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Academic Year 2022

Books/Chapters

Sr. No.	Name of Faculty/Author	Name of Book	Name of Chapter and Name of Book	ISBN Number	Name of Publisher	Calendar Year of publication
1	Ms. Harshali Bhalerao	Business to Business Marketing	Business to Business Marketing	978-93-5625-126-7	Scientific International Publishing House	2022
2	Dr. B.H. Nanwani	Believe and Achieve- (Case Studies of Women in Entrepreneurship)	Adapt and Innovate : Best Mantra for Successful Business	978-93-93008-40-4	Ave Maria Publications	2022
3	Dr. Divya Yogesh Lakhani	Believe and Achieve- (Case Studies of Women in Entrepreneurship)	Delectable Dishes	978-93-93008-40-4	Ave Maria Publications	2022
4	Ms. Vaishali Rajendra Patil	Believe and Achieve- (Case Studies of Women in Entrepreneurship)	Chapter: Art Galleria 'Emotions on Glass'	978-93-93008-40-4	Ave Maria Publications	2022
5	Ms. Sonali Joshi	Believe and Achieve- (Case Studies of Women in Entrepreneurship)	A Journey of Passionate lady	978-93-93008-40-4	Ave Maria Publications	2022
6	Ms. Harshali Rahul Bhalerao	Believe and Achieve- (Case Studies of Women in Entrepreneurship)	KKR : Hair and Beauty Salon	978-93-93008-40-4	Ave Maria Publications	2022
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Author's Profile



Prof. Harshali Bhalerao is currently working with Sadhu Vaswani Institute of Management Studies for Girls as Assistant Professor and teaching subjects related to Marketing, Entrepreneurship, Business Communication and Personality Development to M.B.A aspirants. She is into academics for more than 2 decades teaching technical subjects like Microbiology, Biotechnology and non-technical subjects like Marketing, Soft Skills and Business Communication to students pursuing graduate and post graduate programs. She graduated with major subject as Microbiology from Garware College, Pune, which is affiliated to Savitribai Phule Pune University. She has completed her double Masters with one majoring in Marketing Management and the other in Microbiology from Savitribai Phule Pune University. She is currently pursuing her Ph.D in the field of Marketing Management from Savitribai Phule Pune University. She has written and presented numerous papers in National and International conferences, seminars and symposiums. She has authored three books, Basics of Marketing, Trends in marketing Management and International Business Environment. Her interest spectrum includes teaching, training, consultancy and research in subjects like Marketing Management, Health Care, Microbiology, Biotechnology and German Language.



Dr. Jairaj Janakraj Sasane is holding Ph.D from Nagpur University in Business Management, MBA from Savitribai Phule Pune University and Graduation in Electronics from Fergusson College from Savitribai Phule Pune University, Pune. He is currently working as Assistant Professor in Sinhgad Business School, Pune Since 2010. He has 6 Years of Corporate and 12 Years of Teaching experience in Management Institute. His area of interest is Marketing Management and Operations Management. He also has special interest in field of Finance with special reference to Equity, Insurance and Mutual fund domain. His research area include field of marketing, and finance domain. He has published research paper in various international Journals.



Dr. Ashutosh Mathur, Assistant Professor and Head of Placements and Corporate Affairs, Symbiosis Centre for Management Studies, Pune, is an accomplished professional with over 25 years of experience. He brings with him quality experience from the corporate world that blends with theory and enhances academics. He has been active in anchoring and conducting Corporate Research Projects and Managerial Development programs. Notable companies with which he has had a long association in the past are Coca-Cola, Yazaki India Ltd., Al Vazaratud Saifaiyah, Space Magnum Equipments Ltd. etc. An entrepreneur himself, he set up his own food business under the Brand - Brand Chef. An avid researcher and believer in innovation, he has presented several papers, including his contribution to the research paper titled 'rural marketing of FMCG companies in India'. He has also published his research in the Scopus index under the titles "Awareness and Perception of chatbots / chat box amongst customers" and "A study on the future of campus placements in India post the pandemic: an Industrial perspective". With a rich work experience, under his leadership, was ranked #1 in placements in India for business management institutes offering BBA courses (times of India ranking). He brings with him a vibrant and dynamic energy to make learning more interesting and fruitful.



