

## **Profile of Prof. Dr. shailesh Kasande**



**Dr. Shailesh Kasande**

**Subject: Marketing Management**

### **Ph.D. Awarded:**

1. 'Development of International Strategy for Chennai and JNPT Port,' Avinash Purandare , Research centre: IndSearch, SPPU. (March 2018)
2. 'An Analytical Study of Impact of Consumer characteristics, website characteristics & product category on consumer information Search Behavior & intention to Transact on Line,' Koshti Machhindranath, Research centre: IndSearch, SPPU. (December 2016)
3. 'An Investigation into the Influence of Service Industry Characteristics and Employee Performance on Service Quality,' Giribala Dewasthale, Research centre: IndSearch, SPPU. (October 2016)
4. 'A Profiling and Segmentation Study of Screenagers based on their Attitude towards Various Media, Media Consumption Motives and Media Preferences,' Jayashree Vispute, Research centre: IndSearch, SPPU (October 2016)
5. 'Role of Product Knowledge, Technology Orientation and Internet Specific Innovativeness in Shaping Consumer's Attitude towards Job Portals and Its Impact on Usage of Job Portals,' Umesh Patwardhan, Research centre: IndSearch, SPPU. (January 2015)
6. 'An Analytical Study of the Impact of Perceived Retail Store Image on Consumer based Retailer Equity Across Selected Retail Formats,' Gholizadeh Meidani Iman Reza, Research centre: IndSearch, SPPU. (November 2014)
7. 'Understanding Retail Service Convenience,' Ms. Shaphali Gupta, Research centre: Shailesh J Mehta School of Management, IIT Powai, IIT Powai (as co-guide)
8. 'Evaluating the Effectiveness of Web Advertisements in the Context of Adventure Tourism Websites,' Ajit Sane , Research centre: DYPU (March 2013)

### **Papers Published in Journals:**

1. Jawaharlal Nehru Port trust: A Leading Container Port in India, Avinash Purandare & Shailesh Kasande, European Journal of Business and Management, Vol. 9, No.3, 2017, ISSN 2222-1905 (Paper) , ISSN 2222-839 (Online), p. 147 – 156.
2. An Understanding of Screenagers Attitude towards Media, Jayashree Vispute & Shailesh Kasande, Army Institute of Management & Technology, Noida's, AIMT Journal of Management, Vol 5, May 2016, ISSN2277 – 4076, p. 54-60.
3. SWOT Analysis of Chennai Port (An ISO 14001:2004 Certified Port), Avinash Purandare & Shailesh Kasande, Pacific Business Review International, Vol. 8, Issue 9, March 2016, ISSN, p. 122 – 129.
4. An Analytical Study of Impact of Consumer Characteristics, Website Characteristics & Product Category on Customer Information Search Behaviour and Intention to Transact Online – a pilot study,

- Machhindranath Koshti & Shailesh Kasande, International Journal of Novel Research in Marketing Management & Economics, Vol. 2 , Issue 3, Sep – Dec 2015, ISSN 2394 – 7322, p. 1 – 8.
5. Qualitative Investigation into user perception and adoption of Job Portals, Umesh Patwardhan & Shailesh Kasande, SIBACA Management Review, Vol. 3, Issue 1 & 2, December 2013, ISSN 2231-5861, p. 53-59.
  6. Customer Satisfaction & Perceived Store Quality as Antecedents of Retail Store Loyalty – The Case of a Departmental Store, Shailesh Kasande, Jidnyasa Research Journal, Vol.1, Nov. 2006. HNIMRW, p. 31 – 41.
  7. Reflections on the Grounded Theory Methodology, Shailesh Kasande, SIOM Journal, Vol. IV, Issue I, July 2006, p. 67 – 87.
  8. Customer Relationship Management in Business Schools, Shailesh Kasande, NICE – the Journal of Business, Vol. 1, No.1, January – June 2006, p.1 – 16.
  9. A Study of the Factors That Influence Customer Receptivity to Cross-Selling, Manisha Lande & Shailesh Kasande.
  10. Qualitative Research – A Poor Cousin of Quantitative Research?, CMRD Journal of Management Research (CJMR), Pune, Vol.1, Issue 1, January 2006 , p.24 – 27.
  11. Retrenchment at H&R Jonhson India Ltd., Rajesh Jangwala, Shailesh Kasande, Ruchi Metha & Kirti Muley, Prestige Journal of Management Research, Vol. 9, No. 2, October 2005. (Case Study)
  12. Tele-marketing : Is it hurting your brand?, CMRD Journal of Management Research (CJMR), Pune, July 2005
  13. Customer Satisfaction and Perceived Store Quality as antecedents of Retail Store Loyalty – the case of a departmental store, Jidnyasa - HNIMR Research Journal, ISSN 0973-7936, March 2005
  14. Drivers of E - Service Quality & Its Relation to E-Customer Satisfaction & E-Loyalty: A Study In The Context of Internet Based Share Broking (Indian) Portals CMRD Journal of Management Research (CJMR), Pune, January 2005.
  15. Six Thinking Hats, CMRD Journal of Management Research (CJMR), Pune, June 2004
  16. Issues in the Design and Management of Automated Service Delivery Systems, Shailesh Kasande, BVIMR Management Edge , Bharati Vidyapeeth's IMR, New Delhi, Vol.1, No.2, July – December 2004 , p. 12 – 17.

