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M.B.A. SEMESTER IV ACCORDING TO NEW CBCGS AND OBE PATTERN

MARKETING STRATEGY

Dr. SUNIL UJAGARE
Dr. LEENA MODI (GANDHI)

To

Principal

M. U. College of Commerce

Pimpri PUNE 411 017



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BCG Matrix

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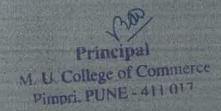
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LM. LEENA SUIVEL MODE (GANDED)





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Organizational Behaviour

First Edition

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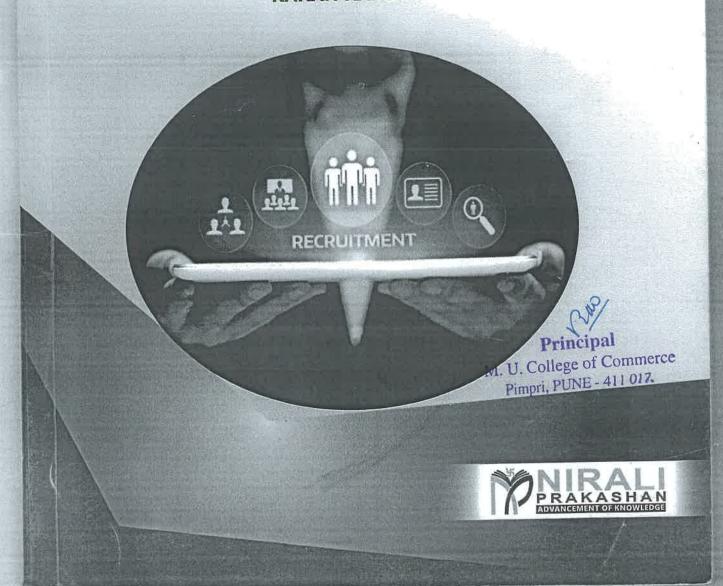
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Dr. LEENA SUNIL MODI (GANDHI)

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Employee Recruitment & Record Management

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About the Author



Dr. Bhaskar Khandu Narwate is currently working as **Asst. Professor & Head, Dept. of Commerce** at Shikshan Rasarak Mandal's Late Bindu Ramrao Deshmukh Arts & Commerce Mahila Mahavidyalaya, Nashik. He has done M. Com. M. Phil, NET, GDCA and is pursuing Ph.D. He is having **12 years** teaching Experience.



Prof. Sonam Poptani is currently working as an Assistant Professor in Manghanmal Udharam College of Commerce, Pimpri Pune. She has 9 year's experience in teaching subjects like Business Communication, Corporate Accounting, Cost and Works Accounting, Marketing, Analysis of Financial Statements, Organisational Behaviour, Recent Advances in Business Administration, Auditing and Income Tax, Advanced Accounting, Strategic Management, Business Management. She has also presented and published

research papers at National and International Conferences. She has also worked in different examination committees of SPPU.



Prof. Kushal Ramesh Pakhale is currently working as Assistant Professor in Rayat Shikshan Sansthas, Dr. Babasaheb Ambedkar College Aundh, Pune. He has Completed M.Com. form Kavayitri Bahinabai Chaudhari North Maharashtra University Jalgaon. He has qualified SET Exam. He is pursuing Ph.D from Savitribai Phule Pune University. He has published research paper in National level Journal. He has more than 3 years of teaching experience. He is also an experienced e-tutor in MNC, where he provided tutoring to the American

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PRIN. DR. NITIN GHORPADE (M.Com, B.Ed., M.Phil.,SET, Ph.D.)

He is currently working as Principal in Pune District Education Association's Baburaoji Gholap College, Sangvi Pune. He has 17 years' experience as Lecturer and 12 years experience as Principal. He stood sixth in the rank of merit of M.Com. in 1990. He has Published 23 books, presented 34 International, 12 National and 8 State level Research Papers and 48 articles in Periodicals and News papers. He has been worked as Member of NSS Advisory Committee and also worked as District co-ordinator of NSS from 2003 to 2006. He has actively participated in Board of Student Welfare as District co-ordinator form 2006 to 2009, Savitribai Phule Pune University.

Awarded as G.B. Kulkarni Best commerce Teacher Award by Savitribai Phule Pune University in the year 2010 and Best Teacher award by SPPU in 2019-20 He has been awarded as NSS 'Best Programme Officer' by Government of Maharashtra for Social Work, he has been received 29 "Ideal Teacher", "Best Teacher". He is Recognised Ph.D. Guide, Seven students received Ph.D. and eight students received M. Phil degree. He has completed two Minor research Project and two Major Research Project funded by UGC, ICSSR and BCUD. He has worked as the Member of Board of studies in Statistics and computer Application, Savitribai Phule Pune University in the period of 2000 to 2005. He is ACADEMIC COUNCIL MEMBER of Savitribai Phule Pune University for the period of 2010-2020 and 2018-2022. He was Sub-Committee MEMBER of BCUD, Savitribai Phule Pune University for the period of 2010-2015. He was CHAIRMAN of Board of Studies STATISTICS & COMPUTER APPLICATION Savitribai Phule Pune University for 2010 to 2015. He is CHAIRMAN of Board of Studies Business Practices Savitribai Phule Pune University for 2018 to 2020. He is COMMERCE FACULTY MEMBER, Savitribai Phule Pune University for 2010-2015 and 2018-2022. He has also presented Research Paper presented at Bangkok, Oman, Singapore, Barcelona (Spain), Iran, Malaysia and Nepal



