


SRES'S, Sanjivani College of Engineering, Kopergaon

(An Autonomous Institute affiliated to SPPU, Pune)

Staff Profile

| Personal Information | | | |
|---|--|------------|---|
| Name of Teaching Staff: Dr. Ghodake Shamrao Parashram | | |  |
| Designation: Assistant Professor | | | |
| Department : MBA | | | |
| Date of joining: 1 st April 2021 | | | |
| E Mail ID: | shamghodakemba@sanjivani.org.in | | |
| Contact No : | +91 9420438475 | | |
| Education Details | | | |
| Qualification | Specialization with Class or Grade | University | Year |
| UG : B.Com | Corporate Laws & SP Higher Second Class | SPPU Pune | 2006 |
| PG : M.com | Advance Accountancy Bus. Taxation Higher Second Class | SPPU Pune | 2008 |
| PG : DTL | Taxation Laws Second Class | SPPU Pune | 2009 |
| PG : MBA | Financial Management First Class | SPPU Pune | 2010 |
| PG : Dual MBA | Human Resource Mgmt. First Class | SPPU Pune | 2011 |
| SET | Commerce Qualified | SPPU Pune | 2016 |
| NET | Management Qualified | UGC | 2019 |
| Ph.D. | Financial Management Awarded | SPPU Pune | Jan 2022 |
| Total experience in years: | | | |

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|---------------------------|---|--|--------------|-------------------|---|
| Teaching: | | 14.5 Years | | | |
| Industry: | | 2.3 years | | | |
| Research and Publications | | | | | |
| SN | Title of paper | Name of Journal / Conference | Year of Pub. | UGC Y/N | ISBN/ISSN Number |
| 1 | Enhancing Supply Chain Transparency and Efficiency Through Innovative Blockchain Solutions for Optimal Operations Management | International Journal of Advanced Computer Science and Applications (IJACSA) | 2024 | SCOPUS (Q3) / WOS | 2156-5570 |
| 2 | Optimizing Resource Allocation in Cloud Environments using Fruit Fly Optimization and Convolutional Neural Networks | International Journal of Advanced Computer Science and Applications (IJACSA) | 2024 | SCOPUS (Q3) / WOS | ISSN:2158-107XE- ISSN:2156-5570 |
| 3 | Predicting online donation intention in donation-based crowdfunding apps: a multi-stage SEM-ANN-NCA model integrating anthropomorphism, satisfaction, trust, and privacy concerns | Journal of Nonprofit & Public Sector Marketing | 2024 | SCOPUS | ISSN 10495142, 15406997 |
| 4 | Enhancing Supply Chain Management Efficiency: A Data-Driven Approach using Predictive Analytics and Machine Learning Algorithms | International Journal of Advanced Computer Science and Applications (IJACSA) | May 2024 | SCOPUS (Q3) / WOS | ISSN:2158-107XE- ISSN:2156-5570 |
| 5 | A Structural Equation Modeling on Financial Health for Business | Migration Letters | March 2024 | N | ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online) |

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|----|---|---|---------------|--------|---|
| 6 | A study on role of Information and communication technology (ICT) in Financial Inclusion in India | Journal of Informatics Education and Research | Dec 2023 | ABDC-C | ISSN 1526-4726 |
| 7 | A Study of Black Scholes Model on National Stock Exchange Index with reference to Option Pricing and Arbitrage. | Journal of Fundamental & Comparative Research (Shodhsanhita) | Jan-June 2022 | Yes | ISSN: 2277-7067 |
| 8 | A Study of Customer Behaviour for Patanjali Products in Nashik City. | Journal of Fundamental & Comparative Research (Shodhsanhita) | Jan-June 2022 | Yes | ISSN: 2277-7067 |
| 9 | A Descriptive Study of CSR under section 135 Companies Act, 2013 & CSR Activities by NSE Nifty-Fifty Companies | Journal of Fundamental & Comparative Research (Shodhsanhita) | Jan-June 2022 | Yes | ISSN: 2277-7067 |
| 10 | A Study of Fundamental Analysis of Selected Mid-Cap Pharma Companies Listed at NSE | Journal of Fundamental & Comparative Research (Shodhsanhita) | Jan-June 2022 | Yes | ISSN: 2277-7067 |
| 11 | ICT Carving A Way Towards Evolution Of Satya-Yuga: A Conceptual And Focus Group Exploration In Societal Perspective | Journal of Positive School Psychology | July 2022 | Scopus | ISSN: 9220-9232. |
| 12 | Competitive Features In Tourism | Book Chapter - Contemporary Issues in Multidisciplinary Subjects, Redshine publication, India | March 2022 | No | ISBN: 978-93-93239-58-7 |

