

**Details of all Case Studies Publications in CAY, CAYm1 & CAYm2**

**Table No. 6.9.6.1: Case Studies Publication Details for CAY (AY 2023-24)**

Sr. No.	Name of the Faculty	Title of the case study developed	Journal Name	ISBN	Year of Publication
1	Dr. Prashant Mishra	The Hero-Honda Split: Charting New Courses in the Indian Two-Wheeler Market	IMPEX (Peer-reviewed Interdisciplinary Case Study Journal)	978-81-953896-0-5	2024
2	Dr. Vilis Pawar	From CEO to Jail Inmate: The Journey of Elizabeth Holmes		978-81-953896-0-5	2024
3	Prof. Soumyakant Dash	Communication Flows at Splendid Facilities Management India Pvt. Ltd.		978-81-953896-0-5	2024
4	Prof. Nidhi Sah	Metamorphosis at Green Harvest		978-81-953896-0-5	2024
5	Dr. Pravin Chavan	Reviving Nostalgia: Reliance Industries and the Reintroduction of Campa Cola in Modern India	IMPEX (Peer-reviewed Interdisciplinary Case Study Journal)	978-81-953896-0-5	2024
6	Prof. Aishwarya Maharshi	Financial Turnaround of Jet Airways (India) Limited		978-81-953896-0-5	2024
7	Prof. Sagar Janrao	Zuari Agreo Chemicals- Jai Kisan- A Success Story		978-81-953896-0-5	2024
8	Prof. Vinayak Krishnan	Ambitious Travels Pvt. Ltd.		978-81-953896-0-5	2024
9	Prof. Aditi Thakkar	Integrating Worlds: The Evolution and Future of Omnichannel Retailing	IMPEX (Peer-reviewed Interdisciplinary Case Study Journal)	978-81-953896-0-5	2024
10	Dr. Vatsala Manjunath	The PAYTM Fiasco		978-81-953896-0-5	2024

**Table No. 6.9.6.2: Case Studies Publication Details for CAY (AY 2022-23)**

Sr. No.	Name of the Faculty	Title of the case study developed	Journal Name	ISBN	Year of Publication
1	Dr. Shripad Joshi	New Poona Bakery: A Revolution In The Baking Industry	IMPEX (Peer-reviewed Interdisciplinary Case Study Journal)	978-81-953896-2-9	2023
2	Dr. Deepali Garge	Omni Channel Strategist “Nykaa”		978-81-953896-2-9	2023
3	Dr. Naim Shaikh	Business Made Easy		978-81-953896-2-9	2023
4	Prof. Abhijit Vhatkar	Revising The Digital Marketing For Giridhar Foods Pvt. Ltd.		978-81-953896-2-9	2023
5	Prof. Mandar Brahme	Jai Malhar Agri Tourism Centre: Way To Sustainable Livelihood	IMPEX (Peer-reviewed Interdisciplinary Case Study Journal)	978-81-953896-2-9	2023
6	Prof. Sonali Meshram	Networking In B2b		978-81-953896-2-9	2023
7	Dr. Harshal Raje	Investors’ Dilemma: Financial Statement Analysis		978-81-953896-2-9	2023
8	Dr. Shailendraku mar Kale	An Electric Vehicle- Tata Nexon EV		978-81-953896-2-9	2023
9	Dr. Priyanka Bobade	Banking Operations & COVID 19 pandemic	IMPEX (Peer-reviewed Interdisciplinary Case Study Journal)	978-81-953896-2-9	2023
10	Prof. Dhanashri Havale	Policy Framework to Cultivate an on-Campus Start-Up Culture in an Agriculture University		978-81-953896-2-9	2023

**Table No. 6.9.6.3: Case Studies Publication Details for CAY (AY 2021-22)**

<b>Sr. No.</b>	<b>Name of the Faculty</b>	<b>Title of the case study developed</b>	<b>Journal Name</b>	<b>ISBN / ISSN</b>	<b>Year of Publication</b>
1	Dr. Leena Dam	Cyberattack at Cosmos Bank: Regaining Customer Trust	SAGE Business Cases Originals	978-15-297946-5-6	2022
2	Dr. Leena Dam	OPOS: Fostering Shared Value in a Culinary Enterprise	Harvard Business Publishing Education, Ivey Publishing	0017-8012 (Reference no. W24786)	2021

**Dr. Chetan Chaudhari**  
Director, GBSRC

**Table No. 6.9.7: List of Ph. Ds awarded during assessment period while working in the institute**

Sr. No.	Name of Faculty	Topic of Ph.D.	University	Date of Award
1	Dr. Abhijit Vhatkar	A Study of Digital Marketing With Reference to Management Institutes in Pune District	Shivaji University, Kolhapur	19/04/2024
2	Dr. Dhanashri Havale	A Sustainable Agritourist Challenges and Opportunities	Dr. D.Y. Patil Vidyapeeth, Pune	27/06/2023
3	Dr. Anu Alex	Human Resource Management Practices in Organized Retail Industry in India, with reference to Retail Organizations in Pune	Savitribai Phule Pune University, Pune	22/06/2023
4	Dr. Sphurti Birajdar	Family Business Management Practices of Marwari, Jain and Sindhi Community- An Analytical Study of the Underlying Business Model with Special Reference to Western Maharashtra	Punyashlok Ahilyadevi Holkar Solapur University, Solapur	10/04/2023
5	Dr. Vatsala Manjunath	A Study of Mutual Fund Investment Trends Due to a Change in the Foreign Institutional Investment and Domestic Institutional Investment, Flow of funds	Savitribai Phule Pune University, Pune	23/08/2022
6	Dr. Khyati Tejpal	To Study Attitude of Customer's towards Internet Advertisements in Pune City	UKA Tarsadia University, Surat	19/05/2022
7	Dr. Manesh Palav	A Study of Application of Marketing Audit by Pharmaceutical Companies with reference to Maharashtra	Savitribai Phule Pune University	27/04/2022
8	Dr. Vilis Pawar	Study of Organizational Culture & Leadership Style and Its Impact on Financial Performance of Selected IT Companies in the State of Maharashtra	Savitribai Phule Pune University	01/01/2021