DR. KISHOR R. LIPARE

(M.Com., M.B.A., SET, M.Phil., GDC&A, Ph.D)

He is currently working as Head of Department of Commerce in Pune District Education Association's Waghire College, Saswad. He has passed B.Com & M.Com with specialisation in 'Advanced Accounting & Taxation'. He stood first in the rank of merit of M.Com. Examination of ShivajiUniversity, Kolhapur in year 2004. He has completed his Ph.D in the subject of Business Administration from Savitribai Phule Pune University in year 2017. He is very popular teacher of Corporate Accounting, Advanced Accounting, Elements of Company Law, Mathematics and Statistics etc.

12years teaching experience is at credit to graduate as well as post graduate courses like B.Com, M.Com, D.T.L. etc. He is author of various text books on Corporate Accounting, Elements of Company Law, Income Tax, Business Mathematics and Statistics, Research Methodology for Business etc. He has presented more than 42 research papers in National & International Seminars and Conferences in India The same research papers have been published in UGC Care Listed Journals, National and International journals having ISSN & ISBN numbers with impact factor. He has also received award from Savitribai Phule Pune University in year 2018 for his notable contribution in National Service Scheme as a Pune Rural District Coordinator and 'Praise Certificate Award' for outstanding contribution in National Service Scheme in year 2019.



PROF. SONAM POPTANI

(M.Com, SET)

She is currently working as an Assistant Professor in Manghanmal Udharam College of Commerce, Pimpri Pune since 2012. She has 8 years experience of teaching subjects like Accountancy, Management, Marketing, Income Tax, and Costing. She has also presented and published research papers at National and International Conferences. She has also worked in different examination committees of SPPU.

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Read to Lead

DECISION MAKING AND RISK MANAGEMENT



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Dr. Sharad Kadam Dr. Prashant Kalshetti Dr. Palak Chhablani

Principal

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- Dr. Sharad Kadam
- Dr. Prashant Kalshetti
- Dr. Palak Chhablani

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Branch Office:

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About the Book

This book of "Decision Making and Risk Management" provides an overview of the fundamental aspects related to decision making and risk Management. In this book, every effort has been made to make the text easy to understand while keeping the material according to syllabus. Model paper is also provided in this book which will help students to prepare for the examination. This book is useful not only for students who are pursuing their studies but also for those working in the educational institutions and corporate world.

About the Author



Dr. Sharad Kadam is working in MIT Arts Commerce and Science College, Alandi Devachi, Pune. He has 18 years Academic & 3 years Industry experience. He has obtained DCE, PGDBM, MBS (HR), MBS (MKT) & Ph.D. in Business Administration & Management. He has attended various Workshop & Seminars at National and International levels. He has published many papers in National and International Journals. His areas of interest are all Management related subjects.



Dr. Prashant Kalshetti has got diversified experience of 16 years with enrich amount of knowledge in the avenue of Marketing, HRM, Pharmacy, Corporate Business Communication and Personality Development. He is predominantly Ph. D and NET in Management, Post Graduate in Marketing, HRM, International Business and Commerce from University of Pune and Health Care Management and Medico Legal Systems from Symbiosis International University. Also Post graduate in Higher Education from IGNOU. Presently he is shouldering the responsibility as Head of BBA, PGDB&F, PGDT and Foreign Language Departments at Dr. D. Y. Patil Arts, Commerce and Science College, Pimpri, Pune. His research work gained the acceptance in premier institutions like IIM-A, IIM-K and many international

conferences outside India. He radically trusts teaching as the noblest of all professions and as a teacher he wants to inculcate the drive for comprehensive learning in students and wishes to create the excellence in the field of teaching. He is also the recipient of Best Teacher Awards.



Dr. Palak Chhablani is Ph.D in Management and MBA in Finance and Marketing. Presently working as an Assistant Professor and Placement coordinator in Manghanmal Udharam College of Commerce, Pimpri, Pune. She has 11 years of teaching experience and her areas of expertise are Business Economics, Business Mathematics, Principal of Finance and Digital Marketing etc. She has attended many seminars and conferences and has presented many papers.

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Authors
Prof. Amol Pravin Pitale, Ashwini Deepak Kohok, Prof. Ankush Atmaram Pingale
Dr. Nilesh Prabhakar Pawar, Prof. Swati Uddhav Mahajan
Dr. Sharad Kadam, Dr. Prashant Kalshetti, Dr. Palak Chhablani
Prof. Sangita Pramod Kulkarni, Prof. Piyush Dixit
Dr. Sagar Onkarrao Manjare, Mohammed Fazil Shareef MQ
Dr. Makarand Wazal, Prof. Deepika Abhijeet Kininge
Dr. Thomson Varghese, Prof. Sarika Vishal Jagtap
Prof. Rishikesh J. Malani, Nimbolkar Vishal Rajendra, Gauri Kunal Khedkar
S Dr. Shivaji D. Shelake, Dr. Shital Mantri
Dr. Aarti Umesh Kulkarni, Prof. Vidya Bhegade

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