Supporting documents of papers published in national/ international conference proceedings per teacher during last five years

1. **Paper Title** : A Study And Analysis Of Existing Practices Of Competency Mapping & Competency Development And Most Preferred Practice Out Of Competency Mapping And Competency Development For Managerial Personnel In Select Manufacturing And Service Industries In Pune

   Author : Dr. Ashish Vyas

1. ***Weblink:*** ***https://nwimsr.mespune.org/wp-content/uploads/2024/03/Chronicle2019.pdf***

2. Cover Page:

CHRONICLE OF THE
NEVILLE WADIA INSTITUTE OF
MANAGEMENT STUDIES
AND RESEARCH

8th International Conference on

"The Effect of 'New approach to Globalization' on Business"

ISSN : 2230-9667

January 28th and 29th, 2019

3. Content Page:

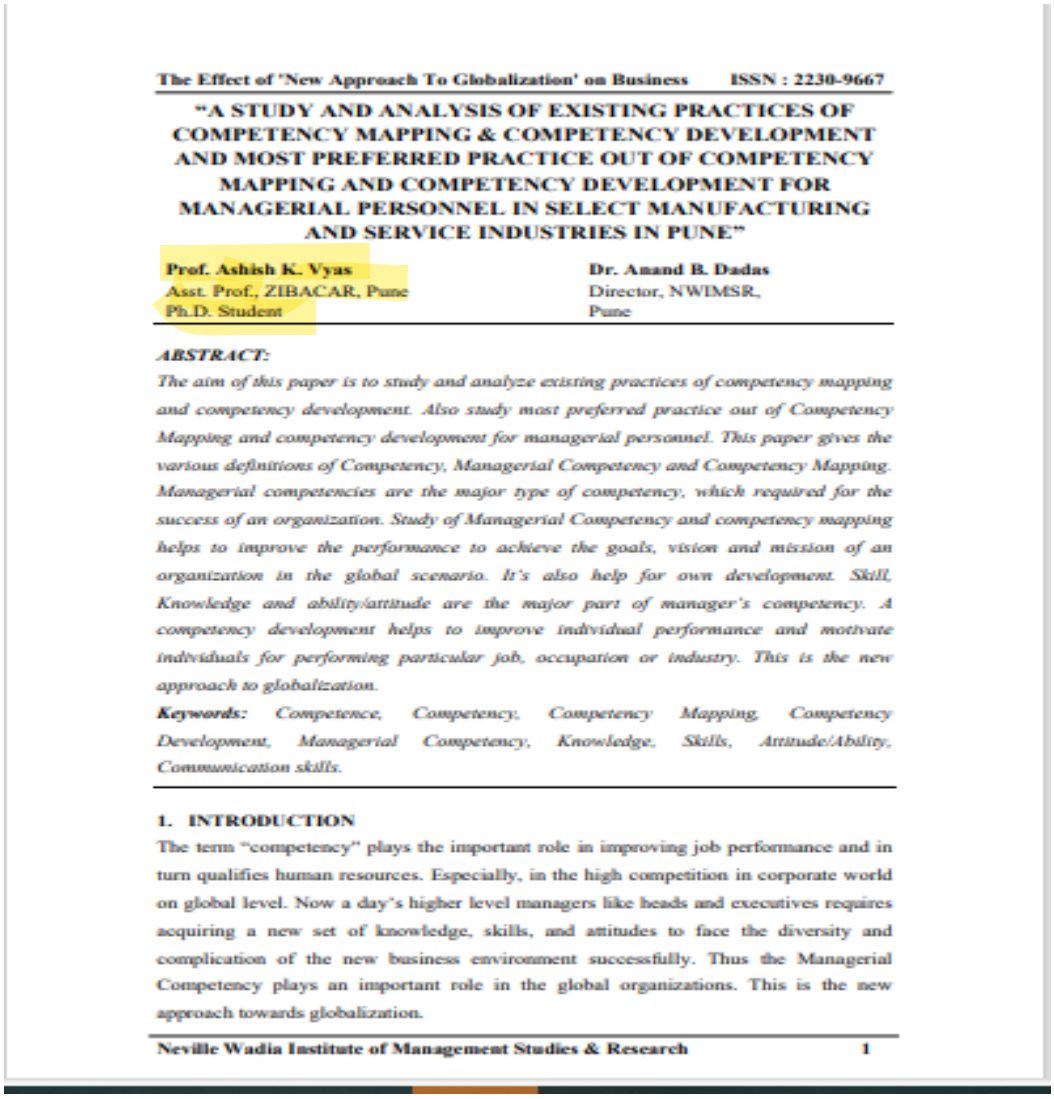
CONTENTS

Sr. No.	Title of Paper	Authors Name	Page No.
1.	A Study And Analysis Of Existing Practices Of Competency Mapping & Competency Development And Most Preferred Practice Out Of Competency Mapping And Competency Development For Managerial Personnel In Select Manufacturing And Service Industries In Pune	Prof. Ashish K. Vyas Dr. Anand B. Dadas	1
2.	A Study Of Call Management Process With Assessment Of Call Quality And Call Effectiveness In Pharmaceutical Selling	Prof. A. S. Farooqui Prof. Dr. G. K. Shirude	10
3.	Effect Of New Approaches To Globalization: New Era For Agro-Tourism 'India Host-&-Guest'	Prof. Mayuri Kulkarni	36
4.	"Because Of Advancement In Technology & Digitalization At Lightening Pace, The Scope Of Financing Activities Are Experiencing Transformation"	Bhupendra Kumar Saxena Dr. Mayanka Sharma	47
5.	Calculation Of Business Valuation By Using Price/Earning Multiple Method	Dr. Avinash Hanmant Ghadage	56
6.	Brought Out Part (Bop) Capacity Planning In Automotive Industries.	Dr. Satish Ubale Sumit Godalkar	63
7.	Data Mining Using Hadoop Distriuted File System (Hdfs) For E-Commerce Marketing Strategy	Mr. Pradeep Krishna Ambavane Dr. Nitin Zaware	76
8.	Acquiring Cross-Cultural Competence As A Skill For Global Success	Dr. Preeti Shirodkar	89
9.	Attributes Of Corporate Image And Its Influence On Customer Loyalty	Dr. R. R. Chavan	100
10.	"A Study Of E-Supply Chain Management: Review, Implications And Directions For Future Research"	Prof. (Dr.) Milind A. Kulkarni Mr. Umesh Dabade Mr.Kapil Kalagi.	113