#### **Chapters in Edited Books:**

1. Communities in Cyberspace: An Exploratory Study of Virtual Communities, in 'Marketing in the New Global Order – Challenges and Opportunities', Editors Tapan Panda, Navin Donthu, Excel Books, ISBN 81-7446-510-3, YYYY, p. 377 – 398

#### **Papers Presented at Conferences:**

1. Study of Consumer Based retailer Equity in Indian Context, Shailesh Kasande, National Seminar on Vision 2020: Exploring the Opportunities and Challenges in Management, held on 24<sup>th</sup> and 25<sup>th</sup> September 2013 at MIBM, Pune.
2. Consumer Trust in Internet Stores & Online Shopping Behaviour, Shailesh Kasande, Paper presented at the International Conference on Global Business Strategy in Competitive Environment, held on 21<sup>st</sup> and 22<sup>nd</sup> September 2007, at Sai Ram Institute of Management Studies, Chennai,
3. 'A Case for Adopting the CRM Philosophy in B School Education,' Shailesh Kasande, Paper presented at the 2<sup>nd</sup> PIMG National Conference on Mastering Change for Organizational Excellence, held on 21<sup>st</sup> and 22<sup>nd</sup> April 2007 at Prestige Institute of Management, Indore.
4. 'An Exploration of the Shopping Behaviour and Motivation of the Mall Visitors,' Shailesh Kasande, Paper presented at UGC Sponsored Golden Jubilee Seminar on Emerging Management Paradigms, held on 23<sup>rd</sup> and 24<sup>th</sup> February 2006 at Department of Management Studies, University of Madras, Chennai.
5. 'An Investigation into the Antecedents of Retail Store Loyalty' Paper presented at KBS research Conference 2006, held on 19<sup>th</sup> February 2006, at Kohinoor Business School, Khandala.

6. 'Measuring customer perceived online service quality and its relationship with user satisfaction in Internet banking,' Shailesh Kasande, Paper presented at the International Conference on 'Marketing in the Age of Convergence' organized by IIM Kozhikode, held on 7<sup>th</sup> and 8<sup>th</sup> Jan 2006 at IIM Kozhikode.