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BUSINESS TO BUSINESS MARKETING



BUSINESS TO BUSINESS MARKETING



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*Wife
mom
boss.*

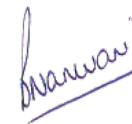


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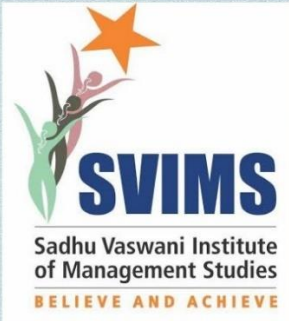
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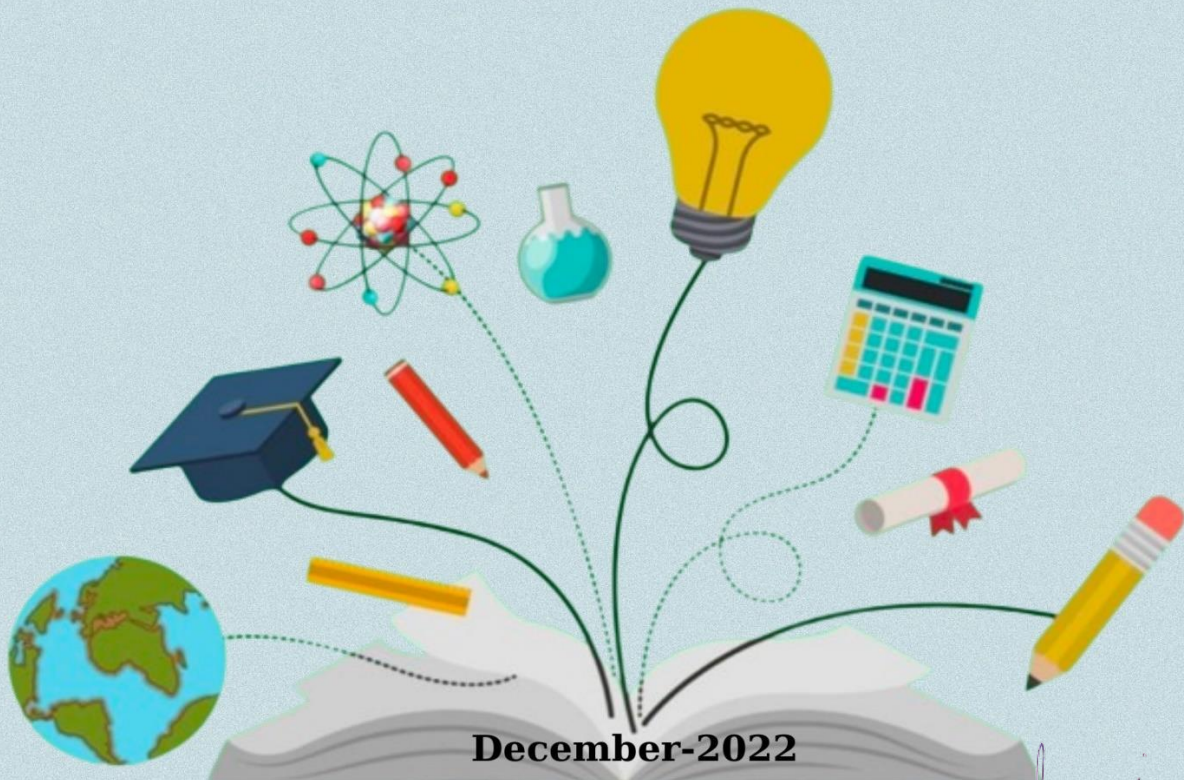
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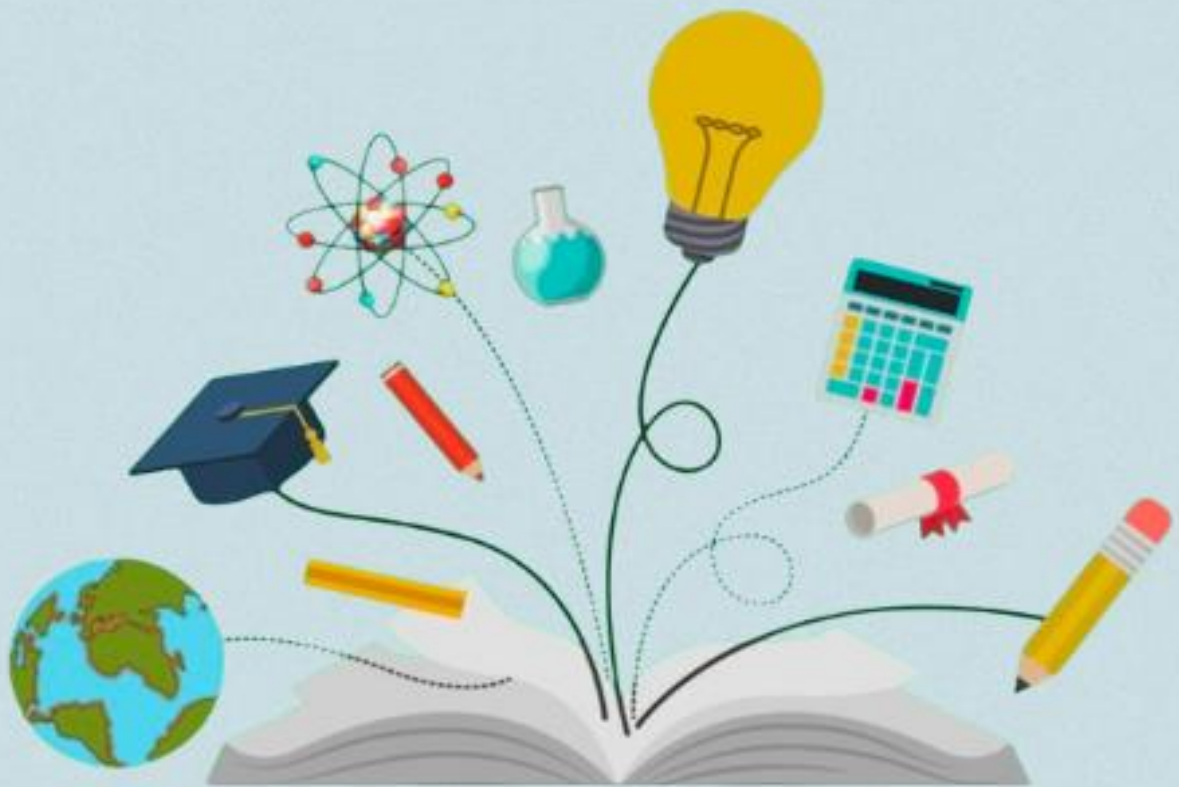
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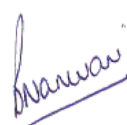
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Conference Proceedings

