

CRITERIA 6: FACULTY ATTRIBUTES AND CONTRIBUTION (250)

Faculty Information for AY 2024-25 (1 July 2024 to 30 June 2025)

Name	Degree (Highest Degree)	University	Year of Attaining Higher qualification	Association with Institution	Designation	Date on which designated as Asso. or Professor	DOJ	Department	Specialization	Research	Ph.D. Guidance	Faculty Receiving Ph.D.	DOL	Nature of Association (R/C)
SAROJA ASTHANA	Ph.D.	Indian Institute of Technology Kharagpur	2001	YES	PROFESSOR	-	01-04-2020	MANAGEMENT	Electrical Engineering	2(RP)	-	-	-	REGULAR
VILAS PHARANDE	Ph.D.	University of Pune	2011	YES	PROFESSOR	-	16-10-2024	MANAGEMENT	Finance	2(RP) + 3(Pub)	-	-	-	REGULAR
NITIN KISAN DESHMANE	Ph.D.	Shri Jagdishprasad Jhabarmal Tibrewala University	2023	YES	ASSOCIATE PROFESSOR	-	07-06-2017	MANAGEMENT	HRM	4(Pub)+ 2 (Patents)	-	-	-	REGULAR
ANITA KHAIRE	Ph.D.	Shreemati Nathibai Damodar Thackersey Women's University Mumbai	2018	YES	ASSOCIATE PROFESSOR	01-06-2022	01-06-2022	MANAGEMENT	Research	-	-	-	-	REGULAR
AMAN SINHA	Ph.D.	Savitribai Phule Pune University	2022	YES	ASSOCIATE PROFESSOR	-	01-12-2023	MANAGEMENT	Production Management	-	-	-	-	REGULAR
LAKSHMAIAH BOTLA	MBA	OSMANIA University	1993	YES	ASSOCIATE PROFESSOR	-	20-12-2024	MANAGEMENT	Marketing	-	-	-	-	REGULAR
PANKAJ SWAIN	MFC	Utkal University	2009	YES	ASSOCIATE PROFESSOR	-	01-01-2025	MANAGEMENT	Finance & Control	-	-	-	-	REGULAR
DINKAR HAJARE	MBA	University of Pune	2012	YES	ASSISTANT PROFESSOR	-	03-07-2017	MANAGEMENT	Marketing	-	-	-	-	REGULAR

Name	Degree (Highest Degree)	University	Year of Attaining Higher qualification	Association with Institution	Designation	Date on which designated as Asso. or Professor	DOJ	Department	Specialization	Research	Ph.D. Guidance	Faculty Receiving Ph.D.	DOL	Nature of Association (R/C)
NAVNATH LENDAVE	MBA	University of Pune	2016	YES	ASSISTANT PROFESSOR	-	03-07-2017	MANAGEMENT	Human Resource	-	-	-	-	REGULAR
NANDINI K.	MBA	Kuvempu University	2017	YES	ASSISTANT PROFESSOR	-	01-01-2025	MANAGEMENT	International Business	1(Pub)	-	-	-	REGULAR
AMRUTA SANE	MBA	The ICFAI University Dehradun	2009	YES	ASSISTANT PROFESSOR	-	01-07-2023	MANAGEMENT	Finance		-	-	-	REGULAR
VARSHA PHARANDE	PGDM	Mulshi Institute of Retail management	2022	YES	ASSISTANT PROFESSOR	-	01-08-2023	MANAGEMENT	Human Resource & Business Analytics	-	-	-	-	REGULAR
ANITA PATAKE	MPM	University of Pune	2000	YES	ASSISTANT PROFESSOR	-	02-10-2023	MANAGEMENT	HRM	-	-	-	-	REGULAR
SONALI KADAM	M.TECH	IIT Kharagpur	2010	YES	ASSISTANT PROFESSOR	-	16-11-2021	MANAGEMENT	Water Resource Development &Manament	8(Pub)+2 (patents)+ 1(Book chapter)	-	-	-	REGULAR
ASHWINI PATIL	MBA	Rajaram Bapu institute Technology	2014	YES	ASSISTANT PROFESSOR	-	02-05-2024	MANAGEMENT	Human Resource	-	-	-	-	REGULAR
PAYAL KUWATADA ARORA	MBA	D.Y.Patil University, Pune	2022	YES	ASSISTANT PROFESSOR	-	06-03-2025	MANAGEMENT	Marketing	-	-	-	30-08-2025	REGULAR
NIKITA BHILARE	MA	Savitribai Phule Pune University	2019	YES	ASSISTANT PROFESSOR	-	12-06-2025	MANAGEMENT	English	-	-	-	-	REGULAR
ARNAB CHAKRABORTY	MBA	University of Petroleum and Energy Studies	2022	NO	ASSISTANT PROFESSOR	-	01-07-2023	MANAGEMENT	Supply Chain Management	-	-	-	-	CONTRACT

Name	Degree (Highest Degree)	University	Year of Attaining Higher qualification	Association with Institution	Designation	Date on which designated as Asso. or Professor	DOJ	Department	Specialization	Research	Ph.D. Guidance	Faculty Receiving Ph.D.	DOL	Nature of Association (R/C)
JAYANT VISHNU	PGDM	Goa Institute of Management	2022	NO	ASSISTANT PROFESSOR	-	17-12-2024	MANAGEMEN	Management Information System	-	-	-	-	CONTRACT
NEHA SAXENA	MCA	CCS University	2022	NO	ASSISTANT PROFESSOR	-	17-12-2024	MANAGEMEN	Media planning & Sales	-	-	-	-	CONTRACT

Faculty Information for AY 2023-24 (1 July 2023 to 30 June 2024)

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SAROJA ASTHANA	Ph.D.	Indian Institute of Technology Kharagpur	2001	YES	PROFESSOR	-	01-04-2020	MANAGEMENT	Electrical Engineering	2(RP)	-	-	-	REGULAR
RAVI CHHABRA	MBA	Bombay University	1971	YES	ASSOCIATE PROFESSOR	-	04-09-2017	MANAGEMENT	Marketing	1(Pub)	-	-	31-12-2023	REGULAR
ANITA KHAIRE	Ph.D.	Shreematee Nathi bai Damodar Thackersey Women's University Mumbai	2018	YES	ASSOCIATE PROFESSOR	01-06-2022	01-06-2022	MANAGEMENT	Research	-	-	-	-	REGULAR
NITIN KISAN DESHMANE	Ph.D.	Shri Jagdishprasad Jhabarmal Tibrewala University	2023	YES	ASSOCIATE PROFESSOR	-	07-06-2017	MANAGEMENT	HRM	4(Pub)+2 (Patents)	1	-	-	REGULAR
AMAN SINHA	Ph.D.	Savitribai Phule Pune University	2022	YES	ASSOCIATE PROFESSOR	-	01-12-2023	MANAGEMENT	Production Management	-	-	-	-	REGULAR
SONALI KADAM	M.TECH	IIT Kharagpur	2010	YES	ASSISTANT PROFESSOR	-	16-11-2021	MANAGEMENT	Water Resource Development &Management	8(Pub)+2 (patents)+1(Book chapter)	-	-	-	REGULAR
DINKAR HAJARE	MBA	University of Pune	2012	YES	ASSISTANT PROFESSOR	-	03-07-2017	MANAGEMENT	Marketing	-	-	-	-	REGULAR
NAVNATH LENDAVE	MBA	University of Pune	2016	YES	ASSISTANT PROFESSOR	-	03-07-2017	MANAGEMENT	Human Resource	-	-	-	-	REGULAR
NANDINI KADAM	MBA	Solapur University	2016	YES	ASSISTANT PROFESSOR	-	01-01-2022	MANAGEMENT	Marketing	-	-	-	30-11-2023	REGULAR
PRAVIN KATKAR	MBA	Solapur University	2016	YES	ASSISTANT PROFESSOR	01-07-17	01-10-2018	MANAGEMENT	Marketing	-	-	-	-	REGULAR
PRIYANKA SURYAVANSHI	MBA	Shivaji University	2022	YES	ASSISTANT PROFESSOR	-	02-01-2023	MANAGEMENT	Marketing	-	-	-	-	REGULAR
AKSHAY KUMAR	M.E.	DBATU	20222	YES	ASSISTANT PROFESSOR	-	11-12-2023	MANAGEMENT	Marketing	-	-	-	-	REGULAR

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KADAM														
AMRUTA SANE	MBA	The ICFAI University Dehradun	2009	YES	ASSISTANT PROFESSOR	-	01-07-2023	MANAGEMENT	Finance	-	-	-	-	REGULAR
VARSHA PHARANDE	PGDM	Mulshi Institute of Retail Management	2022	YES	ASSISTANT PROFESSOR	-	01-08-2023	MANAGEMENT	Human Resource & Business Analytics	-	-	-	-	REGULAR
ANITA PATAKE	MPM	University of Pune	2000	YES	ASSISTANT PROFESSOR	-	02-10-2023	MANAGEMENT	HRM	-	-	-	-	REGULAR
ASHIWINI PATIL	MBA	Rajaram Bapu institute Technology	2014	YES	ASSISTANT PROFESSOR	-	02-05-2024	MANAGEMENT	Human Resource	-	-	-	-	REGULAR
MANISHA SANGHVI	MBA	University of Mumbai	2022	NO	ASSISTANT PROFESSOR	-	01-07-2023	MANAGEMENT	Finance	-	-	-	30-06-2024	CONTRACT
ARPITA GUPTA	PGDM	Mulshi Institute of Business Management	2023	NO	ASSISTANT PROFESSOR	-	01-07-2023	MANAGEMENT	Human Resource	-	-	-	30-06-2024	CONTRACT
MEET JETHWA	M.E.	NMIMS	2022	NO	ASSISTANT PROFESSOR	--	01-07-2023	MANAGEMENT	Fundamentals of Database Design	-	-	-	30-06-2024	CONTRACT
ARNAB CHAKRABORTY	MBA	University of Petroleum and Energy Studies	2022	NO	ASSISTANT PROFESSOR	-	01-07-2023	MANAGEMENT	Supply Chain Management	-	-	-	30-06-2024	CONTRACT
SURVESH MATHUR	PGDM	XLRI, Jamshedpur	2022	NO	ASSISTANT PROFESSOR	-	01-07-2023	MANAGEMENT	Operations Management	-	-	-	30-06-2024	CONTRACT

