

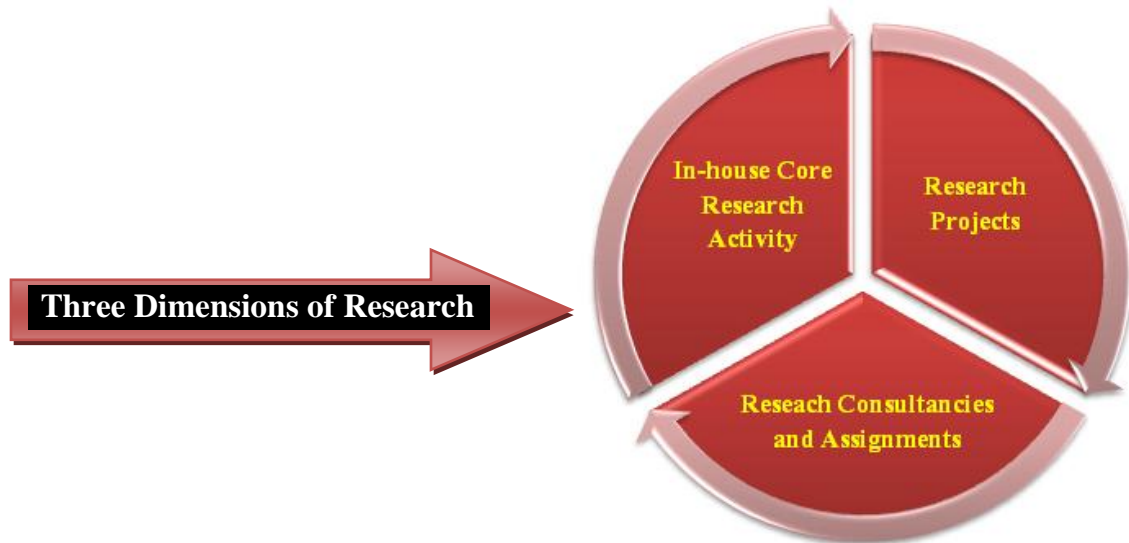
**Research Report 2017-2018**  
**Mahatma Gandhi Mission**  
**Institute of Management**

## **Research and its Objective**

Faculty members at MGM Institute of Management (MGMIOM) engage themselves in generating knowledge through research in all functional areas of management with an aim to benefit public and private sector companies, government and the society in general.

The research work of IOM has appeared in leading academic journals with high citation indexes and impact factors. Research carried out by our faculty is used to augment new courses and executive education programs. MGMIOM has also been a hub of innovative activity and faculty members collaborate with the industry as well as other academic institutions in the region. They are continuously on the lookout for opportunities to add to the body of knowledge in their chosen fields. The mission of our research domain is to expand knowledge and find out effective solutions to business and other problems.

**Research has been dedicated to following areas:**



The aim is to connect those roles for the mutual benefit of MGMIOM and the community it serves. This report pulls together our research work in these three areas.

### **Objectives of the MGMIOM Research Domain:**

1. To engage in research and practice that would create knowledge, improve the teaching effectiveness of faculty members, leading to the development of better learning abilities of students.
2. To seek solutions to business and other problems in the field of administration.

## Research Organizations

### Research Committee

#### Existing Committee Members:

1. Dr. (Col) Pardeep Kumar - Chair
2. Prof. (Dr.) Pooja Deshmukh - Research Coordinator, Member 1
3. Prof. (Dr.) Abhijeet Thakur - Asst. Prof. Computer Sciences, Member 2
4. Prof. (Dr.) Jitendrasinh Jamadar - Asst. Prof. Finance, Member 3

### Research Center 'Manthan'

'Manthan' Research center at MGMIOM was established in 2014. Its aim is to contribute to the development of business management concepts theories, practices and process in accordance with the changing corporate landscape in Marathwada region by creating effective business solutions for management problems that businesses face on a daily basis.

In general, the problems in management that businesses actually face are of a practical nature. Therefore, evaluating such problems and creating solutions for them prove to be extremely difficult without proper practical guidance and the support of an empirical base. Since this is the peculiar nature of management, 'Manthan' Research Center acts as a locus for mediation between business and academic sectors and serves as a common ground for in-depth research of management in and outside of academics.

#### Objectives:

- Cultivate and enhance research culture within the management fraternity and the students
- Provide the different research tools and coordination in order to successfully carry out research activities
- Provide an effective financial management service guided by the principals of accountability, legality and integrity
- Fulfilling the objectives of MGM IOM's Research domain.

#### Facilities at 'Manthan':

1. **IT Support:** Faculties and students can use computers, online support with latest version of SPSS software for data interpretation. Researchers can also refer the different web sites for data collection, literature survey and other related material useful for their own research projects.
2. **Research Paper Procedures:** Systematic procedure (with flow charts) has been displayed at 'Manthan' for the students and the faculties; those are interested in paper writing and publication.
3. **SPSS Manual:** Detailed guidelines are demonstrated for the ease of students for their statistical data interpretation.

4. **Research Journals:** Selected renowned research journals and souvenirs are exhibited on book shelves for the reference purposes.
5. **Project Reports Bank:** Few of the selected project reports of the ex students have been kept at the Manthan, so that existing students could refer those projects for their works.
6. **e-resources:** Like Dellnet, ProQuest, J-Gate, Emerald, National Digital Library are available through KRC (Library of MGMIOM)
7. **Publication:** In house annual research publication i.e. Assimilation is published by MGMIOM to publicize research of the students and faculties.

