

ABSTRACT



Proceeding of One Day National Level Conference on
**Global Business Transformation :
Technology, Trends & Practices**

Friday, 22nd March, 2024



- Editorial Board Members -

Dr. Priyanka V. Bhandari • Dr. D. M. Marathe
• Dr. Rupali P. Agrawal

- Organized by -

R. C. Patel Educational Trust's

Institute of Management Research and Development, Shirpur
Karvand Naka, Shirpur, Tal. Shirpur - 425405,
Dist. Dhule (M.S.) India

ABSTRACT BOOK

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**National Level Conference on Global Business
Transformation : Technology, Trends & Practices**

© Editors

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About Institute

Institute of Management Research and Development, Shirpur is one of the premiere institutes run by the R.C. Patel Educational Trust, Shirpur. IMRD is situated at the foot of the Satpura ranges and dotted with lush green trees and shrubs all around it. It has most picturesque and inviting atmosphere. Institute is having tag line "Quality Education for Nourishing Tomorrow's IT and Management Professionals.

The R.C. Patel Educational Trust is existing from 1988. The Institute of Management Research and Development, Shirpur was established in the year 1997 with a vision to pour the quality education up to grass root level. IMRD was set in motion with the introduction of the postgraduate programme Master of Computer Applications (MCA) & Master of Management Studies (MMS). The UG courses are Bachelor in Computer Application (BCA), Bachelor in Business Administration (BBA) & Bachelor in Management Studies (BMS).

In our endeavour to supplement the cause of professional education, we have instituted multi-dimensional courses spread in various fields with its roots established at Shirpur. The Teaching and Non- Teaching Staff of the institute is a blend of senior experienced and young dynamic faculty members devoted to the noble cause of education. Many of our students have obtained top ranks in the university examinations and are in great demand in the industries in India and abroad also. We believe in offering education that is converted to knowledge with high end infrastructure and a pleasant atmosphere.

IMRD is accredited by NAAC with B+ Grade (1st Cycle), Awarded with A Grade by KBC North Maharashtra University, Jalgaon in Academic & Administrative Audit. Also received Best Institute Award by Computer Society of India, Bangalore.

Alumni of IMRD are working in different countries and various multinational companies in metro cities. The students of IMRD always secure top 3 positions in merit list of KBCNMU, Jalgaon in different programmes. Institute provides placements in top IT and Management companies like TCS, Infosys, Wipro, Cognizant etc.

Institute having research centre of computer science and management having 4 guides. 10 faculty members are Ph.D. awarded and 11 faculty members are pursuing Ph.D.

About Conference

The institute organized a one day national conference on recent advancements and trends in business and commerce recent advancements and trends in business and commerce management on 22nd March 2024. A total of 45 students, academicians, and researchers attended this conference from various states, such as Haryana, Rajasthan and Maharashtra. A total of 25 students, academicians, and researchers have presented their research papers in online and offline modes. Total 10 selected research papers of students, academicians, researchers are communicated for UGC care publication. The objectives of this conference were to become acquainted the most recent advancements and trends in business and commerce, as well as their implication in organizations. The conference covered different themes like Finance: Fintech, E-governance, Digital Financial Inclusion Marketing: Social Networking, Digital Media, Marketing Trends HR & Organizational Behavior: Employee Engagement, Consumer Loyalty, Business Ethics, Cross-Culture Management. Global Business & Technology: Global Business issues, AI in Business Practices, Block Chain, Entrepreneurship etc. For this conference, Dr. Deepak S. Sharma, Dy. Director, Datta Meghe Institute of Higher Education & Research, Wardha (MH) was invited as a keynote speaker.^a

The conference was started by welcoming the guests and enlightening the lamp, followed by the preface of convener Dr. Priyanka V. Bhandari. The Director of institute Dr. Vaishali B. Patil as the Conference Chair, explained about the recent advancements and trends in business has emerged as a cornerstone of modern innovation, revolutionizing industries, enhancing human capabilities, and reshaping the way we interact with technology. Dr. Deepak S. Sharma sir in his keynote speech gave in-depth guidance about Global Business Transformation with Intellectual Property Rights and explained the importance of registration for Patent, Copyright and Trademark in global context.

Convener's Message

It is my privilege and honour to welcome you all to the “Conference on Global Business Transformation: Technology, Trends & Practices”. The main objectives of organizing this conference are to provide a platform for researchers, academicians, and industry professionals to exchange ideas and discuss the latest trends in the field of Global business transformation and technology.

Global Business transformation, a field at the intersection of management, technology and Business, has been witnessing remarkable advancements in recent years. Today, we gather here to explore and celebrate these advancements, which are reforming industries, enhancing our lives, and driving innovation forward.

There are a total of 45 participants and 25 research papers received from various states, such as Haryana, Rajasthan and Maharashtra.

We are conducting this conference in a hybrid mode, covering different themes like Finance, Fintech, E-governance, Digital Financial Inclusion Marketing, Social Networking, Digital Media, Marketing Trends HR & Organizational Behavior, Employee Engagement, Consumer Loyalty, Business Ethics, Cross-Culture Management, Global Business & Technology, Global Business issues, AI in Business Practices, Block Chain, and Entrepreneurship etc.

I would like to express my heartfelt gratitude to Keynote Speaker Dr. Deepak S. Sharma Dy. Director, Datta Meghe Institute of Higher Education & Research, Wardha (MH) and also thankful to conference Session Chair Prof. Dr. Madhulika A. Sonawane Director, School of Management Studies, Co-ordinator, Visharad-The Skill Development Centre , KBC NMU, Jalgaon, for accepting our request and dedicating valuable time. I am also thankful to our RCPET's Management Members, The Director of the institute Dr. Vaishali B. Patil Madam, Assistant Director and HOD of MCA & I-MCA Department Mr. Manoj N. Behere , IQAC Co-ordinator & HOD of MMS Department Dr. Manoj B. Patel and HOD of UG department Dr. Tushar R. Patel for motivating us to arrange this national conference. Last but not least, I extend my gratitude to all the participants.