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|----|---|--|----------------------------------|-----|---|
| 13 | Promotion of Transformation and Digitalisation For Entrepreneurial Ecosystems. | Journal of the Maharaja Sayajirao University of Baroda | March 2022 | Yes | ISSN : 0025-0422 Volume-56, No.2 (V) |
| 14 | A Study Of Buying And Selling Behavior Pattern Of Different Indexes In Volatile Indian Stock Market. | Journal of Education: Rabindra Bharati University | 2020-21 | Yes | ISSN : 0972-7175 Vol. : XXIII, No. :6(III) |
| 15 | A Comparative Study Of Urban And Rural Households Investment Avenues In Maharashtra. | International Conference on Innovation in Management Science (ICI2MS) | March 2021 | Yes | ISBN 978-81-927230-0-8 |
| 16 | A Study On Nashik District Rural Households Savings And Investment Behaviour | Wesleyan Journal of Research | Dec 2020 Vol. 13 No4(VII) | Yes | ISSN 0975-1386 |
| 17 | A Study of the Savings and Investment Pattern of Rural Household with Special Reference to Nashik District: A Literature Review | Vidyabharati International Interdisciplinary Research Journal | June 2020 | Yes | ISSN 2319-4979 |
| 18 | A Study of The Savings And Investment Pattern Of Rural Household With Special Reference To Nashik District: A Pilot Study. | Vidyabharati International Interdisciplinary Research Journal | Sept. 2020 | Yes | ISSN 2319-4979 |
| 19 | A Study of The Investment Pattern of Engineer Employees | INCUBATION" – IV "Business Management with New Ideas and Technologies in Global Context | Feb 2019 | No | ISBN: 978-93-88441-75-9 |

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|----|---|--|-----------------------------------|-----|---------------------------------|
| 20 | Indian Economy A journey towards vision 2020. | 2 Days National Level Seminar on Emerging Innovations and Strategic Business Practices | Feb 2018 | Yes | ISSN: 2456-6683 |
| 21 | A study on factors that are influenced to Demonetization in India. | International Journal of Advanced in Management, Technology and Engineering Sciences. | Nov. 2017 Volume 7 Issue:11 | Yes | ISSN: 2249-7455 |
| 22 | Corporate social responsibility for sustainable development of Banks in current economic scenario | Recent trends in Engineering and Management | Feb. 2016 | No | ISBN:978-93-5158-299-1 |
| 23 | To study consumer awareness & perception towards usage of Mobile Banking | IBMRD Journal of Management and Research | March 2013 Volume 2 | No | ISSN: 2277-7830 |

Papers presented in conferences:

1. Participated & Presented research paper titled “A Study of Black Scholes Model on National Stock Exchange Index with reference to Option Pricing and Arbitrage” in the Two Days Online International Conference on Recent Trends and Advancement in Science, Technology, Commerce & Management- 28th & 29th June 2022 Organised by Sanjivani College of Engineering, Department of MBA, Kopergaon, Maharashtra, India in Association with Jordan River University, USA.
2. Participated & Presented research paper titled “A Study of Customer Behaviour for Patanjali Products in Nashik City” in the Two Days Online International Conference on Recent Trends and Advancement in Science, Technology, Commerce & Management- 28th & 29th June 2022 Organised by Sanjivani College of Engineering, Department of MBA, Kopergaon, Maharashtra, India in Association with Jordan River University, USA.
3. Participated & Presented research paper titled “A Descriptive Study of CSR under section 135 Companies Act, 2013 & CSR Activities by NSE Nifty-Fifty Companies”

in the Two Days Online International Conference on Recent Trends and Advancement in Science, Technology, Commerce & Management- 28th & 29th June 2022 Organised by Sanjivani College of Engineering, Department of MBA, Kopargaon, Maharashtra, India in Association with Jordan River University, USA.

