



## Dr. Prabhakar V. Bokad

Designation: Associate Professor

Department : Department of Business Administration and Research

Shri Sant Gajanan Maharaj College of Engineering, Shegaon.

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<b>QUALIFICATION</b>	<ul style="list-style-type: none"> <li>• Bachelor of Science (Mathematics), Brijlal Biyani Science College, Amravati</li> <li>• Master of Science (Mathematics), Vidarbha Mahavidyalaya, Amravati</li> <li>• Master of Business Administration, Yashwantrao Chauhan Maharashtra Open University, Nashik</li> <li>• Ph.D (Business Management) Feb, 2007</li> </ul>										
<b>AREA OF SPECIALIZATION</b>	<ul style="list-style-type: none"> <li>• Human Resource Management, Marketing, Production</li> </ul>										
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Teaching:11 Years</li> </ul>										
<b>COURSES TAUGHT</b>	<ul style="list-style-type: none"> <li>• Organizational Behavior and Effectiveness</li> <li>• Research Methodology</li> <li>• Management of Group Processes</li> <li>• Rural Marketing</li> <li>• Management Information System</li> <li>• Management of Training &amp; Development</li> <li>• Total Quality Management</li> </ul>										
<b>MEMBERSHIP OF SCIENTIFIC AND PROFESSIONAL BODIES</b>	<ul style="list-style-type: none"> <li>• Member of Indian Society for Technical Education</li> <li>• Institute Member of Indian Society for Training and Development</li> </ul>										
<b>PUBLICATIONS</b>  <b>Journals</b> <b>Conferences</b> <b>Books</b>	<b>A. Publications in Journal:</b> <table border="1" data-bbox="464 1608 1611 1858"> <thead> <tr> <th data-bbox="464 1608 578 1661">Sr.No.</th> <th data-bbox="578 1608 805 1661">Title</th> <th data-bbox="805 1608 1032 1661">Author</th> <th data-bbox="1032 1608 1390 1661">Journal Name</th> <th data-bbox="1390 1608 1611 1661">ISBN No.</th> </tr> </thead> <tbody> <tr> <td data-bbox="464 1661 578 1858">1</td> <td data-bbox="578 1661 805 1858">Campus Design Model of Indian Management,</td> <td data-bbox="805 1661 1032 1858">H. M. Jha "Bidyarthi", P. V. Bokad &amp; Swami Tanmayananda</td> <td data-bbox="1032 1661 1390 1858">Purushartha – A Journal of Holistic Management, September 2009, Vol. II, No. 2, Published by Centre for Spiritualism and Human</td> <td data-bbox="1390 1661 1611 1858">ISSN 0975-024X</td> </tr> </tbody> </table>	Sr.No.	Title	Author	Journal Name	ISBN No.	1	Campus Design Model of Indian Management,	H. M. Jha "Bidyarthi", P. V. Bokad & Swami Tanmayananda	Purushartha – A Journal of Holistic Management, September 2009, Vol. II, No. 2, Published by Centre for Spiritualism and Human	ISSN 0975-024X
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			Enrichment, School of Management Sciences, Varanasi	
2.	From Subhiksha (Prosper) To Iksha (Perspire) – The Topsy-turvy Story Of Indian Retail Business Model	H. M. Jha "Bidyarthi", Ashish K, Srivastava, P. V. Bokad, Mayur A. Dande	American Journal of Economics and Business Administration, Quarterly Publication, March 2010, 2 (2), 2010 ISSN 1945-5488 © 2010 Science Publications, USA	ISSN 1945-5488
3	<b>Case Study - Nokia's Strategies in Indian Mobile Handsets Markets During 2002 to 2006</b>	<i>HARI MOHAN JHA BIDYARTHI,</i> <i>Ashish K.</i> <i>Srivastava, P. V.</i> <b><i>Bokad, L. B.</i></b> <i>Deshmukh</i>	International Journal of Technology Marketing (IJTMkt) ISSN (Online): 1741-8798 - ISSN (Print): 1741-878X	ISSN (Online): 1741-8798 - ISSN (Print): 1741-878X
4	Doctoral Dissertation Abstract - CRM-CIS Model of Management in Governance: A Study of Shegaon Taluka	Dr. P. V. Bokad	AIMS International Journal of Management, Volume 3, Number 1, Jan.2009	<b>ISSN: 1939-7011</b>
5	Upliftment of Villegers and empowering Rural India with web 2.0: A study	Mr. N. M. Kandoi Dr. V. M. Thakre, <b>Dr. P.V. Bokad</b>	International journal of Computer Science and Applications	<b>ISSN 0974/1003</b>
6	Countering Disruptive Innovation Strategy in Indian Passenger Car Industry: A Case of Maruti Suzuki India Limited	<i>H.M. Jha</i> <i>'Bidyarthi', Ashish</i> <i>K. Srivastava, P.V.</i> <b><i>Bokad, L.B.</i></b> <i>Deshmukh and S.M.</i> <i>Mishra</i>	South Asian Journal of Business and Management Cases. Volume 3 Number 2 December 2014	ISSN: 2277-9779;
7.	Digital Marketing and its role in rural Empowerment	<i>Dr. P.V.Bokad,</i> <i>K.D. Pawar, Prof.</i> <i>V.V. Patil</i>	Vidyabharti International Interdisciplinary Research Journal 2017	ISSN 2319-4979 Vol-VI Special Issue-I
8.	Need of Innovation and Expansion in Existing Family Businesses: Entrepreneurship	<i>Prof.V.V.Patil,</i> <i>Dr.P.V. Bokad</i> <i>Prof.W.Z.Suliya</i>	International Journal of Creative research thoughts- An international open access journal	ISSN: 2320 – 2882 PaperID: IJCRT1807241