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SAROJA ASTHANA	Ph.D.	Indian Institute of Technology Kharagpur	2001	YES	PROFESSOR	-	01-04-2020	MANAGEMENT	Electrical Engineering	2(RP)	-	-	-	REGULAR
GOPAL JAHAGIRDAR	Ph.D.	Tilak Maharashtra Vidyapeeth	2018	YES	PROFESSOR	01-12-2020	01-12-2020	MANAGEMENT	Management	9(Pub)+2 (Patents)+ 1(Book)	-	-	-	REGULAR
RAVI CHHABRA	MBA	Bombay University	1971	YES	ASSOCIATE PROFESSOR		04-09-2017	MANAGEMENT	Marketing	1(Pub)			31-12-2023	REGULAR
ANITA KHAIRE	Ph.D.	Shreematee Nathi bai Damodar Thackersey Women's University Mumbai	2018	YES	ASSOCIATE PROFESSOR	01-06-2022	01-06-2022	MANAGEMENT	Research	-	-	-	-	REGULAR
NITIN KISAN DESHMANE	MBA	Savitribai Phule Pune University	2015	YES	ASSISTANT PROFESSOR	-	07-06-2017	MANAGEMENT	Marketing	4(Pub)+2 (Patents)				REGULAR
SONALI KADAM	M.TECH	IIT Kharagpur	2010	YES	ASSISTANT PROFESSOR	-	16-11-2021	MANAGEMENT	Water Resource Development & Management	8(Pub)+2 (patents)+ 1(Book chapter)	-	-	-	REGULAR
DINKAR HAJARE	MBA	University of Pune	2012	YES	ASSISTANT PROFESSOR	-	03-07-2017	MANAGEMENT	Marketing	-	-	-	-	REGULAR
NAVNATH LENDAVE	MBA	University of Pune	2016	YES	ASSISTANT PROFESSOR	-	03-07-2017	MANAGEMENT	Human Resource	-	-	-	-	REGULAR
SUMIT CHAKANE	MBA	Savitribai Phule Pune University	2017	YES	ASSISTANT PROFESSOR	-	21-06-2019	MANAGEMENT	Finance	-	-	-	-	REGULAR
NANDINI KADAM	MBA	Solapur University	2016	YES	ASSISTANT PROFESSOR	-	01-01-2022	MANAGEMENT	Marketing	-	-	-	30-11-2023	REGULAR
PRAVIN KATKAR	MBA	Solapur University	2016	YES	ASSISTANT PROFESSOR	01-07-17	01-10-2018	MANAGEMENT	Marketing	-	-	-	-	REGULAR
PRIYANKA SURYAVANSHI	MBA	Shivaji University	2022	YES	ASSISTANT PROFESSOR	-	02-01-2023	MANAGEMENT	Marketing	-	-	-	-	REGULAR
SONIKA CHHACHAN	MBA	University of Northeast Virginia	2011	NO	ASSISTANT PROFESSOR	--	22-02-2023	MANAGEMENT	Marketing Management	-	-	-	02-06-2023	REGULAR

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JIGNESH SANGHVI	MBA	University of Mumbai	2022	NO	ASSOCIATE PROFESSOR	-	01-07-2022	MANAGEMENT	Finance	-	-	-	30-06-2023	CONTRACT
SAGAR BEDRE	LLB	University of Pune	2008	NO	ASSISTANT PROFESSOR	-	01-07-2022	MANAGEMENT	Finance	-	-	-	30-06-2023	CONTRACT
AMAN SINHA	PGDI	National Institute of Industrial Engineering	2006	NO	ASSISTANT PROFESSOR	-	01-07-2022	MANAGEMENT	Supply Chain Management	-	-	-	30-06-2023	CONTRACT
PUNIT JAIN	ICAI, ICSI	Institute of Chartered Accountant of India	2002	NO	ASSISTANT PROFESSOR	-	01-07-2022	MANAGEMENT	Finance	-	-	-	30-06-2023	CONTRACT
VIJAY ADKAR	LLB	Symbiosis University	1985	NO	ASSISTANT PROFESSOR	-	01-07-2022	MANAGEMENT	HRM	-	-	-	30-06-2023	CONTRACT

6.1 Student Faculty Ratio SFR (10)

No. of PG Programs in the Department: 1

Table 6.1. Student Faculty Ratio

DESCRIPTION	2024-25	2023-24	2022-23
Total No. of Students in the Department(S)	Sum total of all (PG) students 240	Sum total of all (PG) students 240	Sum total of all (PG) students 240
No. of Faculty in the Department(F)	F1 20	F1 21	F1 18
Student Faculty Ratio (SFR)	SFR1=S1/F1 12	SFR1=S1/F1 11.42	SFR1=S1/F1 13.33
Average SFR	12.25		

6.1.1 Provide information about regular and contractual faculty as per format mentioned below:

Table 6.1.1 Faculty Details

Year	No of Regular Faculty	No of Contractual Faculty
2024-25	17	03
2023-24	16	05
2022-23	13	05

6.2 Faculty Cadre (20)

Year	Professors		Associate Professors		Assistant Professors	
	Required F1	Available	Required F2	Available	Required F3	Available
2024-25	1	2	3	5	8	10
2023-24	1	1	3	4	8	11
2022-23	1	2	3	2	8	9
Average Number	RF1=1	AF1=1.66	RF2=3	AF2=3.66	RF3=8	AF3=6.66
Cadre Ration Marks		32.245				

6.3 Faculty Qualification (20):

Year	X	Y	F	FQ=2.0*[(10X+4Y)/F]
2024-25	5	15	12	18.33
2023-24	4	17	12	18
2022-23	3	15	12	15
Average Assessment:				17.11

6.4 Faculty Retention (20):

Item	2024-25	2023-24
No. of faculty Retained	8	11
Total No. of Required faculty in CAYm2	12	
% of Faculty Retained	66.67	91.67
Faculty Retained	79.17	

6.5 Faculty Initiative on Teaching and Learning (15)

Teaching - learning activities are main contributor in the improvement of student incremental learning. Due to availability of vast data and information on internet, traditional text book teaching has lost its value. Students expect something beyond google from their teacher. Modern age teaching pedagogy is to promote the topic by telling students about the applicability.

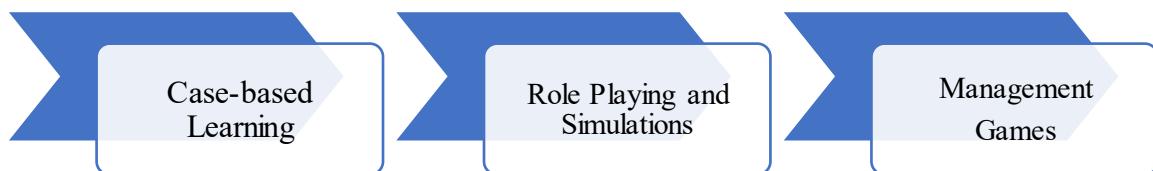
Simulating practical situation of the industry in the classroom and allowing students to play role engages student engagement in class and encourage them to participate with vigor. This role playing improves soft skill of students naturally. Case based teaching is promoted in each subject. Soft skills such as clarity of thought, communication skills, confidence, ability to work in team, body language etc. are useful in their placement interviews.

This type of teaching emphasizes the development of analytical skills and critical thinking. The student of management ultimately pursues diverse careers and the aim is also diverse. This

teaching style ensures the molding of every student into a fine professional for their choice of field. Brain storming during the session also creates an analytical and critical thinking. In all lectures the faculty aims to foster an interactive teaching environment. Feedback from student is a continuous process in classes, it enables faculty to rectify problems at the earliest.

MIBM believes in equipping students for diverse opportunities and challenges in their professional lives. Emphasis on their impromptu skills and creativity outcome is made. It is important for the student to adapt these two habits. Apart from Summer Internship, guest talks, Orientation Program etc. MIBM also encourage students to take part in live projects in industry, participate in social and cultural events and organize several activities such as placement, corporate connect, organizing various workshops like HR Meet etc. This has helped in holistic development of MIBM students.

Following are the faculty initiatives on teaching and learning:



MIBM faculty implement case-based learning, role-playing, and management games to enhance our management students' decision-making, problem-solving, and analytical thinking skills. By utilizing real-world business cases, students are given the opportunity to analyze complex scenarios and apply theoretical knowledge to develop practical solutions. This approach ensures that they are well-prepared for the challenges they will encounter in their careers.

Through role-playing and simulations, students assume the roles of CEOs, managers, or consultants, gaining valuable hands-on experience in business decision-making processes and leadership complexities. These activities not only strengthen their critical thinking but also enable them to navigate organizational dynamics, ethical dilemmas, and market fluctuations.

Furthermore, management games, such as company simulations or supply chain challenges, introduce an element of gamification that keeps students engaged while teaching them how to make informed decisions under pressure. This combination of interactive learning experiences

bridges the gap between theory and real-world application, contributing to a more immersive and impactful educational experience at MIBM.



Photo. Active Learning Session

All-important activities connected to effective teaching learning are placed on institute website for wide exposure and made available on institutes ERP system for use of internal stockholders. This availability of active pedagogical initiatives on 24X7 has improved effectiveness on a grater extend.

MIBM always encourages all faculty members, regular vis-à-vis visiting and guest faculty to put their academic and research on public platform such as U-tube channels for peer reviews. This flexibility has always taken in creative sense and help in improvement.

Case studies developed by faculty members:

Case studies developed by MIBM faculty members is made available in a form of short videos and published on U-tube. Further, case studies are edited and published in a book entitled **“Cases in Business Management by MIBM”** ed. Sonali Kadam. The book included some of the following cases:

SN	Title	Faculty name	Course name
1	Marketing Analysis of Mothers recipe: cultivating separate market	Ms Sonali Kadam, Mr Dinkar Hazare	Marketing Management
2	Netflix: A study of competitive marketing strategies to boost the customer base	Dr. Nitin Deshmane, Mr Navnath Lendave,	Marketing Management
3	Influencing retail strategies by Jio Mart: Creating new footprint for retail industry	Dr. Vilas Pharande, Dr. Anita Khaire	Retail Management
4	Timely reconceptualization of digital marketing: A case study of food delivery giant Zomato	Ms Priyanka Suryavanshi, Ms Sonali Kadam	Digital Marketing
5	Redefining future of Business with implementation of digital marketing: A case study of Zomato	Dr. Nitin Deshmane, Ms Amruta Sane	Digital Marketing
6	Blue Ocean strategy implementation and its effect on organizations growth-A case study of Reliance Jio	Mr. Ravi Chhabra, Ms Sonali Kadam	Business Strategy and Policy
7	Will offline retail strategy by Big Basket help it to uplift the falling customer base?	Dr. Saroja Asthana, Mr. Ravi Chhabra	Retail management
8	Success story for KIA: The luxury market will grow to serve wealthy consumers	Dr. Saroja Asthana, Ms. Sonali Kadam	Business Strategy and Policy
9	Jain Irrigation: Victorious Journey from fall to rise	Ravi Chhabra, Ms Sonali Kadam	Business Environment
10	ChatGPT maximizing or diminishing the learning attitude of students?	Dr. Vilas Pharande Dr. Gopal Jahagirdar	Introduction to AI and ML