11.	"An Empirical Study On Impact Of Green Human Resource Functions On Environmental Performance: Case Study With Reference To Icici Bank"		137
12.	A Review On Patient Awareness And Attitudes In India	More P. Singh P.	144
13.	A Study Of Effectiveness Of Product Placement In Indian Web Series Among Young Consumers	Kavitha Venkatasubramany Iyer	154
14.	Comparative Study On Provisions And Actual Expenditure On Csr Activities Done By The Companies In India	Mrs. Madhura Deshpande Dr. S. M. Gaikwad	172
15.	Man – Machine Collaboration – The Pros And Cons		182
16.	"To Study The Perceptions Of The Tourist About The Facilities Provided At The Forts And Its Management For Tourism Development With Reference To Pune District"	Manoj Suryawanshi Dr. Girija Shankar	188
17.	Minimalistic Lifestyle – Less Is More	Vidya Wankhade Dr. A B Dadas	202
18.	A Study On Impact Of Marketing Strategies On Brand Equity With Special Reference To Gems And Jewellery Sector In Pune City	Dr. Nilesh Amute Dr. Devyani Ingale	208
19.	Causes Of Loss Of Workplace Productivity Due To Absenteeism Among Employees In Maharashtra State Road Transport Corporation (Msrtc) With Special Reference To Nagpur Depot , Nagpur, Maharashtra	Dr. Nitin Shrigiriwar	214
20.	A Study Of Non-Performing Asset Of Banks In India In Relation With Indian Corporate Sector	Mr. Swapnil Fuse Mr. Bhalchandra B. Bite	224

21.	**Electric Vehicles – Changing Environment For Indian Automotive Industry**	Prof. Dr. Satish S. Ubale Mangesh M.Pathak	**234**
22.	**A Study Of Employee Engagement Models To Build New Business Approaches**	Poonam Abhijit Rawat Dr. Anand B. Dadas	**241**
23.	**A Review Of Patient Decision Making Seeking Ayurveda For Infertility Treatment**	Sapre S.	**255**
24.	**The Role Of Social Media On Personality Development In Adolescence**	Vidya Wankhade Dr. A B Dadas	**262**
25.	**Strategic Intelligence And Its Importance In Management Of Organisation**	Dr. Sulbha Waghmare	**271**
26.	**"Hr Intervention For Accident Prevention : A Case Study."**	Pravinkumar Digamberrao Ukhlikar Dr. Vijaykumar B. Dhole B.R. Shimple Borulkar Manisha Ramchandra	**280**
27.	**Collaboration In Sme Clusters, A Partnership Approach To Business Development: A Case Study**	Yatish B Ganganwar Dr Priyanka Singh	**289**

4. First Page:



The Effect of 'New Approach To Globalization' on Business ISSN : 2230-9667

"A STUDY AND ANALYSIS OF EXISTING PRACTICES OF COMPETENCY MAPPING & COMPETENCY DEVELOPMENT AND MOST PREFERRED PRACTICE OUT OF COMPETENCY MAPPING AND COMPETENCY DEVELOPMENT FOR MANAGERIAL PERSONNEL IN SELECT MANUFACTURING AND SERVICE INDUSTRIES IN PUNE"

Prof. Ashish K. Vyas
Asst. Prof., ZIBACAR, Pune
Ph.D. Student

Dr. Anand B. Dadas
Director, NWIMSR,
Pune

ABSTRACT:

The aim of this paper is to study and analyze existing practices of competency mapping and competency development. Also study most preferred practice out of Competency Mapping and competency development for managerial personnel. This paper gives the various definitions of Competency, Managerial Competency and Competency Mapping. Managerial competencies are the major type of competency, which required for the success of an organization. Study of Managerial Competency and competency mapping helps to improve the performance to achieve the goals, vision and mission of an organization in the global scenario. It's also help for own development. Skill, Knowledge and ability/attitude are the major part of manager's competency. A competency development helps to improve individual performance and motivate individuals for performing particular job, occupation or industry. This is the new approach to globalization.

Keywords: *Competence, Competency, Competency Mapping, Competency Development, Managerial Competency, Knowledge, Skills, Attitude/Ability, Communication skills.*

1. INTRODUCTION

The term "competency" plays the important role in improving job performance and in turn qualifies human resources. Especially, in the high competition in corporate world on global level. Now a day's higher level managers like heads and executives requires acquiring a new set of knowledge, skills, and attitudes to face the diversity and complication of the new business environment successfully. Thus the Managerial Competency plays an important role in the global organizations. This is the new approach towards globalization.

2. **Paper Title** : A Study of various levels of competence in service industries at Pune.

Author : Dr. Ashish Vyas

1. Web Link :

https://nwimsr.mespune.org/wp-content/uploads/2022/02/ABD1.pdf

5.First Page :

Human Resource Management **ISSN : 2230-9667**

"A STUDY AND ANALYSIS OF EXISTING PRACTICES OF COMPETENCY MAPPING & COMPETENCY DEVELOPMENT AND MOST PREFERRED PRACTICE OUT OF COMPETENCY MAPPING AND COMPETENCY DEVELOPMENT FOR MANAGERIAL PERSONNEL IN SELECT MANUFACTURING AND SERVICE INDUSTRIES IN PUNE"

Prof. Ashish K. Vyas
Asst. Prof., ZIBACAR, Pune
Ph.D. Student

Dr. Anand B. Dadas
Director, NWIMSR,
Pune

ABSTRACT:
The aim of this paper is to study and analyze existing practices of competency mapping and competency development. Also study most preferred practice out of Competency Mapping and competency development for managerial personnel. This paper gives the various definitions of Competency, Managerial Competency and Competency Mapping. Managerial competencies are the major type of competency, which required for the success of an organization. Study of Managerial Competency and competency mapping helps to improve the performance to achieve the goals, vision and mission of an organization in the global scenario. It's also help for own development. Skill, Knowledge and ability/attitude are the major part of manager's competency. A competency development helps to improve individual performance and motivate individuals for performing particular job, occupation or industry. This is the new approach to globalization.

