



Name: Sarang Shankar Bhola

Position: Associate Professor

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Academic and Professional Qualification:

- Ph.D., Shivaji University, Kolhapur, 2003, ‘A Study of Quality of Work Life in Casting and Machine Shop Units in Kolhapur’.
- MBA, Shivaji University, Kolhapur, 1995.
Marketing Management
Financial Management
- B.Com., Shivaji University, Kolhapur, 1993
Accounting and Auditing.
- M.Com. October 2013.
Shivaji University, Kolhapur.
Secured 64.23% with Elective: - Business Administration

Memberships: Life Member of Shivaji University Economic Association
Life Member of Shivaji University Commerce Association

Editorial Boards:

Executive Editor of Ethos – a bi-annual refereed research journal of KBPIMSR.
Member of Editorial Board of Pravara Management Review, Pune.
Member of Editorial Board of ‘Vision’ Jalgaon.
Member of Editorial Board of Trajectory – a research journal of Rayat Shikshan Sanstha.

Courses Taught: Ph.D., M.Phil. MBA.

Teaching Experience: 11 years.

Teaching and Pedagogical Innovations: Model course for BBA Students (Internship Program)

Industry Experience: 7 years in Marketing and Sales.

Consulting Experience: Consulting to local firms need based.

Service to the University:

Member of Department Research Committee, Department of
Commerce and Management, Shivaji University, Kolhapur.
Syllabus Setting
Question Paper setting
Member of Local Inquiry Committee
Member Staff Selection Committee
Senior Supervisor,
Junior Supervisor

Service to the School: Development of Academic Module

Designing innovative co-curricular and extracurricular activities like workshops.

Designed ten workshops for MBA students and executed.

Ph.D. Topic: A Study of Quality of Work Life in Casting and Machine Shop Industry in Kolhapur. 2003, In Business Economics (Commerce), Shivaji University, Kolhapur.

Research Interest: Marketing Management, Quality Research.

Recent Publications:

Obstacles in Growth of Entrepreneurs, 'IJRCM International Journal of Research in Commerce, IT and Management', <http://www.ijrcm.org.in/it/index.php>, vol-4_2014_issue-04-art-03 ISSN: 2231-5756, pp. 12-13.

An Inclusive Look on Quality of Work Life (QWL) in Medium Scale Unionized Organisations, BVIMR Management Edge, special anniversary issue no.2, Vol.7, No.3, January – June 2014, ISSN: 0976-0431, pp. 235-247. Bharati Vidyapeeth Deemed University Institute of Management and Research, New Delhi.

Infrastructural Gap At World Heritage Site 'Kas' In Maharashtra, International Journal of Management Research and Business Strategy, Vol. 4 No. 1 January 2015, ISSN: 2319-345X, pp. 83-91, <http://www.ijmrbs.com/currentissue.php>.

Eco Friendly Products Attitude towards Pricing, PMR – Pravara Management Review, Vol. 13 No. 1, Jan-Jun 2014, Print ISSN: 0975-7201, Online ISSN 2278-0165, pp.29-35.

Essentials to Quality Research, PMR – Pravara Management Review, Vol. 13 No. 1, July-December 2014, Print ISSN: 0975-7201, Online ISSN 2278-0165, pp. 49-53.

Study on Working Environment and Job Satisfaction of Employees in Respect to Service Sector: An Analysis, Review of Research, Vol. 4, Issue 4, January 2015, ISSN: 2249-894X, Impact Factor: 3.1402(UIF). Available online at www.ror.isrj.org . pp. 1-4.

Customer Satisfaction towards LIC Agents in Kolhapur District, Journal of Current Science and Humanities, Vol. 2, Issue 2, Oct-Dec 2014, ISSN(Print) 2347-7784 (online) 2347-7792, pp. 358-414, published by Unicorn Publications Pvt. Ltd., Maharashtra, India, Available online at www.jcsonline.in,

Entrepreneurial Leadership: Employee perception and Organizational Performance in Rural Small Scale Engineering Industry, 'Indian Streams Research Journal, Vol. 4, Issue 12, January 2015. ISSN: 2230-7850,

Investment Pattern for SEC A1 – A Pilot Study, ' Golden Research Thoughts', Vol. 4 Issue 7, January 2015, ISSN: 2231-5063, Impact Factor : 3.4052 (UIF), www.aygrt.isrj.org.