MIBM faculty members have also developed a series of management games. These games are used in pedagogy expensively. Further, these games are proved an effective tool in MIBM's MDPs and EDPs. Some of such Management Games developed by faculty members are as below:

Sr. No.	Faculty Members	Course	Game/Activity	Educational Objectives
1	Dr. Gopal Jahagirdar, Mrs. Sonali Kadam, MIBM, Pune	Supply Chain Management	Chain Reaction: The Global Supply Network Game	<ul style="list-style-type: none"> 1. Understand complexities of global supply chain management. 2. Develop strategic thinking and decision-making skills. 3. Encourage teamwork and diverse perspectives. 4. Highlight sustainability and ethical considerations.
2	Dr. Nitin Deshmane, Mr. Navnath Lendave	Talent Management	HR Hero: Talent Management Challenge	<ul style="list-style-type: none"> 1. Develop understanding of HRM principles and strategies. 2. Apply HR theories to business scenarios. 3. Enhance critical thinking, problem-solving, and decision-making. 4. Understand HR's role in performance, culture, and competitiveness.
3	Dr. Nitin Deshmane, Mrs. Anita Patake	Talent Management	HR Quest: The Talent Acquisition Adventure	<ul style="list-style-type: none"> 1. Develop hands-on experience in talent acquisition. 2. Enhance communication and interpersonal skills. 3. Gain insights into the recruitment process. 4. Foster resourcefulness and adaptability.
4	Dr. Saroja Asthana, Prof. Ravi Chhabra	Strategic Management	Cup Clash: Strategic Struggle	<ul style="list-style-type: none"> 1. Develop strategic thinking in dynamic business environments. 2. Foster creativity and innovation. 3. Apply strategic management concepts to practical challenges. 4. Encourage teamwork, communication, and collaboration.

Sr. No.	Faculty Members	Course	Game/Activity	Educational Objectives
5	Dr. Anita Khaire, Mr. Dinkar Hazare	Marketing Management	Market Mastermind	<ol style="list-style-type: none"> 1. Strategize, implement, and adapt marketing campaigns. 2. Develop decision-making skills in marketing. 3. Understand competitive dynamics and market adaptation. 4. Learn the application of marketing theories in real-world contexts.
6	Ms. Amruta Sane, Ms. Priyanka Suryawanshi, Mr. Sumit Chakane	Financial Management	Fruit Finance	<ol style="list-style-type: none"> 1. Learn financial concepts like budgeting, investing, and saving. 2. Develop skills in strategic financial decisions. 3. Understand resource allocation and financial planning. 4. Gain experience in risk management and investment strategies.
7	Dr. Saroja Asthana, Mrs. Sonali Kadam	Operations Management	Household Production Challenge - Activity-based Learning	<ol style="list-style-type: none"> 1. Understand planning and coordination in operations. 2. Appreciate quality control and productivity. 3. Learn the importance of teamwork and collaboration. 4. Gain insights into process optimization and improvements.

Such case studies and games are reproducible and being in public domain should be further developed by other researchers/ faculty members.

MIBM has defined a clear goal for effective teaching learning methodologies. Such as Experiential Learning, Technology-Enhanced Learning, Collaborative Learning, Industry Academia Interface, Research based Learning, Customized Learning, Continuous Assessment and Feedback, and International Exposures. These strategies have been found as an appropriate method for business management learning. It has shown significant effect on results. The method used are described as below:

a. Experiential Learning:



At MIBM, we actively engage our students in live projects, internships, and field visits to ensure they gain practical, real-world experience. Through live projects, we facilitate collaboration with local companies, allowing students to tackle real business challenges and apply their classroom learning to solve industry-specific problems. These hands-on experiences help bridge the gap between academic theories and business realities.

Additionally, we have designed our internship program to include reflective assessments, ensuring that students can align their practical learning with their academic goals and evaluate their growth in a professional environment. To further enhance their learning, we organize field visits to industry-specific hubs, such as manufacturing units, corporate offices, and financial centers, providing students with valuable insights into how businesses operate across different sectors. These initiatives contribute to the holistic development of our students, preparing them for successful careers in management.

b. Technology-Enhanced Learning

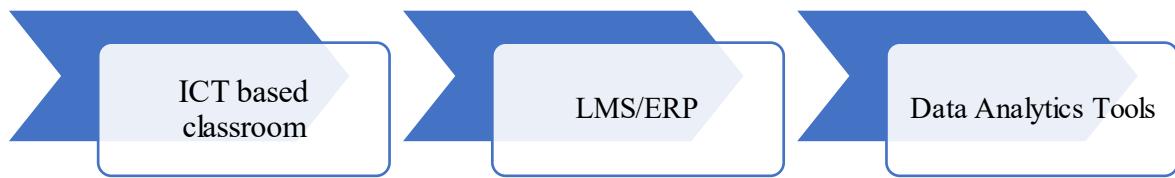


Fig. ICT based Classroom-session in progress

Mulshi Institute of Business Management
You're on 4g network, Your Internet speed: 10+ Mbps

Mrs.Sonali Kadam

Quick Links

Search Link: -Press MIC button to speak-

VIEW COMPLETE SUBJECT REGISTRATION

USAGE LOGS

GENERATE ICARD

CREATE ICARD TEMPLATE

PRINT ICARD

STUDENT GRADE CARD BACKLOG

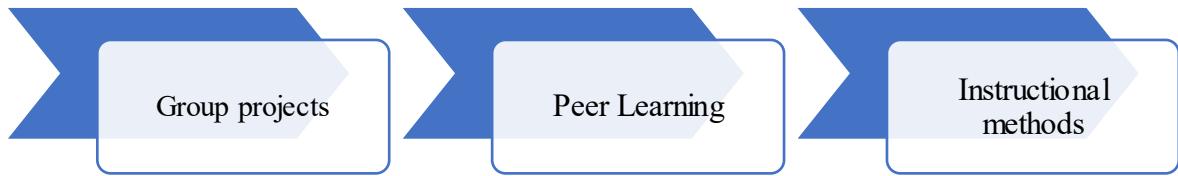
PASSING CERTIFICATE

STUDENT GRADE CARD BACKLOG

Calendar

Fig. ERP based Learning

c. Collaborative Learning



At MIBM, collaborative learning is at the core of our teaching approach, promoting teamwork, creativity, and critical thinking. This is achieved through group projects, where students work together, enabling the practical application of knowledge.



Fig. Group project discussion with Industry expert

Peer learning further enhances collaboration as students present management concepts or solutions to their peers, improving confidence, communication, and leadership skills.

To support this learning environment, instructional methods like MOOCs and YouTube lectures are integrated. MOOCs and SWAYAM platforms expose students to diverse, global perspectives beyond the classroom. Additionally, recorded lectures provide flexibility, allowing students to revisit content, clarify doubts, and reinforce their understanding.

d. Industry Academia Interface



Faculty members actively promote an industry-academia interface through guest lectures, workshops, and mentorship programs to enrich our students' learning experience and provide them with valuable insights into the professional world. They regularly invite industry experts and speakers from fields such as marketing, HR, logistics, and more, to share their knowledge and experiences with our students, helping them understand the latest trends and challenges in their areas of interest.

**List of Seminars/Workshops/Corporate Visitors/Alums
who delivered Guest lectures**

Sr. No.	Topic of guest lecture	Details of Resource Person	Date
1	Every Role is a Reputation – Employee and Brand Interdependence	Sarit Padhi Third Wave Coffee Director HR	30.11.2025
3	BFSI, Sustainability, Climate Change and Placement	Ishan Chowdhury Barclays Transformation & Change Lead	21.11.2025
4	Guest Talk A Conversation on Professional Career Trajectory	Prof. Eugenio Viassa Monteiro Adjunct Professor, IIM Rohtak Visiting Professor, IESE (Spain) Author of The Rise of India	14.11.2025
5	Sharing Journey and Personality Development	Mr. Raja Babber S & P Global Global Commercial Strategy	06.11.2025
6	Alum Talk – Mock Interview and GDPI	Mr. Govind Verma Product Manager Bajaj General Insurance	12.10.2025
7	Alum Talk – Mock Interview and Placement Preparation	Mr. Aman Gupta Analyst Wipro, Delhi	01.10.2025
8	Journey of Campus to Corporate	Mr. Vidhit Mehta Trident Group Key Account Manager	27.09.2025
9	Alum Talk – New Technological Challenges in Corporate Roles	Ms. Sourabh Limje Tax Consultant Deloitte, Pune	24.08.2025
10	Guest Talk – New Technological Challenges in Corporate Roles	Mr. Suraj Parate Associate, BNY Mellon	24.08.2025
11	Real World Corporate Challenges And focused on Self Upgradation	Mr. Saurabh Maindarker Associate Vice President Accenture	09.08.2025

12	Alliance Bernstein Preparation Workshop (Webinar)	Mr. Harish Maheshwari Julies Bear Director	13.07.2025
13	Alliance Bernstein Preparation Workshop (Webinar)	Mr. Raja Babber S & P Global Global Commercial Strategy	11.07.2025
14	Alum Talk – How to manage Work Culture and Challenges in Corporate Roles	Mr. Shivam Akhare Sales Trainee L'Oréal, Ahmedabad	03.07.2025
15	Alum Talk – Work Culture and Challenges in Corporate Roles	Ms. Priya Kumawat Analyst –BNY, Pune	03.07.2025
16	Alum Talk – Thoughts and Strategies for Corporate Placements	Ms. Rinkal Loungani Analyst. Deloitte, Pune	30.06.2025
17	Ensuring Alignment Between Business Goals and Employee Satisfaction through HR	Soumitra Das, Global Chief Human Resources Officer, REDINGTON LIMITED	25.04.2024
18	Building a Sustainable Workforce: HR's Role in Green Energy Industries	Ranjit Kondeshan, Head HR, KINETIC GREEN	14.06.2024
19	Innovation and Efficiency: The Impact of Effective HR Practices Across Industries	Amaresh Singh, CHRO, GE	15.06.2024
20	The Impact of HR Culture on Organizational Growth in the Textile Industry	Adhir Mane, CHRO, RAYMOND LIMITED	16.06.2024
21	Driving Innovation and Sustainability in Energy Management through HR Leadership	Suparna Bhattacharyya, CFO, SCHNEIDER ELECTRIC	16.06.2024
22	Scaling Operations: The Role of HR Leadership Across Industries	Sumeet Nayak, Associate General Manager - Human Resources, ASIAN PAINTS	17.06.2024
23	Scaling Operations through Talent Acquisition: Key Insights	Zakee Sheikh, Head Talent Acquisition - Cummins India Ltd, CUMMINS	17.06.2024