Keywords: *Competence, Competency, Competency Mapping, Competency Development, Managerial Competency, Knowledge, Skills, Attitude/Ability, Communication skills.*

1. INTRODUCTION

The term "competency" plays the important role in improving job performance and in turn qualifies human resources. Especially, in the high competition in corporate world on global level. Now a day's higher level managers like heads and executives requires acquiring a new set of knowledge, skills, and attitudes to face the diversity and complication of the new business environment successfully. Thus the Managerial Competency plays an important role in the global organizations. This is the new approach towards globalization.

Competency mapping helps to analyze Manager's or individual's Strength, Weakness, Opportunities and Treats (SWOT). It also helps them for their career development. Companies are looking for multi skill, multi knowledge higher level managers.

Competency Development helps managerial personnel to improve their knowledge, skills and ability/attitude through various training methods. This is major approach towards globalization.

3. **Paper Title** :Study of Intelligent Transportation System with reference to Road Traffic Management in Pune City

   1.Author : Samrit Kirti Tarachand

   2.***Web Link:***

   https://repo.journalnx.com/index.php/nx/article/view/2064/2026

5.First Page

Proceedings of International Conference on Advances in Computer Technology and Management (ICACTM)
In Association with Novateur Publications IJRPET-ISSN No: 2454-7875
ISBN No. 978-81-921768-9-5
February, 23rd and 24th, 2018

STUDY OF INTELLIGENT TRANSPORTATION SYSTEM WITH REFERENCE TO ROAD TRAFFIC MANAGEMENT IN PUNE CITY

SAMRIT KIRTI
Research Scholar
samrit.kirti@gmail.com
9370326061
ZES's ZIBACAR,Narhe
Pune, India

DR. KUMARSWAMYNIRMALA
ksita_nirmala@rediffmail.com
9823120225
D. Y. Patilinstitute of MCA, Akurdi,
Pune, India

ABSTRACT
Road Traffic congestion and managing the increasing traffic is a big problem all over the developed cities in India. In India, the main cause of road traffic problems is due to slow growth in road infrastructures as compared to growth in number of vehicles. As a result, there is increased traveler time, property as well as human life damage and environmental pollution.
Intelligent Transportation System (ITS) provides possible solutions to these problems with the help of recent technologies. ITS is an integrated system that provides a broad range of communication control, vehicle sensing, and electronics technologies.
In this paper, we have studied various ITS application in Pune City with reference to road vehicle traffic. It will lead to the gaps in the knowledge which can be studied in future. This study highlights the conclusions extracted from the studies of different ITS applicationsand also propose the future scope in the field of ITS.

1. INTRODUCTION

India is the second largest populous country in the world. India, as a fast growing economy, it is seeing huge traffic congestion problems in its developed cities. Any type of congestion on roads ultimately leads to financial losses resulting in the growth of any city. With inadequate space and funds for the construction of new roads, and the growing imbalance between traffic demand and transportation resources; it is increasingly obvious that countries must move beyond the traditional model of just building roads infrastructure to solve traffic problems [2] Pune is set to become one of the largest cities in India, but its plans to solve road congestion aren't helping. Pune is amongst three Indian Cities in the Top 10 list of worst traffic conditions in the world. [14] The ranking is arranged based on a combination of factors including the average time spent by a commuter, traffic index and overall inefficiencies in the traffic system.
With the vehicle density of 753 vehicles per 1000 people, traffic that does not seem to move on city's road is a common picture. Absence of mass transport is main cause of the traffic mess. As the lifestyle and financial condition of the citizens living inPune is increasing, more people are purchasing private vehicles and preferring to travel by their own vehicle. The population of Pune, Pimpri-Chinchwad and adjoining cantonments has already touched 55 lakh and is expected to grow one crore by 2030. [15] Major roads with heavy traffic jams daily are Ganeshkhind Road, Pune Ahmednagar Road, Karve Road, Pune Solapur Road and Pune Satara Road.

Around 40 flyovers have been built in various parts of the city but the city is not moving in solving its traffic problems.[13]

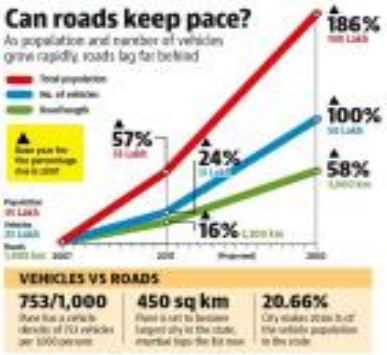


Fig. 1 Vehicle Vs. Road

Fig. 2Average Speed of Indian Traffic

ITS is an integrated system that provides a broad range of communication control, vehicle sensing, and electronics technologies. ITS can provide solutions to different problems related to Road vehicle traffic management. ITS proves to be useful in following manner:

a. A better managed Road vehicle Traffic

4. **Paper Title** : Analysis of feature selection methods for UKM-IDS20 Dataset
5. **Author :** Dr. Babasaheb Mohite

1.Cover Page :

3. Content Page:

Contents

Applied Computations using Deep and Machine Learning

Classification of Traffic Signs Using Deep Learning-Based Approach for Smart Cities 3
Diksha Gupta and Mohanrao Mamdikar

Sentimental Analysis of Twitter Data on Online Learning During Unlock Phase of COVID-19 12
Vijaykumar Patil, Aninda Mandal, and Harshal Bhavane

Bonafide Satellite Landslide Image Detection Using Deep Learning 21
Y. L. V. Nagasree, Ch. Rupa, and P. Akshitha

Deep Learning Approach for Predicting the Price of Cryptocurrencies 29
Shruti Goswami, Vijendra Singh Bramhe, Kanika Singla, and Shaveta Khepra

Deep Learning and Super-Hybrid Textual Feature Based Multi-category Thematic Classifier for Punjabi Poetry 42
Jasleen Kaur and Jatinderkumar Saini

Attention Based Deep Learning Techniques for Question Classification in Question Answering Systems 53
Godavarthi Deepthi and A. Mary Sowjanya

Optimized Fuzzy Hypersphere Neural Network with Online Adaptation Capability 60
M. S. Mahindrakar and U. V. Kulkarni

