

Author's Profile



Dr. PRASHANT G. MISHRA, Currently working as Assistant Professor at PBIOT Saket Institute of Management, Kalyan, Thane, Maharashtra. It is one of the reputed institute for management studies in Mumbai under "University of Mumbai" in India. He is an Academician with 08 plus years of experience in teaching and research. Ph.D. in Management from one of the reputed university in India. Shri J.J.S. University, Rajsthan. He is BMS from University of Mumbai, M.Com from University of Mumbai, and B.Com with distinction from University of Mumbai which is a++ university in India. He is associated with the knowledge in the field of Communication Skill and Soft Skill to nurturing career in the field of Academics and Research. He has published and presented various papers in International peer reviewed and UGC care journals. And also participated in many faculty development program organized by various Institute. He has published two book name Service Marketing & Employment Issue & challenges. He also receive "Distinguished Teacher Award" in Management studies by MITC Global Award for Excellence 2023, and "Best Young Faculty Award" by DR International Research Foundation in year 2023.

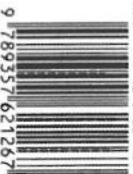


Mrs. Surbhi Bhoir has received her undergraduate degree in Chemistry and Post graduate degree in Marketing Management from University of Mumbai, India. She is presently working as an Assistant Professor with Praod Ram Ujagar Thewari Saket Institute of Management, Mumbai. She has an experience of over 10 years in the field of retail, market research, business development and teaching. She is also a Research Scholar in Management from University of Mumbai. She has published many research papers in reputed journals in the field of marketing. She is committed to her work and actively involved in extension activities and presented papers in International conferences. She is an effective and dynamic professional.

Alpha International Publication (AIP)
www.alphainternationalpublication.com | editor@alphaip.com@gmail.com

AIP

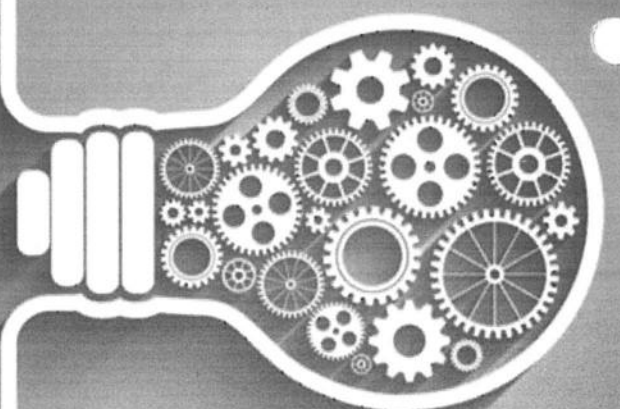
ISBN 978-93-5782-128-7



9 789357 621267



MASTERING IN RESEARCH METHODOLOGY



MASTERING IN RESEARCH METHODOLOGY

Dr. PRASHANT G. MISHRA
Mrs. SURBHI BHOIR

AIP

ALPHA INTERNATIONAL PUBLICATION

(AIP)

Registered under the ministry of SME, Government of India.

GSTIN: 33AWNP57549F1Z0 | UDYAM-TN-25-0010594



Certificate of Publication

The editorial board of Alpha International Publication (AIP) is hereby awarding this certificate to **Dr. PRASHANT G. MISHRA** in recognition of the publication of the text book entitled **"MASTERING IN RESEARCH METHODOLOGY"** published in first edition.

ISBN NO: 978-93-5762-126-7

Year of Allotment of ISBN: 2023



www.alphainternationalpublication.com

Alpha International
Publication

[Signature]
Editor-in-Chief



ALPHA INTERNATIONAL PUBLICATION

(AIP)

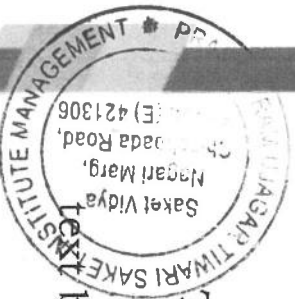
Registered under the ministry of SME, Government of India.

GSTIN: 33AWNPS7549F1Z0 | UDYAM-TN-25-0010594



Certificate of Publication

The editorial board of Alpha International Publication (AIP) is hereby awarding this certificate to **Mrs. Surbhi Bhoir** in recognition of the publication of the text book entitled "**MASTERING IN RESEARCH METHODOLOGY**" published in first edition.



ISBN NO: 978-93-5762-126-7

Year of Allotment of ISBN: 2023

AIP

Alpha International

P u b l i c a t i o n


Editor-in-Chief



www.alphainternationalpublication.com

SERVICES MARKETING

02) Ser
B

Authors:

Dr. Saumyabrata Nath
Dr. Prashant Mishra
Dr. Bahrullah Safi
Dr. Sangeetha R



First Impression: January 2023

Services Marketing

ISBN : 978-93-93810-20-5

Rs. 650/- (\$18)

No part of the book may be printed, copied, stored, retrieved, duplicated and reproduced in any form without the written permission of the editor/publisher.

