

## Faculty of Commerce and Management

**Name of the Faculty:** Prof. Umesh Patwardhan  
**Department:** Management  
**LinkedIn:** <https://www.linkedin.com/in/prof-dr-umesh-patwardhan-bab78618/>

**Research Area**  
**Keywords:** Marketing Research, Digital Marketing, Consumer Behavior, Information Communication & Technology (ICT) and Information Systems.

**Research Summary:** Dr. Umesh Patwardhan is Professor at Department of Management, Vishwakarma University. He possesses Bachelor's Degree in Commerce and Post Graduate Diploma in Business Management. He is post-graduate in Computer Management and also in Management Sciences (Marketing) from University of Pune. He holds PhD in Marketing Management from Savitribai Phule Pune University. He has more than 18 years' experience of teaching to management graduate and post graduate students, teachers and corporate professionals.

Research by Dr. Umesh has been accepted by Journals of National and International repute. He has attended number of research conference and presented papers. His areas of interest are Marketing Research, Digital Marketing, Consumer Behavior, Information Communication & Technology (ICT) and Information Systems. Philosophically he prefers research based on positivism, methodologically leading to deductive, hypothesis driven, empirical research via logical and mathematical treatments. He strongly believes in mix method research.





**Name of the Faculty:** Prof. Dr. Yuvraj Lahoti  
**Department:** Commerce and Management  
**Google Scholar:** <https://scholar.google.com/citations?hl=en&user=wkpI00UAAAAJ>



**Research Summary:**

Currently, businesses across world are facing problems of sustained growth. Key to becoming successful is to tackle problems related; consumer behavior, implementation of new communication media's like digital marketing and at broader note business administration problems.

Having great experience of analytically looking at business problems related to marketing, marketing communications, brand building, consumer behavior and commerce made me a true researcher in the Business Domains.

I'm currently working on research areas; "visual constituency affecting product attitude", "how does consumer reacts to online and offline brand alliance", "importance of beliefs and attitude in purchase of high and low involvement products", "repositioning of brands", and business administration problems like; "effectiveness of digital marketing strategy and budget for start-ups", "promotional warfare and communication innovations" and, "how administration and leadership qualities redefine organizational process in difficult economic times"

Specific Domain: Marketing Management, Digital Marketing, Brand Management; & Business Administration

You may contribute in all such research by joining with me for your Doctoral research

**Name of the Faculty:** Dr. Jayashree Vispute  
**Department:** Commerce and Management



**LinkedIn:** <https://www.linkedin.com/in/dr-jayashree-nitin-4587459/>

**Research Summary:** She is a full time faculty member at Vishwakarma University with specialization in Marketing Management.

Her research interests are in new-age customer experiences, digital marketing, use of social media, segmentation and consumer behavior. She has 16 plus research contributions in various journals and conferences to her credit. She has successfully completed a funded research project in Marketing Management. Currently she is guiding research scholars in the areas of consumer behavior, branding and strategic marketing.

She has used mixed mode research methodology in past research work. She has interest in research which has a blend of qualitative aspects and quantitative aspects. She has completed her Ph.D. in Marketing Management from Savitribai Pule Pune University. She was awarded the degree of Ph.D. in 2016. Her doctoral thesis was titled “A profiling and Segmentation study of Screen agers based on their attitude towards various media, media consumption motives and media preferences.”

**Name of the Faculty:** Dr. Archana Singh  
**Department:** Commerce & Management  
**LinkedIn:** <https://www.linkedin.com/in/dr-archana-singh-48309136/>  
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**Research Summary:** Research had always been passion for me. The Ph.D research started by year 2010 in Savitribai Phule Pune University where the topic of research was “ The role of Knowledge Management in e Governance in a Public Service Organization with reference to Pune City” which completed in 2015.

The research papers have been published on varied areas which includes few in Scopus and the names are as "Teacher readiness for online teaching-learning during COVID –19 outbreak: a study of Indian institutions of higher education", Interactive Technology and Smart Education, Vol. ahead-of-print No. ahead-of-print.

“Systematic review on sustainable entrepreneurship education (SEE): a framework and analysis” World Journal of Entrepreneurship, Management and Sustainable Development <https://doi.org/10.1108/WJEMSD-05-2020-0040>.

“Adoption intention and effectiveness of digital collaboration platforms (DCP) for online learning: The Indian students’ perspective”, <https://www.emerald.com/insight/1741-5659.htm>, Interactive Technology and Smart Education © Emerald Publishing Limited 1741-5659 DOI 10.1108/ITSE-05-2020-0070. One book and few book chapters in Taylor & Francis have been published and is in pipeline for publication.

A book published recently by LAP Lambert Academic Publishing Germany, on “Knowledge management in e- Governance: A Case study of Pune Municipal” on 22nd January 2016 ISBN-13: 978-3-659-82682-5, Website:<https://www.lap-publishing.com/> Chapter named “Sustainable Development through adoption of digitization towards functioning of Self Help Group” in the book “Artificial Intelligence & Speech Technology” in 2021 ISBN: 9781003150664 in CRC Press A Taylor & Francis Group. Chapter named “Sentiment Analysis for Sustainable Healthcare during a Pandemic Outbreak : Lessons learnt from Covid: 19” published in Apple Academic Press “ A taylor & Francis Group” in the book Global Healthcare Disasters Predicting the unpredictable with emerging Technologies” in Production June 2022 ISBN: 9781774910047.

