



# 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

**Dr. B. H. Nanwani**  
Director

Affiliated to Savitribai Phule Pune University, NAAC Accredited with "B+" Grade.  
Institute Codes: SPPU: IMMPO16030, D.T.E.: 6614, AISHE: C-44578, AICTE: 1-21641511

**3.3.2 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five year.**

**Calendar Year [January-2020 to December-2020]**

## 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. Abhijeet Kaiwade	National Conference On "Current Trends in Management - Changes & Challenges by Yashaswi Education Society's International Institute of Management Science	Sentiment Analysis of Customer Feedback using HIVE	978-81-927230-0-3	AIMS Association of Indian Management Schools	2020

  
DR. B. H. NANWANI  
DIRECTOR  
SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS  
1, KOREGAON ROAD, PUNE - 411 001

# Conference Brochure

## GUIDELINES FOR PAPER SUBMISSION

Researchers should submit full length papers which will be reviewed by the reviewing committee and the selected papers will be published in the peer review multidisciplinary research journal "Yashomanthan" with ISSN. No 2347 - 8039. The soft copy of full length paper in word and in pdf format along with the duly filled registration and copyright form should be emailed to conference@iims.ac.in. Abstract of the paper should not exceed more than 300/ 400 words. The paper should not exceed 3000 words including abstract. The full paper must carry Author/s name/s, institute, complete address, Email Id, Contact number along with title of the paper on front page. At least one of the author must preregister for the conference.

## REGISTRATION FEE

Details	Registration Fee in INR
Research Scholars and Students	Rs. 1000/-
Academicians / Faculty	Rs. 1500/-
Industry Experts / Policy Makers	Rs. 2500/-

Registration Fee will be paid by Cash, Cheques/DD drawn in favour of "International Institute of Management Science, Chinchwad, and Pune" payable at Pune.

## CONFERENCE VENUE

Maharashtra State Institute of Hotel Management & Catering Technology  
412 - C, Shivaji Nagar, Off Senapati Bapat Marg,  
Pune - 411 016.

## FOR FURTHER DETAILS, PLEASE CONTACT

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**National Conference**  
**On**  
**"Current Trends in Management -**  
**Changes & Challenges"**  
**27th & 28th February - 2020**



**Organized by**  
**Yashaswi Education Society's**  
**International Institute of Management**  
**Science Chinchwad, Pune**  
**In association with**  
**Associations of Indian Management School**  
**(AIMS)**

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## ABOUT YASHASWI

Yashaswi Group under the energetic leadership of Mr. Vishwesh Kulkarni was founded in the year 1988. It is one of the leading Talent Acquisition Firm & Human Resource consultancy working for more than three decades in Maharashtra. With a vision of empowering the tomorrow's generation, Yashaswi has diversified into the Management Education & Skill Development domain and has played the role of catalyst for Change and Innovation. Yashaswi today is a partner of National Skill Development Corporation and is also recognised as Training partner by National Skill Development Agency (NSDA).

## ABOUT INTERNATIONAL INSTITUTE OF MANAGEMENT SCIENCE

International Institute of Management Science (IIMS) under the auspices of Yashaswi aspires to make academic issues and commitments as the key concerns for today's generation. An ISO 9001:2015 certified by TUV SUD, Approved by AICTE and Accredited by NAAC, the Institute offers MBA Programme affiliated to Savitribai Phule Pune University. IIMS is a permanent Member with All India Management Association (AIMS). The MBA Programme at IIMS, is 2 Years full time, dual specialization programme in the areas of Marketing, Finance, Human Resource, Operations and Analytics. The Institute also offers many value added and certification courses to inculcate required skills among the students to meet the industry standards. The young learners at the institute are encouraged to address challenges in the business world and to keep themselves abreast with key economic and business issues through structured reading, writing and research. The Institute is located at the Central Business Activity hub of Chinchwad, Pune. It is surrounded by renowned Industries like Tata Motors, SKF Bearing, Mahale and many more. The campus is equipped with all modern teaching tools.

## ABOUT CONFERENCE

The National Conference provides platform to the researchers, developers, industry experts and academicians to share their innovative ideas and research in the field of Innovation in Management and Science. The objective of the conference is to provide a bridge to the research community and technology developers from academia and industry on various topics of current concern Innovation in Management and Science. It also aims at creating the research interest in the minds of young learners and to pursue research as their career.

With an aim to bring original quality research findings to the research community, the theme of the conference is set as Innovation in Management and Science. This conference will provide an opportunity to exchange new ideas, its application prospects, and prospect to establish business or research relations and to find national partners for future collaboration. We would encourage submissions of high quality manuscripts that may leave an impact upon academia, corporate practitioners, research scholars and society as a whole.