### **‘Avishkar’ Cell**

‘AVISHKAR’ was initiated by Former Governor of Maharashtra, Shri. S.M. Krishna in 2006. Avishkar is a Research Competition for all Universities of Maharashtra. This is a special effort towards the participation of the talented students from rural and urban areas in a competition promoting research.

Dr. Babasaheb Ambedkar Marathwada University, Aurangabad is providing excellent platform to showcase innovative products, ideas, concepts and solutions addressing to societal needs from young students, researchers and teachers of the university. AVISHKAR is the opportunity for all primary stakeholders to come forward to show their creative work to society at large. .

#### **Objectives:**

The Objective of ‘AVISHKAR’ is to foster young researchers that are intended to contribute societal needs while undertaking their under-graduation, post-graduation and research studies.

### **‘Avishkar’ Committee**

1. Dr. (Col) Pardeep Kumar - Chair
2. Prof. (Dr.) Pooja Deshmukh - Coordinator, Avishkar Cell
3. Prof. (Dr.) Abhijeet Thakur - Member

In the year 2017, the competition was held at Dr. Babasaheb Ambedkar Marathwada University, Aurangabad in which 4 students of MBA I<sup>st</sup> and III<sup>rd</sup> semester participated. Two students were selected for the second round. The details are given in Table-1 below-

**Table 1. List of Students and Mentors of Avishkar Competition-**

No	Student Name	Mentor	Topic
1	Akshay Choudhari	Dr. (Col) Pardeep Kumar	Comparison of Air Pollution in Aurangabad City during the Diwali Days in the Last Five Years and Preventive Measures for Future.
2	Aditya Aher	Dr. Pooja Deshmukh & Rajlaxmi Bhosale	The Problems faced by Tourists : A Study of Aurangabad City, Maharashtra
3	Ms. Sheeba Maheshwari	Dr. Kunal Gaikwad	A Study of an Attractiveness of Chinese Products over Indian Products
4	Rakesh Gatla	Dr. Jitendrasinh Jamadar	Volatility in Indian Stock Market and their Comparison with other Develop Markets

### Assimilation, National Journal- 2017

‘Assimilation’, is the National Journal of Management and IT of MGMIOM. In its 2017 edition, nine papers were contributed by MGMIOM faculties and three papers were contributed by the faculties of different disciplines. Successfully stepping in the 6<sup>th</sup> year and our fifth edition of Assimilation was released in the month of August 2017. Copies of the journal have been distributed to all the management institutes of Aurangabad city by institute.

**Editorial committee** - Research committee itself has been deputed as editorial committee for Assimilation along with few other faculties who are involved as a peer review process. Details are as under-

1. Dr. (Col) Pardeep Kumar - Editor in Chief
2. Prof. (Dr.) Pooja Deshmukh - Editor
3. Prof. Ranjeet Kakkad - Member 1
4. Dr. Aparna Kakkad - Member 2
5. Prof. (Dr.) Abhijeet Thakur - Member 3

#### **Procedure of Publication:**

1. Author is required to send an abstract of the research paper to research coordinator according to the standard format.
2. Authors are requested to send the full length paper after acceptance of the abstract.
3. Full length papers are scrutinized and accepted by the research committee. Selected papers are published in the Journal with an ISSN No.

**Table 2. Details of Paper Published in ‘Assimilation’2017–2018 are given in table 2.**

No	Author	Position	Discipline	Title of the Paper	Institute
1	Asmita Sanjay Joshi	Assistant Professor	Finance & Production	A Study on the effect of ISO 9001:2008 Certification on Organizational Performance of Educational Institutes	MGMIOM
2	Bhakti Banwaskar Deshmukh	Assistant Professor	Human Resource	Achieving Engagement of ‘Millennials’ at Work: A Paradigm Shift in Workplace and Workforce Dynamics	MGMIOM
3	Dr. Pooja Deshmukh	Associate Professor	Marketing	Women Empowerment: Need of the Hour	MGMIOM
4	Abhijeet Birari	Assistant Professor	Finance	Emerging Trends and Challenges in Indian Derivatives Market	Pune Institute of Mgt, Pune
5	Dr. Khalid Hashmi	Associate Professor	Marketing	Neuro marketing: Brain-Based Approaches	MIM A’bad
6	Roma Gehi	Assistant Professor	Human Resource	Neuro marketing: Brain-Based Approaches	MSSET Jalna
7	Dr. Abhijeet Thakur	Assistant Professor	Computer Application	Analysis of Different Algorithms used for Knapsack Problem	MGMIOM
8	Rupesh Bhavsar	Head of Dept	Food &Prod	Frozen Processed Food –Solution for the Future Food Crisis	MGMIOM
9	Chitra Kulbhooshan Deshpande	Assistant Professor	Finance	Goods and Services Tax (GST) : Impact on Common Man	MGMIOM
10	Tanuja Vikas Dubey	Assistant Professor	Finance	A Study of Performance Evaluation of Mutual Fund: Analysis of Risk and Return	MGMIOM
11	Hrishikesh S. Kakde	Assistant Professor	Finance	Rupee Devaluation: Study and Measures to Avoid Currency Devaluation	MSSET Jalna
12	Smita Anant Khursale	Assistant Professor	Computer Application	Comparison of Plagiarism Detection tool commonly used in Universities of Marathwada Region with other tools	MGMIOM
13	Anil Palve	Assistant Professor		Exploring the Current Potential and Opportunities of Investment in Aurangabad Pharmaceutical Manufacturing Sector: A Major Contribution Towards Make in India	MGMIOM