Thank you.

- Dr. Priyanka V. Bhandari

Convener,

Assistant Professor, RCPET's IMRD, Shirpur

Conference Chairperson's Message

Welcome to this auspicious occasion, the One Day National Conference on Global Business Transformation: Technology, Trends & Practices. It is a great pleasure to welcome you all who are representing a gathering of brilliant minds and innovators in the field of Global business transformation in our institute as the conference chair.

Today marks a significant milestone in our collective journey towards pushing the boundaries of technological advancement. Global business Transformation has emerged as a cornerstone of modern innovation, revolutionizing industries, enhancing human capabilities, and reshaping the way we interact with technology. As we convene here today, we are presented with an unique opportunity to delve into the latest breakthroughs, explore cutting-edge research, and engage in meaningful discussions that will shape the trajectory of Global business transformation and technology in the years to come.

The theme of this conference, "Global Business Transformation: Technology, Trends & Practices" underscores the dynamic nature of business management field. With rapid advancements in Finance, Marketing, Social Networking, Digital Media, Marketing Trends HR & Organizational Behavior, Employee Engagement, Consumer Loyalty, Business Ethics, Cross-Culture Management, Global Business & Technology, etc. Throughout the day, we will have the privilege of hearing from distinguished researchers, scholars, and practitioners who are at the forefront of innovation in Global Business Transformation. Their insights, perspectives, and findings will undoubtedly inspire and inform our collective understanding of this ever-evolving domain.

As we embark on this journey together, let us remain committed to the pursuit of excellence, innovation, and ethical responsibility in our endeavours. Let us embrace the challenges and opportunities that lie ahead with optimism, determination, and a shared sense of purpose. In closing, I would like to express my gratitude to all the participants, speakers, and organizers who have contributed to making this conference a reality. Your dedication and passion are the driving forces behind our collective success.

Let us make the most of this opportunity to learn, collaborate, and shape the future of Global business transformation and technology.

Thank you

- Dr. Vaishali B. Patil

Conference Chairperson, RCPET's IMRD, Shirpur

Session Chair Message

Ladies and Gentlemen,

Welcome to the One Day National Conference on "Global Business Transformation: Technology, Trends & Practices" It's an honour to be here among such esteemed colleagues and scholars in the field of Commerce and Management.

Today, as we gather to examine the latest developments and breakthroughs in Business or Commerce Management, we stand at the forefront of a technological revolution that is remaking the way we interact with machines and process information. The pace at which advancements are being made in this field is nothing short of extraordinary, and it's imperative that we, as researchers and practitioners, stay abreast of these developments to harness their full potential for the betterment of society.

Global Business Transformation, with its intersection of Finance, Fintech, E-governance, Digital Financial Inclusion Marketing, Social Networking, Digital Media, Marketing Trends HR & Organizational Behavior, Employee Engagement, Consumer Loyalty, Business Ethics, Cross-Culture Management, Global Business & Technology, Global Business issues, AI in Business Practices, Block Chain, Entrepreneurship. From healthcare and finance to transportation and beyond, Business management has the power to revolutionize industries, improve efficiency, and enhance decision-making processes.

As we navigate through today's sessions and discussions, I wish you to not only focus on the management aspects of Business transformation but also consider its broader implications for society. How can we ensure that these business transformation technologies are deployed ethically and responsibly? How do we address concerns surrounding privacy, security, and bias in algorithmic decision-making? These are questions that demand our attention and require interdisciplinary collaboration to find meaningful solutions.

I hope you all will engage in the discussions actively.

Thank You.

- Prof. Dr. Madhulika A. Sonawane

Director, School of Management Studies,
Co-ordinator, Visharad - The Skill Development Centre,
KBC NMU, Jalgaon



The Inauguration of One Day National Conference on Global Business Transformation: Technology, Trends & Practices



The Inauguration of One Day National Conference on Global Business Transformation: Technology, Trends & Practices

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From Industry 4.0 To Industry 5.0 : A Leap Towards Sustainable Development Through Human-Machine-Technology Collaboration

Kiran Kailas Patil

Assistant Professor and Research Scholar,
A.R.B. Garud College, Shendurni, Dist. Jalgaon.

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Abstract :

Innovations that spark revolutions with a substantial social and economic impact are a hallmark of industrial growth. Industry 4.0, which is currently in progress and has brought about the rise of smart factories using cyber-physical systems and IoT, is the most recent industrial revolution.

When Industry 4.0 is still gaining popularity and has not yet reached maturity, Industry 5.0 is ready to take the stage. A fifth industrial revolution known as “industry 5.0”

Industry 4.0 is widely acknowledged as an innovation that is propelled by technological advancements. On the other hand, Industry 5.0 is recognized as an advancement that is chiefly guided by the pursuit of value.

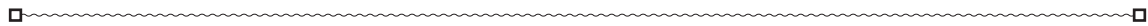
This study provides a concise analysis of the primary motivators and methods that facilitate the implementation of the emerging phenomenon known as ‘Industry 5.0’.

Keywords : Industrial Revolution, Industry 4.0, Industry 5.0, Artificial intelligence, Technology-driven, Value-driven, Sustainable development, Digitalization, Technology.

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A Study on Fintech Adoption among its Consumers in the Silvassa City

Anushka Giri, Amar Vangad



Abstract :

This study reveals that almost all the respondents to questionnaire floated for the study in the Silvassa city were using FinTech. This study is based on descriptive research where the researchers had deployed a questionnaire for studying the empirical acceptance of FinTech in the Silvassa City. The paper shall provide empirical evidence on various aspects of FinTech being considered under the study.

FinTech is a concept that denotes a marriage of the Finance and Technology. So, it encompasses various financial offerings and services that are being provided to its users via technology. The concept has gained popularity and is to stay, owing to its association with the technology. FinTech has become an area of research. A good amount research work on FinTech is found based on secondary data. Primary studies do exist however, geographically spatial studies are coming in. This study serves the purpose of understanding primary data-based insights.

