

SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS

Unaided- Private, Linguistic Minority (Sindhi) Institute Approved by A.I.C.T.E. Certified under ISO 9001:2015

Affiliated to Savitribai Phule Pune University, NAAC Accredited with "B+" Grade. Institute Codes: SPPU: IMMP016030, D.T.E.: 6614, AISHE: C-44578, AICTE: 1-21641511

Academic Year 2019

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	Dr. Kaiwade Abhijeet Jaiprakash	Demand Analysis and Forecasting	Demand Analysis and Forecasting	978-93- 87665-61-3	Successes Publication	2019
2	Dr. Kaiwade Abhijeet Jaiprakash	Digital Business	Digital Business	978-93- 89066-69-2	Successes Publication	2019
3	Dr. Kaiwade Abhijeet Jaiprakash	Business Research Methods	Business Research Methods	978-93- 89066-67-8	Successes Publication	2019



Prof. Dr. Atik Asgar Shaikh (M.Com, MBA, GDCA, Ph.D.) Allana Institute of Management science, Pune

Prof. Dr. Atik Asgar Shaikh is working as Professor and Research Guide in Allana Institute of Management socience, Pune. He is having 11 year experience in teaching and 6 years with Industry. He also Published 2 Books in management. He published number of Research Papers in International and National Journal. He is also a Research Guide:- Human Resources, Business Administration and Business Practice in Savitribai Phule Pune University, Pune. Under his guidance 3 students awarded Ph.D. and 8 students pursuing Ph.D.



Prof. Dr. Abhijeet J. Kaiwade M.C.A., M.B.A., Ph.D.

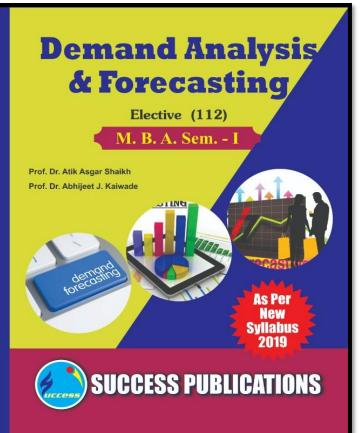
Head of Department & Research Center Coordinator Sadhu Vaswani Institute of Management Studies for Girls

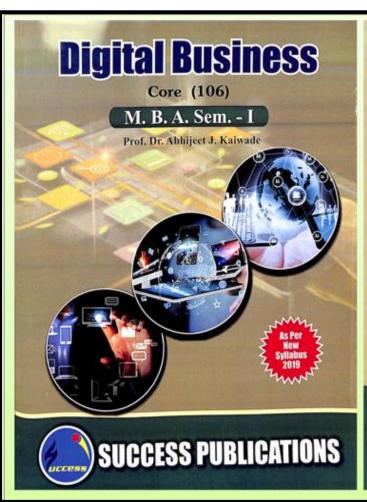
Prof. Dr. Abhijeet J. Kaiwade has an excellent academic background. He has almost 17 years of academic experience and 3 years' industrial experience. He is Currently working Sadhu Vaswani Indstitute of Management Student For Giris, Koregoan Park, Pune 411001. He has attended many seminars, Conferences and Workshops. Also he has published 50+ research papers in reputed & UGC listed, National & International level journals. He is Reseaech guide for Savitribai phule Pune university and under his guidance 3 students are successfully commpleted Ph.D. and 2 students submitted their thesis. He has vast Knowledge in the field of Programming languages, Research methodology, Digital Business, Financial Management and Business Administration

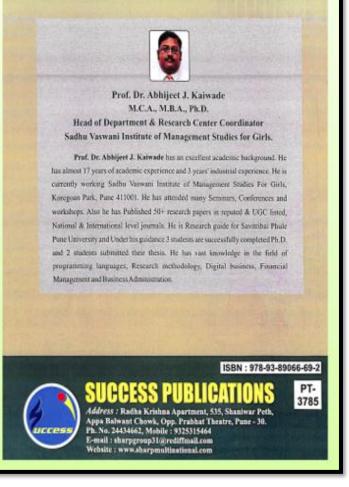


SUCCESS PUBLICATIONS

Address: Radha Krishna Apartment, 535, Shaniwar Peth, Appa Balwant Chowk, Opp. Prabhat Theatre, Pune - 30. Ph. No. 24433374, 24434662, 64011289, Mobile: 9325315464 E-mail: sharpgroup31@rediffmail.com Webkife: www.sharpmullinational.com PT-2301







Published by Dr. Rajesh M. Patne Success Publications

Radha Krishna Apartment, 535, Shaniwar Peth,
Appa Balwant Chowk, Opp. Prabhat Talkies, Pune - 411 030.
Ph. 24434662 Mobile: 9325315464.