24	Fostering Creativity and Growth in the Beauty Industry: Innovation in HR Policies	Arun Tripathy, Director HR, LOREAL	17.06.2024
25	Aligning Organizational Culture with Business Success: The Critical Role of HR	Pallavi Khot, CHRO, ICICI LOMBARD	18.06.2024
26	HR Alignment with Financial Goals: Driving Success in Asset Management	Sanket Mehta, AVP Finance Controller, HDFC AMC	18.06.2024
27	HR Leadership and Business Growth in Global Markets: Key Insights	Hitendra Singh, Vice President Human Resources, HITACHI SOLUTIONS	18.06.2024
28	From campus to corporate	Mr. Shirish Kulkarni, Lead Consultant, Leap2Excel Consulting LLP Former Director HRD-KSB Pumps LTD	30.06.2024
29	Current Trends and Expectations in the Management Field from an Industry Perspective	Mr. Sanjay Patwardhan, Head Business Analytics-Cybage	30.06.2024
30	HR Leadership Contributing to Business Success and Employee Satisfaction Across Industries	Angel Mary Varghese, Lead Associate-Crude Management, TATA POWER	13.07.2024
31	Aligning HR Practices with Organizational Goals for Success	Akansha Jain, Deputy Manager - University Relation, SAMSUNG	29.07.2024
32	HR Leadership Fostering Operational Success and Employee Engagement in Global Organizations	Pronob J Chetia, Head of People & Culture, VOLVO GROUP	28.08.2024
33	Aligning Organizational Goals with Employee Welfare through HR Practices	Mohammad Ashar, Director HR, WIPRO	26.09.2024
34	Driving Technological Innovation through HR Leadership in Businesses	Mahesh Joshi, Director HR, HONEYWELL AUTOMATION	1.10.2024
35	HR Alignment with Business Strategy: Supporting Growth in the Energy Sector	Ayush Gupta, Director (HR), GAIL INDIA LIMITED (GAIL)	4.10.2024

36	Driving Global Success in Consulting and Service Sectors	Kamlesh Bhosale, Manager - Campus Recruitment, HEXAWARE TECHNOLOGIES	4.10.2024
37	Scaling Operations and Supporting Talent Acquisition in E-commerce through HR Leadership	Rohit Jalan, Director-Business Finance, SWIGGY	4.10.2024
38	Strategic HR Initiatives Driving Growth in Competitive Industries	Mohan Vamshi, VP - HR, BAJAJ AUTO	10.10.2024
39	Bridging Academia and Business: Insights from Academic Leadership	Dr. Sandeep Krishnamurthy, Singelyn Family Dean, CAL POLY POMONA COLLEGE OF BUSINESS ADMINISTRATION	11.10.2024
40	Diverse Sectors, Unified Operational Success: Strategic HR Practices	Shahvir Irani, Director - HR Lead, Accenture Operations S&P, India, ACCENTURE	14.11.2024
41	Aligning Leadership with Business Goals: The Importance of HR in Consulting Firms	Navneet Sureka, Associate Director, KPMG	7.12.2024
42	Strategic HR Practices Supporting Growth and Innovation in Engineering and Construction	Dr. C. Jayakumar, Executive Vice President & Head - Corporate Human Resources, LARSEN & TOUBRO	7.12.2024

who delivered Guest lectures

Sr. No.	Topic of guest lecture	Details of Resource Person	Date
1.	Ensuring Alignment Between Business Goals and Employee Satisfaction through HR	Soumitra Das, Global Chief Human Resources Officer, REDINGTON LIMITED	25.04.2024
2.	Building a Sustainable Workforce: HR's Role in Green Energy Industries	Ranjit Kondeshan, Head HR, KINETIC GREEN	14.06.2024
3.	Innovation and Efficiency: The Impact of Effective HR Practices Across Industries	Amaresh Singh, CHRO, GE	15.06.2024
4.	The Impact of HR Culture on Organizational Growth in the Textile Industry	Adhir Mane, CHRO, RAYMOND LIMITED	16.06.2024
5.	Supporting Business Growth and Innovation in the Automotive Industry through HR	Avinash Kumar, HUMAN RESOURCE TA - CAMPUS HIRING & LATERAL HIRING, TOYOTA KIRLOSKAR MOTOR	16.06.2024
6.	Driving Innovation and Sustainability in Energy Management through HR Leadership	Suparna Bhattacharyya, CFO, SCHNEIDER ELECTRIC	16.06.2024
7.	Scaling Operations: The Role of HR Leadership Across Industries	Sumeet Nayak, Associate General Manager - Human Resources, ASIAN PAINTS	17.06.2024
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9.	Fostering Creativity and Growth in the Beauty Industry: Innovation in HR Policies	Arun Tripathy, Director HR, LOREAL	17.06.2024
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12.	HR Leadership and Business Growth in Global Markets: Key Insights	Hitendra Singh, Vice President Human Resources, HITACHI SOLUTIONS	18.06.2024
13.	From campus to corporate	Mr. Shirish Kulkarni, Lead Consultant, Leap2Excel Consulting LLP Former Director HRD-KSB Pumps LTD	30.06.2024

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14.	Current Trends and Expectations in the Management Field from an Industry Perspective	Mr. Sanjay Patwardhan, Head Business Analytics-Cybage	30.06.2024
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18.	Aligning Organizational Goals with Employee Welfare through HR Practices	Mohammad Ashar, Director HR, WIPRO	26.09.2024
19.	Driving Technological Innovation through HR Leadership in Businesses	Mahesh Joshi, Director HR, HONEYWELL AUTOMATION	1.10.2024
20.	HR Alignment with Business Strategy: Supporting Growth in the Energy Sector	Ayush Gupta, Director (HR), GAIL INDIA LIMITED (GAIL)	4.10.2024
21.	Driving Global Success in Consulting and Service Sectors	Kamlesh Bhosale, Manager - Campus Recruitment, HEXAWARE TECHNOLOGIES	4.10.2024
22.	Scaling Operations and Supporting Talent Acquisition in E-commerce through HR Leadership	Rohit Jalan, Director- Business Finance, SWIGGY	4.10.2024
23.	Strategic HR Initiatives Driving Growth in Competitive Industries	Mohan Vamshi, VP - HR, BAJAJ AUTO	10.10.2024
24.	Bridging Academia and Business: Insights from Academic Leadership	Dr. Sandeep Krishnamurthy, Singelyn Family Dean, CAL POLY POMONA COLLEGE OF BUSINESS ADMINISTRATION	11.10.2024
25.	Diverse Sectors, Unified Operational Success: Strategic HR Practices	Shahvir Irani, Director - HR Lead, Accenture Operations S&P, India, ACCENTURE	14.11.2024
26.	Aligning Leadership with Business Goals: The Importance of HR in Consulting Firms	Navneet Sureka, Associate Director, KPMG	7.12.2024
27.	Strategic HR Practices Supporting Growth and Innovation in Engineering and Construction	Dr. C. Jayakumar, Executive Vice President & Head - Corporate Human Resources, LARSEN & TOUBRO	7.12.2024
28.	Accelerating AI Advantage	Mr. Rasesh Shah, Senior Vice President – CIO, Fractal Analytics	28.02.2023

Sr. No.	Topic of guest lecture	Details of Resource Person	Date
29.	Targeting Millennials and GEN Z: Relevance of technology	Mr. Gunjan Khetan, CMO, Perfetti Van Melle	18.02.2023
30.	Pharmaceutical Supply Chain Management	Mr. Prasad S. Deshpande Senior Vice President - Global Supply Chain Biocon	14.02.2023
31.	Vinita Bora, Words Maya, Pune	Effective Communication	16.07.2022
32.	Insurance Industry: The Sunrise Sector	Mr. Bhishma Maheshwari, Senior Vice President, Marsh India	9.12.2022
33.	Understanding Landscape of Media, Dabur's Business Mix and Crisis Management in Business	Mr. Rajiv Dubey, Head of Media, Dabur	3.12.2022
34.	Marketing in Practice- An FMCG Perspective	Mr. Manish Makhijani, Global Consumer Insights Director, Unilever	2.12.2022
35.	Breaking out of your comfort zone	Mr. Nirmal NR, CEO - India Operations, ZoomCar	1.12.2022
36.	Leadership Principles to Thrive in Today's Organization	Mr. Subhasis Mishra, Head TA - Asia pacific, Global Media & entertainment, Amazon	25.11.2022
37.	All About Investment Banking and Acquiring Required Skills to Reach the Top	Mr. Surjya Narayan Mohapatro, Vice President, JPMorgan Chase & Co.	16.10.2022
38.	My Corporate Journey of 28 Years & Mistakes I Made	Mr. Shailesh Vilankar, Senior Vice President - Field Operations, Schindler	7.09.2022
39.	Making Brands in India & Taking Them Globally	Mr. Durgesh Buxy, Associate Vice President & Head (International Business) , Crompton Greaves	27.08.2022

In addition, skill-based workshops are offered on cutting-edge topics that students are equipped with the relevant skills needed to thrive in today's evolving business landscape.



Fig. Skills -based Workshops for students

Mentorship program further strengthens the connection between academia and industry by pairing students with alumni or industry professionals, providing them with personalized guidance and career advice. These initiatives at MIBM bridge the gap between theoretical learning and real-world applications, preparing our students for successful careers in management.



Fig. Mentorship by Industry experts

e. Research based learning



MIBM faculty guide students in conducting mini research projects on real-time, encourage conference participation and publication in student journals or conference proceedings to build their professional profiles.

Our courses are research-driven, focusing on clear outcomes that enhance students' skills and support their academic and career growth.



Fig. Encouragement to Conference participation and paper Publication

f. Customized Learning



Table below presents skill development training and workshops conducted by external stockholders.

