


Name	Asst. Prof. Shital Gujarathi	
Designation	Assistant Professor and Co-ordinator, Start Up and Incubation Cell	
Department	MBA	
Educational Qualifications	NET(MGMT), MBA(MKT & HR), B.Sc (Agriculture), Ph D (In progress)	
Total Experience In Years	Teaching -12 Industry - 1	
Teaching Subjects	Strategic Management, Digital Marketing, Consumer Behaviour, Sales and Distribution Management, Enterprise Performance Management, Start up and New Venture Management, Marketing Strategy	
Papers Published	<p><b>Gujarathi, Shital, Wadile, Nilesh (2022)</b> “Study of Scope Application of Block Chain In Supply Chain Management”, <i>Platinum - Interdisciplinary National Level Peer Reviewed Journal</i>, ISSN 2231-0096</p> <p><b>Gujarathi, Shital, Pagare, Shweta (2020)</b> “An Analytical study of Zomato &amp; Uber Eats Merger in Indian Online Food Delivery Market”, <i>DMI’s Journal of Management and Computer Studies</i>, Vol 3 ISSN 2250-365X</p> <p><b>Gujarathi, Shital, Khatri, Yash (2019)</b> “ A study of Influence of Online Marketing on Consumers”, <i>Platinum Journal</i>, ISSN 2231-0096</p> <p><b>Gujarathi, Shital, Deshpande Anuya (2018)</b> “A Study of Return on Marketing Investment(ROMI) from Digital and Traditional Marketing for Technokraft Training &amp; Solution, Nashik,” <i>International Journal of Management Technology and Engineering</i>, ISSN No. 2249-7455</p> <p><b>Gujarathi, Shital, Dr. Joshi, Shrinivas,(2017)</b> “Significance of Digital Marketing Media in Indian Real Estate Industry” <i>Shoryabhumi (Volume 2, Issue 2, Raigad)</i>, ISSN 2319-720X</p> <p><b>Gujarathi, Shital, Dr. Joshi, Shrinivas,(2017)</b> “Demonetization and its effect on E Commerce in India with special reference to Online shopping” <i>DMI’s Journal of Management and Computer Studies</i>, ISSN 2250-365X</p> <p><b>Gujarathi, Shital, Dr. Joshi, Shrinivas,(2014)</b> “A Comparative Study of Consumer Behaviour in Traditional &amp; Online Shopping” <i>Sanshodhan (Vol No 3)</i>, ISSN 2249-8567</p> <p><b>Gujarathi, Shital, Aurangabadkar, Harshada (2013)</b> “A Study of Opportunities and Challenges in Agritourism for the Rural &amp; Sustainable Development in Maharashtra, India” <i>Chintan-Rural Development: A powerful Engine for a Developed India</i></p>	

	<p><b>Desale, Shital,(2011)</b>“Customer Value Management: A Gizmo for Business Excellence” <i>Proceedings of National Conference on -Strategic Management for Today's Business</i>,ISBN- 978-81-8465-811-8</p>
Case Study Published	<p><b>Gujarathi, Shital, Lakhgaokar, Swati (2012)</b> “Case study of a Successful Indian Corporate House with special reference to “ Reliance Industries”<i>Seminar Proceedings</i></p> <p><b>Gujarathi, Shital, Borse, Yogesh (2013)</b>" National Campaigning Committee- For Unorganized Sector Workers"<i>Seminar Proceedings of " Business Design for Inclusive Growth &amp; Sustainable Development with Special Reference to India"</i> ISBN 978-81-926888-2-4</p> <p><b>Gujarathi, Shital, Bhavsar, Pragati (2013)</b>" Women Empowerment in Village Mandkuli through initiatives by Bhagirath GramVikas” <i>Seminar Proceedings of " Business Design for Inclusive Growth &amp; Sustainable Development with Special Reference to India"</i>, ISBN 978-81-926888-2-4</p> <p><b>Gujarathi, Shital, Modse, Prajakta (2013)</b> "Impact of Biogas Initiatives taken by Bhagirath Gramvikas Pratishthan in Village Mandkuli” , <i>Seminar Proceedings of " Business Design for Inclusive Growth &amp; Sustainable Development with Special Reference to India"</i>,ISBN 978-81-926888-2-4</p>
Article Published	<p><b>Gujarathi, Shital, (2013)</b> " Contribution of Dr. Moonje Institute on Inclusive growth &amp; sustainable development” <i>Seminar Proceedings of " Business Design for Inclusive Growth &amp; Sustainable Development with Special Reference to India"</i>, ISBN No 978-81-926888-1-7</p>
Papers Presented In Conferences	<p><b>Desale, Shital,(2011)</b>“Carbon Credit Trading : An Introductory Approach”,<i>A Compendium Of Research Papers “Business Excellence through Innovative Business Practices”</i>, ISBN- 978-81-909897-1-8</p> <p><b>Desale, Shital, (2011)</b>“Product Innovation: A Tool for Business Excellence” <i>Seminar Proceedings of National Seminar on “ Innovation: A Vision for 2020”</i></p>
Patent	1 Patent published
Books Published	-
Affiliations/ Memberships	-

<b>Consultancy Activities</b>	-
<b>Awards</b>	-
<b>Grants Fetched</b>	-
<b>Interaction With Professional Institutions</b>	MACCIA, CII