

TEACHER PROFILE

Personal Details –

Name :Dr. Deepa R. Ingavale
Designation :Assistant Professor
Office Address :MBA Unit, Department of Commerce
& Management, Shivaji University,
Kolhapur.
Office Phone :0231-2609364
Email :dri_mba@unishivaji.ac.in
Teaching Experience :15 yrs.

Academic Details:

Field of Research Interest/ Area of Interest :Marketing Management

Examination Passed	Subject/ Subject with specilisation	Year of Passi ng	Percent age of marks	Name of the Board /University awarding Certificate / Degree
B.Sc. (Food Technology and Management)	Food Technology and Management	2000	74%	Shivaji University, Kolhapur.
M.B.A.	Marketing & Finance	2002	62%	Shivaji University, Kolhapur.
Ph.D.	Marketing Management	2012		Shivaji University, Kolhapur.

Teaching experience – 15 years

Research Guidance –

MBA Projects – 156 Completed

Ph.D. Thesis – 2 – Ongoing

M.Phil. Dissertation – 1 – Ongoing

Completed Research Projects-

1. A minor research project on “Towards Quality Improvement of The Professional P.G. Distance Mode Courses of the Shivaji University, Kolhapur”. Funded by Centre for Distance Education, Shivaji University, Kolhapur for the period 2009 to 2010. Amount funded Rs. 10,000.
2. Major Research Project on ‘Application of E- Governance for Rural Management – A Study of Kolhapur District (Maharashtra)’. Funded by UGC, New Delhi. Amount funded – Rs. 8,58,400/- (2015-2018)

Publications -

Book published – Principles of Marketing (B.Com.-I), Published by Centre for Distance Education, Shivaji University, Kolhapur, ISBN No. – 978-81-906236-9-8.

Chapters in Books –

1. Marketing Management (MBA – I/Sem -II), Chapter 1 & 5, Published by Centre for Distance Education, Shivaji University, Kolhapur, ISBN No. – 978-81-8486-103-7.
2. Corporate Planning & Strategic Management (MBA – II/ Sem -III), Chapter 3 & 4, Published by Centre for Distance Education, Shivaji University, Kolhapur, ISBN No. – 978-81-8486-181-5.
3. Advertising management & Consumer Behaviour (MBA – II/ Sem-III – Elective A), Chapters 1 to 4, Centre for Distance Education, Shivaji University, Kolhapur, ISBN No. – 978-81-8486-166-2.

Papers Published in Journals and Conference Proceedings -

Sr. No.	Title of the paper	Name of Journal	Year/ Volume/ Page No.	ISSN/ ISBN No.
1	Social Marketing: Approach of the Indian Government to the Social Issues	International Journal of Management ‘Proficient’	20 th Feb. 2011, vol. III. Issue II. pp.18-25	0975-475X
2	A Study of Awareness for Green Marketing Co-Author- Ms. A.U. Gaikwad	Conference proceedings of National Conference, Dimensions-2011, Himalaya Publishing House Pvt Ltd., Mumbai	Feb. 2011 pp. 93-101	978-93-5024-792-1