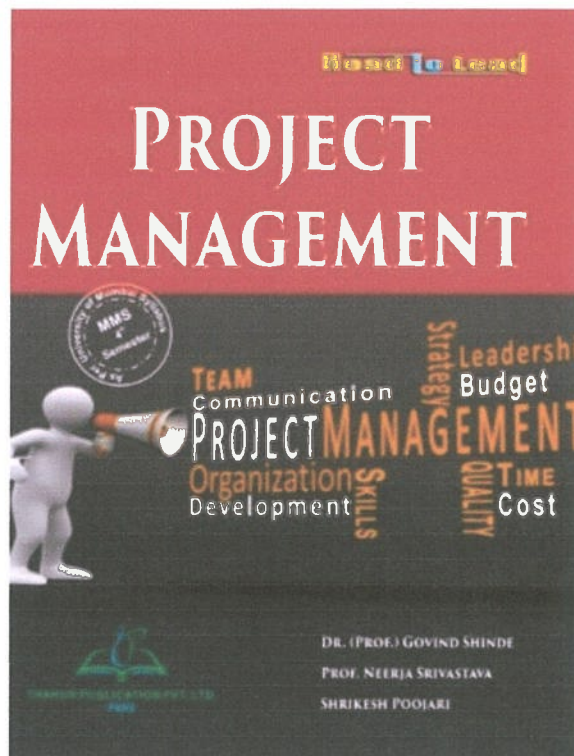
DISCLAIMER

Information contained in this book has been published by Empyreal Publishing House and has been obtained by the authors from sources believed to be reliable and are correct to the best of her knowledge. The author is solely responsible for the contents of the articles compiled in this book. Responsibility of authenticity of the work or the concepts/views presented by the author through this book shall lie with the author and the publisher has no role or claim or any responsibility in this regards. Errors, if any, are purely unintentional and readers are requested to communicate such error to the author to avoid discrepancies in future.

Published by:
Empyreal Publishing House



Book By Dr.Shrikesh Poojari



About the Book

The book "Project Management" has been designed strictly in accordance with the latest syllabus presented by University of Mumbai for MBA Fourth Semester.

The book is:

- (i) To make the student understand the importance and definition associated with project management.
- (ii) To help the student to understand the various aspects of time, cost, and quality in project management.
- (iii) To understand the application of CPM, PERT, Earned Value Analysis.

About the Author



Dr. (Prof.) Govind Shinde is currently working with Bharati Vidyapeeth's IMSR, Nashik Member as Associate Professor in Marketing and Finance. He has done Ph.D. M.Com. MBA (Marketing), B.Com. and U.P.M. & A. He has worked as a Lecturer in the subject of Taxation at Mumbai University. He also has worked as a Director in MUMSIR and as a Principal in MUMSIR. He has also worked as a Director in MUMSIR and as a Principal in MUMSIR. He has presented more than 25 Research Papers in various National and International Conferences and Seminars. He has also published 22 Research Papers in reputed and referred National and International Journals. He has research experience of 10 years and guided 10 Ph.D. students in Finance and Marketing specializations and 1 students have got Ph.D. awarded under his guidance. He has published 3 books related to management studies. He has been awarded by Bharati Vidyapeeth Pune for his achievement in academics during the year 2010 by U.D.A. Dehra Dun for his achievement in education in 2012 and by U.D.A. Maharashtra for his achievement in Management during the year 2013. He has worked in various International and National Conferences and Seminars. He has also presented more than 25 Research Papers in various National and International Conferences and Seminars. He has also published 22 Research Papers in reputed and referred National and International Journals. He has research experience of 10 years and guided 10 Ph.D. students in Finance and Marketing specializations and 1 students have got Ph.D. awarded under his guidance.



Prof. Neerja Srivastava, is currently working with Saket Institute of Management Studies, Mumbai as Director. She is a dedicated and experienced teacher, has been actively involved in the field of education for over 20 years, she has been a member of various committees and has been actively involved in the development of the institution. She has been a member of various committees and has been actively involved in the development of the institution. She has been a member of various committees and has been actively involved in the development of the institution. She has been a member of various committees and has been actively involved in the development of the institution.



Mr. Shrikesh Poojari is currently working with B.C. College of Engineering & Management Studies & Research, as Head, Department of Management Studies. He has done B.Com. MMS (Finance). He has 4 years of teaching experience & 3 years experience in banking industry. He also worked in Retail Branch Banking as HOD, Bank Ltd. He has worked as Financial Executive and responsible for all Academic Performance from January 2013 - January 2016. He worked as Faculty in Department, Deutsche Bank (from Dec-2011 - December 2012) and he also worked as Finance department in Deutsche Bank (from Dec-2011 - December 2012).

MRP: ₹150

THAKUR PUBLICATION PVT. LTD.
PUNE
www.thakur.org.in





SAKET GYANPEETH'S
PRAMOD RAM UJAGAR TIWARI SAKET INSTITUTE OF MANAGEMENT
(Un-Aided, Hindi Linguistic Minority Institution)
(Approved by AICTE, (New Delhi), D.T.E. (MB 3158)., Govt. OF Maharashtra
& Affiliated to University of Mumbai)

Book By-

Dr.Sanoj Kumar

Dr.Shrikesh Poojari

