

Name- Prof. Jaydatta Bangar

Area- Marketing Management

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Educational Qualifications:

Pursuing PHD in Marketing Management, Savitribai Phule Pune University.

Masters of Business Administration, Pune University, with First Class.

Bachelor of Pharmacy, Pune University.

Area of Research- Online Marketing and Consumer Behavior

Publications-

1. A study on Co-op Shops as emerging channel of distribution in urban city. ISSN:0011-9342, Year 2021, Issue 9, Page no. 13364-13376
2. Analysing the performance of Co-op shops during Covid-19 in Pune city: Customer's perspectives. ISSN:0011-9342, Year 2021, Issue9, Page no. 13335-13351
3. Measuring the impact of Covid-19 on performance of Co-operative shops in Pune: Farmer's perspective. ISSN-1226-4741.

FDP AND CONFERENCES ATTENDED-

1. Attended FDP on Outcome based education, conducted by, National Institute of Technical Teachers' Training & Research (NITTTR), Kolkata.
2. Attended 3 international conferences.