3	Tapping Indian Rural Market – Rural Distribution Strategy	Global Journal of Arts and Management	2011, vol. 1. No. 4, pp.39-43	2249-2658 (online); 2249-264X (print)
4	McDonald's Fast Food Retailing – A Global Approach	Integral Review – A Journal of Management	June – December 2011, vol. 4. No. 1-2. pp. 103-109	0974-8032
5	An Empirical Study of Brand Preference for Mobile Phones Co-Authors- Dr.A.G.Suryawanshi & Shri. K.V. Marulkar	Conference proceedings of International Conference, Envisage 2020: Emerging Business Practices', Excel India Publisher, New Delhi.	Jan. 2012, pp 182-190	978-93-81361-74-0
6	A Study of Promotion and Distribution Strategy of Dairy Industry in Kolhapur District	International Journal 'Advances in Management'	May 2012, vol. 5 (5) pp. 49-54	0974-2611
7	Role of Business organisations in Sustainable development	Conference proceedings of 1st International Conference on "Mapping Policies for Excellence - A march towards Vision 2020	March 2012 pp. 692 – 697	978818329746X
8	A Study of Customer Preferences for Milk and Milk Products Co-Author- Dr.H.M.Thakar	Indian Journal of Marketing	August 2012, vol. 42, No. 8, pp. 19-26	0973-8703
9	A Study of International Trade of Indian Dairy Industry	Indian Journal of Applied Research	Sept. 2012, vol. 1, Issue. 12, pp. 30 - 31	ISSN no. – 2249-555X
10	Retail Rural Strategies - A Study of Organized Retailers	Conference proceedings of 2 nd International Conference on 'Revisiting Management Practices and Research for Sustainability'.	March 2013 pp. 81-85	978-81-923755-3-3
11	Impact of Advertisements on Purchase Decision of Youth with reference to Consumer Goods	Advances in Management	Sept. 2013, Vol. 6 (9), pp.36-40	Print: ISSN No. 0974-2611; e-ISSN: 2278 – 4551
12	A Study of Cause Related Marketing Programmes of Business Organisations	Conference proceedings of National Conference on "On the tracks of Globalisation"	19 th Oct. 2013, pp. 197-200	978-81-926976-7-3

13	ICT Initiative by Dairy cooperatives- A Case of Amul	Conference proceedings of National Conference on “New Horizons in Business, Economics & Management”	Feb. 2014 pp. 241-246 Sheth Publisher Pvt. Ltd.	ISBN No. – 978-93-83681- 90-7
14	A Study of Service Quality of Rural Banks in Kolhapur District, Maharashtra Impact Factor -2.1652	Indian Journal of Applied Research	Dec. 2014 pp. 556-559	ISSN – 2249- 555X
15	Agri Tourism – A Business Model of Agri Tourism Development Corporation	Paripex - Indian Journal of Research	Jan. 2015 pp. 76-77	ISSN - 2250- 1991
16	Corporate Social Responsibility and Sustainable Development	Conference proceedings of National Research Conference on Contemporary Business Practices of New Millennium at SIES College of Management Studies, Nerul	pp. 83-88	ISBN – 978-81- 925114-4-3
17	A Study of Relationship between Corporate Governance & Corporate Social responsibility	Conference proceedings of IIIRD National Conference on Corporate Social Responsibility: Shifting Paradigms & Emerging Models	pp. 10-17	ISBN - 978-93- 81791-39-4
18	Study of CSR activities of the Business Organisation for Skill Development	Paripex - Indian Journal of Research	January 2016 Vol. 5 (1) pp.35-37	ISSN – 2250- 1991
19	Celebrity Endorsement of Cosmetics: A Study of Consumer’s Perception and Buying Preferences	Indian Journal of Applied Research	February 2016 Vol. 6 (2) pp. 62-64	ISSN – 2249- 555X
20	A Study of Implementation of e-Governance for Effective Management of Government Services	Conference proceedings of National Conference on Expansion Beyond Horizon Era of e-Business & e-Commerce	February 2016 Vo. 5 pp. 72-76	ISBN – 978-81- 923768-4-4
21	Green Marketing: A Study of Customer Awareness and Perception	Conference proceedings of international Conference on Emerging Economies: Opportunities and	January 2017 Vol. 1 (1) pp.-41- 45	ISSN – 2277- 6133