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Publication:

Books:

CRM – A Pathway: A Case Study of Hotel Industry, [LAP LAMBERT Academic Publishing](http://LAP_LAMBERT_Academic_Publishing) , Published on: 2013-04-09, Number of pages: 152, ISBN-13: **978-3-659-38052-5**, ISBN-10:3659380520, EAN: 9783659380525. **Online** (RR Chavan & SS Bhola)

Book Chapters:

20 chapters in seven books for MBA course published by distance education, Shivaji University, Kolhapur.

Refereed Journal Articles:

‘A Study of Quality of Work Life In Casting and Machine Shop Industry in Kolhapur’ An Abstract, *Finance India*, Vol. XX No. 1, March 2006, ISSN 0970-3772, Page no. 202-208..

Study of Quality of Work Life (QWL) in Unionized and Non Unionized Organizations, *Journal of Commerce and Management Thought*, Vol. III No. 04 October – December 2012, pp. 626-639. ISSN (Print) 0975-623X, ISSN (online) 0976-478X. Association for Business Education and Entrepreneurship Development, Pune.

Impact of E-Business on Quality of Life of an Employee with reference to IT industry in Pune, *PMR Pravara Management Review*, Vol. 11 No. 2, July – Dec 2012, pp. 15-19, ISSN: 0975-7201, Online ISSN: 2278-0165.

A Kano Analysis of BBA Student Preferences to Management Institutes for Post Graduation, *Global Journal of Arts and Management*, Vol.3 No. 1, 2013. ISSN (Online) 2249-2658, ISSN(Print) 2249-264X pp. 1-4.

Infrastructural Development Problems At Thoseghar: A Tourist Destination in Satara District, Maharashtra, *Indian Journal of Marketing*, Vol. 43 No. 1 January 2013, pp. 36-43, ISSN: 0973-8703.

Multidimensional Segments among Children in Urban Indian Families, *Indian Journal of Marketing*, Vol. 43 Number 5, May 2013, ISSN: 0973 – 8703, IC Value – 5.09, NAAS Rating – 4.3.

Factors Influencing Students’ Preference of Management Institutes: A Kano Model Analysis, *Indian Journal of Marketing*, Vol. 43 No. 7 July 2013, pp. 44-52, ISSN: 0973-8703.

World Wide Tourism: A Review, ‘*Indian Journal of Marketing*, Vol. 44 No. 4 March 2014, pp. 24-34, ISSN: 0973-8703.

‘Quantification of Quality of Work-life in Machining Industry in Indian Scenario’, *The ICFAI Journal of Organizational Behavior*, Vol. IV, No. 4, October 2005, Reference # 06J-2005-10-02-01, ISSN 0972-687X, pp. 16-31.

‘Quantification of Quality of Work-Life in Foundry Industry – A Simple Approach’, *Indian Foundry Journal*, Vol. 51, No. 12, December 2005, ISSN 0379-5446, pp. 42-46.

‘Organizational Rejuvenation through Quality of Work Life’, *Journal of Shivaji University (Humanities and Social Sciences)* Vol. 40, No 2, 2005. Pp. 57-64.

‘Union and Quality of Work Life’, in *Trajectory*, a publication of Rayat Shikshan Sanstha, Satara, Vol. 13, No. 2, December 2005, pp. 117- 126.

‘A Study of Entry Hindrances to Entrepreneurship with reference to Management Education Persuants ’ in ‘*Trajectory*’, Vol. 13, No. 2, December 2007, pp. 80-90.

‘Analytical Study of Association between Celebrity Advertising and Brand Recall’, *The IUP Journal of Brand Management*, March June 2010. ISSN: 0972-9097, pp. 25-50.

Articles in Conferences and seminars:

Research Projects:

A Report on a Socio Economic Study - Self-Employment and Entrepreneurial Opportunities for People below Poverty Line in Satara City. Submitted to The Director KBPIMSR, Satara, April 2010.

Research Credentials:

Number of Ph.D. Candidates: 11

Number of M.Phil. Candidates: 10

Number of PG Projects: 80 projects of MBA