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## B. Publications in National and International Conferences:

S. No	Title of Paper	Author / Co-author's Name	Name of Conference, Organizer, Venue & Dates	Page No. From To
1	Extension Education Services	P.V. Bokad	Exploratory Seminar on Accreditation and Autonomy Purpose, Process and Prospect, 11-12 November 2000, at Shri Sant Gajanan Maharaj College of Engineering, Shegaon	
2.	Citizen Path – E-Governance Through CIS at Taluka Level	P.V. Bokad And H.M. Jha “Bidyarthi”	National Seminar on Emerging Trends in Management, September 20 – 21, 2003, at Indian Institute of Science and Management, Ranchi	Souvenir P.No.M8
3.	Management in Governance: Application of Technology and Concepts	H. M. Jha “Bidyarthi” And P. V. Bokad	2 <sup>nd</sup> National Conference on Business Research held during Nov. 16-17, 2003, at PSG Institute of Management, Coimbatore.	Proceeding by Vikas Publishing House Pvt. Ltd., Delhi Page. No. 4.9
4.	Managing Multiplicity in Citizens' Identity – A Taluka Level Case Study	H. M. Jha “Bidyarthi” and P. V. Bokad	First International Conference on E-Governance held during 18-20 December 2003 at Indian Institute of	Proceeding by TMH, Delhi Page. No.23-30