## Paper Publications in National & International Journals

MGMIO is committed towards creating new knowledge by way of research. It encourages its faculty members to publish research papers in high quality journals that are indexed in Scopus, Web of Science, ABDC and ABS etc. MGMIO faculty members have published 28 papers in national & International journals during the academic year 2017–2018 which are listed in table 3 and 4:

**Table 3- Publication by faculty members in Academic Year 2017-18 (National Journals)**

No	Author	Title of paper	Journal Name	ISSN/ISBN	Month / Year
1	Smita Khursale	Comparison of Plagairism Detection tool commonly used in Universities of Marathwada Region with other tools	Assimilation	978-81-928696-2-9	Aug-16
2	Dr. Pooja Deshmukh	Women Empowerment: Need of the Hour	Assimilation	978-81-928696-2-9	Aug-16
3	Asmita Joshi	A Study on the effect of ISO 9001:2008 Certification on Organizational Performance of Educational Institutes	Assimilation	978-81-928696-2-9	Aug-16
4	Bhakti Banwaskar Deshmukh	Achieving Engagement of ‘Millennials’ at Work: A Paradigm Shift in Workplace and Workforce Dynamics	Assimilation	978-81-928696-2-9	Aug-16
5	Abhijeet Birari	Emerging Trends and Challenges in Indian Derivatives Market	Assimilation	978-81-928696-2-9	Aug-16
6	Dr. Abhijeet Thakur	Analysis of Different Algorithms used for Knapsack Problem	Assimilation	978-81-928696-2-9	Aug-16
7	Chitra Deshpande	Goods and Services Tax (GST) : Impact on Common Man	Assimilation	978-81-928696-2-9	Aug-16
8	Tanuja Vikas Dubey	A Study of Performance Evaluation of Mutual Fund: Analysis of Risk and Return	Assimilation	978-81-928696-2-9	Aug-16
9	Anil Palve	Exploring the Current Potential and Opportunities of Investment in Aurangabad Pharmaceutical Manufacturing Sector: A Major Contribution towards Make in India	Assimilation	978-81-928696-2-9	Aug-16
10	Dr. (Col) Pardeep Kumar & Dr. Pooja Deshmukh	Agriculture Subsidies in India and the USA: Stand of Developing Countries in GATT Rounds	Conference Proceedings		Feb 18
11	Dr. Jitendra Sinh Jamadar & Chitra Deshpande	An Empirical study of Farm Loan Waiver Schemes and its Impact on the Farmers: A Case Study of Aurangabad District	Conference Proceedings		Feb 18
12	Dr. Kunal Gaikwad & Dr. Harshali Deshmukh	“A study on agri-loan schemes and its awareness among farmers of Aurangabad district with special reference to Maharashtra Gramin Bank.”	Conference Proceedings		Feb 18

13	Asmita Joshi	Implementation of 5S in an Educational Institute	Abhinav National Journal of Research in Com and Mgt.	2277-1166, Volume 7, Issue 1	
14	Anil Palve	Assessment of Effectiveness, Visibility and Reach of Digital Advertising in Aurangabad City: A Study	listed Journal		Feb 2018
15	Dr. Jiterndrasinh Jamadar	Overview of Performance of Regional Rural Banks in India	State Journal	Trinity Int. of Mgt. and Research, Pune	Jan 18

**Table 4- Faculty Publication in Academic Year 2017-18 (International Journals)**

<b>No</b>	<b>Author</b>	<b>Title of paper</b>	<b>Name of Journal</b>	<b>ISSN/ISBN</b>	<b>Impact Factor</b>	<b>Google Indexed/ Citation</b>	<b>Month / Year</b>
1	Dr. Pooja Deshmukh	Job Stress among the Executive in Banking Sector	Journal of Multidisciplinary Studies UGC Approved	Volume 8, Issue 1, pp.137-144	1.3	-	Jan 2018
2	Dr. Jiterndrasinh Jamadar	An Overview of Venture Capital Finance	Multidisciplinary Half Yearly Research Journal	Volume –VI Issue-II	4.2	-	Feb 18
3	Dr. Kunal Gaikwad	A Study of Acceptance of Digital Payment System among Youth of Aurangabad City	Multidisciplinary Half Yearly Research Journal	Volume –VI Issue-II	4.2	-	Feb 18
4	Chitra Deshpande	Study on Awareness of Cashless Transactions in Aurangabad Region	Multidisciplinary Half yearly Research Journal	ISSN 2279-0489 Volume VI, Issue - II	4.2	-	Feb 2018
5	Tanuja Dubey	A Study on Investors Knowledge about Equity & Derivatives, at Aurangabad City	Journal of Applied Finance and Accounting	Vol-1, Issue-2	-		18
6	Tanuja Dubey	A study on Primary Market in Aurangabad with reference to Capital Market	Journal of Advance Research in Eng & Management	Vol-3, Issue-4	-		
7	Dr. Rohini Chnadge	Effect of Assorted Facets on Expectations Fulfillment, Attitudinal Aspects of Consumer & Reasons for Diverting from Mall to Online Grocery Stores	Journal of Business Management and Allied Sciences	Vol-5, Issue-1.2018	-		Jan 2018
8	Mr. Ganesh Sagare	Cloud Computing Based ICT Library Services	E- Journal of Library and Inf. Sci	eISSN No-2394-2479	-		
9	Bhakti Banwaskar	Employee Perception about Satisfaction towards Employee Engagement	Journal of Engineering and Technologies and Innovative Research	ISSN: 2349-5162	5.8		Jan 18