Sr. No.	Name of Faculty/ Author	Name of the Conference	Name of Chapter and Name of Book	ISBN Number	Name of Publisher	Calendar Year of Publication
1	Ms. Sonali Joshi	International Conference on Rethinking Management, Leadership and Governance; A Strategic Fit in the New Normal	Significance of Artificial Intelligence in Talent Acquisition	2456-2750	Abeda Inamdar Senior College	2022
2	Ms. Vaishali Petil	International Conference on Rethinking Management, Leadership and Governance; A Strategic Fit in the New Normal	An Empirical Analysis of Personal Financial Planning in Emerging Economy	2456-2750	Abeda Inamdar Senior College	2022
3	Dr. Abhijeet Kaiwade	International Conference on Rethinking Management, Leadership and Governance; A Strategic Fit in the New Normal	Gender equality and Women's empowerment: feminist mobilization for SDGs	2456-2750	Abeda Inamdar Senior College	2022


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28th and 29th January 2022

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This is to certify that

Prof./Dr./Mr./Ms./Mrs. Sonali Joshi

from Sadhu Vaswani Institute of Management Studies For Girls

has participated and presented a research paper titled Significance of Artificial

Intelligence in Talent Acquisition.

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Significance of Artificial Intelligence in Talent Acquisition

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Abstract

Artificial intelligence (AI) is radically impacting all the sectors, departments and industries at large revamping their operations, processes and systems; talent acquisition is not immune to this disruption. AI is rapidly advancing to the point where people's acquisitions and even succession planning at companies is being dramatically shaped by AI technology. One of the most common ways AI shapes talent acquisition is by sourcing and engaging candidates. AI-based recruiting technology is being used to automatically reach out to potential employees, with data taken in from multiple public and proprietary data sources. Recruiters and talent acquisition professionals use AI tools to source candidates more efficiently, assess them more accurately and onboard them more quickly. This research paper aims to touch upon on the significance of AI in companies, big or small, to find and hire better employees that shall help them be more successful. Is it true that AI supports HR in prioritizing the quality of their hires, workforce diversity, and recruiter efficiency or is it just a trend being followed?

Keywords: Artificial Intelligence, talent acquisition, disruptions, human resources.



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An Empirical Analysis of Personal Financial Planning in Emerging Economy

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Abstract

This abstract presents an empirical analysis of personal financial planning in an emerging economy. It highlights the significance of understanding individual financial behaviors and planning strategies within the context of emerging economies, where unique challenges and opportunities exist.

The study examines the factors influencing personal financial planning decisions, including income levels, education, cultural factors, and access to financial services. It investigates the effectiveness of various financial planning tools, such as budgeting, saving, investment, and debt management, in helping individuals achieve their financial goals.

Through quantitative analysis of survey data and statistical techniques, the study explores patterns and trends in personal financial planning practices. It assesses the level of financial literacy among individuals and examines its impact on financial planning behaviors.

Furthermore, the study investigates the role of financial institutions, policymakers, and educational institutions in promoting effective financial planning in the emerging economy. It identifies barriers and challenges faced by individuals in accessing appropriate financial products and services and suggests strategies to enhance financial inclusion and education.

Understanding personal financial planning in emerging economies is crucial for fostering economic growth, reducing poverty, and promoting sustainable development. By identifying effective strategies and addressing barriers, this study aims to empower individuals and create an enabling environment for sound financial decision-making in the emerging economy.

In conclusion, this empirical analysis sheds light on the dynamics of personal financial planning in an emerging economy. It emphasizes the importance of tailored approaches, financial literacy, and institutional support in facilitating individuals' financial well-being and contributing to overall economic development.

Keywords: personal financial planning, financial literacy, financial services, Sustainable Economical Development.



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has participated and presented a research paper titled Gender Equality & Women's
Empowerment: Feminist Mobilization for the SDGs

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Gender equality and women's empowerment : feminist mobilization for SDGs

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Abstract

This abstract explores the role of feminist mobilization in promoting gender equality and women's empowerment in the context of the Sustainable Development Goals (SDGs). It highlights the significance of feminist movements in advancing the SDGs' gender-related targets and fostering a more inclusive and equitable society.

Through grassroots activism, advocacy campaigns, and collaborative efforts, feminist movements have addressed a range of issues including violence against women, access to education and healthcare, economic empowerment, and political participation. They have sought to dismantle institutional barriers that perpetuate gender disparities and have worked towards creating a more just and inclusive society.

Feminist mobilization emphasizes the intersectionality of gender inequality, recognizing that women's experiences are shaped by other forms of discrimination such as race, class, ethnicity, and sexuality. This approach ensures a more comprehensive understanding of gender issues and enables the development of inclusive solutions for achieving gender equality and women's empowerment.

Moreover, feminist mobilization has focused on empowering women as agents of change, promoting their leadership and decision-making roles across all sectors. By challenging traditional gender roles and advocating for equal opportunities, feminists contribute to a more balanced and equitable society.

In conclusion, feminist mobilization is a crucial driving force behind progress towards gender equality and women's empowerment within the SDGs. Continued support for feminist movements, policies, and initiatives is essential for achieving sustainable development and creating a world where gender equality is a reality for all.

Keywords: Gender equality, Feminist, agents of change, Sustainable Development.


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