Keywords : FinTech, FinTech Adoption, Financial Technology, FinTech Primary Study.



Harvesting Safety: Assessing Occupational Risks and Mitigation Strategies in the Grapes Agriculture Industry

Prof. Meena Banshilal Wagh¹, Dr. Pradip Manohar Joshi²
Assistant Professor, M. J. College, (Autonomous) Jalgaon.

Abstract :

This study investigates labor risks within the grapes agriculture sector, focusing on the geographic regions of Naitale and Niphad. Engaging with a sample of 20 local grape agriculturists, the research aims to comprehensively understand the spectrum of hazards inherent to grape cultivation, harvesting, and processing activities. Through interviews, surveys, and on-site observations, the study identifies various occupational risks, including physical strain, chemical exposure, ergonomic challenges, and psychosocial stressors. Moreover, it explores the effectiveness of existing safety measures and regulations in mitigating these risks. By analyzing data and gathering insights from agricultural practitioners, this research provides valuable recommendations for enhancing safety protocols and promoting the well-being of grape agriculture workers. Key areas of focus include implementing ergonomic interventions, enhancing training programs, improving access to personal protective equipment (PPE), and fostering supportive work environments. Ultimately, this study contributes to the advancement of occupational health and safety practices within the grapes agriculture industry, with implications for policy development, industry stakeholders, and future research endeavors.

Keywords : Grapes Agriculture Sector, Labor Risks, Occupational Health, Safety Protocols, Mitigation Strategies.



Global Transformation In Technology And Innovative Practices Adopted In Higher Educational Institutions

Mr. Jitesh G. Jadhav¹, Dr. Bhagyashri D. Patil²

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Abstract :

Technology has opened new doors to untouched aspects of teaching and has tremendously affected every field of education included higher education. Technology in educational field is changing the traditional role of the teacher in the classroom. These technologies are electronic and computerized device and associated human interactive materials that enable the user to employ them for a wide range of teaching and learning processes. These technologies include computers, video, television, sensors, interface boxes, the internet, telecommunication, satellite connections and all the software and the materials which help the teachers to use them. Technology and innovative practices plays an important role in education as well as the knowledge based industries to elevate the standard and level in the society. Business in terms of giving and taking has been continued since century of years. Complete overhaul of an organization's technology system knowledge-based network architecture, hardware, software and how data is stored and accessed and affecting all of people, process, and technology.

Digital Transformation in education can be defined as a realignment of education models utilizing digital technology involves students, teachers, parents more effectively at every point in the student academic process with new student information systems, personalized experiences and data analytics. The pandemic situation witnessed the largest and probably quickest digital transformation for most industries, especially education. 80 % of the world's population is on the internet already utilized for the effective process and conduct.

Keywords : Higher Educational Institutions, Digital Transformation, Teaching Learning Process.



A Study On Role Of Leadership In Developing Organisational Culture With Special Reference To Manufacturing Sector In The Region Of Dadra & Nagar Haveli (Dnh) & Daman

Miss. Sweta Singh¹, Dr. Rajesh Kumar Pandey²

¹Student 2nd Year – MBA (Finance), ²Associate Professor
SSR IMR, Silvassa, Permanently Affiliated to SPPU, Pune

Abstract :

Leadership role is essential for Organizations and Organisational Culture gets driven by the Leadership of the Organisation. Industries at large do follow the virtue of progressive leadership. The manufacturing sector is no were different than that. It does value the essence of Leadership. Peter Drucker did mention that Leadership is lifting a person's vision to high sights, the raising of a person's performance to a higher standard, the building of a personality beyond its normal limitations. Hence Leadership contributes to the upliftment of the resources at the Organisation eventually leading to building a culture that compels the Organisation to Grow. This Paper is an Exploratory & Descriptive study conducted with the help of massively secondary data and Primary Data in the form of Interview Method. The Authors have Interviewed 5 Industry Representatives to collect the view points on the theme of the study. The study aims to gather understanding on the domain of Leadership and Organizational Culture. It further aims to study the role of leadership in shaping organizational culture with special reference to manufacturing sector in the region of Dadra & Nagar Haveli. The Authors shall enlist the role of leadership in shaping organizational culture based on the Primary study. Also the study has the potential to be a literature for further studies in this regard. The Authors have considered the role of leadership & Organizational Culture at manufacturing Sector at large rather any specific sector or any specific region for study. The Theme of the study may have various other elements associated. Hence this may be a limitation of the study as the inferences are indicative in nature rather exhaustive.

Keywords : Leadership, Manufacturing Sector, Organisational Culture, DNH & Daman.

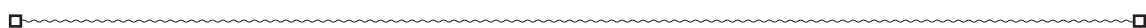


Role of Online Job Portals in Shaping Candidates' Job Search Behavior

Vaishnavi Manish Hiwrale¹, Prof. Vishal V. Patil²

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Shri Sant Gajanan Maharaj College of Engineering, Shegaon

²Assistant professor, Department of Business Administration and Research,
Shri Sant Gajanan Maharaj College of Engineering, Shegaon



Abstract :

In the digital age, technological advancements have significantly changed many facets of our lives, including how we obtain and maintain employment. The way people hunt for work has drastically altered as a result of the internet and online job sites. These days, people can use websites to speak with employers directly about employment openings rather than relying just on asking about or checking in newspapers. For many, it has made looking for a job easier and more convenient. The objective of this research study is to present a comprehensive analysis of how Internet job portals impact the candidate recruiting and selection process. The study aims to investigate the following areas: the development of online job portals; factors influencing candidates' use of these portals; candidates' perceptions of the benefits and drawbacks of these platforms; candidates' trust in these platforms; and candidates' influence on job preferences and choices. With the widespread use of technology today, everything is easier to understand. Technology affects every facet of human life. Nowadays, it's easier than ever to find a job thanks to online job portals where hundreds of openings are always open and applications are only a click away. Job portals are becoming more and more popular in the labor market since they provide a wide range of jobs, most of which are free. When hired using online job sites, workers perform on par with those hired through traditional methods. Online job portals are more accessible, cost-effective, practical, and time-saving. This dissertation provides valuable insights into the evolving landscape of online job portals and their profound impact on candidates' recruitment and selection process. The findings contribute to enhancing understanding of the benefits, challenges, and implications associated with utilizing online job portals in contemporary job seeking. Recommendations are provided for candidates and organizations to optimize online job portals for efficient and effective recruitment processes.