## INTENDED PARTICIPANTS-

- Policy Makers & Regulators
- Academicians
- Industry Experts
- Research Scholars
- Students

Selected quality research papers will be published in UGC - CARE Listed Journal along with "Yashomanthan" with ISSN No. 2347 - 8039, a special issue of peer review multidisciplinary research journal. Papers will also be published in conference proceeding with ISBN No.

## SUGGESTED SUBTHEMES

- Information Technology
- Cross-cultural Studies
- Business Analytics
- Accounting and Finance
- Business Ethics
- Strategic Management
- Marketing Management
- Operations Management
- Business Economics
- Supply chain Management
- Innovation and product development
- International business
- Relationship management
- Retail Management and communication
- New venture and Start-ups
- Management information system
- Human Resource Management
- Law and management

Original Papers on the following indicative topics, but not limited to, are welcome to be submitted for the conference

## IMPORTANT DATES

Last Date of Submission of Full paper	15th Feb 2020
Notification With Review	Within one Week
National Conference Dates	27th and 28th Feb 2020

*Maharshi*  
**DR. B. H. NANWANI**  
DIRECTOR

BABU KASHI INSTITUTE OF MANAGEMENT STUDIES (B.K.I.M.S.)  
1 KOREGAON ROAD, PUNE - 411 001

**National Conference  
on**

*“Current Trends in Management  
- Changes & Challenges”*

(27<sup>th</sup> & 28<sup>th</sup> February 2020)

**Conference**

**Yashomanthan**

ISBN : 978-81-927230-0-3



**Proceedings**

Editor: Dr. Shivaji D. Mundhe



**Organised by**

Yashaswi Education Society's

**International Institute of Management  
Science, Chinchwad, Pune**

(NAAC Accredited and ISO Certified Institute)

**In association with**

**Associations of Indian Management School**

**AIMS**

ASSOCIATION OF  
INDIAN MANAGEMENT SCHOOLS

  
DR. B. H. NANWANI  
DIRECTOR

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**National Conference**  
**On**  
**“Current Trends in Management - Changes & Challenges”**  
**28th February – 2020**  
**Organized by**  
**Yashaswi Education Society’s**  
**International Institute of Management Science**  
**NAAC Accredited**

**PAPER PRESENTATION SCHEDULE**

**Time- 02.00- – 03.00 PM (Track-2)**

Session Chairs: Dr. Indu Sharma &DrY.S.Patil

Sl. No	Paper ID	Title of the Paper	Authors name
1	PA93	Application of Operations Research Tools and Techniques in Project Management	Mr. OnkarArunWagh Prof. Sarang Dani
2	PA74	Workforce Diversity and Job Satisfaction on Employee Retention	Dr. Vandana Mohanty
3	PA86	A study on Credit card fraud detection using Machine learning	Dr.Sachin Misal <sup>1</sup>
4	PA96	An Application of ICT for SMART E-Governance in India: Forthcoming Challenges and Prospects	Dr. Ashwini Brahme
5	YAS003	STUDY OF CUSTOMER SATISFACTION TOWARDS DAIRY EQUIPMENT WITH REFERENCE TO SRUJAN ENTERPRISES	Girish Pore
6	YAS004	A STUDY OF CUSTOMERS SATISFACTION AT IDEAL ENGINEERING PVT LTD	Suraj Shankar Gawade
7	YAS005	STUDY ON RETAILERS SATISFACTION TOWARDS VISI-COOLERS OF MONDELEZ INTERNATIONAL WITH REFERENCE TO PUNE CITY	Rohit Kumar Gaikwad
8	YAS006	A study on customer satisfaction towards elevator with reference to thyssenkrupp Elevator India Pvt. Ltd.	Ulhas Wankahde

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Paper ID	Title of the Paper	Author/s	Page No
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PA65	A STUDY ON PERFORMANCE EVALUATION OF CPSE ETF IN INDIA	Prof. Mahesh Mahankal <sup>1</sup> Dr. Prabha Singh <sup>2</sup>	209
PA66	A SURVEY ON BIG DATA ANALYSIS USING HADOOP	Dr. D.R. Vidhate <sup>1</sup>	221
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PA73	IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR TOWARDS AYURVEDIC MEDICINES WITH REFERENCE TO PIMPRI -CHINCHWAD	Dr.Pushpraj Wagh <sup>1</sup>	261
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PA75	“A STUDY ON THE ROLE OF VISUAL MANAGEMENT & LEAN MANAGEMENT IN PRODUCTION PROCESS”	Nitin N. Kanade <sup>1</sup>	283
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