- 4. Participated & Presented research paper titled “A Study of Fundamental Analysis of Selected Mid-Cap Pharma Companies Listed at NSE” in the Two Days Online International Conference on Recent Trends and Advancement in Science, Technology, Commerce & Management- 28th & 29th June 2022 Organized by Sanjivani College of Engineering, Department of MBA, Kopargaon, Maharashtra, India in Association with Jordan River University, USA.*
- 5. Participated and Presented a Research Paper titled A Study of Buying and Selling Behaviour Pattern of Different Indexes in Volatile Indian Stock Market in a Virtual 5th International Conference held on 9th April 2021, organized by Faculty Research Cell - Samshodhana, School of Commerce, JAIN (Deemed-to-be University), Bengaluru.*
- 6. Participated & Presented Research paper on “A Comparative Study of Urban and Rural Households Investment Avenues in Maharashtra.” in International conference at International Institute of Management Science, Pimpri Chinchwad, Pune (5-6 March 2021)*
- 7. Participated & Presented Research paper on “A Study On Nashik District Rural Households Savings and Investment Behaviour” in International conference at Jain School of Commerce Bengaluru (22 Dec 2020)*
- 8. Participated & Presented Research paper on “A Study of the Investment Pattern of Engineer Employees” in International conference at Dr. D Y. Patil School of Management Lohgaon, Pune (Feb 2019)*
- 9. Participated & Presented Research paper on “India Economy: A journey towards Vision 2020” in National Level Seminar Sanjyot 2018 at Sanjivani College of Engineering, Kopargaon (2-3 Feb. 2018)*
- 10. Participated & Presented Research paper on “CSR for sustainable development of Banks in Current Economic Scenario” in International Level Seminar Sanjyot 2016 at Sanjivani College of Engineering, Kopargaon (5-6 Feb. 2016)*

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| <p>11. Presented Research paper on “To Study Consumer Awareness & Perception Towards Mobile Banking” in National Conference at PDVVS IBMRD Ahmednagar (27-28 Feb. 2013)</p> <p>12. Participated and presented paper on “Role of technology in banking sector and effective e-banking in 21st century” in National level conferences at Sinhgad Management School Kondhapuri, Pune. (16-17 Feb 2011).</p> <p>13. Participated and presented paper in National level conferences at VWNICOM Pune.</p> | |
| Case Study Published | |
| <p>1. Ghodake Shamrao, Ritesh Patel, Sudhir Pandey, Sujo Thomas, Ravjeetsingh Atwal, ALDO - Drivers of Growth and Digital Presence - The Case Centre Case-Reference no. 525-0028-1 https://www.thecasecentre.org/products/view?id=205716 in the year 2025.</p> <p>2. Ghodake Shamrao, Ritesh Patel, Sujo Thomas, Zara - Pricing and Merchandising - The Case Centre Case-Reference no. 524-0022-1. https://www.thecasecentre.org/products/view?id=197313 in the year 2024.</p> <p>3. Ghodake Shamrao, Ritesh Patel, Sujo Thomas, Arvind Store: Social Media Engagement, Supply Chain and Choice of Format, Case-Reference no. 523-0033-1. https://www.thecasecentre.org/products/view?id=190573 in the year 2023.</p> <p>4. Ritesh Patel, Ghodake Shamrao, Sujo Thomas, Fabindia: Format Cost Management, Supply Chain Issues and Keyword Search Recognition Analysis, Case-Reference no. 323-0017-1. https://www.thecasecentre.org/products/view?id=188824 in the year 2023.</p> | |
| Scopus Book Chapter Published | |
| <p>1. Mohture, A., Ghodake, S. P., Bhalerao, N. U., Pande, B., & Waghulkar, S. (2025). Transforming Talent Acquisition: The Role of Generative AI in Modern Recruitment Practices. In S. Pawirosumarto (Ed.), Innovative Approaches for International Competitiveness Through Human Resource Management (pp. 127-154). IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-3373-1005-3.ch005</p> <p>2. Ghodake, S. P., Saxena, J., Behare, N., Mulla, T., Waghulkar, S., Somani, P. P., Iyer, V., & Mahajan, R. D. (2025). Strategic Significance of Machine Learning in Financial Services. In S. Rana, S. Aggarwal, S. Jagirdar, & S. Jain (Eds.), Insights in Banking Analytics and Regulatory Compliance Using AI (pp. 285-312). IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-3373-0209-6.ch014</p> | |
| Research Profile URL | |
| Google Scholar | https://scholar.google.com/citations?hl=en&authuser=1 |
| Scopus | Scopus ID: 59013968900 |
| ORCID | https://orcid.org/0000-0003-3017-1364 |

| Other Research Details | | | | |
|--|---|---|------------------------|----------------|
| Ph D Guide? Give field & University: | | | Nil | |
| Ph Ds / Projects Guided: | | | 00 / 55 | |
| Books Published | | | 01 : Corporate Finance | |
| IPRs/Patents | | | Nil | |
| Professional Memberships: | | | Nil | |
| Interaction with professional institutions | | | Nil | |
| Consultancy Activities | | | | |
| Duration | Title of Activity | Issued Organization | Amount | |
| 3 Months | Promotion of Contact Bazar App (2016-17) | Agrawal Tea Company, Kopargaon | 4500/- | |
| Grants fetched | | | | |
| Duration | Title | Issued Organization | Amount | |
| Nil | Nil | Nil | Nil | |
| Awards | | | | |
| <ul style="list-style-type: none"> • Certificate of Appreciation: Outstanding Business Consultancy, Lodha Caterers, Kopargaon on 4th August 2018. • Token of Appreciation: Qualified SET & PET, Sanjivani Arts Commerce & Science College, Kopargaon on 24th Jan 2020. • Sanjivani Star Performer Mission Admission 2021-22 by Sanjivani Group of Institutes on 5 Jan 2022. | | | | |
| FACULTY DEVELOPMENT PROGRAMMES ATTENDED | | | | |
| FDP/ Workshop | Title | Name & Address of Organizer | Duration | Date |
| FDP | Financial Modelling - A tool for decision making. | Balaji Institute of Management & HRD, Sri Balaji University Pune. | 1 Week | 25-30 Nov 2024 |