		Challenge MIM Management Research Journal		
22	Cause Related Marketing: A Study of Customer Perception and Purchase Intention	Conference proceedings of National Conference on 'Emerging Business Paradigms: Present Context and Future Perspectives' at S. K. N. Sinhgad School of Business Management, Pune In Association with Savitribai Phule Pune University, Pune Under (QIP)	Nov.2016- April 2017 Vo. 2 (2) pp. 159-163	ISSN: 2454- 9266
23	A Study of Social Marketing with reference to Save Girl Child Campaign	EPRA International Journal of Multidisciplinary Research	March 2017 Vol. 3 (3) pp. 103-106	ISSN (Online) : 2455 – 3662 SJIF Impact Factor : 3.967
24	A Study of E- Governance and Service Quality Provided by the Maha e- Seva Kendra in Kolhapur District	Researcher's World: Journal of Arts, Science and Commerce	April 2017 Vo. VIII Issue 2(5)	2231-4172
25	Online Marketing: A Study Of Consumer Behaviour	Research Journal of Social Sciences and Management	March 2018 Vol. 7 No. 11 pp. 219-226	2251-1571
26	A Study of Customer Awareness and Behaviour Towards Online Marketing	International Journal of Business, Management and Allied Sciences	Jan-March 2018 Vol. 5 Issue -1 pp. 270-277	2349-4638
27	A Study of Quality of Services offered by ICT enabled SANGRAM Centers in Kolhapur District	Research Review: International Journal of Multidisciplinary	March 2019, 4 (3) pp. 347-352	e-ISSN – 2455-3085
28	Service Quality Perception: A Study of Common Service Centers Operating in Rural Areas	Journal of Management Research and Analysis	Jan.- March – 2019, 6 (1), pp. 24 - 29	2394-2762 eISSN – 2394- 2770
29	Management of ICT Enabled Services in Rural Areas Provided by Government Organizations through Maha E-Seva Kendra	Journal of Governance and Public Policy	Jan. – June 2019, Volume 9, No. 1 pp. 83-98	2231-0924

30	A Study of Customer Attitude and Perception towards Use of Mobile Wallet	Conference Proceedings of Two Days International Multidisciplinary Conference on Global Challenges for Sustainable Development	10 th and 11 th January 2020	978-93-81249-29-1
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Google Citations – 76

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Participated in Seminars, Conferences, Workshops and FDPs –

Sr. No.	Theme of the Conference & Dates	Title of the paper presented	Organising Institute
1.	National seminar on “Entrepreneurial Opportunities for Management Graduates” 10 th Feb.2006	-	Dr.V.K.Patil Foundation’s CMRD ,Pune.
2.	2 days National workshop on ‘Service tax’ 15 th & 16 th Jan. 2007.	A Comparative analysis of service tax in India	IDBI Bank’s Pate. Shri. R. N. Godbole Chair, Shivaji University, Kolhapur
3.	3 rd International conference on ‘Global Trends in Retailing’ 26 th & 27 th Feb.2007	A Comparison between multinational retail chains & Local players in grocery & consumer product	Rajiv Academy of Technology & Management, Mathura.
4.	FDP on Emerging Trends in Management Education 5 th to 7 th March 2007	-	MBA-UNIT, Shivaji University, Kolhapur
5.	Case Development Workshop 12 th & 13 th March 2007.	-	MBA-UNIT, Shivaji University, Kolhapur
6.	National Workshop on ‘Adult & Continuing Education in India – Achievements & Challenges’ 18 th & 19 th Sept. 2007	-	Department of Adult & Continuing Education & Extension Work, Shivaji University, Kolhapur
7.	International Workshop on “Building Business Plan”	-	Chintamanrao Institute of Management

