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Marathwada Mitra Mandal's
INSTITUTE OF MANAGEMENT EDUCATION RESEARCH AND TRAINING
(MM's IMERT), Pune

S. No. 18, Plot No. 5/3, CT5 No. 205, Behind Vandevi Temple, Karvenagar, Pune – 411052



Number of books/chapters/edited volumes/books published and papers published National/ International conference proceedings per teacher during AY 2021

Sr. No	Name of Author/s.	Title of the Paper/Book.	Publication
1	Dr. Jitendra Bhandari	Consumer Behavior towards e-shopping in Pune	IMERT in association with AIMS Hyderabad
2	Dr. Milind Jagtap	Improving and Developing Performance through Effective Mentoring Management System to Bring on Innovative Progress in an Individual	IMERT in association with AIMS Hyderabad
3	Dr. Milind Jagtap	Start Ups-A driver for sustainable social change-A descriptive insinuation	IMERT in association with AIMS Hyderabad
4	Dr. Milind Jagtap	A study on financial derivatives at GMR Infrastructure Ltd	IMERT in association with AIMS Hyderabad
5	Dr. Pranav Kayande	Start Ups-A driver for sustainable social change-A descriptive insinuation	IMERT in association with AIMS Hyderabad
6	Dr. Pranav Kayande	A study on financial derivatives at GMR Infrastructure Ltd	IMERT in association with AIMS Hyderabad
7	Dr. Rupendra Gaikwad	A Study of Consumption of Mobile Data among Rural consumers of Pune District during Lockdown	IMERT in association with AIMS Hyderabad
8	Dr. Rupendra Gaikwad	The Effect of Lockdown on the GlobalFloriculture Industry	IMERT in association with AIMS Hyderabad
9	Dr. Uttam Sapate	Urbanization Key to Development of the City: Municipal Bonds	IMERT in association with AIMS Hyderabad
10	Dr. Vinod Mohite	A study of Emerging concept of Cloud Kitchen in India	IMERT in association with AIMS Hyderabad



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13	Prof. Aparna Shastri	OCTAPACE culture an antecedent to successful start-up : An extensive bibliometric analysis	IMERT in association with AIMS Hyderabad
14	Prof. Aparna Shastri	Improving and Developing Performance through Effective Mentoring Management System to Bring on Innovative Progress in an Individual	IMERT in association with AIMS Hyderabad
15	Prof. Aparna Shastri	A Study of Effective Employee Engagement in IT sector ; A Systematic Study of Emerging Trends and Challenges in Business	IMERT in association with AIMS Hyderabad
16	Prof. Swapnil Kharde	A study of Emerging concept of Cloud Kitchen in India	IMERT in association with AIMS Hyderabad
17	Prof. Vivekanand Gaikwad	OCTAPACE culture an antecedent to successful start-up : An extensive bibliometric analysis	IMERT in association with AIMS Hyderabad
18	Prof. Vivekanand Gaikwad	A Study of Effective Employee Engagement in IT sector ; A Systematic Study of Emerging Trends and Challenges in Business	IMERT in association with AIMS Hyderabad
19	Prof. Pranjal Jadhav	Improving and Developing Performance through Effective Mentoring Management System to Bring on Innovative Progress in an Individual	IMERT in association with AIMS Hyderabad
20	Prof. Pranjal Jadhav	OCTAPACE culture an antecedent to successful start-up : An extensive bibliometric analysis	IMERT in association with AIMS Hyderabad
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22	Prof. Praful Sarangdhar	A study of Emerging concept of Cloud Kitchen in India	IMERT in association with AIMS Hyderabad
23	Prof. Praful Sarangdhar	A COMPARATIVE STUDY OF ONLINE GROCERY PORTAL WITH RELATION TO WEBSITE TRAFFIC IN POST PANDEMIC DURATION	G.H.Raisoni Institute of Business Management. Jalgaon
24	Prof. Yogesh Jadhav	Urbanization Key to Development of the City: Municipal Bonds	IMERT in association with AIMS Hyderabad
25	Dr. Jitendra Bhandari	A study on relationship between Factors affecting work pressure and their influence on the employee efficiency	Anekant Institute of Management Studies (AIMS)
26	Dr. Jitendra Bhandari	A trend in the new Normal: Comprehensive Bibliometric Survey	Anekant Institute of Management Studies (AIMS)