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| FDP | Research Methodology and Ethics in Research | Pune Institute of Business Management, Pune. | 5 Days | 21-24 Jan 22025 |
| FDP | Microsoft Power BI Data Analyst Associate | ICT Academy, Pune | 1 Week | 05 May 2025 to 09 May 2025 |
| Workshop | Online National Workshop on Storytelling as a pedagogy. | SHRI VAISHNAV VIDYAPEETH VISHWAVIDYALAYA, INDORE SHRI VAISHNAV SCHOOL OF MANAGEMENT | 2 Days | (18 th & 19 th Jan 2024) |
| Workshop | Business Intelligence using Power BI Workshop | Skill Nation | 2 Days | (16 th & 17 th Dec 2023) |
| FDP | Professional Values and Ethics | NITTTR, Kolkata | 1 Week | (4 th - 10 th Dec 2023) |
| FDP | NBA Accreditation and SAR Preparation for Engineering Colleges | NITTTR, Kolkata | 1 Week | (21 st - 25 th August 2023) |
| FDP | Financial Management for Managers | NPTEL | 1 & Half Week | 28 April 2022 |
| FDP | Research Methodology | Dr. D Y Patil School of Management Pune | 5Days | 2-6 August 2021 |
| Workshop cum FDP | NAAC Revised guidelines a paradigm shifts in quality education | Career College Govindpura, BHEL, Bhopal | 7 Days | 27 July 2022- 1 August 2022 |
| Workshop | Workshop on Research Metrics | Centre for Publication Ethics, SPPU Pune | 1Day | 04-May-21 |
| FDP | FDP on Faster Finance Series 6 on Taxation and GST | NSDC & Pune Institute of Business Management Pune | 4 Days | 23rd - 26th March 2021 |

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| FDP | FDP on Master Marketing Series I on Data Analysis using SPSS | NSDC & Pune Institute of Business Management Pune | 5 Days | 2nd-6th March 2021 |
| FDP | FDP on Faster Finance Series I on Financial Analysis & Reporting | NSDC & Pune Institute of Business Management Pune | 10 Days | 1st - 10th Feb 2021 |
| Workshop | Web Based Plagiarism Detection Software-URKUND | MIT ADT University Pune | 1 Day | 15th Dec 2020 |
| FDP | “Mastering the Art of Handling Post Covid Challenges for Sustainable Development” | Faculty of Humanities and Science, Adayalampattu Phase II campus, Maduravoyal, Chennai | 1 Week | 19-23 May 2020 |
| Workshop | How to Write Quality Research Paper | MAEER’s MIT Arts, Commerce and Science College, Alandi, Pune | 1 Day | 15th May 2020 |
| FDP | FDP on Integration of Moral Values, Behavioural Science & attitude towards Outcome Based Education | Sanjivani College of Engineering Dept. of MBA, Kopargaon | 12 Days | 18-30 Nov 2019 |
| FDP | FDP on Outcome Based Education | Sanjivani College of Engineering Dept. of MBA, Kopargaon | 1 Day | (14 th July 2019) |

FACULTY DEVELOPMENT PROGRAMMES ORGANIZED

| Name of the FDP / Workshop | Organization | Duration | Month-Year | Capacity |
|----------------------------|--------------|----------|------------|----------|
| NIL | NIL | NIL | NIL | NIL |

INVITED LECTURES IN CONFERENCE/SEMINAR

| Title of Lecture/ Academic Session | Title of Conference/ Seminar etc. | Organized By |
|------------------------------------|-----------------------------------|--------------|
| NIL | NIL | NIL |

| OTHER PROFESSIONAL URLS | |
|--------------------------------|---|
| Personal Website / Blog | http://shamraoghodake.blogspot.com/ |
| Linked In Profile | https://www.linkedin.com/in/dr-shamrao-p-ghodake-1b790035 |
| YouTube Channel | http://www.youtube.com/channel/UCsLqwe2vg-r8Z_IYbDZ36Jg |
| Other | - |

Any Other: Nil