	28 th & 29 th Jan. 2008		Development & Research, Sangli
8.	National conference on International Business: Problems & Prospects for India 6 th & 7 th Feb.2008	Indian Dairy Industry : A study of export opportunities	MBA Unit, Department of Commerce & Management, Shivaji University, Kolhapur.
9.	National Seminar on 'Financial Sector : Recent Trends & Future Challenges' 13 th & 14 th Jan. 2009	-	Bank of India Chair in Rural Banking, Department of Commerce & Management, Shivaji University, Kolhapur
10.	International Marketing Conference-2009 'Redefining Marketing' 7 th Feb. 2009	Marketing Approach of the Government to the Social Issues	Indian Education Society's Management College & Research Centre, Mumbai
11.	5 th International Conference-2009 on Internationalisation of Business in Changed Environment 12 th & 14 th Feb. 2009	Internationalization of Fast Food Retailing – A Case of Mc Donald's Corporation	Rajiv Academy of Technology & Management, Mathura.
12.	FDP on "Current Trends in Management" 5 th & 6 th March 2009	-	Sinhgad Institute of Business Administration & Research, Pune
13.	FDP on "Foundation Course in Strategic Management" 24 th – 29 th Aug. 2009	-	Indian Institute of Management, Kozhikode
14.	National Conference on Rural Marketing 9 th Jan. 2010	Rural Distribution Strategy- Route to the Rural Markets	Guru Nanak Institute of Management Studies, Mumbai
15.	National Workshop on Research Methodology & Quantitative Techniques 9 th and 10 th Dec. 2010	-	Department of Commerce and Management, Shivaji University, Kolhapur
16.	5 th Annual International Research, 2011 on Service Management – The Trend Setter 5 th Feb. 2011	Agri Tourism – A Case Study of Agri Tourism Development Corporation	Kohinoor Business School & Centre for Management Research, Pune
17.	National Conference on Business Strategies for Emerging Market 25 th to 27 th Feb. 2011	A Study of Consumer Awareness for Green Marketing	Sinhgad Institute of Business Administration & Computer application, Lonawala, Pune

18	International conference on Challenges before women Entrepreneurship in South Asia 25 th to 26 th March. 2011	Women Entrepreneurs in Maharashtra	Kamala College, Kolhapur
19.	UGC sponsored National conference on India Vision 2020 24 th Sept. 2011	Role of Agro Based Industries in Rural Development	Ganpatrao Arwade College of Commerce, Sangli
20.	International conference on Envisage 2020: Emerging Business Practices 5 th & 6 th Jan. 2012	An Empirical Study of Brand Preference for Mobile Phones	Indian Education Society's Management College and Research Centre, Mumbai
21.	National Seminar on International Financial Reporting Standards 2 nd & 3 rd March 2012	IFRS Implementation and Challenges in India	Dept. of Commerce & Management, Shivaji University, Kolhapur
22.	1 st International Conference on Mapping Policies for Excellence - A march towards Vision 2020 30 th & 31 st March 2012	Role of Business organisations in Sustainable development	RIT, Department of Management Studies, Islampur
23.	UGC Orientation Programme 03/02/2013 to 30/02/2013	-	Academic Staff College, Pune
24.	6 th International Conference on Innovative ways of Managing Business in the Post Globalised Era 2 nd & 3 rd February 2013	A Study of Green Marketing Strategies adopted by Business Organisations	Institute of Management & Research, Bharati Vidyapeeth Deemed University, New Delhi
25.	2 nd International Conference on Revisiting Management Practices and Research for Sustainability 22 nd & 23 rd Feb. 2013	Rural Retail Strategies - A Study of Organized Retailers	RIT, Management Studies, Islampur
26.	National Workshop on New Vistas of Research in Commerce & Management	-	Department of Commerce & Management, Shivaji University, Kolhapur.
27.	National Conference on On the Tracks of Globalisation 19 th Oct. 2013	A Study of Cause Related Marketing Programmes of Business Organisations	Kolhapur Institute of Technology's Institute Of Management Education and Research Gokul Shirgaon, Kop.
28.	UGC Refresher Course in Commerce & Management 30/12/2013 to 18/01/2014	-	UGC Academic Staff College, University of Mumbai

