

Faculty: Commerce and Management**Department: Management**

Name of the Faculty: Prof. Dr. Umesh Patwardhan
Faculty: Commerce and Management
Department: Management
LinkedIn: <https://www.linkedin.com/in/prof-dr-umesh-patwardhan-bab78618/>



Research Area Marketing Research, Digital Marketing,
Keywords: Consumer Behavior, Information
Communication & Technology (ICT) and
Information Systems.

Research Summary: Dr. Umesh Patwardhan is Professor at Department of Management, Vishwakarma University. He possesses Bachelor's Degree in Commerce and Post Graduate Diploma in Business Management. He is post-graduate in Computer Management and also in Management Sciences (Marketing) from University of Pune. He holds PhD in Marketing Management from Savitribai Phule Pune University. He has more than 18 years' experience of teaching to management graduate and post graduate students, teachers and corporate professionals.

Research by Dr. Umesh has been accepted by Journals of National and International repute. He has attended number of research conference and presented papers. His areas of interest are Marketing Research, Digital Marketing, Consumer Behavior, Information Communication & Technology (ICT) and Information Systems. Philosophically he prefers research based on positivism, methodologically leading to deductive, hypothesis driven, empirical research via logical and mathematical treatments. He strongly believes in mix method research.

Name of the Faculty: Prof. Dr. Yuvraj Lahoti

Faculty: Commerce and Management

Department: Management

Google Scholar: <https://scholar.google.com/citations?hl=en&user=wkpI00UAAAAJ>

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Research

Summary:

Currently, businesses across world are facing problems of sustained growth. Key to becoming successful is to tackle problems related; consumer behavior, implementation of new communication media's like digital marketing and at broader note business administration problems.

Having great experience of analytically looking at business problems related to marketing, marketing communications, brand building, consumer behavior and commerce made me a true researcher in the Business Domains.

I'm currently working on research areas; "visual constituency affecting product attitude", "how does consumer reacts to online and offline brand alliance", "importance of beliefs and attitude in purchase of high and low involvement products", "repositioning of brands", and business administration problems like; "effectiveness of digital marketing strategy and budget for start-ups", "promotional warfare and communication innovations" and, "how administration and leadership qualities redefine organizational process in difficult economic times"

Specific Domain: Marketing Management, Digital Marketing, Brand Management; & Business Administration

You may contribute in all such research by joining with me for your Doctoral Research.

Name of the Faculty: Dr. Jayashree Vispute
Department: Commerce and Management
Department: Management



LinkedIn Link: <https://www.linkedin.com/in/dr-jayashree-nitin-4587459/>

Research Summary: She is a full time faculty member at Vishwakarma University with specialization in Marketing Management. Her research interests are in new-age customer experiences, digital marketing, use of social media, segmentation and consumer behavior. She has 16 plus research contributions in various journals and conferences to her credit. She has successfully completed a funded research project in Marketing Management. Currently she is guiding research scholars in the areas of consumer behavior, branding and strategic marketing. She has used mixed mode research methodology in past research work. She has interest in research which has a blend of qualitative aspects and quantitative aspects. She has completed her Ph.D. in Marketing Management from Savitribai Pule Pune University. She was awarded the degree of Ph.D. in 2016. Her doctoral thesis was titled “A profiling and Segmentation study of Screen agers based on their attitude towards various media, media consumption motives and media preferences.”

Name of the Supervisor: Dr. Ninad Murlidhar Gawande

Designation: Assistant Professor

Department: Management

Faculty: Commerce and Management

Research Area
Keywords: Financial Management, Microfinance, Accounting, Taxation, International Business, Banking & Insurance and Cooperative Finance



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Google Scholar (URL): https://scholar.google.com/citations?hl=en&user=s_7mZeYAAAAJ

Research Summary:

Publications:

- Research Papers: Dr. Ninad authored and co-authored 24 research papers, demonstrating a commitment to scholarly inquiry. Out of these publications, 3 papers published in SCOPUS indexed journals, 3 papers published in UGC Care Listed Journals, 4 papers published in ABDC Listed Journals
- **Books:** Authored 3 books, further solidifying expertise in chosen fields.
- **Book chapters:** Contributed to 3 book chapters, demonstrating subject-matter knowledge and the ability to synthesize complex research for broader audiences.

