

Name	Dr. Praful Devidas Sarangdhar
Area	Marketing Management, General Management
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Educational Qualification:	
Ph.D.- Marketing Management (Faculty of Commerce and Management, KBCNMU) MBA: Marketing Management B. Com: Business Administration, SET: Savitribai Phule Pune University	
Area of Research: E-Retail, E-Commerce	
Current Research: Online Buying Behavior, Online grocery shopping portals.	
Publications/Articles/Cases:	
<ul style="list-style-type: none"> ▪ Scopus Indexed International Journal : Scopus Journal Acta Scientiac An Empirical Study to investigate customer awareness and perception about the utilisation of mobile banking. February 2024. ▪ Research paper published in UGC Care Journal -Journal of the School of Language, Literature and Culture Studies. The GIG Economy and HR Practices: Adapting Talent management for Non-traditional workers. June 2024. ▪ Turkish Online Journal of Qualitative Inquiry (TOJQI): Digital Payment Saga: Pandemic Impact on ATM Usage in India. Volume 12, Issue 3, July 2021:1649-1658 ▪ VidyaBharati International Interdisciplinary Research Journal-A study of convenience for consumers using Unified Payment Interface (UPI) compared to traditional payment methods in India. September 2021. ▪ VidyaBharati International Interdisciplinary Research Journal- E-Barter and its entrepreneurial application for best digitalised cashless transactions available. June 2021 ▪ VidyaBharati International Interdisciplinary Research Journal- A study of Factors affecting online buying behavior. March 2021. ▪ Journal of Interdisciplinary Cycle Research: “The Good, Bad and Ugly of lockdown: A study on influence of lockdown on online grocery shopping” Volume 12-Issue-X-OCTOBER-2020. ▪ Alochana Chakra UGC Care Journal. “Integrating Online and Offline Retail”- A study of Buy online and pick up in Store (BOPIS), about convenience of consumers and retailers. Volume IX, Issue VI, June/2020. ▪ Dogo Rangsang UGC Research Journal : A study of Affiliate Marketing – Future and Opportunity for aspirant in India. June 2020. 	

- 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. Volume 9, Special Issue March 2019.
- International Journal of Creative Thoughts: Emerging Trends in organised Grocery Retail: A Study of advancements in online Grocery retail in India. Volume.6, Issue 1 March 2018.
- International Conference on Digital Transformation A strategic approach towards Sustainable Development (ICDTSD-2022) A Comparative Study of Selected E-commerce Portals with Relation to Website Traffic in Post Pandemic Duration.
- International conference organised by GLOBAL BUSINESS SCHOOL & RESEARCH CENTRE, Pune 2022 A Study of factors affecting Impulse Buying Behavior on Customers at shopping malls.
- National Conference on Start-up, a key to Social Change NCSS 2021 A study of Emerging concept of Cloud Kitchen in India.
- National Conference on Innovation Technology and Entrepreneurship G.H. Raisonni Institute of Business Management. Jalgaon 2021
- Paper presented in International Conference at Neville Wadia Institute of Management Studies and Research Pune. "Construct and validate online consumer buying behaviour model."

FDP Attended & Participated:

- Faculty Development Program on "Excellence in Teaching: Effective Students' Engagement using Flipped Classroom with Learning Keys" conducted by Lexicon Management Institute of Leadership and Excellence, Pune, on 29th July 2023.
- Attended Workshop on "NEP 2020- Establishment of R& D cell in institutions "Marathwada Mitramandal's Institute of Technology (MMIT). 07-02-2023 and 08-02-2023.
- Attended Workshop on implementation of NEP Policy 2020 (Industry and Institute linkages) Marathwada Mitramandal's College of Commerce. 14-02-2023 and 15-02-2023.
- UGC-HRDC sponsored FDP on Using Case Method in Asynchronous Learning Environment for Faculty of Management July 2020.
- ICSSR sponsored Capacity Building Program for Social Science Faculty members organised by Indian Institute of Education Centre for Educational Studies Pune. 23rd March to 1 April 2016.
- A National Level Faculty Development Programme on Ph.D. Thesis writing and Research paper, proposal writing at G.H Raisonni Institute of Business Management, Jalgaon. 22nd and 23rd July 2016.

Online Certifications:

- Market Research and Consumer Behaviour online non-credit course authorised by IE Business School and offered through Coursera.
- Tools and Techniques for managing stress online non-credit course authorised Starweaver and offered through Coursera.
- Successful Negotiation: Essential Strategies and Skills online non-credit course authorised by University of Michigan. April 2019
- Sales Training: Building Your Sales Career online non-credit course authorised by Hubspot Academy. April 2020
- Write Professional Emails in English online non-credit course authorised by Georgia Institute of Technology. April 2020
- Problem Solving Skills International Business Management Institute Berline, Germany April 2020.

Achievements:

- Best Paper Presentation Award in International Conference on Digital Transformation A Strategic approach towards Sustainable Development.2022.
- Elite Certification by NPTEL for course in Integrated Marketing Communication 12 week online course. (Jan -April 2022)