29	National Conference on “New Horizons in Business, Economics & Management” 21 st & 22 nd Feb. 2014	ICT Initiative by Dairy cooperatives- A Case of Amul	SIES (Nerul) College of Arts, Science & Commerce, Nerul, Navi Mumbai.
30.	National Conference on ‘Recent Trends in Food Technology & Management’ 28 th & 29 th March 2014	A Study of Marketing Strategies of Dairy Industry in Kolhapur District.	CSIBER Trust’s College of Non Conventional Vocational Courses for Women, Kolhapur
31	Two Day National Workshop on “Academic Writing, Combating Plagiarism, Citation Management and Publishing Research Papers in High Impact Factor Journals” 8 th & 9 th January, 2015	-	Yashwantrao Chavan School of Rural development, Shivaji University, Kolhapur.
32	National Workshop on Media & Social Discrimination	-	Centre for Social Inclusion and Exclusive Studies, Shivaji University, Kolhapur
33	First International Conference of Com. & Mgt. On “Demographic dividedness & Industrial Development with Inclusive Approach: A Road Ahead” 2 nd & 3 rd March 2015	Session Chairman	Department of Commerce & Management, Shivaji University, Kolhapur.
34	National Research Conference on Contemporary Business Practices of New Millennium 31 st January 2015	Corporate Social Responsibility and Sustainable Development	SIES College of Management Studies, Nerul
35	IIIrd National Conference on Corporate Social Responsibility: Shifting Paradigms & Emerging Models 28 th Feb. 2015	A Study of Relationship between Corporate Governance & Corporate Social responsibility	Indira School of Business Studies, Pune
36	FDP on “Research Methodology and Data Analysis by using SPSS for Management Teachers” 5 th to 9 th January 2016	-	MBA Unit, Shivaji University, Kolhapur
37	National Seminar on ‘Society & Environmental Issues in India’ 29 th & 30 th January 2016	-	Department of Sociology, Shivaji University, Kolhapur.
36	National Conference on Expansion Beyond Horizon Era of e-Business & e-Commerce	A Study of Implementation of e-	Pratibha Institute of Business Management,

	19 th & 20 th February 2016	Governance for Effective Management of Government Services	Pune
37	International Conference on Emerging Economies: Opportunities and Challenges 17 th & 18 th January 2017	Green Marketing: A Study of Customer Awareness and Perception	Maharashtra Institute of Management, Kalamb, Walchand nagar, Indapur. Pune
38	National Conference on 'Emerging Business Paradigms: Present Context and Future Perspectives' 16 th & 17 th Feb. 2017	Cause Related Marketing: A Study of Customer Perception and Purchase Intention	S. K. N. Sinhgad School of Business Management, Pune In Association with Savitribai Phule Pune University, Pune Under (QIP)
39	Second International Conference of Commerce and Management On 'Development through Transformation: Prospects for Inclusive Growth' 30 th & 31 st Jan. 2017	A Study of E-Governance And Service Quality Provided by the Common Service Centers in Kolhapur District	Department of Commerce and Management Shivaji University, Kolhapur.
40	UGC Refresher Course in Commerce & Management 21/08/2018 to 10/09/2018	-	UGC HRDC, Goa University
41	FDP on Learner Centric Approach 24 th –to 28 th Feb. 2019	-	MBA Unit, Shivaji University, Kolhapur. and S. P. Jain Institute of Mgt. and Research, Mumbai.
42	Two Days International Multidisciplinary Conference on Global Challenges for Sustainable Development 10 th and 11 th January 2020	A Study of Customer Attitude and Perception towards Use of Mobile Wallet	D.R.K. College of Commerce, Kolhapur

Contribution to the University and Other Academic Assignments-

1. Coordinator, MBA Distance Mode, Shivaji University, Kolhapur. From 2009 to 2012.
2. Chairman, Examiner, Moderator in Panel of MBA Paper Setters
3. Director, Central Assessment Programme for MBA Examination
4. Member, Departmental Committee (MBA Unit)
5. Member, Sub-Committees for Setting of Syllabus –MBA
6. IQAC Coordinator, MBA Unit, Shivaji University, Kolhapur