

STAFF PROFILE INFORMATION

	Name of Staff:-	Dr. Anup Murlidhar Mule
	Designation: -	Associate Professor
	Qualification:-	NET, SET, Ph.D., M.Phil., MBA, MA(Psychology), BCS, PGDEB
	Area of Specialization:-	General Management, IT, Marketing
	Experience:	15 years
	email id:-	anup.mule@seti.edu.in
	Contact Number:-	97301-07120

➤ **PAPER PUBLICATIONS:**

PAPER PUBLICATIONS: CONFERENCE-NATIONAL / INTERNATIONAL , JOURNAL

Sr. No	TITLE	JOURNAL / CONFERENCE	VOLUME	ISSN
1.	Scrambled vs. Core Merchandising Practices in Utensils- a comparative study	Eur. Chem. Bull. 2023. (Scopus Indexed Journal)	12 (S3)	1642 – 1660
2.	Retail models and competitive landscape in utensils shops- a comparative study	BioGecko - A Journal for New Zealand (Web of Science Journal)	12, Issue 02 2023	2230-5807
3.	A study on sustainable development and resource management in catering service industry in Maharashtra.	Journal of Pharmaceutical Negative Results (Scopus Indexed)	Vol. 13, Issue 9, 2022	6914-6926

		Journal)		
4.	A study of students' perception and preferences towards various Energy Drink Brands with special reference to Islampur City	Education & Society (UGC CARE Listed Journal)	-	2278-6864
5.	A Study on consumer preferences towards various Smartphone brands with special reference to Sangli District	Education & Society (UGC CARE Listed Journal)	-	2278-6864
6.	Impact of Retail Communication Mix on CBB with special reference to Selected Organized Retailers in Kolhapur city.	International Journal for Research in Engineering Application & Management (IJREAM)	Page No. 140-146, Special Issue CTRD2018042	2454-9150
7.	Scrambled Merchandising: A modus operandi for survival and growth.	Golden Research Thoughts (GRT)	Vol. 3, Issue 5	2231-5063
8.	An Exploratory study of customer satisfaction (Quality, Service, Price) of Home Revise's E-Learning Products.	Journal of Advances in Business Management (JADBM)	Vol. 1/Issue 4	2395-7328
9.	A study of IMC mix and consumer buying behavior with special reference to small car segment in Satara district.	Indian Streams Research Journal	Vol. 3, Issue 7	2230-7850
10.	Field force stressors (triggering stress) in Pharma industry and their management.	Journal of Advances in Business Management	Vol. 1, Issue 4	2395-7328
11.	Do store atmospherics affect buying behavior? A study of buyers at organized retailers in Kolhapur city.	Our Heritage	Vol. 68	0474-9030
12.	"A convenience Store Turned into Supermarket: Management Dilemma in Retail Management "	Case Studies in Commerce and Management	PT-2290	978-93-87020-94-8
13.	"Pricing Decisions- Café Swag"	Case Studies in Commerce and Management	PT-2290	978-93-8702

				0-94-8
14.	E-Banking & Customer Preferences- A study with reference to banks from Satara.	MIM Management Research Journal	Vol. 1	2277-6133
15.	Impact of Marketing Communication on Doctor's Prescribing Behavior- A study w. r. to Latur District.	MIM Management Research Journal	Vol. 1	2277-6133
16.	Determining Factors for Organizational Excellence – A study w. r. to B-schools in Baramati.	MIM Management Research Journal	Vol. 1	2277-6133

➤ **Research Contribution: Nil.**

Research Grants: (Details of grants received)

S. No.	Funding Agency	Year	Title of the project	Amount in Rs.
1				

➤ **Research IDs: Nil**

1	Google scholar ID	
2	Researcher ID	
3	ORCID ID	

➤ **Reviewer of : Nil**

- 1.
- 2.

➤ **Number of Ph. D. scholars guiding: Nil**

➤ **Book Published: 2 Books are on the verge of completion.**

Book Chapters: Nil

S. No.	Title of Book	Year	Name of Publisher	ISBN
1				

➤ **Member of Professional Bodies: Nil**

➤ **Achievements:**

1. Certified Trainer of Wadhawani Foundation, New Delhi.
2. Written 2 case studies in business management (ISBN: 978-93-87020-94-8)
3. Developed 5 hours of e-contents for online MBA Program at CDOE, Shivaji University, Kolhapur.

2.Details of Faculty Development Programs(Workshop/Conference/Training Program)

S. No.	Title of Program	Organized by (Venue)	Year	Duration
1	Trainer's Training Program	TAP Foundation (Mumbai)	2011	15 days
2	FDP on Pedagogy and Scholarly Writing	IIM-Visakhapatnam	2011	7 days
3	Workshop on Case Writing & Learner Centric Approach	Shivaji University, Kolhapur	2019	5 days
4	FDP/TOT on Job Ready program	Shivaji University, Kolhapur	2021	15 days
5	Case Study as a Pedagogical Tool for Teaching in Management	NIT-Hamirpur	2021	7 days
6	Understanding Depression & Low Mood in Young People	University of Reading (UK), Online	2021	15 days
7	Certificate course in Digital Marketing	LEARNVERN	2018	30 days
8	FDP on Sustainable Business Eco-System	NIT-Rourkela	2021	7 days
9	FDP on Case Study Writing in Commerce & Management	ST. JOSEPH'S COLLEGE OF COMMERCE, BANGALORE	2021	5 days
10	Entrepreneurship Development and Managing Start Ups	BBAU, Lucknow	2021	5 days

11.	Analytics for Marketing and Retail	BITS, PILANI	2021	5 days
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