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Certificate of Participation

THIS CERTIFICATE IS PROUDLY AWARDED TO

Dr. Milind Jagtap (Adjunct Professor, MM's Institute of Management Education Research and Training, Pune, India.)

for successfully presenting research paper

**IMPROVING AND DEVELOPING PERFORMANCE THROUGH EFFECTIVE
MENTORING MANAGEMENT SYSTEM TO BRING ON INNOVATIVE PROGRESS IN AN INDIVIDUAL**

in the **National Conference on "Start up, a Key to Social Change" (NCSS 2021)**

held on 06th February 2021 jointly organized by MM's IMERT

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THIS CERTIFICATE IS PROUDLY AWARDED TO

Dr. Rupendra Gaikwad

(Associate Professor, MM's Institute of Management Education Research and Training, Pune, India.)

for successfully presenting research paper

A STUDY OF CONSUMPTION OF MOBILE DATA AMONG RURAL CONSUMERS OF PUNE DISTRICT DURING LOCKDOWN

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Prof. Aparna Shastri (MM's Institute of Management Education Research and Training, Pune, India.)

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THE EFFECT OF LOCKDOWN ON THE GLOBAL FLORICULTURE INDUSTRY

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THIS CERTIFICATE IS PROUDLY AWARDED TO

Mr. Swapnil Kharde

(Assistant Professor, MM's Institute of Management Education Research and Training, Pune, India.)

for successfully presenting research paper

A STUDY ON EMERGING CONCEPT OF CLOUD KITCHEN IN INDIA

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Dr. Vinod Mohite

(Assistant Professor, MM's Institute of Management Education Research and Training, Pune, India.)

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THIS CERTIFICATE IS PROUDLY AWARDED TO

Pranjal Jadhav (Assistant Professor, MM's Institute of Management Education Research and Training, Pune, India.)

for successfully presenting research paper

OCTAPACE culture an antecedent to successful start-up: An extensive bibliometric analysis
in the **National Conference on "Start up, a Key to Social Change" (NCSS 2021)**

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THIS CERTIFICATE IS PROUDLY AWARDED TO

Vivekanand Gaikwad (MM's Institute of Management Education Research and Training, Pune, India.)

for successfully presenting research paper

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Dr. Milind Jagtap

(Adjunct Professor, MM's Institute of Management Education Research and Training, Pune, India.)

for successfully presenting research paper

Start Ups-A driver for sustainable social change-A descriptive insinuation

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THIS CERTIFICATE IS PROUDLY AWARDED TO

Aparna Shastri (Assistant Professor, MM's Institute of Management Education Research and Training, Pune, India.)

for successfully presenting research paper

A study of effective employee engagement in IT sector; A systematic study of emerging trends and challenges in business
in the **National Conference on "Start up, a Key to Social Change" (NCSS 2021)**

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Ms. Pranjali Jadhav (Assistant Professor, IMERT Pune)

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Mr. Praful Sarangdhar (Assistant Professor, IMERT Pune)

for successfully presenting research paper

A study on emerging concept of cloud kitchen in India

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Consumer behaviour towards e-shopping in Pune city

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Mr. Yogesh Jadhav

(Assistant Professor, MM's Institute of Management Education Research and Training, Pune, India.)

for successfully presenting research paper

Urbanization Key to Development of the City: Municipal Bonds

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Start Ups-A driver for sustainable social change-A descriptive insinuation

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Abstract

The Startup India initiative in January 2016 and with varied facets of its consistently propelling growth has fuelled a new energy, hope and boost to our economy. Today we stand as third largest start up ecosystem matched with unparallel facilities, supportive regulatory framework and investment in this area, the purpose of which is we have to be job creators and not job seekers thus empowering the talent and workforce of today and tomorrow and enhancing everyone's role in country's growth. We have of now 32000 start up's recognized under this initiative and to all states and 9 UT there is a startup. With consistent ranking frameworks, supportive environment, up gradation in information access and online systems by all Financial and Corporate Ministries have made it possible to project and be proud of this unsinkable growth. The present paper focuses on role of startups in boosting economy, role of government in its promotion and recent developments and finally the essentials and common area of challenges for its future growth.