Keywords : Online Job Portal, Technology, Recruitment, Selection process, Employment opportunities.



Employee Engagement Activities for Improving Worker Efficiency

Revati S. Mahalle¹, Prof. Vishal V. Patil²

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Shri Sant Gajanan Maharaj College of Engineering, Shegaon.

²Assistance professor, Department of Business Administration and Research,
Shri Sant Gajanan Maharaj College of Engineering, Shegaon.

Abstract :

This study explores into the impact of employee engagement initiatives on worker efficiency in modern workplaces. Through a synthesis of literature and empirical evidence, it aims to unveil the effectiveness of various engagement strategies in boosting employee performance. Quantitative analysis will explore correlations between engagement activities and productivity, job satisfaction, and retention rates, while qualitative insights will offer a deeper understanding of employees' perspectives. The research will scrutinize potential moderating factors like organizational culture and leadership style. Ultimately, the findings are expected to inform HR practices, guiding organizations in developing strategies to enhance engagement, productivity, and competitiveness.

Keywords : Employee Engagement, Efficiency, Engagement strategy, Productivity, Organizational culture.



Weather and Climate Variability Impact on Farmer's Financial Planning: A Longitudinal Study in Khamgaon

Shambala Rameshwar Mahokar¹, Prof. Vishal V. Patil²

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²Assistant Professor, Department of Business Administration and Research,
Shri Sant Gajanan Maharaj College of Engineering, Shegaon

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Abstract :

This research paper aims to investigate the impact of weather and climate variability on the financial planning of farmers in khamgaon. The study seeks to analyse the relationship between unpredictable changes in weather patterns and the financial stability of farmers, with a focus on how these variations influence their planning and decision-making processes. The financial planning of farmers, leading to uncertainties in crop production, income fluctuations, and increased agricultural input costs. As a result, farmers face challenges in efficiently allocating resources and managing risks, which ultimately impact their financial stability. This research aims to provide valuable insights into the implications of weather and climate variability on farmer's financial planning in Khamgaon, serving as a basis for policy recommendations and interventions to support the resilience and sustainability of agricultural livelihood in the face of changing climate conditions. The study collects primary data from a diverse sample of farmers to analyze their saving behaviour and investment choices. Factors such as income level, access to financial services, risk attitudes, and socio-economic characteristics are examined as determinants farmers financial planning decision-making process. Descriptive research design has been used in order to conduct this research. In order to conduct primary data, questionnaires is used. The result of the study on farmer's financial planning found that factors like income level, access to credit, and risk perception influence farmer's decisions. This research examines the distinctive saving and investment patterns of farmers, emphasizing their preference for different investment alternatives.

Keywords: Weather and climate variability, Financial planning, Decision-making processes, Risk management, Saving and investment pattern.

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A Study On Digital Banking Problems Faced By Senior Citizens With Special Reference To Akola City

Shraddha R. Gondchwar¹, Prof. Vishal V. Patil²

¹Student, Shri Sant Gajanan Maharaj College of Engineering, Shegaon

²Asst. Prof., Shri Sant Gajanan Maharaj College of Engineering, Shegaon

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Abstract :

The aim of this research paper is to study on digital banking problems faced by senior citizens with special reference with Akola city. By studying this topic senior citizens will get to know how to reduce their problems. The age of senior citizen is considered in research are 60 or above 60. This research is descriptive type of research and for research use simple random sampling technique and sample size are limited is 100 sample. This result shows the variety of view point of senior citizens related to digital banking services. Some senior citizens view point in variable of digital banking and some are opposite to digital banking to find out that unfavorable view towards digital banking this research is help to identify and identify the solution on that. As digital banking becomes increasingly prevalent in modern society, it presents both opportunities and challenges, particularly for senior citizens who may encounter unique barriers to adoption and usage. The findings shed light on the obstacles hindering senior citizens' access to and utilization of digital banking services, including issues related to usability, trust, accessibility, and awareness. Specifically, this study looks at the difficulties senior citizens in Akola city face with digital banking.

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Revitalizing Work Force Dynamic : The Role of Motivation on Job satisfaction and Worker Engagement

Neha Rohit Patil¹, Sharad V. Bhope², Swapnil V. Mishra³

¹Research Scholar, KBC NMU, Jalgaon

²Professor, T.E.S. Mahila Mahavidyalay, Nandurbar

³Assistant Professor, NTVS's G.T.P. ACS College, Nandurbar

□ ~~~~~ □

Abstract :

The fulfillment of work and the success of the company depends on the workers. The purpose of the study is to examine the role of motivation for job satisfaction and employee engagement. The study carried out on worker of manufacturing company. Data is analyzed using both descriptive and inferential statistics. Correlation test applied to find out the relationship between Job satisfaction, worker engagement and motivation. The study examined that workers are motivated by motivation factors such as motivated by the work you do in the company, extra benefits and excellence of work and challenging work. Worker are satisfied with job satisfaction factors but less engaged in work. The outcome of the research reveals that motivation positively affects job satisfaction but does not significantly affect worker engagement.

Keywords : Motivation, Job Satisfaction, Worker Engagement, Work force, manufacturing company.