10	Dr. Rohini Chandge	“Effects of students’ non-verbal communication on enthusiasm, association development and attitude formation of teacher attitude formation of teacher”	Interdisciplinary Multilingual Refereed Journal	Vol-17, Issue-17,	-		Feb 18
11	Anil Palve	Green Entrepreneurship: A Boon for Sustainable Environmental Development	UGC approved International Journal	ISSN number	-	-	Feb 18
12	Ganesh Sagare	Resource Sharing Library Networking and Consortia	Idyawarta, Interdisciplinary Multilingual Refereed Journal	Vol-17, Issue-17	-		Feb 18
13	Anil Palve & Prof. Suchitra Mendke	Digital Wallet: A Powerful Tool For Digital Payment System- Customer Preferences Study At Aurangabad.	International Journal Genius	ISSN 2279-0489	4.2	-	10.-11 Feb 2018

## National, International & Local Seminars/ Workshops Attended

Seminars attended and papers presented by faculty members/ Students. Details are given in table no. 5-7

**Table 7. List of the Seminars Attended by Faculty**

No	Name	Workshop/ Seminar	Level	Venue	Month/ Year
1	Dr. Pooja Deshmukh	Sexual Harassment at Workplace	Local	Dr. Babasaheb Ambedkar Marathwada University, Aurangabad	January 2017
2	Dr. Rohini Chandge				
3	Ganesh Sagare	Plagiarism and its Identification Tools	State	New Trends and Challenges in Librarianship Late Abasaheb Kakade Arts & Science college Bodhegaon, Ahmadnagar	Jan 18
4	Dr. Jiterndrasinh Jamadar	Recent Innovation in Business, Management and Technology	National	An Overview of Venture Capital Finance	Feb 18
5	Anil Palve & Suchitra Mendke	Digital Payment System and Rural India	National	Digital Payment System and Rural India, Sant Dnyaneshwar Mahavidyalaya Soegaon	Feb 18
6	Dr. Jiterndrasinh Jamadar & Chitra Deshpande	Study on Awareness of Cashless Transaction in Aurangabad Region	National	Digital Payment System and Rural India, Sant Dnyaneshwar Mahavidyalaya Soegaon	Feb 18
7	Tanuja Dubey	Mobile Wallet	National	Digital Payment System and Rural India, Sant Dnyaneshwar Mahavidyalaya Soegaon	Feb 18
8	Dr. Kunal Gaikwad	A Study of Acceptance of Digital Payment System among youth of Aurangabad	National	Digital Payment System and Rural India, Sant Dnyaneshwar Mahavidyalaya Soegaon	Feb 18

## Faculty Paper Presentations in National & International Conferences

**Table 5- Faculty Paper Presentations in Academic Year 2017-18 (National Conferences)**

<b>No</b>	<b>Author</b>	<b>Title of paper</b>	<b>Conference</b>	<b>Venue</b>	<b>Month / Year</b>
1	Dr. (Col) Pardeep Kumar & Dr. Pooja Deshmukh	Agriculture Subsidies in India and the USA and Stand of Developed countries in GATT Rounds.	National Level	MGMiom	Feb 18
2	Dr. Kunal Gaikwad & Dr. Harshali Deshmukh	“A study on agri-loan schemes and its awareness among farmers of Aurangabad district with special reference to Maharashtra Gramin Bank.”	National Level	MGMiom	Feb 18
3	Dr. Jitendra Sinh Jamadar & Chitra Deshpande	An Empirical study of Farm Loan Waiver Schemes and its Impact on the Farmers: A Case Study of Aurangabad District	National Level	MGMiom	Feb 18
4	Dr. Rohini Chandge	Mentoring – An Answer to the Changing Needs of Students	Innovative and Recent Trends in Tech and Mgt Genius	ISSN 2279	4.9
5	Mr. Ganesh Sagare	Plagiarism and its Identification Tools	Multi-disciplinary Journal	ISSN-2250-0383	0.48
6	Dr. Rohini Chnadge	Innovative and Recent Trends in Technology and Management	Mentoring - an Answer to the Changing Needs of Students	ISSN 2279-0489	Feb-18

**Table 6- Faculty Paper Presentation in Academic Year 2017-18 (International Conferences)**

<b>No</b>	<b>Author</b>	<b>Title of paper</b>	<b>Conference</b>	<b>Venue</b>	<b>Month/Year</b>
1	Dr. Pooja Deshmukh & Dr. Jitendrasinh Jamadar	An Analysis of Rural Entrepreneurship and Emerging Challenges in Achieving Inclusive Growth	Inclusive Growth and Sustainable Development- Emerging Trends and Challenges	Dept. of Comm. Dr. B. A. Marathwada University, A'bad	Feb 2018
2	Chitra Deshpande	Comparative Study of GST: Before and after Amendments	Inclusive Growth and Sustainable Development- Emerging Trends and Challenges	Dept. of Comm. Dr. B. A. Marathwada University, A'bad	Feb 2018
3	Anil Palve	Assessment of Effectiveness, Visibility and Reach of Digital Advertising in A'bad City	Changing Paradigms of Business Intelligence through Digitization	Vidya Pratishthan's Inst. of Inf. Technology, Baramati	12-13 February 2018
4	Anil Palve	Entrepreneurship, Innovation and Good Governance for Global Leadership	Green Entrepreneurship: A Boon for Sustainable Environmental Development	Prestige Institute of Management, Indore	10-11 February 2018
5	Ganesh Sagare	Re-Engineering of Libraries and Information Enter: A Need	The Internet of Things and Currents Trends in Libraries	Late Abasaheb Kakade Arts & Science college Bodhegaon, Ahmadnagar	Jan 18
6	Dr. Jiterndrasinh Jamadar	Global Business Management, Digitalization, Ethical and Ecological Concerns	Loan Waivers Schemes & its effect on Farmers- A Case Study of Pune Districts	CAMP, Pune	Mar-18
7	Dr. Rohini Chnadge	Computer Technology	Johri Window: A Useful Communication Model and Psychological Tool for Improving understanding between Individuals		Feb-18
8	Tanuja Dubey	Moden Trends in Natural Sciences, Social Sciences and Humanities in 21st Century	A study of Acceptance of Digital Payment System among youth of Aurangabad City	Dept. of Botony, Dr. BAMU A'bad & Udayana University, Bali (INDONESIA)	15-16 May 2018