**Table No. 6.9.8: Details of Ph. Ds awarded under the guide ship of GBSRC faculties**

Sr. No.	Name of the Ph.D. scholar	Registration No.	Name of Ph.D. Guide	Specialization	Date of Registration	Date of Award
1	Mr. Rajat Mohan Bhatt	125/Mangt/2020	Dr. Deepali Garge	Applied Management Science	19-09-2020	11-04-2024
2	Mr. Janardhan D. Mandhare	89/Mangt/2017	Dr. Safia Farooqi	Human Resource Management	01-08-2018	10-04-2024
3	Mr. Amol Bharat Deogadkar	86/Mangt/2017	Dr. Shailendrakumar Kale	Applied Management Science	01-08-2018	08-04-2024
4	Ms. Sarah Leah Dsouza	108/Mangt/2018	Dr. Safia Farooqi	Human Resource Management	13-06-2019	03-04-2024
5	Mr. Abhishek Vikram Bokey	114/Mangt/2018	Dr. Snehal Maheshkar	Human Resource Management	13-06-2019	05-04-2024
6	Mr. Jitendra Vinayak Sandu	87/Mangt/2017	Dr. Snehal Maheshkar	Human Resource Management	01-08-2018	04-04-2024
7	Mrs. Krishika Sanjeev Chandwani	105/Mangt/2018	Dr. Harshal Raje	Finance Management	13-06-2019	01-04-2024
8	Mr. Sandeep Narayan Naik	103/Mangt/2018	Dr. Deepali Garje Co-Guide – Dr. Vishal Wadajkar	Applied Management Sciences	13-06-2019	09-03-2024
9	Ms. Saylee Anil Karande	109/Mangt/2018	Dr. Naim Shaikh	Human Resource Management	13-06-2019	29-02-2024
10	Mr. Prasad Ashokrao Kajale	121/Mangt/2018	Dr. Shripad Joshi Co-Guide – Dr. Vidya Nakhate	Marketing Management	3-06-2019	24-01-2024

Sr. No.	Name of the Ph.D. scholar	Registration No.	Name of Ph.D. Guide	Specialization	Date of Registration	Date of Award
11	Mr. Chetan Sanjay Daoo	98/Mangt/2017	Dr. Chetan Chaudhari	Marketing Management	01-08-2017	13-01-2024
12	Mr. Madhup Kantilal Gandhi	81/Mangt/2017	Dr. Chetan Chaudhari	Applied Management Sciences	01-8-2018	29-12-2023
13	Mr. Manoj Bhatiya	84/Mangt/2017	Dr. Shailendraku mar Kale	Applied Management Sciences	01-08-2018	11-06-2023
14	Ms. Amandeep Saini	118/Mangt/2018	Dr. Chetan Chaudhari	Marketing Management	13-06-2019	11-03-2023
15	Ms. Ashwini Shelke	98/Mangt/2017	Dr. Naim Shaikh	Applied Management Sciences	1-08-2018	10-03-2023
16	Ms. Kalyani Deshpande	104/Mangt/2018	Dr. Shailendraku mar Kale	Applied Management Sciences	13-06-2018	17-07-2023
17	Ms. Dhanashri Sanadkumar Havale	117/Mangt/2018	Dr. Chetan Chaudhari	Marketing Management	13-06-2018	27-06-2023
18	Dr. Rekha Raikar Kumar	65/Mangt/2013	Dr. Snehal Maheshkar	Finance Management	13-02-2016	20-06-2023
19	Ms. Sonal Khatri	93/Mangt/2017	Dr. Shailendraku mar Kale	Marketing Management	01-08-2018	06-08-2022
20	Mr. Amit Prasanna Deshmukh	72/Mangt/2013	Dr. Chetan Chaudhari	Marketing Management	14-02-2015	11-06-2022
21	Mr. Vazhapilly Raju Varghese	80/Mangt/2013	Dr. Leena Dam	Marketing Management	14-02-2015	21-05-2022
22	Mr. Vinayak Patil	75/Mangt/2013	Dr. Chetan Chaudhari	Marketing Management	14-02-2015	23-04-2022

<b>Sr. No.</b>	<b>Name of the Ph.D. scholar</b>	<b>Registration No.</b>	<b>Name of Ph.D. Guide</b>	<b>Specialization</b>	<b>Date of Registration</b>	<b>Date of Award</b>
23	Mr. Jai Ram Choudhary	51/Mangt/2013	Dr. P.N. Razdan	Applied Management Sciences	14-2-2015	09-03-2022
24	Mr. Shashikant Govindrao Kurbetti	67/Mangt/2013	Dr. Maheshkar Snehal	Human Resource Management	13-02-2016	12-02-2022
25	Mr. Pradip Roy	52/Mangt/2013	Dr. Chetan Chaudhari	Applied Management Sciences	13-02-2016	01-01-2022
26	Mr. Bharat Prataprao Chavan Patil	56/Mangt/2013	Dr. Safia Farooqui	Applied Management Sciences	14-2-2015	20-11-2021

**Dr. Chetan Chaudhari**  
Director, GBSRC