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Application of Artificial Intelligence in the Business

Miss. Pooja M. Porwal, Miss Shweta V. Tayade, Mr. Paresh K. Sonar

Student
KCES COEM, Jalgaon

Abstract :

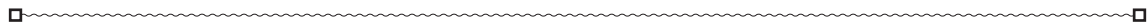
The development of artificial intelligence (AI) began in the 1950s and was met with great skepticism. With the development of information technology, doubts about artificial intelligence have decreased, while its use has increased. Artificial intelligence is shown to be used especially in managing complex processes and assisting people in different processes. One of the most used forms of artificial intelligence is used in the business world to support decision-making processes, perform various simulations and form the basis for creating competitive advantage for organizations. By using intellectual property in various areas of an organization, it is possible to improve business processes and ensure that the organization is satisfied with the services or products. Examples of business intelligence applications include marketing, research and development, production and quality control. While artificial intelligence has many benefits, it also has some challenges, which we will examine in this article.

Keywords : Artificial intelligence, competitive advantage, organizational performances, quality management, Challenges.



AI In Business Practices : Opportunities and Challenges

Manisha Bari, Aditya Mali
Student,
Kces Coem, Jalgaon



Abstract :

AI help to automate the activities related to different business sectors even in Military, Medical, Non financial industry, sea mining, Space.

This paper will involve the different types of opportunities available in AI sector as well as the scope with their limitations and challenges. Challenge is the obstacle for implementing AI in Business. The results of the study indicate that AI has the potential to drive significant improvements in business operations, including increased productivity, cost savings, and enhanced decision-making. However, the adoption of AI also poses several challenges, including data privacy and security concerns, ethical considerations, and potential job displacement. The paper concludes by providing recommendations for businesses looking to adopt AI and highlights the need for a collaborative approach between businesses, policymakers, and other stakeholders.

Keywords : Artificial intelligence, business, challenges, opportunities, sectors.



Sustainable Marketing : A Value Driven Approach

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¹Research Scholar, Central University of Rajasthan

²Asst. Professor, Central University of Rajasthan

Abstract:

This paper intends to understand how marketing can be of help in achieving sustainable development. Since Sustainable marketing aims at building long-lasting relationships with human and natural capital, the companies can adopt customer value-driven practices such as creating sustainable products and sustainable demand among the customers, continuous improvement towards product innovation and customization, extensive communication and distribution channels to fulfil uninterrupted flow of product and services which would result into stimulating the economic, social and environmental sustainability at a large extent in the future.

In this context, the paper systematically reviews the theoretical literature on sustainability with the intent to understand related topics and integrate them with marketing viewpoints focussing on conceptualizing sustainable marketing and illuminating its associated aspects such as principles which include customer orientation, customer value, innovation, sense of mission and societal marketing to create business value by meeting customer expectation resulting into superior value products, growing number of sales and loyal customer base.

Understanding and Adopting sustainable marketing practices will help in modifying consumer behavior to achieve a new material culture that will support the ideas of sustainable development and help in creating a better life for one and all.

Keywords : Sustainability, sustainable development, sustainable marketing, responsible consumption.



Analysing the E-Commerce Landscape: A Study on the Online Shopping Buying Behaviour of Customers in Jalgaon City

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KCES's College of Engineering and Management, Jalgaon.



Abstract :

The number of people using the internet is rising quickly. Shopping is a significant aspect of daily life, and e-marketers are aware of the major variables influencing consumer behavior and how those elements relate to it. With this knowledge, they can develop marketing tactics that will bring in new business while holding onto existing clientele. This essay primarily examines how residents of the Jalgaon city use e-commerce sites like Amazon, Flipkart, and others for their online buying needs.

Internet has changed the life of the customers as they are purchasing goods from the market and at the same time they are looking to the digital revolution. For this many of the company has changed their business services. It has changed the way customers were purchasing goods at the same time looking at the digital revolution many of the companies shifted their business services online and making shopping easy and accessible to their fingertips at the same time providing customers more fancy discounts in order to survive in this highly competitive market.

In an era marked by the proliferation of e-commerce, understanding the preferences, motivations, and challenges faced by consumers in this specific region is crucial for both businesses and policymakers. The research used a mixed-methods approach, including surveys and interviews, to thoroughly examine the variables impacting consumers' decisions to shop online.

It mainly focuses on key dimensions, including frequency of online purchases, preferred product categories, platform preferences, payment methods, and the impact of local influences on online buying behaviour. By investigating the challenges faced by consumers and their overall satisfaction levels, the study aims to uncover valuable insights into the unique dynamics of the Jalgaon city online retail landscape.

Keywords : Online shopping trends in India, Customer buying behavior in Jalgaon City.



The Power of Brand Advocacy : Understanding, Cultivating, and Harnessing Advocacy

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Abstract:

Brand advocacy is a crucial aspect of marketing strategy, representing the ultimate goal of fostering strong, loyal relationships with customers who actively promote and defend a brand. This research paper aims to provide a comprehensive understanding of brand advocacy, including its definition, determinants, and impact on brand success.

Through a thorough literature review, this paper examines previous research on brand advocacy, highlighting key findings and gaps in knowledge. Furthermore, utilizing the trust triangle model, this paper analyses the intricate relationship between trust, brand loyalty, and brand advocacy.

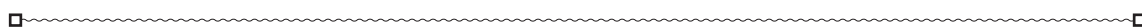
Additionally, two case studies focusing on Starbucks and GoPro are presented to illustrate effective brand advocacy strategies in action. By synthesizing existing research and real-world examples, this paper offers insights into the importance of brand advocacy and provides recommendations for marketers aiming to cultivate strong brand advocates.



A Study of Digital Financial Inclusion and Inclusive Development of India

Mr. Hiral S. Patel¹, Dr. Manoj B. Patel²

^{1,2}R.C. Patel Educational Trust's Institute of Management Research and Development, Shirpur.



