking way.
- The contents of this book are arranged in the systematic manner through various headings and sub-headings and figures so as to give a flow in studying the subject.

About the Author



Prof. Sarita Dhawale is working as **Professor and Head, Department of Computer Science in Ashoka Center for Business and Computer Studies, Nashik, Pune**. She is having **14 years** of teaching experience and **2 years** of software industry experience. She is **B.Sc (Electronics), B.Sc (Computer Science), MCM, MBA and PGDIM**. She has taught diverse set of subjects like DBMS, RDBMS, Software Engineering, Internet programming, E-Commerce, E-Business, Computer Networking, etc. She is an author of four books on the subject like DBMS, ERP, Computer fundamentals and Web Technology. She is sharing her knowledge with many universities as resource person. She has also presented papers at various Seminars/Conferences and Workshops at National and International levels.



Mr. Thakur Akash Ashok is working as **Assistant Professor at G.E. Society's RMC Arts, JDS Commerce & NSC Science College, Nashik**. He is **M.Com, MBA, MBS, DTL, GDCA, PGDIM, CHM, DIT, NET** qualified and is in teaching profession since past 11 years. He is also having **4 years** of corporate experience. His areas of interest are Computer Fundamentals, Business Administration, Principles of Marketing, E-Commerce, Business Accounting, Cost Accounting, Business Communication, Corporate Accounting, Advanced Accounting, Elements of Company Law, etc. He is having Certificate in Office Automations, etc. He has 5 times participated in State Level Seminar/Conferences and has also presented papers at State, National and International levels Seminar/Conferences.

Savitribai Phule Pune University BCA – 1st Semester

Subject Name	Authors Name	Pages
Applied Mathematics-I	Prof. Yashrao Sanghvi/Sandhanika, Prof. Manoj K. C.	140
Fundamentals of Computer	Prof. Sarita Dhawale, Thakur Akash Ashok	399
Introduction to Programming & Programming in C	Dr. Rajendra Patil, Shri. Santoshrao Phadnis, Usha	180
Communication Skills	Dr. Rajendra Patil, Shri. Santoshrao Phadnis, Usha	204

MRP: ₹ 150
 THAKUR PUBLICATION PVT. LTD.
 PUNE
 www.tbpl.org.in





BCA/BBA (Computer Application)

Database Management Systems

Prof. Sarita Dhawale
Prof. Tulale S. S.

About the Book

This book 'Database Management Systems' is written in simple and easy-to-understand language. It covers the fundamentals of Database Management Systems, including the history of databases, data models, and the architecture of a database system. The book is suitable for students of BCA and BBA programs.

Features of the Book

- 1. The book is written in simple and easy-to-understand language.
- 2. The book covers the fundamentals of Database Management Systems.
- 3. The book is suitable for students of BCA and BBA programs.
- 4. The book is written in a concise and to-the-point manner.
- 5. The book is written in a clear and readable font.

About the Author

Prof. Sarita Dhawale is working as Assistant Professor at Ashoka Education Foundation, Nashik. She has a B.Tech. degree in Computer Science and Engineering from the University of Mumbai. She has been teaching Database Management Systems for many years. She has also published several research papers in the field of Database Management Systems.

Prof. Tulale S. S. is working as Assistant Professor at Ashoka Education Foundation, Nashik. He has a B.Tech. degree in Computer Science and Engineering from the University of Mumbai. He has been teaching Database Management Systems for many years. He has also published several research papers in the field of Database Management Systems.

MRP: ₹ 100

ISBN: 978-81-933-0000-0

www.aef.org

Sarita Dhawale
IQAC Coordinator
Dr. Sarita Dhawale

D M Gujarathi
Director
Dr. D M Gujarathi