SR No	Name of Trainer	Topic	Date	Nature
1	Mr. Maruf Pathan	Power BI	14.09.2025	Two-day Workshop
2	Mr. Harish Maheshwari Julies Bear Director	Alliance Bernstein Preparation Workshop	13.07.2025	One day Workshop
3	Mr. Raja Babber S & P Global Global Commercial Strategy	Alliance Bernstein Preparation Workshop	11.07.2025	One day Workshop
4	Ritu Gulvani, Inedu Education Consultant	Employee Personality Test	26.11.2024	Two-day Workshop
5	Bhora	Group Discussion	24.02.2024	Two-day Workshop
6	Apurva Gupta	Interview & Training	27.12.2024	Two-day Workshop
7	Ritu Gulvani, Inedu Education Consultant	Employee Personality Test	14.07.2023, 15.07.2023	Two-day Workshop
8	Dr. Anita Tripathi	Analysis of primary data using SEM PLS tool	07.06.2023	Two-day Workshop
9	Dr. Mahendra Ramdasi	Patents in Business Management	01.04.2023	One day Workshop
10	Dr. Pramod Kumar and Dr. S. Jayaraman, Prof., ISB&M	My sweet lime	09.01.2023	Management Game
11	Dr. Pramod Kumar & Dr. Manoj Ghatge, Faculty, ISB&M	Achievement Orientation Planning, Goal Setting and Competitiveness	07.11.2022	One day Workshop

12	Dr. Pramod Kumar &	Case Writing and brainstorming	26.09.2022	Two-day Workshop
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Table below presents skill development training and workshops conducted by MIBM faculty

Sr. No.	Name of Trainer	Topic	Date	Nature
1	Dr. Saroja Asthana	Leadership Development	09.10.2025	One day Workshop
2	Dr. Nitin Kisan Deshmane	Work Life Balance	18.09.2025	One day Workshop
3	Dr. Nitin Kisan Deshmane	Time Management	15.07.2025	One day Workshop
4	Dr. Nitin Kisan Deshmane	Building a Dynamic Career through Management Studies	10.02.2024	One day Workshop
5	Dr. Nitin Kisan Deshmane	Pathfinder: Aligning Passion with Profession	18.07.2023	One day Workshop
6	Dr. Saroja Asthana	Introduction to Research	19.10.2022	Two-day workshop
7	Prof. Nitin Deshmane	Emotional Intelligence in Marketing	14.06.2022	One day workshop
8	Prof. Nitin Deshmane	Customer care by being first approach	09.02.2022	One day workshop

Soft Skills Certification

Mulshi Institute of Business Management (MIBM), Pune, in collaboration with AIQM, Pune, has launched a free ISO and Lean Six Sigma Certification Program for faculty and students. This program equips participants with essential skills in quality management and process improvement, focusing on ISO 9001 standards and Lean Six Sigma methodologies, including the **DMAIC** (Define, Measure, Analyze, Improve, Control) framework and tools for process optimization. fostering operational excellence and professional growth. It aims to enhance teaching, learning, and professional credentials, supporting lifelong learning and industry readiness.

In addition to that faculty encourage students to complete some certification courses. Details are given in the following table

Sr No	Certification
1	Lean Six Sigma (Yellow Belt)
2	ISO 9001:2015
3	Advance Excel
4	Corporate Finishing Programme
5	Looker Studio
6	Google Analytics 4.0
7	Power BI
8	Marketing Analytics with Lined in
9	NISM National institute of Securities Market (Level V-A)
10	Google Ads
11	Foundation of Digital Marketing and Ecommerce by Goggle
12	Financial Risk Management



GREEN
BELT

Certificate of Completion

This certificate is issued to

Utkarsh Singh

who has successfully completed the Lean Six Sigma Green Belt Certification Programme
Dated 4.11.2025 (Duration: 4 days, Learning Hours : 32)

Vijay Gogoi
Partner
Learning Services
[KPMG India Services LLP]

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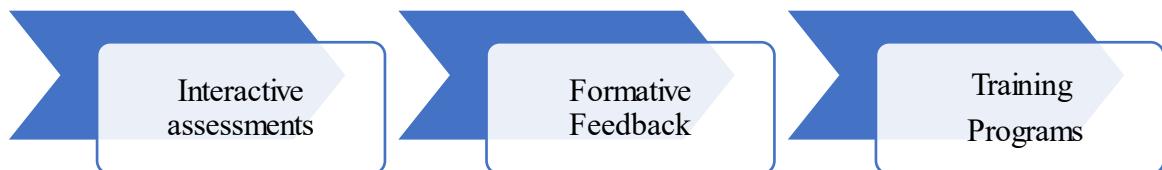
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Fig. Soft Skills Training Certificate



Fig. Soft Skills Training Activities

g. Continuous Assessment and Feedback



Faculty efforts in teaching and learning focus on Continuous Assessment and Feedback to enhance student development and academic success. They implement a variety of assessment methods, such as quizzes, assignments, case studies, and presentations, to evaluate students' understanding and practical application of concepts. Through regular and constructive feedback, faculty help students identify their strengths and areas for improvement.

6.6 Management Development Programme (05)

Continuing education in the form of MDP is an integral part of MIBM academics. Following programs were conducted by MIBM faculty members:

Sr. No.	Name of Trainer	Date	Topic	Number of Participant
1	Dr. Nitin Kisan Deshmane	24.07.2022	Aligning Talent Management with Organizational Goals	97
2	Dr. Nitin Kisan Deshmane	14.07.2024	Building a Learning Organization for Competitive Advantage	81

Management Development program attended by faculty

SN	Name of the Faculty	Session	Organizer	Date	No. of Candidates
1	Dr. Gopal Jahagirdar	LMS, QPD, Content Development, Peer-Review Process for Content	Talent age Education & Ventures, Pune	11-01-2022	11
2	Dr. Gopal Jahagirdar	How to Write Research Paper" ZOOM Meet on	Research Circle, Dr. William Trot, Co-founder, Research Circle, Malaysia	04-06-2022	40
3	Dr Nitin Kisan Deshmane and Mrs. Sonali Kadam	Building Bridges: Strategies for Collaborative Excellence in Education and Research	Prof. Sandeep Krishnamurthy, Singelyn Family Dean, College of Business Administration and Singelyn Graduate School of Business at Cal Poly Pomona	24-08-2024	35
4.	Mrs. Sonali Kadam	Encouraging Quality and Equity in Publishing: An Editor's View	The Institute of Knowledge Management, Sri Lanka	8 to 12-02-2024	150
5.	Mr. Sunil Chavan and Mrs. Sonali Kadam	Employee wellness (Physical and Mental Health)	Mahratta Chamber of Commerce, Industries and Agriculture (MCCIA) People Mantra, Pune	10-10-2024	50

Faculty at MIBM are deeply committed to fostering excellence in teaching and learning through innovative and impactful initiatives. They actively engage in delivering lectures, workshops, and webinars that enhance both theoretical understanding and practical skills for students and peers.

FDPs - Organized by the Institution

Title of MDP/EDP	Date	No. of Candidates
Innovative HR Practices for Industry Growth and Workforce Sustainability	14 June 2024 to 18 June 2024	20
Building Sustainable Business Models through HR Leadership and Strategic Alignment	7 October 2024 to 11 October 2024	25
AI usage in Management Learning	24 October 2024	27
Advanced Research Techniques and Innovations in Business Management	10 April 2023 to 14 April 2023	28
Patents in Management Field	1 April 2023	25
Integrating Statistical Tools into Research Methodologies: Best Practices and Applications	16 December to 22 December 2022	30
Research Innovation and Publication	14 May 2022 To 19 May 2021	26



Fig. FDP organized by institute

FDP attended by our faculty members

Sr No.	Name of Faculty	Topic of FDP	Host Institute	Date
1	Dr. Gopal Jahagirdar Mrs. Sonali Kadam	International Advanced Faculty Development Program on Effective Manuscript Drafting and Application of Research Software	Eudoxia Research Centre, USA	10 April, 2023
2	Dr. Nitin Kisan Deshmane	Faculty Development Program on Research	International School of Business and Media, Pune	From 12 June to 17 June 2023
3	Dr. Vilas Pharande	Leveraging Technology for Enhanced Teaching and Learning	Ajeenkya D Y Patil University, Pune	From 2 to 7 December, 2024
4	Mrs. Sonali Kadam	Leveraging Technology for Enhanced Teaching and Learning	Ajeenkya D Y Patil University, Pune	2 to 7 December, 2024

Faculty as Resource Persons in FDPs Organized by other Institutions

Sr. No.	Name of Faculty	Topic of FDP	Host Institute	Date
1	Dr. Vilas Pharande	Leveraging Technology for Enhanced Teaching and Learning	Ajeenkya D Y Patil University, Pune	2 to 7 December, 2024
2	Mrs. Sonali Kadam	Leveraging Technology for Enhanced Teaching and Learning	Ajeenkya D Y Patil University, Pune	2 to 7 December, 2024

6.7 Faculty Performance, Appraisal and Development System (15)

A well-defined HR Policy of MIBM has a clearly defined policies on performance, appraisal and development. This Policy is rectified from time to time and is also discussed at the Board of Governors Meetings.

All faculty and staff members, both teaching and non-teaching of MIBM participate in an annual performance review in the month of July every year. Evaluation gives faculty ample opportunity to present highlights so that process is done objectively and not based on prejudices. Opportunity of review is also given to those faculty members who have not completed a full academic year at the Institute.

Performance Evaluation is designed to provide a planning mechanism to recognize excellence in performance, to improve teaching, to enhance professional competencies, and to identify areas require development.

Following are the purposes of faculty performance review:

- To recognize past professional performance and to reward those endeavors appropriately
- To providing feedback to faculty, both from students and management. The faculty class room performance is assessed through confidential feedback provided by the students. For every course, the feedback is shared with the faculty at the end of the course for further improvement in the delivery process.
- To provide faculty a basis for professional growth and development. Performing faculty get chance to participate in events and encouraged to attain higher qualification.

In an internal process, Director take review of performance of visiting faculty on similar criteria and further decision of their continuation is taken at the beginning of each trimester.

