

Name	Praful Devidas Sarangdhar	
Area	Marketing Management	
Email	prafulsarangdhar@mmimert.edu.in	
Educational Qualification:		
Degree	Institute	Specialization
Ph. D (pursuing)	North Maharashtra University, Jalgaon	E Retail Mgmt
MBA	Institute Of Business Mgmt & Research. Chinchwad. Pune	Marketing Mgmt
BCOM	MGV's Art Commerce & Science college Manmad	Business Administration
SET	Savitribai Phule Pune University Pune	Management.

Area of Research: E-Retail, Ecommerce.

Current Research: Online Buying Behavior, Online grocery shopping portals.

Publications / Articles / Cases

International Journals/Conferences:

1. Paper published in UGC Approved journal International Journal of Research in Engineering, IT and Social Sciences (IJREISS) "A Study to Measure Impact of Convenience Factors and Situational Factors on Online Purchase of Grocery Products in Pune Region" March 2019.
2. Paper published in UGC Approved journal International Journal of Creative Research Thoughts. Title: Emerging trends in Organised Grocery Retail: A Study of advancements in online grocery retail in India. March 2018
3. Paper presented in International Conference at Neville Wadia Institute of Management studies and Research Pune. "Construct and Valid online consumer buying behaviour model" Feb 2018

National Journals:

1. Paper published in UGC Care Approved Journal, Journal of Interdisciplinary Cycle Research. Oct 2020. Title: "The Good, Bad and Ugly of lockdown: A study on influence of lockdown on online grocery shopping"
2. Paper published in UGC Care Group 1 Journal, Dogo Rangsang Research Journal. June 2020
Title: A study of Affiliate Marketing- Future and Opportunity for aspirant in India.
3. Paper published in UGC Care Group 1 Journal, Alochana Chakra Journal. June 2020
Title: "Integrating Online and Offline Retail"- A study of Buy online and Pick up in Store (BOPIS), about convenience of consumers and retailers.

- 4 Paper published in Journal of Commerce & Management Thought. April 2015
Assessing Service Quality and Customer Satisfaction in Management Education Using SERVQUAL Model.

FDP Attended:

1. UGC-HRDC sponsored FDP on Using Case Method In Asynchronous Learning Environment for Faculty of Management July 2020
2. ICSSR sponsored Capacity building program for Social Science Faculty members organized by Indian Institute of Education centre for educational studies Pune.
Duration: 23rd March to 1 April 2016.
3. A National Level Faculty Development Programme on Ph.D Thesis writing and Research Paper/proposal writing. At G.H. Rasoni Institute Of Business Management, Jalgaon on 22nd and 23rd July'16.

Online International Certifications:

1. Successful Negotiation: Essential Strategies and Skills University of Michigan
2. Sales Training: Building Your Sales Career Hub Spot University
3. Write Professional Emails in English Georgia Institute of Technology.
4. Problem Solving Skills International Business Management Institute Berlin, Germany.