Keywords-Startups, Entrepreneurship, Economic development, Economic Growth.

Introduction

Start up India is a flagship initiative started by GOI aimed at strengthening a strong ecosystem to accelerate the growth of entrepreneurs and economic growth through better employment opportunities and thus ensure sustainability, high innovation, and design opportunities. This will also help in effective empowerment largely. Since its implementation on January 16th, 2016 the basic purpose behind the initiative is to make our country as Job creator not job seekers. This will help in creating and building a culture of start up and catalyze the growth of start ups and thus entrepreneurs will be able to take benefit of this. It has been also found that 2019 was all time high for start ups wherein 26 unicorns till January 2020 and Indian startups had received \$14.5 billion funding.

India being 3rd largest startup ecosystem and has about 50000 startups in India. The pace of growth has also increased 15% year on year and number of incubators has also grown to 11%, with these initiatives around 40000 new jobs have been created and total jobs in the start up ecosystem to 1.6-1.7 lakh. It is also evident to see that there is a high level of corporate connect like Facebook partnership with disbursed grant of 50000\$ to 5 selected start ups and similarly Goldman Sachs provides women entrepreneurs with education related to business, networking how to utilize capital etc. Microsoft has its accelerator program to pick up selected startups. It is also seen in public service delivery how disruptive innovators are being utilized

CONSUMER BEHAVIOUR TOWARDS E-SHOPPING IN PUNE CITY.

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ABSTRACT

With development in the retail market and online utilization in India's economy, there's huge opportunity for E- shopping. Considering the objective to endure and surpass need during this situation, online retailers have chance to understand buyer preference to tailor their goods to guarantee consumer loyalty. This contemporary and customer friendly shopping might be a developing pattern among individuals, particularly the technically sound twenty to thirty year olds who consider that proper utilization of resources is essential to ensure good E- shopping experience. This survey was attempted to find a association between three factors – consumer vigilance, purchase experience and its impact on their satisfaction in E-based shopping. The sample for this survey was college graduates in Pune city from whom 225 replies out of 240 sent were utilized for model testing. The results affirms the positive relationship between the three factors – consumer vigilance, purchase experience and satisfaction.

Key words: Consumer behaviour, E-shopping, consumer vigilance, purchase experience and customer satisfaction

INTRODUCTION

E-based shopping is purchasing goods using online tools. It offers a plenty of product to customers and to business owners (Guo June and Noor, 2011). Indian buyers are taking online retail in a big way. The goal of this study is to understand the factors which impact E-shopping. Internet shopping is that way through which buyer can purchase products or service straight forwardly by going online. Prior to purchase, online customers visit to shopping site by using laptop, which is time taking for sitting in front of internet site. Presently advanced mobile phones assume a powerful function to connect to internet. Presently all things considered at office, or home buyer are frequently in-tuned with internet shopping sites. It's essentially in light of the fact that straight forward use of E-tools at whatever point he/she feels extra time, he/she can arrange. Before use of smart telephones internet was utilized uniquely on laptop or PC, which are fixed at a particular spot. Accordingly to utilize internet he/she must sit in front of those. Because of innovative and advanced mobile phones and tablet, anybody now can without much of a stretch access the internet on these gadgets. It turns out to be more appropriate to use internet anyplace whenever. Additionally individuals discover more chance to spend on internet shopping

OCTAPACE culture an antecedent to successful start-up : An extensive bibliometric analysis

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Abstract:

The present study intends to provide an extensive bibliometric overview of the research carried out on OCTAPACE culture and thereby summarizing elements of organizational culture which acts as a pre-requisite for a successful start-up. The study investigated the findings of literature on OCTAPACE culture. More than 30,000 articles published in Scopus and Web of Science were analyzed using network analysis and bibliographic techniques to get various bibliometric indicators. Analysis show there are more than 30,000 articles published on OCTAPACE culture from 2005 to 2020 predominantly in English language. The peak numbers of publications are in the year 2019. The USA is the most productive country in terms of publication. Journal of Applied Psychology being the most productive source title has more than 700 articles from Scopus and Web of Science. The analysis classifies the data using bibliometric parameters like number of articles, document types, territorial analysis, authorship patterns etc. which would aid enhanced understanding of existing research status in the field of OCTAPACE culture and its progress over a span of 2 decades. This survey being the first extensive bibliometric survey of articles on OCTAPACE culture using both Web of Science and Scopus has its own originality. The data acquired from this study can be used as a base for future research to undertake comprehensive literature review and also to construct a theoretical framework to facilitate positive work culture which will boost the growth and sustainability of start-ups.

Keywords - OCTAPACE, OCTAPACE culture, Organizational Culture, Work Culture.

1. Introduction

In this endlessly varying modern-day economy, the study of organizational culture replicates the mainline concerns of the organization, be that be a start-up or a well established business. In the context of current pandemic and ongoing social changes, what is more alarming for start-ups is that, how to develop and sustain the conducive organizational culture which will facilitate easy and hassle free growth over a period of time (William G. Ouchi and Alan L. Wilkins, 1985). Though cognitive psychology and anthropology have made momentous offerings to this new-fangled field, study of organizational culture has gained popularity in the recent years. Culture has a large sway on the performance of all organizations globally. This is a system which cannot just be taken for granted as it has both positive and negative impacts as far as performance of an organization is concerned (Wanjiku, N.A., Lumwagi, N.,

A STUDY ON EMERGING CONCEPT OF CLOUD KITCHEN IN INDIA

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Abstract: Cloud Kitchen is a commercial space available to produce food, specifically for orders or delivery of the customers. Also known as virtual kitchen, shared kitchen, ghost kitchen, satellite kitchen. (Colpaart, 2019) India is been food loving country and Indian food reflects combination of various cultures and traditions. Success of Indian restaurants was because of growth of middle class customers with high disposable income, changing lifestyle and the availability of restaurants in nearby locality. (Keerley, 2019) Food industry is going through many innovations and restaurants are using high technology to promote their brands. One of the new trends observed is Cloud kitchen. (Loomba, 2019) Increasing internet penetration and supportive logistic or delivery system is helpful to customers. Current study discusses about the concept of Cloud Kitchen in India. Essentials for Cloud Kitchen initial setup. Various models in practice and challenges faced by the new sector are explained. Secondary data is used for the study, referred from various websites, articles, research papers and journals etc. Local circles conducted survey of about 27000+ customers in 218 cities in India referring to complaints received about the food delivery app is been studied in the research paper.

Keywords: Food delivery, cloud kitchen, technology, restaurant, services.

Introduction: India is been food loving country and Indian food reflects combination of various cultures and traditions. Success of Indian restaurants was because of growth of middle class customers with high disposable income, changing lifestyle and the availability of restaurants in nearby locality. (Keerley, 2019) Food industry is going through many innovations and restaurants are using high technology to promote their brands. One of the new trends observed is Cloud kitchen. (Loomba, 2019) Increasing internet penetration and supportive logistic or delivery system is helpful to customers. Till few years pizza was only

**IMPROVING AND DEVELOPING PERFORMANCE THROUGH
EFFECTIVE MENTORING MANAGEMENT SYSTEM TO BRING ON
INNOVATIVE PROGRESS IN AN INDIVIDUAL**