## Conferences and Seminars

National conferences organized by MGMIOM in last four years are shown below-



### National Conference 2017

#### Managing Farming Crises in India through Farm Loan Waivers: Necessity and Impact'

The MGM Institute of Management organized its fifth national conference titled 'Managing Farming Crises in India through Farm Loan Waivers: Necessity and Impact' on 16 and 17 February 2018. The conference was well attended by activists, farmers from various places, and eminent academicians, faculty members and students from reputed technical and educational institutions of Marathwada region.

In These two days national level conference, five panel discussions were held in five different tracks titled 'Strategies and Policies of the Government and their Effect on Farmer', 'Role of Banks in Agri Loans', 'Success Stories in Farming', 'Evolving Solutions to Agri Crises' and 'Farming and Agro-Industry: Perspectives of Agri Associations', and 12 papers were presented by delegates at the conference.

The conference was held in Rukmini Hall, MGM Campus and was inaugurated by the Chief Guest, Mr. Tambe, Senior Journalist and freelancer of Mumbai on 16 February morning. Mr. Sonune, Additional district collector, Aurangabad who was the Guest of Honor, shared his views on Farming crises briefly. Mr. Amar Habib, Activist from Ahmadnagar, Mr. C.P. Tripathi, Chairman, Aurangabad

Management Association, Mr. Namdevrao Gadekar, Ex. Minister Government of Maharashtra, health, and family welfare, Dr. Walmik Sarwade, Dean, Department of Management Science, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, Shri. Ankushraoji Kadam, Secretary, MGM Trust, Mr. Prataprao Borade, Trustee, Mr. Ashish Gadekar, Dr. Shirish Gadekar and Dr. Mrs. Sarika Ashish Gadekar graced the inaugural session. The inauguration was followed by the opening address by Dr. (Col) Pardeep Kumar, Convener, National conference and keynote address of Chief Guest, Mr. Tambe.

After the tea break, first-panel discussion session was conducted which was titled ‘Strategies and Policies of the Government and their Effect on Farmer’ chaired by Shri. Vijay Anna Borade, renowned activist, co-chaired by Dr. Supada Varade- Ex-director, Agriculture University, Mr. Amar Habib a freelance journalist and farmer activist and E. Harilal, highlighted the different issues of the farmers.

Post lunch session started with the second panel discussion entitled Role of Banking in Agri loans, was chaired by Mr. Devidas Tuljapurkar. Mr. Mahajan- NABARD and Shri Sudam Appa Salunke were the panel members who explained the role of the banking sector and types of different loans available for the farmers.

An individual address was delivered by Mr. S.L. Jadhav

On the second day session started with the third-panel discussion titled ‘Success Stories in Farming’. The session was chaired by Shri Wasare-Krishi Vidyan Kendra, Jalna, co-chaired by Ms. Shritika Sonawani, from Nasik and Shri. Narayan Borade, Ex-Professor, and Activist, Jalna.

Fourth-panel discussion entitled ‘Evolving Solutions to Agri Crises’ in which Shri. Pradeep Purandare, Shri. Sonune (KVK Water Mgt.), Mr. Vasant Deshmukh, Activist participated.

In the post-lunch session last panel discussion was held based on ‘Farming and Argo Industry: Perspectives of Agri Associations’, a session chaired by Shri. Prasad Kokil- Chairman CMIA and Shri Bharat Motinge- MASSIA, Shri Rajendra Vidya, Shri Shaligram Wankhede- Rtd IAS officer were the panalists.

Technical Sessions were held in two venues i.e. Rukmini Hall, and Hall No-3 at MGM Institute of Management, where twelve delegates presented their papers during these sessions.

Valedictory program was conducted at the evening, at Rukmini Hall. After the concluding address by convener Dr. (Col) Pardeep Kumar, Chief Guest Prof. (Dr.) Indrajeet Alte, Economist congratulated the institute and the Management on organizing a national conference on a contemporarily relevant theme and offered their respective organizations help and support in organizing such programs in the future too. Certificates to the participants too were given away to all panel members and delegates as well.

A few participants and session chairs, who gave their feedback on the conference praised the institution for hosting its first ever conference in such an impeccable manner and said that they were overwhelmed by the hospitality offered by the organizers.

Prof. (Dr.) Pooja Deshmukh, coordinator conference, thanked all the delegates, representatives from the media and the faculty and students for their magnanimous support.