Collaborative Research:

Currently engaged in 6 collaborative research projects across diverse disciplines including Computer Science, Education, Travel & Tourism, Design, and Psychology.

Collaborations of note:

- Northumbria University, New Castle
- Colombo University, Sri Lanka
- IIM Amritsar
- IIM Nagpur

Name of the Faculty: Dr. Omvir Gautam
Department: Commerce and Management
Management
LinkedIn: www.linkedin.com/in/dromvirgautam
Google Scholar: <https://scholar.google.co.in/citations?user=oB1-BjsAAAAJ&hl=en>



Research Summary: Dr. Omvir Gautam having 6 years Plus research experience specializes in Marketing and Business Analytics, Service marketing and SMEs. He completed his doctoral research as UGC-JRF(NET) in marketing from Gurukul Kangri University, Haridwar. He completed his masters in management from UPTU, Lucknow University. He excels on hands on experience with various software packages including SPSS, AMOS, SmartPLS, and Software R. His current research interests include strategic marketing, social media analytics, digital marketing and consumer research. He has published 15 research papers in referred and peer reviewed journals of international repute and worked as reviewers for Inderscience, Emerald and other peer reviewed Journals. He also facilitated as reviewer for of IGI-Global Book publishing house.

Name of the Faculty: Dr. Pashmina Doshi
Department: Commerce and Management
Management
LinkedIn: www.linkedin.com/in/pashminashhdoshi
Google Scholar: <https://scholar.google.com/citations?hl=en&user=225ykQ0AAAAJ>



Research Summary: Dr. Doshi is a prolific writer owning a book also who has contributed in national and international ISBN edited books. She has presented various research papers in national and International Conferences. In addition to this, many research papers published in UGC care listed journals in her credit.

Name of the Dr. Radhakrishna B. Batule
Faculty: Commerce and Management
Department: Management
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Research Summary:

- Completed PhD in Management from Savitribai Phule Pune University the title of research was *An Analytical study of Management Practices in organised retail with reference to Consumer Behaviour towards Private Labels in Pune City*.
- Area of research includes Consumer Behavior, Retail Management, Online Retail, Private Labels, Management Practices, Branding, Digital Marketing, Tourism Management, and Services Marketing.
- Have been a PhD Research Guide with three Research Scholars working under me.
- Have written research papers in various conference and Journals. Completed full time FDP from IIM – Kozhikode. Attended and Presented paper in IIM-SHILLONG International Conference on Sustainability.

Name of the Supervisor: Dr. Pooja Agrawal
Designation: Assistant Professor
Department: Management
Faculty: Faculty of Commerce & Management
Research Area Human Resource Management, Organization
Keywords: Behaviour, Competency, Leadership, Human
Behaviour and General Management



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Google Scholar (URL): <https://scholar.google.com/citations?user=DBRB8w8AAAAJ&hl=en>

Research Summary: Serving as a distinguished academician within the esteemed Faculty of Commerce & Management at Vishwakarma University, I bring over 15 years of rich experience in academia and research. My career focuses on specialized areas such as Human Resource Management, Organizational Behavior, Leadership, Competency Mapping, and General Management. Recently, I had the honor of receiving a Research Award from the Mr. Bharat Agrawal (President, Vishwakarma Group) for my significant contributions in the field of research. This prestigious recognition underscores the impact and quality of my work within the academic community. I have expanded my scholarly contributions by publishing a Copyright in the field of Happiness titled "The Complex Web of Happiness: Antecedents and Consequences." My research output is substantial and impactful, with over 8 articles published in respected journals indexed in Scopus and Web of Science. I have also authored numerous Book Chapters (Scopus) in edited volumes from esteemed publishers such as IGI, Apple Academic Press, and Taylor & Francis. In addition to my research pursuits, I actively participate in Faculty Development Programs (FDPs), Workshops, Seminars, and Conferences, which keep me engaged with ongoing developments in my field. I also perform the role of reviewer for various prestigious journals, including Heliyon, Mindfulness, Current Psychology, and others. My collaborative approach, along with my dedication to continuous learning, makes me a vital asset to any academic or research-oriented team.