Abstract :

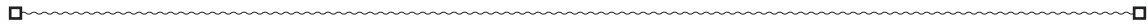
Recent developments in communication technology can be used very efficiently to bring economically disadvantaged people within the ambit of digital financial inclusion in a cost-effective manner. Digital financial services have great potential to support financial inclusion for inclusive economic growth. An efficient financial system is a prerequisite for the socio-economic development of a country. It acts as a building block for mobilizing savings and allocating them among productive resources. Realizing the role of financial inclusion as an enabler of inclusive growth, the Government of India in collaboration with the Reserve Bank of India has taken several policy initiatives to bring large numbers of unbanked people into the financial mainstream.

Keywords : Financial Inclusion, Digitization, Mobile Banking, Inclusive Development.



Impact of Social Media Marketing on Local Business

Pratik J. Sonawane
Research Student,
RCPET IMRD, Shirpur.



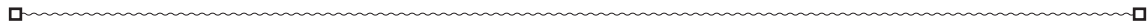
Abstract :

This research paper digs into the dynamic landscape of social media marketing, upcoming strategies, current trends, and broader implication for businesses. In the era of subjugated by digital connectivity, social media platforms became essential tool for organization, seeking to engage with their target audiences, build brand awareness. Twenty-one studies were analysis and with the help of recent industry reports, and case studies, this paper examines various aspects of social media marketing including influencer marketing, content creation. The paper speeches the challenges and ethical consideration intrinsic in social media marketing, such as privacy concerns and misinformation. By constructing research and personal experiences, this paper aims to provide inclusive understanding of social media marketing.



Innovate To Elevate : About North Maharashtra Incubation Centers

Soniya Verma
SYBBA, IMRD College, Shirpur.



Abstract :

The wholesome of this research paper is to study about the incubation centers and their roles for the entrepreneurs for the startups. incubation center stands as beacons of guidance and support. entrepreneur are the architects, crafting visions into reality with boldness and resilience.

This study can bring the contribution among the entrepreneurs journey of north Maharashtra. The abstract of this research paper highlights the prime objectives is to study the roles of incubators center in promoting startups in North Maharashtra and for the rural and regional development .

Among this it entails the usefulness of incubator services and innovation which is the broader concept of entrepreneurial ecosystem. And to know about the startups and how it is necessary for the higher education to foster their innovation into execution. On the Other side ,this the research paper will be viable for the suggestions and recommendations about incubation center of north Maharashtra to the premature entrepreneurs and startups by using secondary data.

Aspiring that this research work will be smooth and give the clear vision to the title and objectives of the research.



Navigating the Digital Frontier: Strategies and Implications in Contemporary Marketing

Mustafa Murtaza Bharmal, Rukayya Hakim Bohari

Student,

RCPET'S Institute of Management Research and Development, Shirpur.

Abstract :

In the contemporary landscape of business, the paradigm of marketing has undergone a significant transformation with the advent of digital technologies. This paper delves into the multifaceted realm of digital marketing, exploring its strategies, impact, and future trajectories. By leveraging a comprehensive review of scholarly literature, industry reports, and empirical studies, this research elucidates the diverse strategies employed in digital marketing, encompassing social media marketing, content marketing, search engine optimization (SEO), email marketing, and more.

This paper investigates the tangible impact of digital marketing initiatives on various business metrics, including brand awareness, customer engagement, lead generation, and revenue generation. Through case studies and statistical analyses, the effectiveness of digital marketing campaigns across different industries and contexts is evaluated, shedding light on the pivotal role played by digital channels in shaping contemporary consumer behaviour and market dynamics.

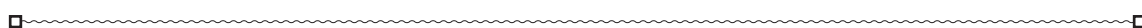
Keywords : Digital Marketing, Content Marketing, Online Business.



A Review of Awareness about Financial Literacy among Teachers

Mr. Milind A. Patil¹, Dr. Manoj B. Patel², Dr. Tushar R. Patel³

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Abstract :

Every year our country imports Gold which leads to loss Core Indian rupees causing a problem which leads loss of foreign currency. There is high import duty on Gold that disinvest fund of our country. As per data 600 tonne of gold has been imported in India within a period of April to January 2023. India is one of the largest importer of Traditional investment avenue Gold. Development of a country depends on financial literacy of people. Financial literacy consist of three components which are financial knowledge, financial behavior, financial attitude. Having knowledge about various investments avenues helps individuals to select best one. This research paper is revealing information of investment avenues known to the respondents and their investments decisions. Investments decisions made by individual based on level of awareness for financial literacy. Having a roadmap where to invest depends on level of financial literacy.

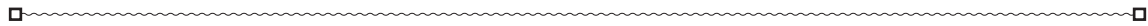


Hybrid Work Model : Redefining Work in the Modern Era

Miss. Nidhi Goyal

Student,

RCPET'S Institute of Management Research and Development, Shirpur.



Abstract :

The hybrid work model blends elements of remote and traditional office setups, leveraging technology to offer employees flexibility in location and working hours. Initially adopted as a survival strategy during the pandemic, remote work transitioned into a preferred option for many employees post-pandemic, giving rise to the hybrid model. While it offers advantages and disadvantages like any other approach, ongoing developments aim to optimize its benefits and mitigate drawbacks, catering to the evolving demands of the business landscape.

Keywords : Hybrid, remote work, Productivity, Work life Balance etc.

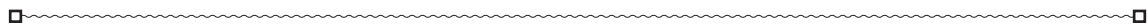


An Investigation into the Significance of Customer Relationship Management (CRM) within the Banking Industry amidst the COVID-19 Pandemic

Mrs. Sapana S. Yesi¹, Mr. Sumit S. Sagale²

Asst. Prof. & Asst. TPO RCPET's IMRD, Shirpur.

Asst. Prof. RCPET's IMRD, Shirpur



Abstract :

Customer Relationship Management plays the vital role in the success of any organization. It provides high satisfaction customer experience and enhances trust of the customers in business. Private banking sector is facing instability due to pandemic crisis. Customers are stuck down at home due to nationwide lockdown and they are adhered to stay-at-home, maintain social distancing and follow quarantine orders and they have limited access to go outside the home. COVID 19 pandemic will have long lasting impact on banking sector. In the context of this scenario, this paper proposes CRM as the business growth tool for private banking sector. This study describes the benefits, challenges and future of the CRM in private banking sector.

