

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 -09 Industry - 1	
Teaching Subjects	Marketing Management, Digital Marketing, Consumer Behaviour, Sales and Distribution Management, Integrated Marketing Communications, Start up and New Venture Management, Marketing Strategy	
Papers Published	<p>Gujarathi, Shital, Khatri, Yash (2019) “ A study of Influence of Online Marketing on Consumers”, <i>Platinum Journal</i>, ISSN 2231-0096</p> <p>Gujarathi, Shital, Deshpande Anuya (2018) “A Study of Return on Marketing Investment(ROMI) from Digital and Traditional Marketing for Technokraft Training & Solution, Nashik,” <i>International Journal of Management Technology and Engineering</i>, ISSN No. 2249-7455</p> <p>Gujarathi, Shital, Dr. Joshi, Shrinivas, (2017) “Significance of Digital Marketing Media in Indian Real Estate Industry” <i>Shoryabhumi (Volume 2, Issue 2, Raigad)</i>, ISSN 2319-720X</p> <p>Gujarathi, Shital, Dr. Joshi, Shrinivas, (2017) “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>Gujarathi, Shital, Dr. Joshi, Shrinivas, (2014) “A Comparative Study of Consumer Behaviour in Traditional & Online Shopping” <i>Sanshodhan (Vol No 3)</i>, ISSN 2249-8567</p> <p>Gujarathi, Shital, Aurangabadkar, Harshada (2013) “A Study of Opportunities and Challenges in Agritourism for the Rural & Sustainable Development in Maharashtra, India” <i>Chintan-Rural Development: A powerful Engine for a Developed India</i></p> <p>Desale, Shital, (2011) “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>Gujarathi, Shital, Lakhgaokar, Swati (2012) “Case study of a Successful Indian Corporate House with special reference to “ Reliance Industries” <i>Seminar Proceedings</i></p> <p>Gujarathi, Shital, Borse, Yogesh (2013) " National Campaigning</p>	

	<p>Committee- ForUnorganized Sector Workers"<i>Seminar Proceedings of " BusinessDesign for Inclusive Growth &Sustainable Development withSpecial Reference to India"</i>ISBN 978-81-926888-2-4</p> <p>Gujarathi, Shital, Bhavsar, Pragati (2013)" Women Empowerment in Village Mandkuli through initiatives by Bhagirath GramVikas"<i>Seminar Proceedings of " Business Design for Inclusive Growth & Sustainable Development with Special Reference to India"</i>, ISBN 978-81-926888-2-4</p> <p>Gujarathi, Shital, Modse, Prajakta (2013) "Impact of Biogas Initiatives taken by Bhagirath Gramvikas Pratishthan in Village Mandkuli" , <i>Seminar Proceedings of " BusinessDesign for Inclusive Growth &Sustainable Development withSpecial Reference to India"</i>,ISBN 978-81-926888-2-4</p>
Article Published	Gujarathi, Shital, (2013) " Contribution of Dr. Moonje Institute on Inclusive growth & sustainabledevelopment" <i>Seminar Proceedings of " BusinessDesign for Inclusive Growth &Sustainable Development withSpecial Reference to India"</i> , ISBN No 978-81-926888-1-7
Papers Presented In Conferences	<p>Desale, Shital,(2011)"Carbon Credit Trading : An Introductory Approach",<i>A Compendium Of ResearchPapers "Business Excellence through Innovative BusinessPractices"</i>, ISBN- 978-81-909897-1-8</p> <p>Desale, Shital, (2011)"Product Innovation: A Tool for Business Excellence"<i>Seminar Proceedings of National Seminar on " Innovation: A Vision for 2020"</i></p>
Books Published	-
Affiliations/ Memberships	-
Consultancy Activities	-
Awards	-
Grants Fetched	-
Interaction With Professional Institutions	MACCIA, CII