**Name of the Faculty:** Dr. Omvir Gautam  
**Department:** Commerce and Management  
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**Research Summary:** Dr. Omvir Gautam having 6 years Plus research experience specializes in Marketing and Business Analytics, Service marketing and SMEs. He completed his doctoral research as UGC-JRF(NET) in marketing from Gurukul Kangri University, Haridwar. He completed his masters in management from UPTU, Lucknow University. He excels on hands on experience with various software packages including SPSS, AMOS, SmartPLS, and Software R. His current research interests include strategic marketing, social media analytics, digital marketing and consumer research. He has published 15 research papers in referred and peer reviewed journals of international repute and worked as reviewers for Inderscience, Emerald and other peer reviewed Journals. He also facilitated as reviewer for of IGI-Global Book publishing house.

**Name of the Faculty:** Dr. Pashmina Doshi  
**Department:** Department of business administration-BBA IB  
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**Research Summary:** Dr. Doshi is a prolific writer owning a book also who has contributed in national and international ISBN edited books. She has presented various research papers in national and International Conferences. In addition to this, many research papers published in UGC care listed journals in her credit.



**Name of the** Dr. Radhakrishna B Batule

**Faculty:**

**Department:** Commerce and Management

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- Research Summary:**
- Completed PhD in Management from Savitribai Phule Pune University the title of research was *An Analytical study of Management Practices in organised retail with reference to Consumer Behaviour towards Private Labels in Pune City*.
  - Area of research includes Consumer Behavior, Retail Management, Online Retail, Private Labels, Management Practices, Branding, Digital Marketing, Tourism Management, and Services Marketing.
  - Have been a PhD Research Guide with three Research Scholars working under me.
  - Have written research papers in various conference and Journals. Completed full time FDP from IIM – Kozhikode. Attended and Presented paper in IIM-SHILLONG International Conference on Sustainability.

**Name of the** Dr. Pooja Agrawal

**Faculty:**

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- Research Summary:**
- Dr. Pooja Agrawal has an experience of 12 years in the domain of Human Resource, Organization Behavior, Ethics and Leadership with 5 years of research experience.
- She has done her Ph.D as UGC-JRF (NET) in Human Resource Management from Gurukul Kangri University, Haridwar. She completed her MBA (HR) with Honors from UPTU, Lucknow University.
- She is a passionate researcher and academician. She presented enormous research papers in national and international conferences. She has published 14 Research Papers and Book Chapters in UGC peer reviewed, Scopus, Inderscience and ABDC indexed journals. She also facilitated as reviewer for of IGI-Global Book publishing house.



**Name of the** Dr. Rahul Waghmare

**Faculty:**

**Department:** Management

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**Research Summary:**

Dr. Rahul has published in 3 research papers in scholarly journals, 2 book chapters with IGI Publication and presented 5 research papers in National and International conferences. 2 book chapters accepted by 2 different edited books of World Scientific publisher. His research interest areas includes organizational management, Entrepreneurship, social entrepreneurship, business model, and Innovation and Business strategy.

He has completed his Ph.D. as Full time research scholar from Savitribai Phule Pune University in Jan, 2019 on the topic on a descriptive study of open innovation and its relation with SMEs for sustainable development. Prof. Rahul was awarded with UGC-JRF and UGC-SRF by UGC, Delhi.



**Name of the** Dr. Amruta Rajesh Jawajala

**Faculty:**

**Department:** Management

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**Research Summary:** Researcher has majorly worked in the area of consumer behavior and organic foods. Along with that research has also been done as co-author for consumer behavior and functional foods.

- ✓ “Study of Consumer demographics, awareness, perceptions and beliefs as determinants of consumer acceptance foods with health claims in India” presented and published at IIM Indore-NASMEI conference.
- ✓ What makes an individual buy Organic food? Analysis of existing and Prospective buyers”(Peer Reviewed UGC journal)
- ✓ “A review on Organic food research: Focus on managerial implications and strategy for retailers.” (Peer Reviewed UGC journal)
- ✓ “Green consumer and organic foods consumption - analysis of consumer behavior and future prospects.” (Peer Reviewed UGC journal)

In the previous research, more than thousand responses have been analyzed to understand the potential of organic foods in India. Results of the research state that Consumer beliefs about organic foods are shaped by the respondent’s attitude that is mediated by the information & knowledge about organic foods and by their individual beliefs about Nutrition & health. The information available to the consumers about organic foods from sources those are reliable, trustworthy such as doctors, nutritionists, or health experts would go a very long way in significantly enhancing their knowledge and in establishing trust. Information from reliable and trustworthy sources & the trust factor along with the individual consumer’s beliefs & orientation about their nutritional & health preferences would influence the consumers to try these products in a sustainable and repetitive manner in the long term and not as a one off trial. Government policy makers to improve the potential market of organic foods in India and also focus on potential expansion of export of organic food grown by Indian farmers.



**Name of the**

Dr. Supriya Mahesh Lakhangaonkar

**Faculty:**

**Department:**

Commerce & Management

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**Research**

**Summary:**

Dr. Supriya Mahesh Lakhangaonkar, MBA (Finance & Marketing), PhD in Business Management & Administration (Faculty of Commerce) is currently working as Assistant Professor with faculty of Commerce and Management, Vishwakarma University, Pune, Maharashtra. She has worked with corporates and renowned educational institutes in Pune and has a total work experience of 14 years. She has 4 years of industry experience and 10 years of academic and research experience. She has received ACER award during her job association with Birla Sunlife for the best business performance. She has had a long association of 8 years with STES' Singhgad Institutes Pune. The industry experience has helped her gain a stronghold in the teaching profession, and expertise in teaching various economics and finance domain courses to BBA and MBA students.

Dr. Lakhangaonkar has to her credit several research papers published in referred and peer reviewed national and international journals. Her current research interests include Financial Management, Behavioural Finance, Personal Investment Management, Risk Management, General Management and Gender Equity. She has successfully completed several Coursera certifications, attended national level seminars and workshops on Research Methodology. She has been a paper setter and examiner for Pune University exams and guided a number of internship projects.