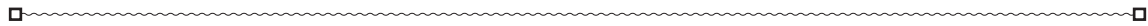
Keywords : Customer, Relationship, Management, CRM, Bank, Pandemic, COVID-19.



Online Shopping Experience: A Holistic View

Mr. Sumit Shivaji Sagale¹, Dr. Manoj Brijlal Patel²

R. C. Patel Educational Trust's Institute of Management Research
and Development, Shirpur, Dist. Dhule



Abstract :

In the past decade, online shopping has grown in popularity, driven by technological advancements and widespread internet access. This research paper offers an insightful overview of the online shopping phenomenon, focusing on its manifold advantages and drawbacks. Based on thorough investigation, it highlights the convenience, affordability, and seamless experience afforded by online shopping. However, it also explores the inherent challenges faced by consumers, encompassing concerns of trust, security, privacy, lack of resources and knowledge, and customer satisfaction. Although online shopping provides unmatched convenience, consumers must be mindful of potential risks and exercise informed decision-making. By comprehending both the advantages and drawbacks, shoppers can optimize their digital retail encounters.

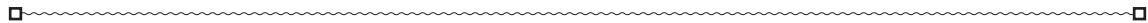
Keywords : Online Shopping, Benefits, Challenges, Perceived Risk, Convenience, Security, Privacy, Customer Experience etc.



Enhancing Customer Online Decision-Making : Leveraging Noteworthy Technologies

Dr. Rupali P. Agrawal¹, Dr. Laxmikant M. Sharma², Dr. Priyanka Vinay Bhandari³

^{1, 2, 3}RCPET^{*} Institute of Management Research and Development, Shirpur



Abstract :

In today's digital era, consumers are inundated with choices when making purchases online. Consequently, facilitating and enhancing the decision-making process for customers has become overriding for businesses aiming to thrive in competitive markets. This research paper explores various innovative technologies that have been employed to improve the online decision-making experience for customers. By examining the latest advancements such as artificial intelligence (AI), virtual reality (VR), augmented reality (AR), recommendation systems, and catboats, this paper provides insights into how these technologies influence consumer behavior and decision-making. Moreover, it evaluates their effectiveness in enhancing customer satisfaction, reducing decision-making time, and increasing conversion rates. Through a comprehensive review of existing literature and case studies, this paper identifies the most noteworthy technologies and strategies that businesses can adopt to optimize the online decision-making process for their customers.

Keywords : Businesses, Online, Decision making.



Global Business Issues in India - A Critical Analysis

Dr. Minakshi Soni

Amity University, Haryana

Abstract :

Globalization has transformed the way businesses operate, enabling them to expand their reach across continents and tap into diverse markets. However, this interconnectedness also brings forth a host of challenges that businesses must navigate to thrive in an increasingly competitive environment. From political instability and economic uncertainties to social and environmental pressures, the global business landscape is rife with complexities. This paper delves into some of the most pressing issues facing businesses today and explores potential strategies to address them. India, with its vibrant culture, diverse population, rapidly growing economy, stands as a significant player in the global business landscape. As one of the world's largest fastest-growing economies, India presents a multitude of opportunities and challenges for businesses both domestically and internationally. From the bustling streets of Mumbai to the technology hubs of Bangalore, India's business environment is characterized by dynamism, innovation, and entrepreneurial spirit. However, it is also marked by complexities arising from cultural diversity, regulatory frameworks, infrastructure gaps, and socioeconomic disparities. This series aims to explore the global business issues facing India, delving into the intricacies of its economy, society, and business landscape. We will examine key topics such as foreign investment, trade policies, regulatory reforms, technological advancements, and socio-cultural dynamics, offering insights into the opportunities and challenges they present for businesses operating in or engaging with India. By analyzing case studies, interviewing industry experts, and examining current trends and developments, we seek to provide a comprehensive understanding of the nuances of doing business in India. Furthermore, we will explore strategies for businesses to navigate the complexities of the Indian market, seize growth opportunities, and address social and environmental responsibilities.

Keywords : Global Business Issues, Trade Imbalances, Foreign Direct Investment, Infrastructure Development, Labor Market Challenges, Regulatory Environment, Corruption, Technological Disruption, Environmental Sustainability, Geopolitical Dynamics, Economic Growth.





Dr. Deepak S. Sharma, Dy. Director, Datta Meghe Institute of Higher Education & Research, Wardha (MH) delivering the keynote address



Prof. Dr. Madhulika A. Sonawane Director, School of Management Studies, Co-ordinator, Visharad- The Skill Development Centre, KBC NMU, Jalgaon interacting on research aspect



Offline Paper Presentation in National Conference



Online Paper Presentation in National Conference



The participant, while receiving the certificates



The Researcher, while receiving the certificates

देशदूत २७.३.२०२४

पटेल आयएमआरडी परिसंस्थेत ग्लोबल बिझनेस ट्रान्सफॉर्मेशनवर राष्ट्रीय परिषद

■ शिरपूर । प्रतिनिधी

येथील आर.सी.पटेल इन्स्टिट्यूट ऑफ मॅनेजमेंट रिसर्च अँड डेव्हलपमेंट परिसंस्थेमध्ये ग्लोबल बिझनेस ट्रान्सफॉर्मेशन टेक्नॉलॉजी ट्रेन्स अँड प्रॅक्टिसेस या विषयावर राष्ट्रीय परिषद घेण्यात आली.

या राष्ट्रीय परिषदेसाठी वर्धा येथील दत्ता मेघे इन्स्टिट्यूट ऑफ हायर एज्युकेशन अँड रिसर्चचे सह संचालक प्रा. डॉ. दीपक शर्मा आणि कवयित्री बहिणाबाई चौधरी उत्तर महाराष्ट्र विद्यापीठ जळगावच्या व्यवस्थापन प्रशाळेच्या प्रमुख प्रा. डॉ. मधुलिका सोनवणे हे प्रमुख अतिथी व मार्गदर्शक वक्ते म्हणून



उपस्थित होते.