After the valedictory program, high tea was served and the conference came to an end, leaving fond memories in the minds of the guests and delegates and a great sense of satisfaction and accomplishment in all members of the faculty and staff and student volunteers who were associated with its preparation and organization over a period of three months.

## Release of Booklet on Course Material

MBA is a professional course and the syllabus encompasses a variety of subjects. Some of the subjects are vast in structure and scope. No single book possibly covers the syllabus in its entirety. Therefore, the students have to extract relevant notes from many a books. These notes come handy for a quick revision and refreshing the knowledge in a shorter time.

Keeping this requirement in mind, two booklets were compiled on the subjects of ‘**Management Process, Leadership and Organizational Behavior**’ (MANB 401) and ‘**Marketing Management**’ (MANB 412) subjects taught in 1<sup>st</sup> and II<sup>nd</sup> semesters of MBA course of Dr. Babasaheb Ambedkar Marathwada University. The compilation has been done by students of MBA 1<sup>st</sup> year, students of Division ‘C’ (AY 2017-18) by referring different books, subject ppts and research papers. Thereafter, subject teacher has carried out revision and edited the content. Care has been taken to ensure rich quality of the content.

Preparation of such study material for other subjects has been planned in future. Students and faculties are being encouraged to prepare such booklets of other subjects so that the students have access to the relevant and rich study material compressed in such a form which could enable them to keep in constant touch with the subjects.

Details of the booklets prepared are given in Table.8.

**Table 8. Booklets Prepared by Subject Teachers and Students of Section ‘C’ (AY 17-18)**

No	Subject Teacher	Name of the Subject	Semester	Year
1	Prof. (Dr.) Pooja Deshmukh	‘Management Process, Leadership and Organizational Behavior’	Ist	2017
2	Prof. (Dr.) Pooja Deshmukh	Marketing Management	IIInd	2018

The booklets are available in the KRC for Students for issue and study.

## Cumulative Report

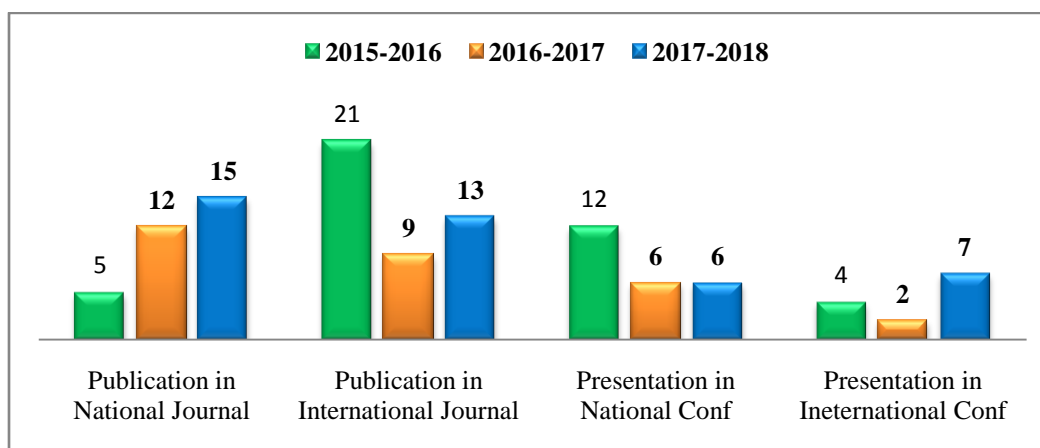
The following table provides “Research Output” for the previous academic years: 2015–16; 2016–17

**Table 9. Cumulative Report of Research Paper Publication of MGM IOM**

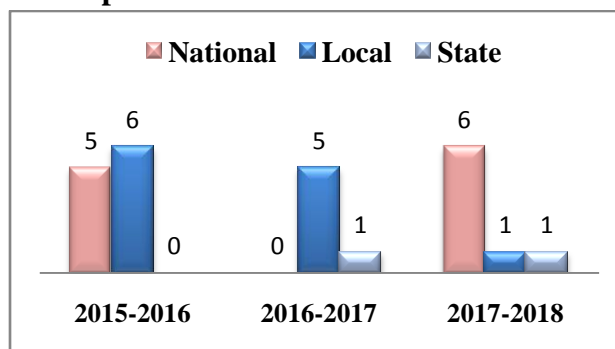
Sr. No	Category	2015-2016	2016-2017	2017-2018	Total
1	<b>Number of Publications</b>				
	a. National Journals	5	12	15	32
	b. International Journals	21	9	13	43
2	<b>Number of Presentations</b>				
	a. National Conference	12	6	6	23
	b. International Conference	4	2	8	15
3	<b>Seminars</b>				
	a. National	5	-	6	11
	b. State	-	-	-	
	b. Local	6	5	1	12
4	Books (Booklet)	-	1	1	2
5	Articles	-	-	-	-
6	Chapters Edited in Books	2	-	-	2

Research Contribution of faculty members of MGM IOM is the form of research papers and participation in conferences, seminars is represented graphically in Graph I and II respectively

**Graph-I. The list of papers published in Journals**



**Graph-II. The list of Seminars attended**





## Consultancy Services

At MGMIOM, we recognize that each industry has its own requirements whether, management practices, functional knowledge, technical expertise, hiring practices and companions norms. Hence, we have developed multiple domain practices to provide industry specific solutions. We at MGMIOM proudly brand our self as a best consultancy services amongst Marathwada region.