Name of the

Dr. Supriya Mahesh Lakhangaonkar

Faculty:

Commerce and Management

Department:

Management

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Google

https://scholar.google.com/citations?view_op=new_profile

Scholar:

&hl=en

Research

Summary:

Dr. Supriya Mahesh Lakhangaonkar, MBA (Finance & Marketing), PhD in Business Management & Administration (Faculty of Commerce) is currently working as Assistant Professor with faculty of Commerce and Management, Vishwakarma University, Pune, Maharashtra. She has worked with corporates and renowned educational institutes in Pune and has a total work experience of 14 years. She has 4 years of industry experience and 10 years of academic and research experience. She has received ACER award during her job association with Birla Sunlife for the best business performance. She has had a long association of 8 years with STES[®] Singhgad Institutes Pune. The industry experience has helped her gain a stronghold in the teaching profession, and expertise in teaching various economics and finance domain courses to BBA and MBA students.

Dr. Lakhangaonkar has to her credit several research papers published in referred and peer reviewed national and international journals. Her current research interests include Financial Management, Behavioural Finance, Personal Investment Management, Risk Management, General Management and Gender Equity. She has successfully completed several Coursera certifications, attended national level seminars and workshops on Research Methodology. She has been a paper setter and examiner for Pune University exams and guided a number of internship projects.



Name of the Faculty: Dr. Ashwini Sonawane
Designation: Assistant Professor
Department: Management
Research Area Leadership, sustainability, Organizational change,
Keywords: HRM, Business Communication and Personality
Traits and development



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Google Scholar: <https://scholar.google.com/citations?user=jKNJVNwAAAAJ&hl=en>
Research Summary: A highly optimistic and proactive researcher with a Doctorate (PhD) degree in HR and OB. Successful track record of few research papers book chapters. Strengths in the field includes leadership and Organizational change. Sound knowledge of subjects such as performance appraisal system and analysis of training need, the Influence of Change Management in Organization for Accomplishing Accentuated Aims, Critical Issues on Changing Dynamics in Employee Relations and Workforce Diversity, Role of ethical Leadership and its Impact on Organizational Performance, The need of an hour in corporate sector- Inclusive Leadership, Employee Optimisation: A key Success to Corporate Sustainability etc. Presented enormous research papers at national and international conferences. She has published 10 Research Papers and Book Chapters in UGC peer-reviewed, Scopus, Inderscience. Dr Ashwini Sonawane is also facilitated as a reviewer for the IGI-Global Book publishing house and Academia.



Name of the Faculty: Dr. Neerja Aswale
Designation: Assistant Professor
Department: Management
Research Area: Human Resource, Indian Ethos, Industrial Organization
Keywords: Psychology, HR analytics, Labor Law



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Google Scholar: https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=neerja+aswale&btnG=&authuser=1

Research Summary: Dr. Neerja has over 6 years of research experience, with specialization in Human Resource Management. She holds a Doctorate in the area of Human Resource Management from RTM Nagpur University. Her focus in the research is retention strategies. She considered the automobile industry as a scope of her research. She holds two Bachelor's degrees (Law & Microbiology) and has completed her Master of Business Administration (M.B.A.) in Human Resources as Specialization. She has a keen interest in Indian Ethos, Industrial Organization Psychology, HR analytics & Labour Law. Her published research papers in refereed journals and National & International conferences exhibit her research capabilities. She has also authored a book on Retention factors in Automobile Industry. She has also facilitated as a reviewer for the Wiley Book publishing house.