यावेळी राष्ट्रीय परिषदेच्या समन्वयक डॉ. प्रियंका भंडारी यांनी या परिषदेच्या आयोजनाची भूमिका आपल्या मनोगतातून विशद केली. परिषदेच्या उद्घाटन सत्रानंतर प्रा. डॉ. दीपक शर्मा यांनी बौद्धिक संसाधनांचा अधिकार आणि आजच्या उद्योग व्यवसायात जागतिक पातळीवर होणारे परिवर्तन या विषयावर बीजभाषण केले. प्रा.

डॉ. मधुलिका सोनवणे यांनी विशारद या कौशल्य विकास उपक्रमाबाबत विद्यार्थ्यांना मार्गदर्शन करताना आजच्या बदलत्या परिस्थितीत विद्यार्थ्यांनी शिक्षणासोबत कौशल्यपूर्ण अभ्यासक्रमांना देखील प्राधान्य द्यावे, असे सांगितले. परिषदेच्या अध्यक्ष डॉ. वैशाली पाटील यांनी विद्यार्थ्यांना संशोधनाबाबत महत्त्व विशद करून अशा प्रकारच्या परिषदांमधून आपले ज्ञान समाजापर्यंत पोहोचवून कसा

उत्कर्ष करता येईल याबाबत मार्गदर्शन केले.

व्यासपीठावर प्रा. डॉ. दीपक शर्मा, प्रा. डॉ. मधुलिका सोनवणे, परिसंस्था संचालिका डॉ. वैशाली पाटील, एमसीए विभाग प्रमुख व सहाय्यक संचालक प्रा.मनोज बेहेरे, आयक्यूएसी कॉर्डिनेटर डॉ. मनोज पटेल, पदवी विभाग प्रमुख डॉ. तुषार पटेल, परिषदेच्या समन्वयक डॉ. प्रियंका भंडारी उपस्थित होत्या. सहभागी संशोधकांचे संशोधन स्वतंत्र ऑनलाइन आणि ऑफलाइन टप्प्यांमध्ये सादर करण्यात आले. या परिषदेमध्ये एकूण ४५ संशोधकांनी सहभाग नोंदवला. सहभागी संशोधकांना प्रमाणपत्र देऊन सन्मानित करण्यात आले.

पुण्य नगरी

आर.सी.पटेल आय.एम.आर.डी. परिसंस्थेत ग्लोबल बिझनेस ट्रान्सफॉर्मेशन राष्ट्रीय परिषद



शिरपुर : येथील आर.सी.पटेल इन्स्टिट्यूट ऑफ मॅनेजमेंट रिसर्च अँड डेव्हलपमेंट परिसंस्थेमध्ये ग्लोबल बिझनेस ट्रान्सफॉर्मेशन टेक्नॉलॉजी ट्रेन्स अँड प्रॅक्टिसेस या विषयावर एक दिवसीय राष्ट्रीय परिषदेचे आयोजन करण्यात आले होते.

राष्ट्रीय परिषदेसाठी वर्धा येथील दत्ता मेघे इन्स्टिट्यूट ऑफ हायर एज्युकेशन अँड रिसर्चचे सह-संचालक प्रा. डॉ. दीपक शर्मा आणि कवयित्री बहिणाबाई चौधरी उत्तर महाराष्ट्र विद्यापीठ जळगावच्या व्यवस्थापन प्रशाळेच्या प्रमुख प्रा. डॉ. मधुलिका सोनवणे उपस्थित होते. राष्ट्रीय परिषदेच्या समन्वयक

डॉ. प्रियंका भंडारी यांनी भूमिका विशद केली. प्रा. डॉ. दीपक शर्मा यांनी बौद्धिक संसाधनांचा अधिकार आणि आजच्या उद्योग व्यवसायात जागतिक पातळीवर होणारे परिवर्तन या विषयावर बीजभाषण केले. प्रा. डॉ. मधुलिका सोनवणे यांनी विशारद उपक्रमाबाबत विद्यार्थ्यांना मार्गदर्शन केले. परिषदेच्या अध्यक्ष डॉ. वैशाली पाटील यांनी विद्यार्थ्यांना संशोधनाबाबत महत्त्व सांगितले.

याप्रसंगी प्रा. डॉ. दीपक शर्मा, प्रा. डॉ. मधुलिका सोनवणे, परिसंस्था संचालिका डॉ. वैशाली पाटील, एमसीए विभाग प्रमुख व सहाय्यक संचालक प्रा.मनोज बेहेरे, आय.व्यू.ए.सी. कॉर्डिनेटर

डॉ. मनोज पटेल, पदवी विभाग प्रमुख डॉ. तुषार पटेल, परिषदेच्या समन्वयक डॉ. प्रियंका भंडारी उपस्थित होत्या. परिषदेमध्ये ४५ संशोधकांनी सहभाग नोंदवला. सूत्रसंचालन व आभार प्रदर्शन प्रा. विजय गर्गे यांनी केले. यशस्वतेसाठी डॉ. प्रियंका भंडारी, डॉ. लक्ष्मीकांत शर्मा, डॉ. डी. एम. मराठे, प्रा. अमर गौर, डॉ. योगेश शेठीया, प्रा. महेश भावसार, प्रा. सचिन सुराणा, प्रा. प्रियंका सैदाणे, डॉ. रुपाली अग्रवाल, प्रा. मोनाली किरंगे, प्रा. दिनेश बोरसे, प्रा. मिलिंद पाटील, प्रा. कौस्तुभ सावंत, प्रा. सुमित सगळे, तंत्रज्ञ किशोर सोनवणे, दीपक दोरिक यांचे सहकार्य लाभले.



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