**Papers Published in Conference Proceedings:**

1. 'Effect of Shopping Value on Service Convenience- A Conceptual Model,' Gupta, Shaphali and Dinesh Sharma and **Shailesh Kasande**, Paper presented at International Conference & Colloquium on Excellence in Research & Education held on 25<sup>th</sup> to 28<sup>th</sup> September, 2010 at IIM Indore, Indore.
2. 'Service Convenience: Construct, Antecedents & Consequences,' Gupta, Shaphali and Dinesh Sharma and **Shailesh Kasande**, Paper presented at 5th SIMSR – Asia International Marketing conference, K.J. Somaiya Institute of Management Studies & Research, Mumbai, 2<sup>nd</sup> and 3<sup>rd</sup> January, 2010
3. Modelling Relationship Marketing outcomes in the context of online retail banking, Paper presented at National Conference on Strategic Management for Competitiveness, Sinhgad Institute of Management, Pune, 23<sup>rd</sup> and 24<sup>th</sup> February 2007. **(Best Research Paper Award)**
4. Relationship Marketing Practices of Banks – A Consumer Perspective, Paper presented at Nirma International Conference on Management (NICOM – 2007) on Enhancing Enterprise Competitiveness, Nirma University, Ahmedabad, 5<sup>th</sup> to 7<sup>th</sup> January 2007.
5. 'An investigation of Switching Costs and Customer Loyalty in the Indian Cellular Telephony Industry,' Shailesh Kasande, Proceedings of 2<sup>nd</sup> IIMA Conference on Research in Marketing, IIM Ahmedabad, Ahmedabad, 3<sup>rd</sup> to 5<sup>th</sup> January 2007, p. 7 – 13.
6. 'An Investigation into the usage of Multi-Channel Distribution Systems,' Paper presented at National Conference on Marketing of Financial Services, BRAC's Vishwakarma Institute of Management, 4<sup>th</sup> and 5<sup>th</sup> March 2006. **(Best Research Paper Award)**
7. 'Internal Marketing – An Integrated Approach,' Shailesh Kasande, Paper presented at National Seminar on Management Research, GRG School of Management Studies, Coimbatore, 27 – 28 Jan 2006

**Sessions delivered at Conferences:**

1. Moderator for the Plenary Session II at International Conference – Incubation II - Global Strategies for Challenges in Business Management and Impact of FDI in Economic Development, in association with SPPU at Ajeenkya D Y Patil University, Dr D Y Patil School of Management , Pune, 17<sup>th</sup> & 18<sup>th</sup> Jan 2017.
2. Resource Person (Panelist) for the Plenary Session at International Conference - Incubation IV - Business Management with New Ideas and Technologies in Global Context , in association with SPPU at Ajeenkya D Y Patil University, Dr D Y Patil School of Management , Pune , 28<sup>th</sup> February 2019.
3. Session Chair for the National Conference on Innovations: A New Paradigm in Management, at Dr. D Y Patil Pratishthan's, DYP IMS, Akurdi, Pune, January 2014.

**Research Projects Completed:**

1. Towards a comprehensive understanding of the e-shopper: An investigation into key drivers of online buying behavior and a comparison with offline buying behavior, SPPU. (2006-2008)

**Books Authored:**

1. Business Research Methods, Dr. E. B. Khedkar, Parag C. Kalkar, Sarika Sharma, Dr. Shailesh Kasande, Success Publications, ISBN13: 9789383414017
2. Purchasing and Materials Management, Nirali Publications.
3. Business Policy & Strategic Management, Nirali Publications.
4. Research Methodology, Nirali Publications.

**Research Advisory Board Member / Editorial Board Member:**

1. Editor, Vishwakarma Business Review, ISSN 2229-6514, January 2008 to July 2017. (19 Issues)

2. Member, Institute Research Committee, SCMHRD, Feb 2019 – May 2021.
3. Member, Research Advisory Committee, SIU, October 2017 – till date.
4. Member, Research Advisory Committee, National Institute of Bank Management, Oct 2013 – September 2016.
5. Member, Research Advisory Board, IBMRD's Journal of Management & Research, ISSN 2277-2830 (Print), ISSN 2348 – 5962 (Online) indexed with J Gate, J Scholar & Google Scholar
6. Member, Editorial Board, SIOM's Sinhgad Business Review, ISSN 0974-0597
7. Member, Editorial Board, KBPIMSR's ETHOS, ISSN: 0974 – 6706
8. Member, Doctoral Committee, DYPU, 2013, 2017 Batch
9. Referee for Journal - Sinhgad International Business Review

**Conference Committee Member:**

1. Review & Advisory Committee Member, **International Conference on Advances in Business Management - ICABM**, Organized by Symbiosis Institute of Business Management, Pune on 14<sup>th</sup> and 15<sup>th</sup> Dec 2018.
2. International Conference On Global Sustainability Path For Globalisation Organized by MET Institute of Management In Association with Indian Subcontinent Region Decision Science Institute and Co-organized by Savitribai Phule Pune University, from 28<sup>th</sup> to 30<sup>th</sup> December 2016
3. National Seminar on Exploring Teaching Learning & Evaluation Processes for Effective Management Education, organized by IICMR, Pune, 14<sup>th</sup> and 15<sup>th</sup> November 2014.
4. International Conference on Ongoing Research in Management and IT, ASM Group of Institutes, Pune, January 2014
5. Research Advisory Board Member, **International Conference on Interface of Information Technology** - Organized by IBMRD, AhmedNagar, September 2013
6. AMDISA 12th South Asian Management Forum 2013, Pune – India, from 14<sup>th</sup> to 16<sup>th</sup> February, 2013

