



Since 1994

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 2022-2023.

Sr. No	Name of Author/s.	Title of the Paper/Book.	Publication
1	Prof. Aparna Shastri	A Study Of Hybrid Work Model And Its Impact On Organizational Culture- A Bibliography Based Article	Dr. D.Y. Patil Vidyapeeth Pune.
2	Prof. Aparna Shastri	An Overview of Virtual Teams in the VUCA world – A Review of Literature	Dr. D.Y. Patil Vidyapeeth Pune.
3	Prof. Aparna Shastri	HRIS as a Tool for end-to-end Employee Data Management: A Comprehensive Bibliometric Analysis	Dr. D.Y. Patil Vidyapeeth Pune.
4	Dr. Jitendra Bhandari	"HRIS as a Tool for end-to-end Employee Data Management: A Comprehensive Bibliometric Analysis"	Dr. D.Y. Patil Vidyapeeth Pune.
5	Dr. Jitendra Bhandari	Advancing Digital Financial Inclusion: A Hybrid Approach for PMJDY and Enhanced Bank Productivity"	Dr. D.Y. Patil Vidyapeeth Pune.
6	Dr. Shubhangee Ramaswamy	Intelligent Computing and Networking	Springer Nature Publications
7	Dr. Jitendra Bhandari	Development of Sentiment Analysis Model for Women Entrepreneurs to Enhance the Global Business Operations and Marketing	European Economic Letters
8	Dr. Sarang A. Dani	A Study of The Perception About Online Pharmacy Apps Amongst Citizens of Smart City Pune	IIM Jammu and Deakin University Australia

Lecture Notes in Networks and Systems 699

Valentina Emilia Balas
Vijay Bhaskar Semwal
Anand Khandare *Editors*

Intelligent Computing and Networking

Proceedings of IC-ICN 2023

 Springer



Certificate

OF APPRECIATION

In recognition of the commitment to achieve professional excellence this certifies that

Mrs. Aparna Shastri

of

Marathwada Mitramandal's Institute of Management Education Research and Training, Pune, India,

has presented a paper titled:

An Overview of Virtual Teams in the VUCA world – A Review of Literature.

at International Research Conference 2023 on **“Enhancing Productivity in Hybrid Mode: The Beginning of a New Era”** organized by Dr. D. Y. Patil B-School, India in association with The Centre of Economic Diplomacy, Croatia, Europe, Dr. Soetomo University, Indonesia, Boston International College, Nepal, Association of Indian Management Schools, India and Center for Education Growth & Research, India in hybrid mode (Online & Offline) on **May 29, 2023 to May 31, 2023**

Dr. Atul Kumar
Professor,

Dr. D. Y. Patil B-School

Conference Convener

Prof. (Dr.) Nur Sayidah
Vice Chancellor

University of Dr. Soetomo,
Surabaya, Indonesia

Dr. Amol Gawande
Director

Dr. D. Y. Patil B-School

Conference Chairman



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Conference Chairman



Certificate

OF PARTICIPATION

This certificate is presented to

Dr. Jitendra Basappa Bhandari

of

Mm's Imert

for his/her active participation in the International Research Conference 2023 on “**Enhancing Productivity in Hybrid Mode: The Beginning of a New Era**” organized by Dr. D. Y. Patil B-School, India in association with The Centre of Economic Diplomacy, Croatia, Europe, Dr. Soetomo University, Indonesia, Boston International College, Nepal, Association of Indian Management Schools, India and Center for Education Growth & Research, India in hybrid mode (Online & Offline) on **May 29, 2023 to May 31, 2023**

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Role of Brand Name In Influencing Purchase Decision- The Case Of Fashion Industry

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Abstract:

The purpose of this study is to determine the role of brand name in influencing a consumer's purchase decision of clothing or garments. Data was gathered from 155 college students in Bangalore, India, through a structured questionnaire. Findings of the research prove that consumers are not very loyal to any brand, and their decision to purchase branded clothes is influenced by factors like durability, price, emotional association, accessibility, online availability, discounts or offers, and peer pressure.

This paper clearly depicts that when different brands of clothing are available in one place, consumers choose different brands and not the same every time. It is suggested that manufacturers of clothing must emphasise easy availability, both online and offline, and offers and discounts to enhance marketing competitiveness.

Keywords: brand name, purchase decision, fashion industry, consumer behaviour

A study of the perception about online pharmacy apps amongst citizens of Smart City Pune

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Abstract

World is transitioning from physical to digital in literally every aspect of life due to, increasing internet penetration and easy availability of digital device, pharmacies are no exception. Pandemic has given boost these online pharmacies. Online pharmacies ensures fast search, selection and order of medicines and subsequently safe and timely delivery that drastically maximizes the convenience and better customer experience and saves time along with effort. These online pharmacies deal with medicines from alternative ways of treatment like Allopathic, Ayurvedic, Unani, Homeopathy, Siddha and Naturopathy.

Also it provides value added services like wellness products, lab tests, beauty tips and products, doctor consultation, etc. In the Indian context with the emergence of 4G/5G enabled telecommunication services, availability of smart phone devices, nuclear family and trends such as DINK, stressful work environment leading to chronic diseases, habits of user for online ordering etc. calls for the prospective future of online pharmacy industry. Online pharmacy industry expected to grow at 44% compound annual growth rate with more than 150 online pharmacies operating in India catering to the needs of 140 crore Indians.

Keywords: Online Pharmacies, Smart City Pune, Generation Z, OTC Drugs