

Profile Details



Name : Ms.Savita Punjabi

Department : Commerce

Qualification : M.Com., B.Ed, SET, M.Phil

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Achievements:

- Presented a research paper on “Social Networking Sites –Boon or Bane” in the two-days national seminar held on 11th and 12th September, 2015 at SIA College of Higher Education, Dombivli. The paper was published in ISBN – 978-93-5202-876-4
- Published a paper on Women Empowerment through Entrepreneurship- A study in Ulhasnagar in an international peer reviewed online journal Episteme ISSN 2278-8794, March 2016, Vol.4(4).
- Presented a paper on “Engagement Marketing – A new dimension in Marketing” at one-day National Conference held in Pragati College, Dombivli on 18th February, 2016. The paper is published in ISSN 2348 -1390, Impact factor 3.012.
- Received a Minor Research Grant of Rs. 26000/- from University of Mumbai for the Minor Research Project on “Consumer Preference towards online shopping – an empirical study in the selected suburbs”.
- Invited as a resource person for the topic “Soft Skills at Workplace” in Bharat Staff Academy on 10th February, 2016.
- Invited for the guest lecture for the subject Human Resource Management (T. Y. B. Com) on 4th March, 2016 at S.I.A. College, Dombivli.
- Presented a paper on “Jingles in Advertising” on 5th March, 2016 during an inter-departmental seminar “Treasure 2016” held by Bharat Staff Academy.
- Presented a paper on Knowledge Management through Staff Academy: A case study of Bharat College, Badlapur at National Conference held by IQAC of RADAV College, Bhandup on 9th April, 2016. The paper is published in Golden Research Thoughts, ISSN 2231-5063, Impact factor 3.4052 (uif).