



➤ **Name:** Dr. Jayashree Patole

➤ **Designation:** Assistant Professor

➤ **Educational Qualification:** Ph.D., M.B.A., B. Pharm., UGC NET

➤ **Total work experience:** 17.5 Years

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➤ **Academic / Research Interest & Expertise:**

- **Broad Areas:** Marketing & Human Resource Management

- **Specific Areas:** Digital Marketing, Retail Management, Advertising & Sales Promotion, Marketing Management, Organizational Behavior, Business Ethics, Business Environment, Business Organization & System, International Business

➤ **Publication details:**

Sr. No.	Particulars	Number of publications
1	Research Papers	16
2	Books	01
3	Book Chapters	01
4	Patents	01
5	Case Studies	01

➤ **Approved Ph.D. Guide:** Yes

- **Research Profile:**

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