Guest lectures, Webinars, Keynote Speech and Workshops conducted by faculty across institutions

Sr. No.	Name of the Faculty	Event/Role	Topic/Details	Organization/Institution	Date
1.	Dr. Gopal Jahagirdar	Two-Day Workshop	Text Analysis Using R-Studio	Not specified	01,02-02-2022
2.	Dr. Gopal Jahagirdar	Guest Lecture	How to Write Research Paper	ISB&M College of Engineering, Pune	04-02-2022
3.	Dr. Gopal Jahagirdar	Workshop	Research Methodology and Statistical Tools	ISB&M College of Commerce, Pune	15-07-2022
4.	Dr. Gopal Jahagirdar	Two-Day Workshop	Analytical Research Techniques	Not specified	30 and 31-12-2022
5.	Dr. Gopal Jahagirdar	Webinar	How to write Research Paper	Research Circle, Malaysia	04-07-2022
6.	Dr. Saroja Asthana	Webinar	Research methodology	Institute of Research and Journals (IRAJ), Odisha	17-07-2023

Sr. No.	Name of the Faculty	Event/Role	Topic/Details	Organization/Institution	Date
7.	Dr. Nitin Deshmane	Webinar	HR competency in capability building	Institute of Research and Journals (IRAJ), Odisha	24-07-2023
8.	Mrs. Sonali Kadam	Webinar	Shift from traditional leadership to Blue Ocean Leadership	Institute of Research and Journals (IRAJ), Odisha	01-07-2023
9.	Dr. Saroja Asthana	Keynote speech at International Conference on Multidisciplinary Emerging Trends in Engineering and Technology (ICMETET-2024)	Sustainable Development and Green Technologies with focus of Renewable Energy in Automotive Sector	International School of Business and Media, College of Engineering, Pune	26-04-2024
10.	Mrs. Sonali Kadam	Webinar	Strengthening Urban–Rural Linkages: Sustainable Development Solutions for Developing Countries through an SDG Interlinkage Approach	PRME, Chapter Middle East, Abu Dhabi University, UAE	15-11-2024
11.	Mrs. Sonali Kadam	Keynote speech at International Conference on Economic, Management, Accounting and Tourism (ICEMAT)	The Role of Ayurveda in Promoting Sustainable Health Tourism in India	University of Nusa Cendana, Indonesia	5 and 6-08-2024

Faculty members as Board members / Members in Professional bodies

Sr. No.	Faculty Name	Designation	Organization
1.	Dr. Saroja Asthana	Member	Institution of Directors
2.	Dr. Saroja Asthana	Member of International Advisory Board	Durban University of Technology, South Africa
3.	Dr. Vilas Pharande	Member of Board of Study	Dr. Babasaheb Ambedkar Technological University, Lonere
4.	Dr. Vilas Pharande	Member	Fellows of the Institution of Engineers
5.	Dr. Vilas Pharande	Member	ISTE
6.	Ms. Sonali Kadam	Member of International Advisory Board	Durban University of Technology, South Africa

6.8 Visiting / Adjunct Faculty (10)

Sr. No	Academic Year	Name	Contact Hours
1.	2024-25	Arnab Chakraborty	90
2.	2024-25	Jayant Vishnu	90
3.	2024-25	Neha Saxena	60
4.	2023-24	Manisha Sanghvi	60
5.	2023-24	Arpita Gupta	90
6.	2023-24	Meet Jethwa	60
7.	2023-24	Arnab Chakraborty	90
8.	2023-24	Survesh Mathur	60
9.	2022-23	Jignesh Sanghvi	90
10.	2022-23	Sagar Bedre	90
11.	2022-23	Punit Jain	60
12.	2022-23	Aman Sinha	60
13.	2022-23	Vijay Adkar	60

6.9 Academic Research (70)

Research Conferences at MIBM

1. International Conference on Sustainable Management for Peace and Harmony (ICSMPH)-2024 on 23-24 May, 2024 at MIBM, Pune Campus



2. International Conference on Trends in Business and Human Resource (ICTBHR-2022)

Organized by Mulshi Institute of Business Management (MIBM), Pune During November 17 - 18, 2022.



3. National Conference on Digital Transformation in Indian Higher Education -A Road Map (DTHE-2022) Organized by Mulshi Institute of Business Management, Pune on 11-12 March, 2022 at MIBM, Pune Campus



Proceedings of the conference are published at

<https://digitalxplore.org/proceeding.php?pid=2032> in the form of an edited book with ISBN No. 978-81-958-661-3-7.

A. Papers Published by Faculty

Sr. No.	Name of faculty	Title of paper	Year of publication	Journal category	Journal of publication
6	Dr. Gopal Jahagirdar	Role of wireless technology in Indian education system	2022	UGC care-I (print)	Anvesak, ISSN 0378-4568 Volume 7 Issue 28, Jan-June 2021 UGC CARE-I listed
7	Dr. Gopal Jahagirdar	Transposing education to multimedia	2022	UGC care-I (print)	Shodh Samhita UGC Care Journal ISSN: 2277-7067
8	Dr. Gopal Jahagirdar	A melioration of higher education institutes: education 4.0	2022	UGC care-I (print)	Anvesak, ISSN 0378-4568 Volume 7 Issue 28, Jan-June 2021 UGC CARE-I listed
9	Dr. Gopal Jahagirdar	Critical analysis of employee gratitude	2022	UGC care-I (print)	Shodh Sarita, ISSN 0378-4568 Volume 7 Issue 28, October-December 2020 UGC CARE listed
10	Dr. Saroja Asthana	Digital transformation in Indian higher education	2022	UGC care-I (print)	Shodh Samhita UGC Care Journal ISSN: 2277-7067
11	Mrs. Sonali Kadam Dr. Gopal Jahagirdar	Sustainability in education via. Artificial intelligence	2022	UGC care-I (print)	Shodh Samhita UGC Care Journal ISSN: 2277-7067
12	Mrs. Sonali Kadam	Advantages of Digital transformation in Indian higher education system	2022	UGC care-I (print)	Anvesak, ISSN 0378-4568 Volume 7 Issue 28, Jan-June 2021 UGC CARE-I listed
13	Dr. Gopal Jahagirdar	Is 360 degree feedback -the best method for performance evaluation?	2022	Scopus	Seybold report
14	Dr. Gopal Jahagirdar Ravi Chhabra	Agile leadership using VUCA concepts	2022	WoS, UCG Care-II(online)	Rivista Italiana di Filosofia Analitica Junior
15	Dr. Gopal Jahagirdar Prof. Nitin Deshmane	A study on consequence of employee appreciation	2022	WoS, UCG Care-II(online)	Rivista Italiana di Filosofia Analitica Junior
16	Mrs. Sonali Kadam Prof. Nandini Kadam	An effect of blue ocean strategy on ride hailing service providers in India: a case study of uber taxi service provider	2022	WoS, UCG Care-II(online)	Rivista Italiana di Filosofia Analitica Junior
17	Dr. Saroja Asthana	Holacracy – a radical trend in flat management	2022	WoS, UCG Care-II(online)	Rivista Italiana di Filosofia Analitica Junior

Sr. No.	Name of faculty	Title of paper	Year of publication	Journal category	Journal of publication
18	Dr. Gopal Jahagirdar Prof. Nitin Deshmane	Research on efficacy of human resource management in service sector	2022	Scopus (Q3)	Seybold report
19	Mrs. Sonali Kadam	The relationship among motivation, knowledge retention, agility/skill-and development of students using gamification	2022	WoS, UCG Care-II(online)	Rivista Italiana di Filosofia Analitica Junior
20	Mrs. Sonali Kadam	A study on recruitment and selection process in IT firm	2023	UGC Care-I (print)	Rabindra Bharati Journal of Philosophy, Vol-XXIV, June 2023 Impact factor: 5.4
21	Mrs. Sonali Kadam Prof. Nitin Deshmane	Exploratory analysis of virtual learning at higher educational institutes in India during COVID-19 pandemic	2023	UGC Care-I (print)	Rabindra Bharati Journal of Philosophy, Vol-XXIV, June 2023 Impact factor: 5.4
22	Mrs. Sonali Kadam	To study the sales generating strategy to increase business of Pune based media firm and to study CRM of magazine readers	2023	UGC Care-I (print)	Madhya Bharti-Humanities and Social Sciences, Vol-83, January-June 2023, ISSN: 0974-0066
23	Mrs. Sonali Kadam, Prof. Nitin Deshmane	Internet of things in sustainable digital campuses	2023	UGC Care-I (print)	Madhya Bharti-Humanities and Social Sciences, Vol-83, January-June 2023, ISSN: 0974-0066
24	Mrs. Sonali Kadam	Analyzing the Impact of Big Five Personality Traits on Investment Behaviour: Moderating Effects of Job Nature	2024 (Submitted)	Scopus (Q3)	Journal of Financial Counseling and Planning
25	Mrs. Sonali Kadam	Consumer Behavior Towards Organic Food: A Bibliometric Analysis Using the Theory of Planned Behavior	2024 (Submitted)	Scopus (Q2)	Journal of Food Products Marketing

Sr. No.	Name of faculty	Title of paper	Year of publication	Journal category	Journal of publication
26	Mrs. Sonali Kadam	A Study on Investors' Behavioral Patterns: Examining Influential Factors with a Focus on the Mediating Role of Risk Tolerance	2024 (Submitted)	Scopus	Journal of Investment Strategies
27	Mrs. Sonali Kadam	Gamification of Real Estate Apps and Websites	2024 (submitted)	Scopus	Systemic Practice and Action Research
28	Mrs. Sonali Kadam	Measuring contemporary employee attrition intention in auto-component manufacturing organization.	2024 (Submitted)	Scopus	Personnel Review
29	Mrs. Sonali Kadam	AI-Powered Digital Marketing: Evaluating the Impact of Privacy Concerns, Consumer Perceptions, and Perceived Bias on Consumer Satisfaction	2024 (Submitted)	Scopus	International Journal of Technology Marketing
30	Mrs. Sonali Kadam	Unveiling Consumer Choices: A Bibliometric Analysis of Organic Food Purchase Behaviour through the Lens of Theory of Planned Behaviour	2024 (Submitted)	Scopus (Q2)	Journal of Food Products Marketing

B. Ph. D while working in Institute

Sr. No	Name of the Faculty	Topic	University	Date	Ref. No.
1	Dr. Nitin Kisan Deshmane	To Study the Reconcile Work of Employees its Effect in HRM to Telecom Industry	Shri JJT University Jhunjhunu, Rajasthan	Submitted on 25/5/2023 and awarded on 19 July 2023	JJT/Ph.D./TH/4793

C. Books Published

Sr. No.	Faculty Name	Name of the Book	Publisher	Year	ISBN/ ISSN
1.	Dr. Gopal Jahagirdar	Database Administration and Data Mining	Thakur Publications Pune	2022	ISBN: 978-93-5480-110-5
2.	Dr. Nitin Deshmane, Dr. Vilas Pharande	Training and Development	By Author	2023	ISSN: 2454-8499
3.	Prof. Sonali Kadam	Digital Transformation in Indian Higher Education- conference proceedings	https://digitalxplore.org/proceeding.php?pid=2030	2022	ISBN No. 978-81-958-661-3-7
4.	Dr. Saroja Asthana	ICTBHR conference proceedings	https://digitalxplore.org/proceeding.php?pid=2032	2023	ISBN No. 978-81-958-661-3-7.