Name of the Supervisor: Dr. Karthika P. Devan
Designation: Assistant Professor
Department: Management
Faculty: Commerce and Management
Research Area Financial Derivatives, Financial Performance,
Keywords: Financial Econometrics, International Finance, Hedging



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Google Scholar (URL): <https://scholar.google.com/citations?user=73n-drcAAAJ&hl=en>

Research Summary: As an academican, the research journey began during my undergraduate studies in commerce, where I explored the financial performance of cooperative banks. This interest continued through postgraduate studies in e-commerce, culminating in an M.Phil. thesis comparing the financial performance of various banking sectors. Currently, the focus lies on contributing to understanding price dynamics in the currency futures market, which is evident in the Ph.D. thesis titled "Analyzing the Dynamics of the Indian Currency Futures Market." The Ph.D. research was to analyze the effectiveness of hedging through currency futures, volatility spillover, and information transmission among spot and futures markets. This study serves as a reference for policymakers and advocates for financial instrument innovation and increased trader participation. Currency futures prices provide valuable risk and portfolio management information, enhancing our understanding of cash flows and price discovery.

I have published research papers exploring the interconnection between currency futures return volatility, open interest, and volume. I am currently working on papers investigating the hedging effectiveness of currency futures and the financial performance of commercial banks using the CAMELS model. Moreover, the next plan is to delve into the dynamics of cross-market linkages between the Indian forex market and global markets, recognizing the increasing importance of international connections in today's interconnected financial landscape. Through these endeavors, I aim to contribute to a deeper understanding of financial markets and inform strategic interventions for policymakers and practitioners alike.

Name of the Supervisor: Dr. Amol Randive
Designation: Assistant Professor

Department: Management

Faculty: Commerce and Management

Research Area Sales & Marketing, Branding, MSMEs,
Keywords: Entrepreneurship, Collaborations



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Google Scholar (URL): <https://scholar.google.com/citations?user=IIWJeoIAAAAJ&hl=en>

Research Summary: Research conducted by Dr. Amol Randive encompasses various facets of branding, with a particular focus on branding initiatives, brand orientation, brand positioning, and the integration of digital tools alongside traditional branding activities. This investigation extends to Micro, Small, and Medium Enterprises (MSMEs), exploring the role of branding in their growth, sustenance, and overall organizational dynamics.

Beyond branding, his research interests extend into the realm of entrepreneurship, covering topics such as new venture development, entrepreneurial marketing, and the significance of team dynamics and organizational culture in entrepreneurial endeavors. Additionally, there is a keen interest in exploring collaborations, teamwork dynamics, networking strategies, and the potential benefits of partnerships in various business contexts.

In the pursuit of these research objectives, the supervisor employs a Mixed Methods approach, leveraging both qualitative and quantitative methodologies to gather comprehensive insights. This approach emphasizes the importance of striking a balance between primary and secondary data sources, ensuring the richness and validity of findings in business research endeavors.

Furthermore, the supervisor has contributed significantly to the academic domain through various scholarly outputs, including research papers, book chapters, book reviews, and case studies. These publications reflect a commitment to advancing knowledge and understanding within the fields of branding, entrepreneurship, and collaborative business practices.

Overall, the breadth of research interests and methodological rigor demonstrated by the supervisor underscores a dedication to scholarly inquiry and a commitment to producing impactful research outcomes that contribute to both academic discourse and practical applications in the business world.

Name of the Supervisor: Dr Vijaya Hake
Designation: Assistant Professor
Department: Commerce & Management
Faculty: Management
Research Area Finance, Investment, Commodity Market,
Keywords: Share Market, Commerce, Banking, Digital
Technology & Finance, New Trends in Finance



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Google Scholar (URL): https://scholar.google.com/citations?view_op=new_articles&hl=en&imq=Vijaya+Hake#

Research Summary: Being a researcher, I have filled **Patent application** on “A system for enhancing high order thinking level of students via bloomed taxonomy”. Sanctioned Funded Project from Savitribai Phule Pune University worth Rs. 1,20,000 on “A study of Life cycle & investment pattern amongst urban & rural artisans in Pune & around Pune city. (2013-2016)”
Numerous scholarly articles exploring the intricacies of finance, with a particular focus on commodity markets, investment strategies, portfolio management, investment patterns, and taxation, have been authored. These papers have been meticulously crafted and published in reputable Scopus-indexed journals, reflecting a dedication to rigorous research and academic excellence. Furthermore, a significant number of insightful case studies have been shared within the pages of esteemed academic journals, enriching the scholarly discourse surrounding finance and its multifaceted applications.