Built-Up Area Extraction on Multispectral Satellite Data Using Simple CNN 81
Jyoti Shukla, Hetal Patel, Gaurav Jain, and Shashikant Sharma

Framework of CNN Architecture for Fashion Image Classification 96
Juhi Janjua and Archana Patankar

A Novel CNN Framework for Early-Stage Detection of Blindness in Diabetic Patients 104
Koyel Datta Gupta, Aayush Bhatnagar, Aditya Gupta, and Tanmay Sharma

Design and Development of Loan Predictor Using Machine Learning 114
Vimal Gaur, Shivam, Rishabh Bhatt, and Shivansh Tripathi

An Analysis of Document Summarization for Educational Data Classification Using NLP with Machine Learning Techniques 127
P. Pandiaraja, K. B. Boopesh, T. Deepthi, M. Laksmi Priya, and R. Noodhana

Detection of Disease in Plants with Android Integration Using Machine Learning 144
Pooja Nagpal, Sarika Chaudhary, and Sunil Kumar

Analysis of Post-flood Impacts on Sentinel-2 Data Using Non-parametric Machine Learning Classifiers: A Case Study from Bihar Floods, Saharsa, India 152
Shivam Rawat, Rashmi Saini, Sanjeeva Kumar Hatture, and Praveen Kumar Shukla

Performance Analysis of Quantitative Software Vulnerability Prioritization Techniques 161
Abhishek Sharma, Sangeeta Sabharwal, and Sushama Nagpal

Accessibility and Performance Evaluation of Healthcare and E-Learning Sites in India: A Comparative Study Using TAW and GTMetrix 172
Kumari Sarita, Parminder Kaur, and Satinder Kaur

Performance Analysis of Cardiovascular Diseases Using Machine Learning 188
Shivganga Udhan and Bankat Patil

A Deep Learning Paradigm for Computer Aided Diagnosis of Emphysema from Lung HRCT Images 198
Sweta Parui, Debanjan Parbat, and Monisha Chakraborty

Deep Learning Convolution Neural Network for Tomato Leaves Disease Detection by Inception 208
Swati S. Wadadare and H. S. Fadewar

Sarcasm Detection in Hindi-English Code-Mixed Tweets Using Machine Learning Algorithms 221
Kanhaiyya Khandagale and Hetal Gandhi

Efficient Automated Disease Diagnosis Using Machine Learning Models 230
Mehroush Banday, Sherin Zafar, and Farheen Siddiqui

Plant Disease Classification Using Transfer Learning 237
Ashutosh Mishra and Ankit Arora

Performance Assessment for Heart-Disease Prediction Using Machine Learning Algorithms 245
Varsha Singh and Ankit Arora

Human Behavior Analysis: Applications and Machine Learning Algorithms 253
Jayshree Patil, Amol Adamuthe, and Sudarshan Patil

Advancement of Deep Learning and Its Substantial Impact on the Diagnosis of COVID-19 Cases 263
Sujata Shahabade and Renuka Londhe

Apple Leaf Disease Detection and Classification Using CNN Models . . . 277
Devanshi Savla, Vijaypal Singh Dhaka, Geeta Rani, and Meet Oza

Intelligent Systems and Machine Vision

Textural and Statistical Feature Extraction from Segmented Hard Exudates for Diabetic Retinopathy Classification 293
R. Geetha Ramani and J. Jeslin Shanthamalar

Detection of Epilepsy using Wavelet Packet Sub-bands from EEG Signals 302
Digambar Puri, Rohit Chudiwal, and Pramod Kachare

A New Paradigm for Healthcare System Using Emerging Technologies 311
C. M. M. Mansoor, Abdul Cader Mohamed Nafrees, S. Aysha Asra, and M. U. Issath Jahan

Brain Tumour Detection Using UNet Based Semantic Segmentation Scheme 323
Satya Prakash Sahu, Ashish Kumar, Amar Gupta, and Tadde Sai Sharmila

Alzheimer Disease Prediction Using Learning Algorithms 331
Vidushi, Manisha Agarwal, Akash Rajak, and Ajay Kumar Shrivastava

Digital Learning in Developing Asia in the COVID-19 Pandemic: A Statistical Approach 340
Abdul Majeed Fathima Roshan, Shaista Noor, R. Maury, and N. N. Mayazir

Real-Time Detection of Face Mask and Social Distancing 352
V. V. Bag, Mithun Patil, Apeksha Shinde, and Sobiya Moulvi

Porn Image Forensics: Image Classification, Forgery Detection and Localization 359
Raghavendra Gowada and Digambar Pawar

Parallel Image Processing for Liquid Level Detection 372
Manoj Devare

Single Image Dehazing Techniques for Different Types of Hazy Images 383
Pushpa Koranga, Sumitra Singar, and Sandeep Gupta

Predicting 3D Model of Images for Augmented Reality Applications . . . 395
Rinky Dwivedi, Anushka Jadhav, Prachi Jha, and Anubhav

Region of Interest Using Viola-Jones Algorithm for Video Steganography 405
Urmila Pilania, Manoj Kumar, and Gaganjot Kaur

Face Expression Recognition Using SVM and KNN Classifier with HOG Features 416
Shubhangi Patil and Y. M. Patil

Computer Vision Analysis of BRIEF and ORB Feature Detection Algorithms 425
Farheen Siddiqui, Sherin Zafar, Samia Khan, and Nida Iftekhar

The State of the Art Text Summarization Techniques 434
M. M. Saiyyad and Nitin N. Patil

Ensemble Mechanism for Decision Support Information System for Water Source Evaluation and Management in Narava Basin, Visakhapatnam 448
V. Valli Kumari and Srinivasa L. Chakravarthy

Applied Information Processing Techniques

Analysis of Feature Selection Methods for UKM-IDS20 Dataset 461
Kiran Pawar, Babasaheb Mohite, and Prakash Kshirsagar

An Intelligent Recommendation System Using Market Segmentation 468
Sarath Mechery and N. Preethi

Development and Implementation of Tweet Stream Summarization Technique for Pernicious Tweet Detection 477
Pranoti Mane, Shrikant Sonekar, and Sayema Kausar