D. Book Chapter

Sr. No.	Faculty name	Chapter name	Book Title	Publisher	Status
1	Mrs. Sonali Kadam	5G-RF Emission from Wearable Devices: Risk to Human Health and Mitigation (Link :- https://www.sciencedirect.com/book/9780443237881/impact-of-climate-change-on-social-and-mental-well-being)	Impact of Climate Change on Social and Mental Well-Being	Elseveir, https://shop.elsevier.com/books/impact-of-climate-change-on-social-and-mental-well-being/garg/978-0-443-23788-1 ISBN: 9780443237881 eBook ISBN: 9780443237898	Published
2	Mrs. Sonali Kadam	V2X Communication and Mobile Intelligence	Mobile Intelligence for Smart Driving: Transforming V2X, ITS, and Telematics	Wiley, Scopus indexed	Accepted for publication
3	Mrs. Sonali Kadam	Edge Computing for Mobile Intelligence in Transportation with Telematics	Mobile Intelligence for Autonomous Driving Systems: V2X, ITS & Telematics	Wiley, Scopus indexed	Accepted for publication
4	Mrs. Sonali Kadam	Circular Economy: Business, Technology and Policy	Circular Economy's Impact on Entrepreneurial Innovation and Social Advancement	Bentham publication, Scopus indexed	Accepted for publication

E. Conference Attended

Sr. No.	Name of faculty	Conference title	Title of presented paper	Host Institute	Date
1	Dr. Saroja Asthana (Conference Director)	National Conference on Digital Transformation in Indian Higher Education-A Road Map	Digital transformation in Indian higher education: pre and post covid-19	Mulshi Institute of Business Management, Pune	11-12 March, 2022
2	Dr. Gopal Jahagirdar (Convenor)	National Conference on Digital Transformation in Indian Higher Education-A Road Map	A melioration higher education institutes: education 4.0	Mulshi Institute of Business Management, Pune	11-12 March, 2022
3	Mrs. Sonali Kadam (Conference Co-Convenor)	National Conference on Digital Transformation in Indian Higher Education-A Road Map	Sustainable education management system via artificial intelligence	Mulshi Institute of Business Management, Pune	11-12 March, 2022
4	Dr. Nitin Deshmane	National Conference on Digital Transformation in Indian Higher Education-A Road Map	Comparative study of digital transformation in global higher education	Mulshi Institute of Business Management, Pune	11-12 March, 2022
5	Dr. Saroja Asthana (Conference Director)	International Conference on Trends in Business and Human Resource	Holacracy- A Radical Trend in Flat Management	Mulshi Institute of Business Management, Pune	17-18 November, 2022
6	Dr. Gopal Jahagirdar (Convenor)	International Conference on Trends in Business and Human Resource	Is 360 Degree Feedback the Best Method for Performance Evaluation?	Mulshi Institute of Business Management, Pune	17-18 November, 2022
7	Mrs. Sonali Kadam (Conference Co-Convenor)	International Conference on Trends in Business and Human Resource	An effect of blue ocean strategy on ride hailing service providers in India: a case study of uber taxi service provider	Mulshi Institute of Business Management, Pune	17-18 November, 2022

Sr. No.	Name of faculty	Conference title	Title of presented paper	Host Institute	Date
8	Dr. Nitin Deshmane	International Conference on Trends in Business and Human Resource	Research on efficacy of human recourse management in service sector	Mulshi Institute of Business Management, Pune	17-18 November, 2022
9	Mrs. Sonali Kadam	International conference on education system, innovative trends and evolving research	Comparative analysis of different causes of death across globe	Dunnes Institute, Mumbai	11-12 January, 2023
10	Mrs. Sonali Kadam	International conference on recent advances in Science, engineering, technology and management	Development of housing price detection model using machine learning to study new market dynamics	Maa Narmada Mahavidyalay, Dhamod, MP	15 March, 2023
11	Mrs Sonali Kadam	International conference on economics and business research	Micro-credit defaulter model to predict a probability for each loan transaction to improve the selection of customers for the credit	International society for engineers and researchers, Kyoto Japan	9-10 February, 2023
12	Mrs. Sonali Kadam	Multidisciplinary International Conference	Impact of Renewable Energy Policies on the Adoption of Green Technologies in Automobiles	International Research Forum for Engineers and Researchers	31 July, 2023
13	Mrs. Sonali Kadam	International Conference on Education (ICEDU) and Future of Education	Redefining Management Education for the Digital Age: Integrating Experiential Learning	The International Institute of Knowledge Management, Srilanka	3-4 May, 2024
14	Mrs. Sonali Kadam	International Conference on Sustainable Management for Peace and Harmony	Blockchain and Gamification: Enhancing Security and Transparency in Digital Systems	Mulshi Institute of Business Management, Pune	23-24 May, 2024

Sr. No.	Name of faculty	Conference title	Title of presented paper	Host Institute	Date
15	Dr. Nitin Deshmane	Internation Conference on Marketing Innovation ad Analytics	The Advancement in Business Operation: An impact of Artificial Intelligence	International School of Business and Media, Pune	15-16 December, 2023
16	Dr. Nitin Deshmane	International Conference on Sustainable Management for Peace and Harmony	An Empirical Analysis on Application of Financial Derivatives as Hedging Strategy Among Indian I.T. Firms	Mulshi Institute of Business Management, Pune	23-24 May, 2024
17	Dr. Saroja Asthana	International Conference on Multidisciplinary Emerging Trends in Engineering and Technology (ICMETET-2024)	Sustainable Development and Green Technologies with focus of Renewable Energy in Automotive Sector	International School of Business and Media, College of Engineering, Pune	25-27 April, 2024
18	Dr. Saroja Asthana	International Conference on Sustainable Management for Peace and Harmony	An Evaluation of Real-World Impact of CSR and Sustainable Business Models on Environmental, Social, and Economic Outcomes	Mulshi Institute of Business Management, Pune	23-24 May, 2024
19.	Mrs. Sonali Kadam	International Conference on Economic, Management, Accounting and Tourism (ICEMAT)	The Role of Ayurveda in Promoting Sustainable Health Tourism in India	University of Nusa Cendana, Indonesia	5-6 August, 2024

F. Patents

Sr. No.	Name of faculty	Details	Title of Invention	Status
1	Mrs. Sonali Kadam	Application No. - 384044-001 Cbr Number-204347 Cbr date - 17/4/2023	Automated speed vehicle control device	Application accepted and certificate of design generated
2	Dr. Nitin Deshmane, Dr. Gopal Jahagirdar, Mrs. Sonali Kadam	Application No. - 383215-001 Cbr Date- 06/04/2023	IoT based data manager device	Application accepted and certificate of design generated
3	Dr. Vilas Pharande, Dr. Gopal Jahagirdar, Dr. Nitin Kisan Deshmane	Application No. - 383212-001	Productivity based incentive device	Application under process (waiting for technical examination)
4	Dr. Nitin Kisan Deshmane, Dr. Vilas Pharande	Application No. 419837-001, cbr date 13.06.2024. cbr no 210232	Heat Powered radiator battery	Application accepted and certificate of design generated
5	Dr. Nitin Kisan Deshmane, Dr. Vilas Pharande	Application No. 425694-001, cbr date 03.08.2024. cbr no 213766	Employee Productivity monitoring device	Application under process (waiting for technical examination)
6	Dr. Nitin Kisan Deshmane, Dr. Vilas Pharande	Application No. 411780-001, cbr date 28.03.2024, cbr no 205149	Self-heating tiffin box	Application accepted and certificate of design generated
7	Dr. Nitin Kisan Deshmane	Application No. 402940-001, cbr date 23.12.2024, cbr no 216319	Office complaint and leave management device	Application accepted and certificate of design generated

G. Faculty encouragement to students to participate in Conferences by Prof Gopal Jahagirdar and Mrs. Sonali Kadam

SN	Name of Student	Conference name	Host Institute	Paper Title
AY2022-23				
5.	Shabbir Indorewala	International Conference on Machine Learning Big Data Management Cloud and Computing (ICMBDC)	Global Society for Research and Development, New Delhi, India	Effect of customer satisfaction on sales performance
6.	Prachi Shrivastava	International Conference on Machine Learning Big Data Management Cloud And Computing (ICMBDC)	Global Society for Research and Development, New Delhi, India	Empirical study of factors influencing consumer brand switching behavior in IT industry
7.	Abhishek Kumar Pandey	International Conference on Economics, Management and Social Study (ICEMSS)	International Society for Engineering Research and Development, New Delhi, India	Involving data analytics for improved customer satisfaction and engagement
8.	Niharika Ojha	International Conference on E-Education, E-Business, E-Management and E-Learning (IC4E) held in New Delhi India	Institute of Research Engineers and Scientists, New Delhi India	Influencing marketing strategies to manage innovation

SN	Name of Student	Conference name	Host Institute	Paper Title
9.	Aishwarya Dakhode	International Conference on E-Education, E-Business, E-Management and E-Learning (IC4E)	Institute of Research Engineers and Scientists, New Delhi India	Study of effect of recruitment and selection on employee engagement and productivity

Batch 2023-24

10	Shivam Akhare	International Conference on Sustainable Management for Peace and Harmony (ICSMPh-2024)	Mulshi Institute of Business Management, Pune	Exploring Emotional AI in Customer Experience: A Study of Indian Consumers on Swiggy
11	Sapana Jinodiya	International Conference on Sustainable Management for Peace and Harmony (ICSMPh-2024)	Mulshi Institute of Business Management, Pune	Sustainable Packaging in ECommerce: Strategy Analysis
12	Gaurav Kshirsagar	International Conference on Sustainable Management for Peace and Harmony (ICSMPh-2024)	Mulshi Institute of Business Management, Pune	Assessing the Effectiveness of Artificial Intelligence in Advertising Compared to Traditional Approaches
13	Priya Kumawat	International Conference on Sustainable Management for Peace and Harmony (ICSMPh-2024)	Mulshi Institute of Business Management, Pune	A Study on the Financial Performance of Microfinance Institutions in Pune
14	Suyash Tiwari	International Conference on Economic, Management,	University of Nusa Cendana, Indonesia	Analyzing Customer Behavior and Purchase Patterns to Optimize Store-Level Performance

SN	Name of Student	Conference name	Host Institute	Paper Title
		Accounting and Tourism (ICEMAT)		
15	Ganesh Khetre	International Conference on Economic, Management, Accounting and Tourism (ICEMAT)	University of Nusa Cendana, Indonesia	Evolving Structure and Functions of Capital Markets in India: Trends, Challenges, and Technological Innovations
16	Priya Kumawat	International Conference on Economic, Management, Accounting and Tourism (ICEMAT)	University of Nusa Cendana, Indonesia	Tourism Investments and Economic Growth: A Financial Analysis of Developing Countries