Copyrights
With the Publishers

Printed at Success Publications

S.No. 30/27, Laxmi Industrial Estate, Near Prabhat News Paper, Dhayari, Pune-41. Mobile: 9028211751

Edition
2019

Edited By
Mr. Valmik Gaikwad

Typesetting, Layout
Mrs. Pradnya Kale

Cover Designing
Mrs. Aparna Mali

ISBN NO. - 978-93-89066-69-2

No part of this book may be reproduced or copied in any form or by any means [graphic, electronic or mechanical, including photocopying, recording, taping, or information retrieval systems] or reproduced on any disc, tape, perforated media or other information storage device, etc., without the written permission of the publishers.

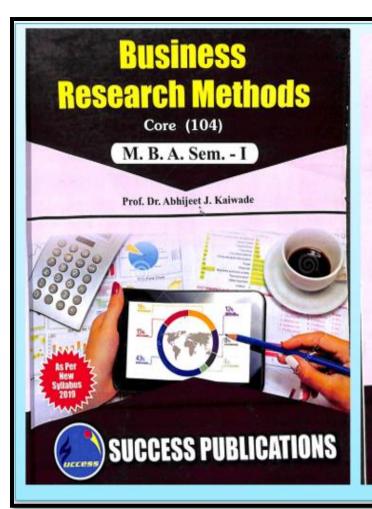
Every effort has been made to avoid errors or omissions in this book. Inspite of this errors may creep in. Any mistake, error or discrepancy noted may be brought to our Notice which shall be taken care of in the next edition. It is Notified that publisher shall not be responsible for any damage or loss of action to anyone of any kind in any manner, therefrom. It is suggested to all the readers, always refer original references wherever necessary.

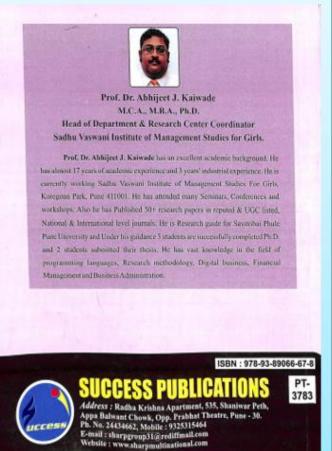
INDEX

M.B.A (Sem. - I) Business Research Methods (104)

Unit	Topic	Page No.	
1	Electronic Commerce	1.1 to 1.31	
	1.1 E-Commerce		
	1.2 E-business		
	1.3 The Digital and Social Worlds		
	1.4 Virtual Community		
	1.5 Online Communities		
٠.	1.6 E-Commerce Framework		
'	1.7 Impact of E-Commerce		
2	Mobile Commerce, Social Commerce and IoT	2.1 to 2.32	
	2.1 Mobile Commerce		
	2.2 Social Commerce		
	2.3 Social Collaboration (Collaboration 2.0)		
'.	2.4 Social Media		
	2.5 Internet of Things (IoT)		
3	Digital Business Ecosystem	3.1 to 3.36	
	3.1 Electronic Commerce Mechanisms		
	3.2 Electronic Marketplaces		
	3.3 Intermediaries		
	3.4 Merchant Solutions		
	3.5 Auctions		
	3.6 Changing Supply Chain	4	
	3.7 Digital Payment		

4	Digital Business Application - I	4.1 to 4.32
	4.1 Electronic Retailing	
	4.2 E-Tailing Business Models	
	4.3 Social Shopping	
	4.4 E- Government / Digital Government	
	4.5 E-Learning, E-Training and E-Books	
5	Digital Business Application - II	5.1 to 5.30
	5.1 Travel and Tourism	
	5.2 Employment and The Job Market Online	
	5.3 E-Health	
	5.4 Entertainment, Media and Gaming	





Published by Dr. Rajesh M. Patne Success Publications

Radha Krishna Apartment, 535, Shaniwar Peth, Appa Balwant Chowk, Opp. Prabhat Talkies, Pune - 411 030. Ph. 24434662 Mobile : 9325315464.

Copyrights
With the Publishers
Printed at

Success Publications

S.No. 30/27, Laxmi Industrial Estate, Near Prabhat News Paper, Dhayari, Pune-41. Mobile: 9028211751

> Edition 2019

Edited By Mr. Valmik Gaikwad

Typesetting, Layout Mrs. Pradnya Kale

> Cover Designing Mrs. Aparna Mali

ISBN NO. - 978-93-89066-67-8

No part of this book may be reproduced or copied in any form or by any means [graphic, electronic or mechanical, including photocopying, recording, taping, or information retrieval systems] or reproduced on any disc, tape, perforated media or other information storage device, etc., without the written permission of the publishers.