**Conferences Attended:**

1. National Conference on 'Management Science and Practice,' organized by IIM Ahmedabad & ORSI Ahmedabad Chapter from 31<sup>st</sup> March to 1<sup>st</sup> April 2006.
2. AIMA Western Regional Council meet on 'Challenges for B Schools in the wake of GATT & WTO' at UoP, 27<sup>th</sup> December 2004
3. First Western Region Conference of AIMS on 'Partnering for Development: Industry Business School Interaction,' at IMSCDR, Ahmednagar, 7<sup>th</sup> and 8<sup>th</sup> February 1999

**Invited Sessions Delivered in FDPs / Seminars / Workshops / Conferences / PhD Course work for Faculty:**

1. Session Chair, Marketing & Strategy at the International Conference on Advances in Business Management (ICABM – 2018), organized by SIU Pune, 14<sup>th</sup> and 15<sup>th</sup> December, 2018
2. PhD Course work sessions, DYPU, September – October 2018
3. Teaching Methodology, Research & Consultancy, BV IMED, Pune, 29<sup>th</sup> June 2018
4. PhD Course work sessions, PUMBA, April 2018
5. Refresher course programme, organized by Department of Commerce, Savitribai Phule Pune University, 10<sup>th</sup> February 2018
6. Innovative Teaching Learning Practices for Quality Education, State Level Seminar, organised by ATSS's College of Business Studies and Computer Application, Pune, 2<sup>nd</sup> and 3<sup>rd</sup> February 2018
7. NBA/NAAC Awareness – Pathways to Excellence, Matrix School of Management Studies, Pune, 16<sup>th</sup> January 2017
8. Decoding Accreditation, YES' IIMS Pune, 23<sup>rd</sup> December 2016
9. Introduction to Research Methodology, Workshop organised by SIMCA, Pune, 15<sup>th</sup> December 2016.