State of the Art on Twitter Spam Detection 486
Dipalee Borse and Swati Borse

VM Anti-forensics: Detecting File Wiping Using File System Journals 497
Pranitha Sanda, Digambar Pawar, and V. Radha

SelectGoREATech: Selection of Goal-Oriented Requirements Elicitation and Analysis Techniques 509
Farhana Mariyam, Shabana Mehfuz, and Mohd. Sadiq

Securing Blood Distribution Systems Using Blockchain 517
Prathamesh Bagekari, Raj Gorhekar, Afaan Ansari, and Preetida V-Jani

Distributed Data Register Technology as the Main Component of Economic Decentralization 533
Gennady Shvachych, Boris Moroz, Maksym Khylko, Olena Perepolkina, and Volodymyr Busygin

Performance Analysis of Scalable Transactions in Distributed Data Store 542
R. D. Bharati and V. Z. Attar

Cyber-Attack Prevention Based on Modified LVQ in SDN Using Neural Networks 549
P. B. Arun Prasad and V. Mohan

An Optimized Cloud-Based Solution for Small-Scale Non-IT Business Firms: An Experimental Analysis 557
Vijaylaxmi Bittal, Khalid Alfatmi, and Madhuri Patil

Sentiment of Primary Features in Aspect Based Sentiment Analysis of Hindi Reviews 567
Hetal Gandhi and Vahida Attar

Cloud Computing and Wireless Sensor Networks

Spatiotemporal Based Power Control Scheme for D2D Communication in 5G IoT Networks with QoS Constraints 581
Saurabh Chandra, Prateek, Rajeev Arya, and Ajit Kumar Verma

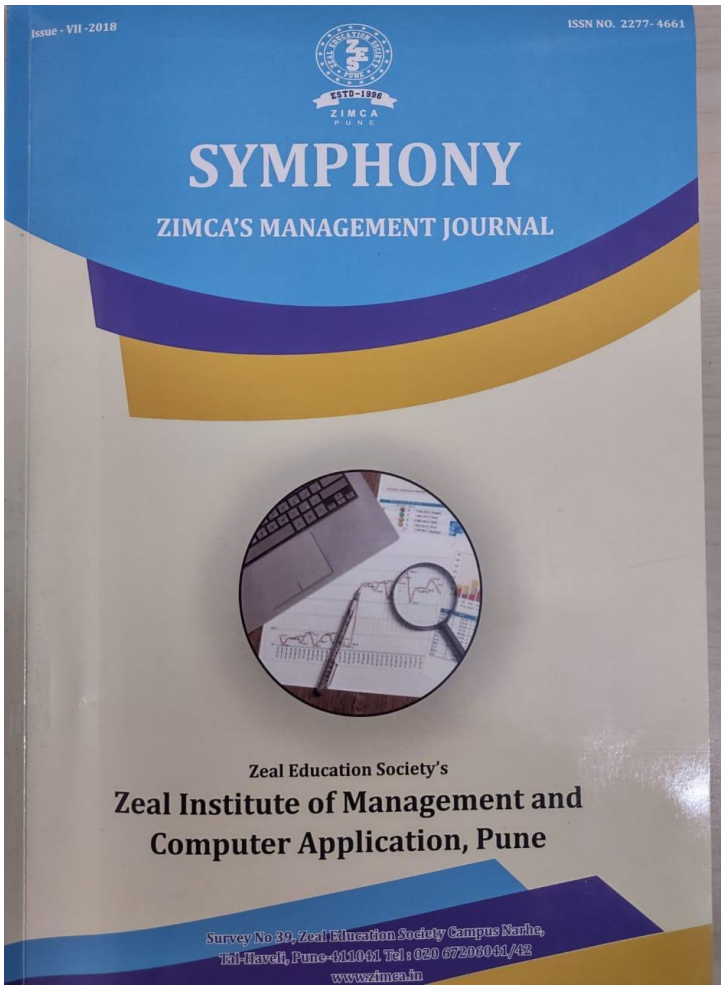
Cloud Computing Based Workload Prediction Using Cluster Machine Learning Approach 591
Mukund Kulkarni, Prachi Deshpande, Sanjay Nalbalwar, and Anil Nandgaonkar

Sleeping Node Scheduling Method Based Redundant Node Energy Reduction in Wireless Sensor Networks 602
P. Sakthi Shunmuga Sundaram and K. Vijayan

1. **Paper Title** :Targeting the Untargeted Market of Middle Class

1.Author: Prof. Suresh Mhetre

2.Cover Page:



3.Content Page:

CONTENTS

Sr. No	Title of Research Paper	Page No
1	A Study of Causes And Preventive Measures of Industrial Accidents With Special Reference To United Spirit Ltd. Baramati **By Miss. Sonali Shinde and Dr. Shirish Gawade**	01-09
2	Indian Food Processing Industry: A Potential Competitive Advantage **By Dr. Umesh Kollimath**	10-19
3	Nonprofit Social Media Network Popularity And Impact Around The Globe **By Dr. Babasaheb Mohite**	20-27
4	Study of Agriculture Credit In India – Institutional Level **By Dr. Popat Shinde**	28-40
5	A Study of Retention Practices Adopted In Industry With Special Reference of Baramati Agro Ltd. Baramati **By Miss. Rajani Nevase and Dr. Shirish Gawade**	41-48
6	Targeting The Untargeted Market of Middle Class **By Prof. Suresh Mehetre and Dr. Santosh Apte**	49-54
7	E-Tendering System With Reference To Maharashtra State Electricity Distribution Company Ltd (MSEDCL) **By Dr. Neelkanth Dhone**	55-65
8	Role of Dairy Co-Operative Movement In Developing Rural India **By Dr. Vandana Shinde and Prof. Poonam Dhawale**	66-72
9	A Study Of Factors Affecting On Employee Engagement Practices Adopted In An Industry With Special Reference To Tata Motors, (Pvbu Car Plant) Pimpri **By Miss. Bhagyashree Tulse and Dr. Shirish Gawade**	73-82

:

Sr. No	Title of Research Paper	Page No
10	A Study of Issues Influencing ERP Implementation In Small & Medium Enterprises (SME's) **By Ms. Shweta Tanje and Prof. Suresh Mehetre**	83-94
11	A Study To Measure Significance Of Equity And Debt Of Selected Automobile Company **By Dr. Yuvraj Nalwade and Dr. Santosh Parakh**	95-101
12	Impact of Workplace Environment On Employee Engagement In Organization **By Mr. Shriram S. Badave and Dr.Avinash J. Ganbote**	102-112
13	Reasons And Challenges: Women Entrepreneurship **By Prof. Ajit Chandgude and Prof. Santoshi Pawar**	113-121
14	Future Trends In Rule Based Expert System In Judiciaries To Be Applied For Crimes Against Women **By Prof. J.S. Jadhav, Dr. K.M. Nalawade and Dr. M.M. Bapat**	122-131
15	Quality Improvement Tool In Education Six Sigma **By Prof. Poonam Kadwe and Prof. Suresh Mehetre**	132-139
16	Role Of Human Resource In Imparting Training For Maintaining An ISO 9001: 2015 System, **By Dr. Vinod Sayankar and Prof. Kalpana Sayankar**	140-149
17	An Empirical study to understand influence of Security-Privacy, Trust and Easiness towards Mobile Banking Adoption with respect to rural areas of Pune district **By Dr. Santosh Parakh and Dr. Yuvraj Nalwade**	150-162
18	Mobile Commerce - The Changing Landscape **By Prof. A. B. Mishra, Mr. Prasoon Gupta, Ms. Umang Bansal and Mr. Aman Goyal**	163-179

5.First Page:

SYMPHONY, ZIMCA's Management Journal ISSN NO. 2277-4664

TARGETTING THE UNTARGETTED MARKET OF MIDDLE CLASS

Prof. Suresh Namdeo Mehetre and Dr. Santosh Kalabhau Apte

1. Assistant professor, ZES's Zeal Institute of Business Administration, Computer Application & Research (ZIBACAR), Narhe, Pune-411041, Email: - sureshmehetre@gmail.com
2. Associate Professor,,ZES's Zeal Institute of Business Administration, Computer Application & Research (ZIBACAR), Narhe, Pune-411041,,Email: - asantosha2025@yahoo.co.in

ABSTRACT:-

Marketing is the key concept of any business. In today's era E- Marketing is new buzzword, it is must for any company to have a huge presence on the internet in order to survive extremely competitive market. Today most consumers in the restaurant industry prefer to book tables online in order to avoid waiting for hours and look for offers given by the Companies & same applicable for restaurant industry. Hence today there is a need for restaurants to have online space and tie-up with the companies dealing in online table reservations. Middle class people also often annoyed of waiting for hours in restaurants.

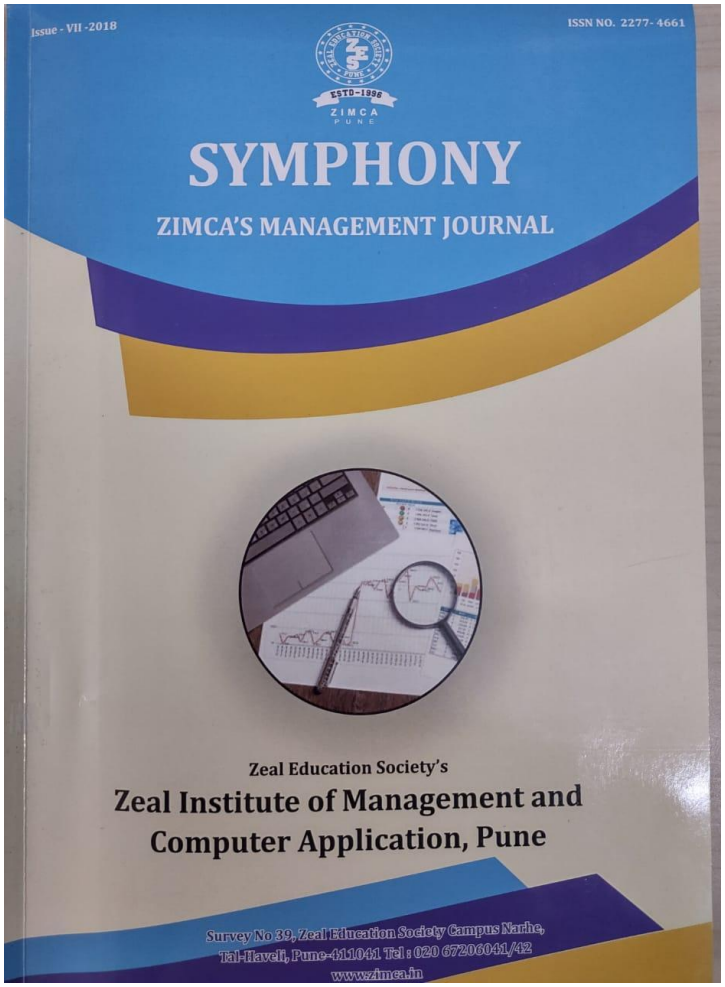
1. INTRODUCTION:-

As we know today e-commerce specifically internet marketing is playing the most key role in business organizations that delivering products and services to households. In today's era many business players have started playing a huge role in these business organizations. Thus we see companies like Raymond investing crore of Rupees in this field of marketing, having tie-ups with big giants in online shopping arena they also have felt the necessity to go online in spite of having well established brand name. Hence to sum it up Ecommerce has become the need of hour. Same thing goes true with restaurant industry; here we have www.zomato.com which is almost called as the www.google.com of restaurants in India. Hence researchers" project aims at knowing the requirements of trading customers in e-commerce to be specific internet marketing. Today most consumers in the restaurant industry prefer to book tables online in order to avoid waiting for hours and look for offers given by the Restaurants. Hence today there is a need for restaurants to have online space and tie-up with the companies dealing in online table reservations. This project undertaken by the researcher is a research based project, where the potential of middle class segment and the market available in for these kinds of restaurants is checked and this research

2. **Paper Title** : A study of issues influencing ERP Implementation In small & medium Enterprises(SME's)

1.Author: Prof. Suresh Mhetre

3.Cover Page:



4. Content Page:

CONTENTS

Sr. No	Title of Research Paper	Page No
1	A Study of Causes And Preventive Measures of Industrial Accidents With Special Reference To United Spirit Ltd. Baramati **By Miss. Sonali Shinde and Dr. Shirish Gawade**	01-09
2	Indian Food Processing Industry: A Potential Competitive Advantage **By Dr. Umesh Kollimath**	10-19
3	Nonprofit Social Media Network Popularity And Impact Around The Globe **By Dr. Babasaheb Mohite**	20-27
4	Study of Agriculture Credit In India – Institutional Level **By Dr. Popat Shinde**	28-40
5	A Study of Retention Practices Adopted In Industry With Special Reference of Baramati Agro Ltd. Baramati **By Miss. Rajani Nevase and Dr. Shirish Gawade**	41-48
6	Targeting The Untargeted Market of Middle Class **By Prof. Suresh Mehetre and Dr. Santosh Apte**	49-54
7	E-Tendering System With Reference To Maharashtra State Electricity Distribution Company Ltd (MSEDCL) **By Dr. Neelkanth Dhone**	55-65
8	Role of Dairy Co-Operative Movement In Developing Rural India **By Dr. Vandana Shinde and Prof. Poonam Dhawale**	66-72
9	A Study Of Factors Affecting On Employee Engagement Practices Adopted In An Industry With Special Reference To Tata Motors, (Pvbu Car Plant) Pimpri **By Miss. Bhagyashree Tulse and Dr. Shirish Gawade**	73-82

Sr. No	Title of Research Paper	Page No
10	A Study of Issues Influencing ERP Implementation In Small & Medium Enterprises (SME's) **By Ms. Shweta Tanje and Prof. Suresh Mehetre**	83-94
11	A Study To Measure Significance Of Equity And Debt Of Selected Automobile Company **By Dr. Yuvraj Nalwade and Dr. Santosh Parakh**	95-101
12	Impact of Workplace Environment On Employee Engagement In Organization **By Mr. Shriram S. Badave and Dr.Avinash J. Ganbote**	102-112
13	Reasons And Challenges: Women Entrepreneurship **By Prof. Ajit Chandgude and Prof. Santoshi Pawar**	113-121
14	Future Trends In Rule Based Expert System In Judiciaries To Be Applied For Crimes Against Women **By Prof. J.S. Jadhav, Dr. K.M. Nalawade and Dr. M.M. Bapat**	122-131
15	Quality Improvement Tool In Education Six Sigma **By Prof. Poonam Kadwe and Prof. Suresh Mehetre**	132-139
16	Role Of Human Resource In Imparting Training For Maintaining An ISO 9001: 2015 System, **By Dr. Vinod Sayankar and Prof. Kalpana Sayankar**	140-149
17	An Empirical study to understand influence of Security-Privacy, Trust and Easiness towards Mobile Banking Adoption with respect to rural areas of Pune district **By Dr. Santosh Parakh and Dr. Yuvraj Nalwade**	150-162
18	Mobile Commerce - The Changing Landscape **By Prof. A. B. Mishra, Mr. Prasoon Gupta, Ms. Umang Bansal and Mr. Aman Goyal**	163-179

First Page:

SYMPHONY, ZIMCA's Management Journal ISSN NO. 2277-4664

TARGETTING THE UNTARGETTED MARKET OF MIDDLE CLASS

Prof. Suresh Namdeo Mehetre and Dr. Santosh Kalabhau Apte

1. Assistant professor, ZES's Zeal Institute of Business Administration, Computer Application & Research (ZIBACAR), Narhe, Pune-411041, Email: - sureshmehetre@gmail.com
2. Associate Professor,,ZES's Zeal Institute of Business Administration, Computer Application & Research (ZIBACAR), Narhe, Pune-411041,,Email: - asantosha2025@yahoo.co.in

ABSTRACT:-

Marketing is the key concept of any business. In today's era E- Marketing is new buzzword, it is must for any company to have a huge presence on the internet in order to survive extremely competitive market. Today most consumers in the restaurant industry prefer to book tables online in order to avoid waiting for hours and look for offers given by the Companies & same applicable for restaurant industry. Hence today there is a need for restaurants to have online space and tie-up with the companies dealing in online table reservations. Middle class people also often annoyed of waiting for hours in restaurants.