H. Faculty encouragement to students to Publish papers in UGC care Journals

Sr. No.	Name of Student	Title of Paper	Year of Publication	Journal Category	Name of Journal
1	Mr. Akshat Maheshwari	A Survey on Digital Evaluation of Assignment Submitted by Students on Education Platform	2022	UGC Care-I (print)	Anvesak, ISSN 0378-4568 Volume 7 Issue 28, Jan-June 2021 UGC CARE-I listed
2	Ms. Ayushi Vyas	A study on recruitment and selection process in IT firm	2023	UGC Care-I (print)	Rabindra Bharati Journal of Philosophy, Vol-XXIV, June 2023 Impact factor: 5.4
3	Ms. Shivani Patil	Exploratory analysis of virtual learning at higher educational institutes in India during COVID-19 pandemic	2023	UGC Care-I (print)	Rabindra Bharati Journal of Philosophy Vol-XXIV, June 2023 Impact factor: 5.4
4	Mr. Keshav Bajaj	To study the sales generating strategy to increase business of Pune based media firm and to study CRM of magazine readers	2023	UGC Care-I (print)	Madhya Bharti-Humanities and Social Sciences, Vol-83, January-June 2023, ISSN: 0974-0066
5	Ms. Neharika Ojha	Internet of things in sustainable digital campuses	2023	UGC Care-I (print)	Madhya Bharti-Humanities and Social Sciences, Vol-83, January-June 2023, ISSN: 0974-0066

6.10. Sponsored Research (70)

Sr. No.	Project Title	Consulting	Funding Agency	Amount with GST	Duration
1	In depth Study of Market Segmentation and Consumer Behavior in Realty Sector	Dr. Saroja Asthana Dr. Nitin Deshmane	J.K. Square Infrastructure Pvt. Ltd., Kolhapur	2,95,000	1/7/22 to 30/10/22
2	Competitive Analysis of Infrastructure Companies with special focus on advertising and Social Media Marketing	Dr. Nitin Deshmane Dr. Saroja Asthana	J.K. Square Infrastructure Pvt. Ltd., Kolhapur	2,18,300	20/8/22 to 31/12/22
3	Brand Positioning and Skill Development for HR Personnel in Service Sector	Dr. Nitin Deshmane Dr. Saroja Asthana	J.K. Square Infrastructure Pvt. Ltd., Kolhapur	1,35,700	10/1/23 to 30/3/23
Total Sponsored Project Cost			6,49,000		

6.11 Consultancy/Testing/Training (25)

Sr. No.	Project Title	Consulting	Funding Agency	Amount with GST	Duration
1	Branding Services through Excellence - Learning Lessons for Top Management	Dr. Saroja Astana Dr. Nitin Deshmane	J.K. Square Infrastructure Pvt. Ltd., Kolhapur	3,12,700	3 days in-company Program during 15-17 September 2022
2	Attitude Building and Selling Services	Dr. Nitin Deshmane Dr. Saroja Asthana	J.K. Square Infrastructure Pvt. Ltd., Kolhapur	2,30,100	2 days in-company Program during 18-19 November 2022
3	Skill Development for HR Personnel in Service Sector	Dr. Nitin Deshmane Dr. Saroja Asthana	J.K. Square Infrastructure Pvt. Ltd., Kolhapur	1,06,200	2 days in-company Program during 16-17 December 2022
4	Attitude Building and Selling Services	Dr. Nitin Deshmane Dr. Saroja Asthana	Daltrasmart Technologies Pvt. Ltd., Pune	2,30,100	2 days in-company Program during 26-27 August 2022
5	Lessons in Branding of Services for Management	Dr. Saroja Astana Dr. Nitin Deshmane	Daltrasmart Technologies Pvt. Ltd., Pune	3,12,700	3 days in-company Program during 20-22 October 2022
6	Skill Development for HR Personnel in Service Sector	Dr. Nitin Deshmane Dr. Saroja Asthana	Daltrasmart Technologies Pvt. Ltd., Pune	1,06,200	3 days in-company Program during 6-7 January 2023
7	Design and development of Technological Support System for Service Industries	Dr. Vilas Pharande	Shree Surveyor and Loss Assessor, Pune	236000	July 2024- December 2024
	Total Consultancy Projects Cost			15,34,000	

6.12 Faculty as Consultant of the Industries (10)

Following faculty members from MIBM has provided consultancy

1. Dr. Saroja Asthana and Dr. Nitin Deshmane, “In depth Study of Market Segmentation and Consumer Behavior in Realty Sector”

This 3 month in-company program organized by Dr Asthana and Dr Deshmane focused on teaching top management strategies for branding services, emphasizing excellence and the lessons learned from industry best practices. The program aimed at equipping leaders with essential tools to improve brand visibility and business outcomes and was organized for JK Square Infrastructure Pvt Ltd, Kolhapur.

2. Dr. Nitin Deshmane and Dr. Saroja Asthana, “Competitive Analysis of Infrastructure Companies with special focus on advertising and Social Media Marketing”

This project involved a detailed competitive analysis of infrastructure companies, with a focus on their advertising strategies and social media marketing practices. Dr. Nitin Deshmane and Dr. Saroja Asthana conducted research to evaluate the effectiveness of online campaigns and branding strategies used by infrastructure firms. The analysis helped J.K. Square Infrastructure Pvt. Ltd. to identify market trends, improve their digital presence, and enhance their marketing strategies, ultimately driving better engagement and visibility in the competitive infrastructure sector. The project was carried out over a period of four months, from August 20, 2022, to December 31, 2022.

3. Dr. Nitin Deshmane and Dr. Saroja Asthana, ‘Brand Positioning and Skill Development for HR Personnel in Service Sector’

This project aimed at enhancing the skills of HR personnel in the service sector while focusing on brand positioning strategies. Dr. Nitin Deshmane and Dr. Saroja Asthana guided J.K. Square Infrastructure Pvt. Ltd. in strengthening their brand presence and developing HR capabilities to meet industry demands. The program covered key areas such as strategic HR management, communication, and talent retention, equipping HR professionals with the tools to build a strong brand and improve organizational performance. The initiative was conducted from January 10, 2023, to March 30, 2023.

4. Dr Saroja Asthana and Dr Nitin Deshmane ‘Branding Services through Excellence - Learning Lessons for Top Management’

This in-company program, conducted by Dr. Saroja Asthana and Dr. Nitin Deshmane, focused on imparting essential lessons in branding services for top management at J.K. Square Infrastructure Pvt. Ltd., Kolhapur. The program, held over three days from September 15 to 17, 2022, aimed to enhance leadership's understanding of brand positioning, customer engagement, and maintaining excellence in service delivery. It provided valuable insights into industry best practices, helping the management team refine their branding strategies and drive sustainable business growth.

5. Dr. Nitin Deshmane and Dr. Saroja Asthana, “Attitude Building and Selling Services”

This 2 day in-company training program, organized for JK Infrastructure Kolhapur, was designed to enhance participants' attitude and skills in selling services effectively. Through interactive sessions, the program focused on instilling a customer-centric mindset and improving service-oriented sales techniques for better market engagement.

6. Dr. Nitin Deshmane and Dr. Saroja Asthana, “Skill Development for HR Personnel in Service Sector”

Aimed at HR professionals, this program provided critical skill-building tools specific to the service sector. It covered areas such as communication, conflict resolution, and employee engagement, empowering HR personnel to better manage teams and enhance overall service delivery. The 3 day in-company training was designed and delivered by Dr Asthana and Dr Deshmane for JK Square Infrastructure, Pvt Ltd, Kolhapur.

7. Dr. Nitin Deshmane and Dr. Saroja Asthana, “Attitude Building and Selling Services”

Similar to the previous program, this 2 day in-company session was tailored for employees at Daltrasmart Technologies, focusing on building a positive attitude and improving service sales skills. The training, led by Dr Asthana and Dr Deshmane, aimed to transform service delivery approaches, driving better customer satisfaction and organizational success.

8. Dr. Saroja Asthana and Dr. Nitin Deshmane, “Lessons in Branding of Services for Management”

This program, directed at Daltrasmart Technologies’ management, aimed at refining their branding strategies for services. It was led by Dr. Ashtana and Dr Deshmane provided insights into effective brand communication and long-term brand positioning in competitive markets, enhancing the company's visibility and reputation.

9. Dr. Nitin Deshmane and Dr. Saroja Asthana, “Skill Development for HR Personnel in Service Sector”

Aimed at HR professionals, this program provided critical skill-building tools specific to the service sector. It covered areas such as communication, conflict resolution, and employee engagement, empowering HR personnel to better manage teams and enhance overall service delivery. The 3 day in-company training was designed and delivered by Dr Asthana and Dr Deshmane for Daltasmart Technologies, Pvt Ltd, Pune.

10. Dr. Vilas Pharande,” Design and development of Technological Support System for Service Industries”

Dr. Pharande has provided expert consultancy to Shree Surveyor and Loss Assessor in Pune, where he tackled various software and advanced Excel-related issues. His contributions also include the development of an online GST return support system, simplifying the process of filing returns for businesses. Additionally, Dr. Pharande addressed challenges related to vehicle tracking, offering effective solutions for analyzing historical track records for major insurance companies, including New India, ICICI, and Bharti AXA. His efforts have significantly streamlined processes and enhanced the efficiency of operations for these industries.

6.13 Preparation of Teaching Cases (10)

Case studies developed by MIBM faculty members is made available in a form of short videos and published on U-tube. Further, case studies are edited and published in a book entitled “**Cases in Business Management by MIBM**” ed. Sonali Kadam. The book included some of the following cases:

SN	Title	Faculty name	Course name
1	Marketing Analysis of Mothers recipe: cultivating separate market	Ms Sonali Kadam, Mr Dinkar Hazare	Marketing Management
2	Netflix: A study of competitive marketing strategies to boost the customer base	Dr. Nitin Deshmane, Mr Navnath Lendave,	Marketing Management
3	Influencing retail strategies by JioMart: Creating new footprint for retail industry	Dr. Vilas Pharande, Dr. Anita Khaire	Retail Management
4	Timely reconceptualization of digital marketing: A case study of food delivery giant Zomato	Ms Priyanka Suryavanshi, Ms Sonali Kadam	Digital Marketing
5	Redefining future of Business with implementation of digital marketing: A case study of Zomato	Dr. Nitin Deshmane, Ms Amruta Sane	Digital Marketing
6	Blue Ocean strategy implementation and its effect on organizations growth-A case study of Reliance Jio	Ms Sonali Kadam, Mr. Ravi Chhabra	Business Strategy and Policy
7	Will offline retail strategy by Big Basket help it to uplift the falling customer base?	Dr. Saroja Asthana, Mr. Ravi Chhabra	Retail management
8	Success story for KIA: The luxury market will grow to serve wealthy consumers	Dr. Saroja Asthana, Ms. Sonali Kadam	Business Strategy and Policy
9	Jain Irrigation: Victorious Journey from fall to rise	Ravi Chhabra, Ms Sonali Kadam	Business Environment
10	ChatGPT maximizing or diminishing the learning attitude of students?	Dr. Vilas Pharande Dr. Gopal Jahagirdar	Introduction to AI and ML