Every effort has been made to avoid errors or omissions in this book. Inspite of this errors may creep in. Any mistake, error or discrepancy noted may be brought to our Notice which shall be taken care of in the next edition. It is Notified that publisher shall not be responsible for any damage or loss of action to anyone of any kind in any manner, therefrom. It is suggested to all the readers, always refer original references wherever necessary.

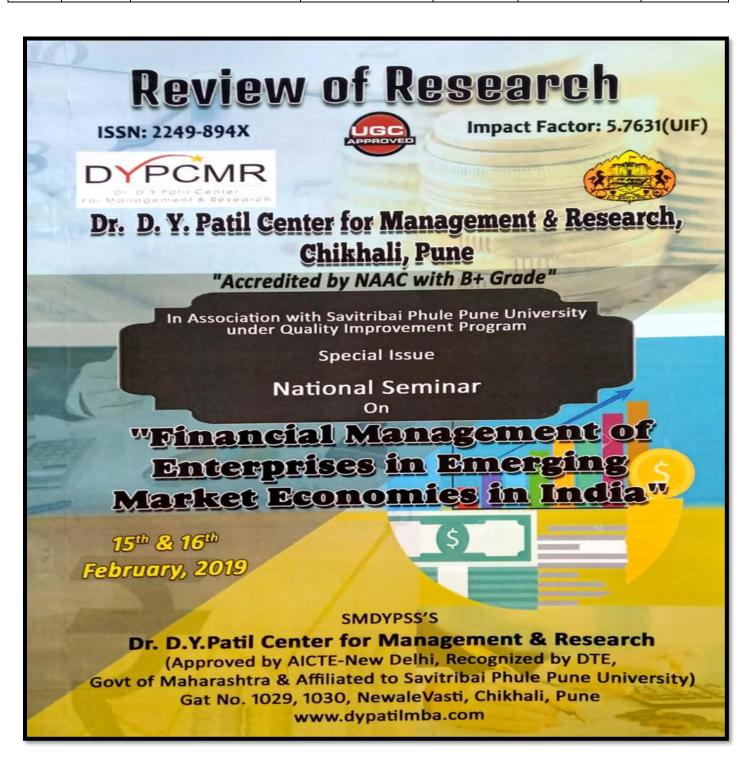
INDEX

M.B.A (Sem. - I) Business Research Methods (104)

Unit	Topic Topic	Page No.
	Foundations of Bossensh	
1 1	Foundations of Research	1.1 to 1.31
	1.1 Research	
	1.2 Business Research	
1	1.3 Questions in Research	
}·	1.4 The Process of Business Research	
l	1.5 Research Proposal	
	1.6 Practical Considerations in Research	
	1.7 Legal Consideration	2.1 to 2.37
2	2 Research Design	
	2.1 Research Design	
	2.2 Hypothesis	1
3	Data & Measurement	3.1 to 3.37
	3.1 Data	
	3.2 Measurement	
1	3.3 Attitude Scaling Techniques	
· .	3.4 Questionnaire	
4	Sampling	4.1 to 4.27
	4.1 Sampling	
l	4.2 Types of Sampling	
	4.3 Determining Size of the Sample	
5	Data Analysis & Report Writing	5.1 to 5.57
	5.1 Data Analysis	
	5.2 Graphical Presentation of Data	
1	5.3 Bi-variate Analysis	
1	5.4 Linear Regression Analysis	
	5.5 Test of Significance	
l	5.6 Research Report	

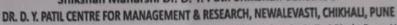
Conference Proceedings

Sr. No.	Name of Faculty/ Author	Name of the Conference	Name of Paper/Article	ISBN Number	Name of Publisher	Calendar Year of Publication
1	Dr. Prabha Rahul Singh	National Conference on Financial Management of Enterprises in Emerging Market Economies in India	Financial Management of Enterprises in Emerging Market Economies in India	2249-894X	Dr. D.Y.Patil Center for Management and Research	2019





Shikshan Maharshi Dr. D. Y. Patil Shikshan Sanstha's





(Approved by AICTE-New Delhi, DTE, & Government of Maharashtra. Affiliated to Savitribal Phule Pune University)

National Level Seminar 2019

In association with
Savitribai Phule Pune University
Under
Quality Improvement Program
On

Financial Management of Enterprises in Emerging Market Economies in India

15th and 16th February, 2019

This is to certify that Mr/Ms/Prof/Dr. Prabha Singh From Sadhu Vaswani Institute of Management Studies. has participated/ presented a Research paper entitled Crowd Funding For Startups In India: Issues and Challenges.

Mr. Abhay B. Kotkar President SMDYPSS Dr. Sunil S. Dhanawade Director DYPCMR

www.dypatilmba.com | seminardypcmr@gmail.com

oogle.com/mail/u/0/#search/seminardypcmr%40gmail.com/FMfcgxw8VqMjCQVXPwbTMFnVfwCFWwJG?projector=1&messagePartid=0.6