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ABSTRACT

The word "mentor" has come into English from the Greek. In western myth, legend and history there are numerous examples of mentor -mentee relationship: Socrates and Plato; Plato and Aristotle; Haydn and Beethoven; Freud and Jung. The list can be extended to the modern day and into the corporate world: Freddie Laker and Richard Branson; Peter Dundee and Joan Collins; Warren Bennis and Howard Shultz. The parampara (tradition) of Guru and Shishya (teacher and pupil) is as old as Indian civilization. The kings and chieftains of earlier days in fact followed the practice of having their heirs grow to maturity and wisdom. Mentoring can be defined as a significant, long-term, beneficial effect on a person's life or style, generally as a result of personal, one-to-one contact. A mentor is one who offers knowledge, insight, perspective, or wisdom that is especially useful to the other person. Mentoring is a process whereby mentor and mentee work together to discover and develop the mentee's latent abilities and to encourage the mentee to acquire knowledge and skills as opportunities and needs arise. (Gordon F. Shea 2004). Mentoring is a continuous on-going process to exchange of knowledge.

Mentoring is essentially about helping the mentee to develop more effectively. It is a relationship designed to build confidence and support the mentee so they are able to take control of their own development and work.

They need to be able to listen and ask questions that will challenge the mentee to identify the course of action they need to take in regards to their own development and bring about innovative progress.

Effective mentorship is one of the most important determinants of success of any organization. It is observed that very few give guidance to mentees for critically important relationships. It is to be understood that virtually how effectively this system is implemented. And come to the conclusion that dissatisfaction and problems are common to every relationship, including mentorships.

Keywords: *Mentor, Mentee, Mentoring, innovation, progress, performance, development*

“A study of effective employee engagement in IT sector; A systematic study of emerging trends and challenges in business”

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Abstract

Indian IT sector is confronting with multiple issues and challenges from the available talent and utilization of the talent. In order to maintain high level of motivation of the workforce is effective engagement of the workforce. Trust in the management is the key is the key component of the employee engagement. At least employee must be aware about what drives the company they working for, what are the organizational goals and how to achieve those goals. Proper transparency and effective communication can buildup the trust among the employees and management. On the basis of various researches is has been observed that the main factor which generally affect on the motivation of employees is their behavior. This research is mainly focusing on the different challenges and issues of employee engagement in IT companies and also provides the brief overview about the new trends of employee engagement in IT sector. Employee engagement as a propulsive concept & practice is gaining momentum because; now the organizations focus on strengthening the internal environment by constantly employing effective engagement mechanisms in order to retain a highly motivated work force. The research is give some suggestions regarding a model that can be used for engaging employee in an effective ways in organization by satisfying both the career aspiration of employee and the organizational goals.

Key words: Effective employee engagement, Challenges, New trends, IT sector.

A STUDY ON FINANCIAL DERIVATIVES GMR Infrastructure Ltd

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ABSTRACT

The emergence of the market for derivatives products, most notably forwards, futures and options, can be traced back to the willingness of risk-averse economic agents to guard themselves against uncertainties arising out of fluctuations in asset prices. Derivatives are risk management instruments, which derive their value from an underlying asset. Prices in an organized derivatives market reflect the perception of market participants about the future and lead the price of underlying to the perceived future level.

In recent times the derivative markets have gained importance in terms of their vital role in the economy. The increasing investments in stocks (domestic as well as overseas) have attracted my interest in this area. Numerous studies on the effects of futures and options listing on the underlying cash market volatility have been done in the developed markets. Derivatives are mostly used for hedging purpose. In this segment, the investor enjoys huge profits with limited downside.

Also, since infrastructure growth is directly correlated with improvement in economy and with the Government's initiative of 100 smart cities being planned, we will need solid infrastructure development including housing, roads, highways and IT infra across the country. So as we see India's economic activities picking up, infrastructure sector will be the early beneficiary apart from capital goods, power, IT. Thus, from investment point of view, this sector seems to gain the most and investors might be watching out for these stocks.

Keywords – derivatives, options, futures.

INTRODUCTION

A derivative is a security with a price that is dependent upon or derived from one or more underlying assets. The derivative itself is a contract between two or more parties based upon the asset or assets. Its value is determined by fluctuations in the underlying asset. The most common underlying assets include stocks, bonds, commodities, currencies, interest rates and market indexes.