10. Reliability & validity of Research, State Level Seminar on Guidelines for Research Guides – Adding Value in research, IICMR, Pune, 16<sup>th</sup> November 2016
11. Session Chair at International Conference on Social Media Revolution: The End of Traditional Marketing Communication? Organised by IBS Business School, Pune, 24<sup>th</sup> August 2016.
12. SPPU Ph.D. Course work, at PUMBA, Pune, February 2016.
13. SPPU Ph.D. Course work, at MITSOM, Pune, February 2016
14. SPPU Ph.D. Course work, at SIOM, Pune, February 2016
15. SPPU Ph.D. Course work, at Naralkar Institute, Pune, February 2016
16. Session on 'Qualitative Research' at the National Conference 'ALIVE Adaptable Learning and Innovation for Visionary Education, KBP IMSR, Satara, February 2016.
17. Session on 'Qualitative & Quantitative Research' at the State Level Seminar 'Research Methodology & Quantitative Techniques in Management,' Sinhgad Institute of Hotel Management & Catering Technology, Pune, February 2016.
18. SPPU Ph.D. Course work, at MGVIMR, Nasik, February 2016
19. Talk on 'Symbiotic Industry Institute Relationship: A Foundation for Quality Enhancement' at State Level Seminar, organized by Modern College of Engineering, 8<sup>th</sup> January 2016.
20. Session on 'Analyzing Data and Meaningful Interpretation' at the National Seminar 'Fundamentals of Writing the PhD Thesis,' organized by J D C Bytco, Nasik, Jan 2016.
21. Session on Dissertation at the FDP organized by MGV's IMR, Nasik, 24<sup>th</sup> February 2015.
22. Preparation and Implementation of Effective Teaching plan, IMERT Pune, December 2014
23. Research Methodology and Quality Research Parameters, DKTE's Textile and Engineering Institute, Ichalkaranji, December 2013
24. Evolving Marketing Practices, BMCC & UGC – Academic Staff College, UoP, 1<sup>st</sup> October 2013.
25. Writing Research Article in referred Management Journals. DKTE's Textile and Engineering Institute, Ichalkaranji, September 2013.
26. FDP on MBA Revised Curriculum 2013, JDC Bytco, Nasik, 5<sup>th</sup> August 2013.
27. SPPU Ph.D. Course work, at VIM, Pune, July – August 2013
28. SPPU Ph.D. Course work, at IndSearch, Pune, July 2013.
29. Workshop on 'Revised syllabus of MBA 2013,' PCMRD, Pune, 6<sup>th</sup> May 2013.
30. Session on 'Sampling and Sampling Techniques,' FDP on Research in Commerce, Management and Information Technology: Innovation towards Quality Improvement, KBPIMSR, Satara, 19<sup>th</sup> April 2013.
31. Session on 'Research Methodology' at UGC Academic Staff College, UoP, organised by SIBCA, Lonavala, 11<sup>th</sup> March 2013.
32. FDP on 'Orientation Session on revised syllabus and examination pattern of UoP,' Indira Global Business School, Pune, 25<sup>th</sup> March 2013.
33. Questionnaire Framing, FDP organised by St. Mira's College for Girls, Pune, 17<sup>th</sup> & 21<sup>st</sup> August 2012.
34. Basic Elements of Research, Research Designs & Sampling, FDP organised by Matrix School of Management Studies, 3<sup>rd</sup> August 2012.
35. SPSS Tool for Data Analysis, ALIVE – National Conference, KBPIMSR, Satara, 4<sup>th</sup> May 2012.
36. Research Methodology, St. Mira's College, August 2012
37. SPPU Ph.D. Course work, at IndSearch, Pune, April – May 2012.
38. SPPU Ph.D. Course work, at PUMBA, Pune, May 2012.
39. Branding & Brand Building, Technical Session at National Conference on 'Marketing in Contemporary Times: Prospects and Challenges' organized by Ness Wadia College of Commerce, 10<sup>th</sup> February 2012.
40. Research Methodology: Importance & Necessity for pursuing Ph.D., National Seminar organized by, JIT University, on 29<sup>th</sup> & 30<sup>th</sup> September 2011.
41. Writing Research Papers & Articles, Quest 2011, organized by MES Garware College of Commerce, 21<sup>st</sup> April 2011.
42. Data Collection and Analysis using Statistical Method with Data Analysis Software at the District Level Seminar - Research: From Concept to Completion, organized by Modern College of Computer & Business Studies, Pune, 20<sup>th</sup> December 2010.
43. How to inter-relate Objectives, Hypothesis and Questionnaire, Seminar organized by IBMR Wakad, 3<sup>rd</sup> & 4<sup>th</sup> September 2010.

44. Use of SPSS in Research, FDP , organized by Indira Institute of Management, Pune, 9<sup>th</sup> July 2010.
45. Research Methodology – Preparation of Synopsis & Research Papers, organized by Sinhgad College of Arts & Commerce, 24<sup>th</sup> June 2010.
46. Guest Lecture on Case Study Based on Application of Research Methodology – PhD paper II, organized by HNIMRW, 30<sup>th</sup> January 2010.
47. SPSS for Quantitative Data Analysis, AICTE sponsored Staff Development Programme, organised by AISSMS IOM, 10<sup>th</sup> & 12<sup>th</sup> August 2009.
48. Customer Oriented Public Services, State Level Seminar organised by PIMSE, Pune, 26<sup>th</sup> November 2008.
49. New Areas of Research in Commerce and Management, Innovation 2008: Regional Research Conference for College Teachers, PES, Modern College of Arts, Science and Commerce, Pune, 19<sup>th</sup> November 2008.
50. Data Presentation, Analysis & Interpretation, One Day Seminar organized by Department of Management Studies, Smt. Kashibai Navale College of Engineering, Pune, 17<sup>th</sup> November 2008
51. Resource Person for National Symposium on Doctoral Research Scholars in Management & Allied Disciplines, CMRD, Pune, 24<sup>th</sup> and 25<sup>th</sup> June 2006.
52. Resource Person for FDP on Research Methodology & Statistics, CMRD, Pune, 29<sup>th</sup> and 30<sup>th</sup> April 2006.

**Professional Memberships:**

1. Life Member, Indian Society for Training & Development (Membership no: K – 954/2004)
2. Life Member, Indian Society for Technical Education (Membership no: LM – 440/4)
3. Life Member, Higher Education Forum (Membership no: HEF/LM/425)