IOM has got faculty members who are not only qualified in terms of their specialization in various fields but many of them have diverse industry backgrounds as of part of their professional experience apart from academics. This in fact helps IOM to focus on consultancy across industries and cross functional areas of business. IOM is well recognized for their consultancy in large number of private sector organizations, Public Sector Undertakings, Central and state governments, NGOs.

IOM is always focused on value addition to their customers in all their consultancy assignments and our clients do appreciate and support our endeavor for a mutual benefit of both. IOM always works closely as a partner in achieving goals of the customer in the consultancy assignments. IOM always delivers the best quality of consultancy, with consistency in their deliveries.

**Following faculties have been undertaken the consultancy services in Academic year 2017-2018**

**Table 10-Consultancy Projects Undertaken**

Sr. No	Name	No of Consultancy Projects	Name of the Company
1	Dr. (Col) Pardeep Kumar	5	<ul style="list-style-type: none"> <li>• MGM Golf Courses</li> <li>• Caravan (Wohnwagan)</li> <li>• Next Furniture</li> <li>• Preparation of Pamphlet</li> </ul>
2	Ashish Gadekar	1	<ul style="list-style-type: none"> <li>• Modern Car Washing Facility</li> </ul>
3	Rajlaxmi Bhosale	3	<ul style="list-style-type: none"> <li>• MGM-MCRI</li> <li>• UniTech Plastic L.L.C.</li> <li>• Green E-Bin- Electronics Waste Solutions</li> </ul>
4	Tanuja Dubey	1	<ul style="list-style-type: none"> <li>• Shree Samarth Industries</li> </ul>
5	Rohini Chandge	2	<ul style="list-style-type: none"> <li>• Bhaagro Food Industry</li> <li>• The learning Lab</li> </ul>

## **1. Operationalization and Promotion of Golf Course at Aurangabad-**

**Dr. (Col) Pardeep Kumar**, Director MGMIOM, has undertaken the consultancy of maintaining and associated facilities of golf course of MGM situated at Padegaon, Aurangabad. Building profit centers and reducing unnecessary costs. Worked on designing marketing plan, market research, membership recruitment plans event management, brochures and collaterals. Additionally he is taking care of manpower advisory and training, recruitment & training of golf course managers & maintenance staff.

Formulating and implementing different types of training modules as per experience level of labor and miscellaneous manpower. Along with renovations and re-modeling include refurbishment of golf facilities. Carrying out new grass establishment for greens tees and fairways, renovation of permanent structures like clubhouse, maintenance house, driving range & practice areas.

## **2. Preparation of Promotional Material for a Towed Caravan (Wohnwagan)-**

Dr. (Col) Pardeep Kumar- has prepared the promotional brochure of Towed Caravan (Wohnwagan).

## **3. Next Furniture:**

Prepared the Promotion brochure for Nest Furniture

## **4. Preparation of Pamphlet:**

Dr. (Col) Pardeep Kumar, has coordinated with Department of Police to convert their Marathi Brochure of mission conviction into English language.

## **5. Setting Up a Modern Car Washing Facility at Aurangabad-**

**Prof. Ashish Gadekar**, Faculty of Production and Operation Management has been undertaken the consultancy of setting up the modern car washing facility at Aurangabad.

While setting such business, site selection is the most critical and instrumental step of building a car wash or car care center. **Prof. Ashish Gadekar** is providing the consultancy in analyzing demographic segments, zoning, city requirements, setbacks, utilities location, property size, actual dimensions of the center.

Additionally he is working in finding the competitive car washes those are providing other related services and materials. He is working on types of services which are unique in nature. He is also analyzing the existing competitions by observation of retail, commercial and residential areas for desirability. Determine what additional services or profit centers could be added to increase income. Recommendation regarding what is required to get business, improvements and property in order and attractive to prospective customers.

## **6. MGM-MCRI (MGM-Medical Center and Research Institute)-**

Prof. Rajlaxmi Bhosale, has been signed an MOU with them.

- ➡ MGM-IOM & MGM-Medical Center and Research Institute agrees to investigate ways of identifying the areas of improving the staff-patient interaction.
- ➡ It is anticipated that the staff of MGM-MCRI requires soft skills training, which would further improve the footfalls of the Hospital.

- This would be provided by Prof. Rajlaxmi Bhosale, Faculty of MGMIOM to frequently visit the hospital and recommend changes and train their staff in soft skills.
- The goal of this cooperation is to foster collaboration, provide opportunity and to facilitate advancement of knowledge on the basis of reciprocity best efforts, mutual benefits and frequent interactions.

MGM-IOM & MGM-MCRI agree to explore the possibility of engaging in the following exchanges

- ▶ Provision of **consultancy** on staff- patient interaction development
- ▶ Provision of **consultancy** on staff soft skills development
- ▶ To **stimulate and assist** in the institutional building of mutually benefitting programs.

## **7. Promotion of UniTech Plastic L.L.C. (A Plastic Tank Manufacturing Company)**

High Technology Plastic Co LLC incorporated in the year 2000 is diversified into waste management and road safety equipment. Continuously adopting and upgrading to 'state of the art technologies' in plastic moulding, High Tech brand provides its valued customers the 'best in class' solutions in liquid storage, waste management, road safety and interiors. Prof. Rajlaxmi Bhosale, had done the Content writing and Brochure designing of HIGH TECHNOLOGY PLASTIC PRODUCTS CO. L.L.C.