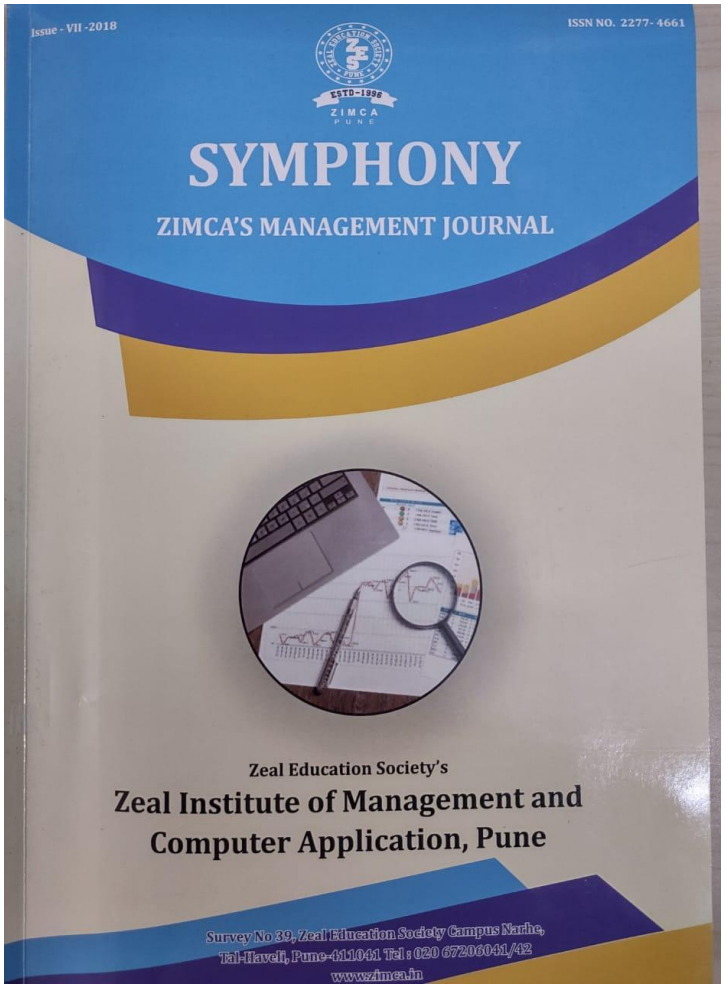
1. INTRODUCTION:-

As we know today e-commerce specifically internet marketing is playing the most key role in business organizations that delivering products and services to households. In today's era many business players have started playing a huge role in these business organizations. Thus we see companies like Raymond investing crore of Rupees in this field of marketing, having tie-ups with big giants in online shopping arena they also have felt the necessity to go online in spite of having well established brand name. Hence to sum it up Ecommerce has become the need of hour. Same thing goes true with restaurant industry; here we have www.zomato.com which is almost called as the www.google.com of restaurants in India. Hence researchers" project aims at knowing the requirements of trading customers in e-commerce to be specific internet marketing. Today most consumers in the restaurant industry prefer to book tables online in order to avoid waiting for hours and look for offers given by the Restaurants. Hence today there is a need for restaurants to have online space and tie-up with the companies dealing in online table reservations. This project undertaken by the researcher is a research based project, where the potential of middle class segment and the market available in for these kinds of restaurants is checked and this research

Paper Title : Quality Improvement Tool in Education Six Sigma

1.Author: Prof. Suresh Mhetre

2.Cover Page:



3.Content Page:

CONTENTS

Sr. No	Title of Research Paper	Page No
1	A Study of Causes And Preventive Measures of Industrial Accidents With Special Reference To United Spirit Ltd. Baramati **By Miss. Sonali Shinde and Dr. Shirish Gawade**	01-09
2	Indian Food Processing Industry: A Potential Competitive Advantage **By Dr. Umesh Kollimath**	10-19
3	Nonprofit Social Media Network Popularity And Impact Around The Globe **By Dr. Babasaheb Mohite**	20-27
4	Study of Agriculture Credit In India – Institutional Level **By Dr. Popat Shinde**	28-40
5	A Study of Retention Practices Adopted In Industry With Special Reference of Baramati Agro Ltd. Baramati **By Miss. Rajani Nevase and Dr. Shirish Gawade**	41-48
6	Targeting The Untargeted Market of Middle Class **By Prof. Suresh Mehetre and Dr. Santosh Apte**	49-54
7	E-Tendering System With Reference To Maharashtra State Electricity Distribution Company Ltd (MSEDCL) **By Dr. Neelkanth Dhone**	55-65
8	Role of Dairy Co-Operative Movement In Developing Rural India **By Dr. Vandana Shinde and Prof. Poonam Dhawale**	66-72
9	A Study Of Factors Affecting On Employee Engagement Practices Adopted In An Industry With Special Reference To Tata Motors, (Pvbu Car Plant) Pimpri **By Miss. Bhagyashree Tulse and Dr. Shirish Gawade**	73-82

Sr. No	Title of Research Paper	Page No
10	A Study of Issues Influencing ERP Implementation In Small & Medium Enterprises (SME's) **By Ms. Shweta Tanje and Prof. Suresh Mehetre**	83-94
11	A Study To Measure Significance Of Equity And Debt Of Selected Automobile Company **By Dr. Yuvraj Nalwade and Dr. Santosh Parakh**	95-101
12	Impact of Workplace Environment On Employee Engagement In Organization **By Mr. Shriram S. Badave and Dr.Avinash J. Ganbote**	102-112
13	Reasons And Challenges: Women Entrepreneurship **By Prof. Ajit Chandgude and Prof. Santoshi Pawar**	113-121
14	Future Trends In Rule Based Expert System In Judiciaries To Be Applied For Crimes Against Women **By Prof. J.S. Jadhav, Dr. K.M. Nalawade and Dr. M.M. Bapat**	122-131
15	Quality Improvement Tool In Education Six Sigma **By Prof. Poonam Kadwe and Prof. Suresh Mehetre**	132-139
16	Role Of Human Resource In Imparting Training For Maintaining An ISO 9001: 2015 System, **By Dr. Vinod Sayankar and Prof. Kalpana Sayankar**	140-149
17	An Empirical study to understand influence of Security-Privacy, Trust and Easiness towards Mobile Banking Adoption with respect to rural areas of Pune district **By Dr. Santosh Parakh and Dr. Yuvraj Nalwade**	150-162
18	Mobile Commerce - The Changing Landscape **By Prof. A. B. Mishra, Mr. Prasoon Gupta, Ms. Umang Bansal and Mr. Aman Goyal**	163-179

First Page:

SYMPHONY, ZIMCA's Management Journal ISSN NO. 2277-4664

QUALITY IMPROVEMENT TOOL IN EDUCATION SIX SIGMA

Prof. Poonam Jaywant Kadwe[1], Prof. Suresh Namdeo Mehetre[2]

1. Assistant professor, ZES's Zeal Institute of Business Administration, Computer Application & Research (ZIBACAR), Narhe, Pune-411041, Email: - poonamkadwe@gmail.com
2. Assistant professor, ZES's Zeal Institute of Business Administration, Computer Application & Research (ZIBACAR), Narhe, Pune-411041, Email:-sureshmehetre@gmail.com

ABSTRACT

Due to global completion educational institute are facing many problem for sustaining in the long run. Due to competitions in Higher educational institutions questions like low graduation rates, less employability/ Unemployability and ultimately questions like whether the education provided by educational Institute is relevant for public and industry are arise. In India many educational institute had already acquired ISO 9001:2008 for quality maintenance. Since for the customers of educational institute like students, parents and the organizations students will get place the quality is important aspect. Institutions require an effective and innovative teaching learning process and supporting tool which will helps to improve quality of the teaching learning processes. For better quality the administrative activity and supporting function in an educational institution will definitely improve the effectiveness of the educational institute and academic process. By increasing service level of operation and effective operations efficiency chances of attracting more and more students in educational Institutions for long run will increase. This can be achieved by any education institute by showing what they can offer for students which other institute cannot offers. This paper is to give the more insight into the implementation of six sigma in a higher educational institution, what will be the benefits of six sigma implementation and to improve the operational process in educational institution to achieve operational efficiency in various aspects like from conducting academic activities for the student to recruitment for the students, including all other functional or operational processes.

Keywords: Academic Performance Analysis; Black Belt; DMAIC; Green Belt; Higher Education; Six Sigma.