## **8. Green E-Bin- Electronics Waste Solutions**

Green e-bin certified by MPCB carries out collection, dismantling and segregation of electronic waste in an environmentally friendly manner. By partnering with one of the leading electronic waste recycling companies Ecoreco, Green e-bin is today the only company based in Marathwada that offers state of the art end-of-life processing of ewaste. At Green e-bin, the e-waste is not only handled in an environmentally friendly manner but also the data that has been stored in those equipments is destroyed securely. She had done the Content writing and Brochure designing of green e-bin-electronics waste solutions

## **9. Shree Samarth Industries**

Strategic finance consulting services cover the entire spectrum of finance processes. Prof. Tanuja has taken the consultancy of Shree Samarth Industries L- 46, MIDC, Waluj, Aurangabad. She has provided the consultancy in Financial Strategy for Financial year 2017-18 and has been assigned the following responsibilities:

- Undertake an operational & financial health-check
- Review of operational processes
- Review and implementation of accounting systems & procedures
- Preparation of Business Plans for raising of finance
- Undertaking 'due diligence' in preparation for purchase or sale
- Utilizing the tools available to optimize efficiency and effectiveness within a business
- Creating a road map and coming up with a solution going forward
- Facilitating change
- Advice on setting up offshore legal structures

## **10. Bhaagro Food Industry**

Bhaagro Food Industry is newly started online grocery store. This organization is proving grocery items to customers through online orders. Customers will get home delivery within 1 or two days after

placing order. For understanding demands and needs of customer from online grocery store Dr. Rohini Chande gave consultancy to Bhaagro Food Industry. She has conducted a market survey in which she collected information from working women and house wives and analyzed data. Findings of survey presented for giving constructive suggestions for improving sale and overall development of the organization.

## **11. The learning Lab**

The Learning Lab is a leading L&D company in Marathwada, providing unparalleled training in interventions to corporate. They partnered with a number of world-class organizations to improve the human quotient. First stage of training program is training need assessment and for assessing training needs of employees Dr. Rohini Chande gave consultancy to 'The Learning Lab'. She worked for analyzing required competencies of employees in the form of skill, qualities and knowledge. She helped in determining training contents, outcomes of training and scope of training programs organized by 'The Learning Lab'.

## Awards, Honors and Achievements

### ➔ **Dr. (Col) Pardeep Kumar, Director MGMIOM-**

1. Elected as a member of board of studies in Management Science at Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.
2. Has been awarded CMI Level Five Certificate in Management and Leadership by Chartered Management Institute.
3. Has been acted as a resource person at National Seminar organized by Dr. G.Y. Pathrikar College of Computer Sciences and Information Technology, Aurangabad.
4. Appointed as a Chairman of Local Inspection Committee of Dr. Babasaheb Ambedkar Marathwada University Aurangabad for the process of continuation of affiliation of Management Institutes.
5. Acted as a resource person at International Conference organized by Department of Management Science, Dr. Babasaheb Ambedkar Marathwada University, and Aurangabad.

### ➔ **Dr. Pooja Deshmukh, Associate Prof. and Coordinator Research-**

1. Invited as a guest lecturer to deliver the lecture on Soft Skills at Jalna.
2. Dr. Babasaheb Ambedkar Marathwada University has appointed as a subject expert to conduct an interviews of MBA Teaching Staff at Shreyash Institute of Management, Aurangabad.
3. Appointed as a member of Local Inspection Committee of Dr. Babasaheb Ambedkar Marathwada University Aurangabad, for the process of continuation of affiliation of Management Science Institutes.

### ➔ **Rajlaxmi Rajiv Bhosale, Asst. Prof. Marketing**

1. Had participated in “Differences Challenge Assumptions”- Long term training program of ten days (20-29 October 2017) on intercultural competencies at Kandi, Sri Lanka. Organized by Erasmus + Program of European Union.

### ➔ **Asmita Sanjay Joshi, Asst. Prof., Finance & Production & Operation**

1. Acted as a session chair at IIIE International Conference on Manufacturing and Industrial Engineering ICMIE-2017, Aurangabad Chapter.
2. Invited as a judge at National Convention on Quality Concepts - NCQC 2017 at QCFI HQ and Mysuru Chapter.

3. Acted as a Faculty coordinator, at 28 National Convention Organized by Indian National Suggestion Schemes' Association Aurangabad Chapter in association with Jawaharlal Nehru engineering College, Aurangabad.
4. Has been acted as a resource person at Faculty Development Program organized by MGM Institute of Management July 2017.

➡ **Chitra Kulbhooshan Deshpande, Asst. Prof., Finance**

1. Invited as a judge at National power point presentation (As per UGC guidelines) held at Manikchand Pahade Law College in Aurangabad.

➡ **Tanuja Vikas Dubey, Asst. Prof., Finance**

1. Has successfully completed the Advance Diploma in Management of prescribed course curriculum organized by All India Management Association (AIMA), New Delhi.
2. She has been acted as a resource person at Faculty Development Program organized by MGM Institute of Management July 2017.
3. Has attended three days Internal Audit Course under ISO 9001:2015. Organized by Jawaharlal Nehru Engineering College, Aurangabad and has cracked the Examination for Quality Certification Services.

**Conclusion:**

Academic year 2017-2018 saw a boost in research activities of the institute. Participation in 'Avishkar' organizing a national conference on a relevant issue and healthy number of publications in National and International journals are the hallmarks of this academic year. The institute is looking forward to be the research center of Dr. Babasaheb Ambedkar Marathwada University, Aurangabad in AY 2018-2019.

This will boost research efforts of the institute. All faculty members and students are becoming increasingly aware of the importance of research. They are adopting research and are willing to give richer and more meaningful contribution to the research domain.