			Technology, Delhi	
5.	Managing Multiplicity in Citizens' Identity – A Taluka Level Case Study	H. M. Jha “Bidyarthi” and P. V. Bokad	First International Conference on E-Governance held during 18-20 December 2003 at Indian Institute of Technology, Delhi	Proceeding by TMH, Delhi Page. No.23-30
6.	Tat-Tvam-Asi – The Identity Management in E-Governance	P. V. Bokad And H.M. Jha “Bidyarthi”	National Seminar on Crafting I Management Strategy: Preview and Premises held during Feb. 6 – 7, 2004, Secunderabad	Siva Sivani Institute of Management, Secunderabad
7	A Consortium Model of E-Governance	Jha “Bidyarthi” H. M. and Bokad, P. V.	7 <sup>th</sup> International Conference on World Wide Web Applications, Cape Town organized during August 29 – 31, 2005 jointly by the Cape Peninsula University of Technology and University of Johannesburg, South Africa	<a href="http://staging.uj.ac.za/www2005/index.asp?page=abstractdisplay&amp;id=50">http://staging.uj.ac.za/www2005/index.asp?page=abstractdisplay&amp;id=50</a>
8	Technology, Management and Governance – An Organic Integration Design	Jha “Bidyarthi”, H. M. and Bokad, P. V.	International Conference on Challenges and Opportunities in IT Industry, held on Nov 12, 2005, Punjab College of Technical Education, Ludhiana	
9.	E-Governance and Citizen Identity System: Legal Issues from Indian Perspectives	H. M. Jha “Bidyarthi”, P. V. Bokad and Ashish K. Shrivastava	4 <sup>th</sup> International Conference on E-Governance, Dec. 15 – 17, 2006, IIT, Delhi	

	10.	A Modular Approach to Citizen's Identity through Citizen Information System	Bokad, P. V. and Jha "Bidyarthi", H. M.	National Conference on Emerging Technologies & Trends in IT (NCET-2007), 6 <sup>th</sup> , 7 <sup>th</sup> April 2007 at Institute of Technology and Sciences, Mohan Nagar, Gaziabad	
	11.	Backward Compatibility – A Case Of Interoperability of Application Programs for E-Governance)	Jha "Bidyarthi", H. M. and Bokad, P. V.	5 <sup>th</sup> International Conference on e-Governance "ICEG-2007" held on 28-30 December 2007 at School of Management studies, University of Hyderabad.	<a href="http://www.iceg.net/2007/books/2/4_316_2.pdf">http://www.iceg.net/2007/books/2/4_316_2.pdf</a>
	12	HR: Not merely the Change Catalyst but running blood of the Organization	Dr. P.V.Bokad And Sarvesh Paranjape	A national conference on Human Resource Re-engineering – Unravelling the Future, on 18 <sup>th</sup> Jan. 2008 at IES Management college and Research Centre, Bandra Mumbai	
	13	Talent Management: A Key of success for Organization	Dr. P.V.Bokad Mr. P.Deshmukh Mr.R.Deshmukh	National Conference on "Globalised World and emerging Business issues", on 09/03/2008 at NSVKMS MBA College, Visnagar (Gujarat).	Page:14
	14	Automation of Government Processes: An e-governance perspective	Dr. P.V. Bokad.	All India conference AICON '09 on 6-8 Feb-2009, Chhatrapati Shivaji Institute of	

			Technology, Durg(C.G)	
15	Diffusion of Innovation for implementation of ICT in Health care	Dr. P.V. Bokad. Prof. P.M.Kuchar and Mis Priya Satpute	National Conference on Recent Trends in I.T. for Rural Development on 25-26 Nov. 2010 at SSGMCE, Shegaon	
16	Talent Retention in Academics: A growing concern	Dr. P.V. Bokad, Mis. Manjari Bhadang	National level Seminar on "Innovation: A Vision 2020" on 15 <sup>th</sup> January 2011 at Dr. Moonje Institute of Management & Computer Studies, Nashik.	
17	Handling Conflicts through "Namasmaram": The eternal answer	Mayur A. Dande, Prabhakar V Bokad, Laxmikant Deshmukh, Sandhya Bhagat	International Conference on Spiritual paradigm for surmounting global management crisis, 24- 26 February, 2012, School of Management Sciences, Varanasi	
18	Empirical study on Brand loyalty with special reference to shampoo & toilet soap category	Dr. P.V. Bokad	PIBS International Conference on Challenges for Industrial survival & Growth in Indian & Global perspective on February 22 & 23, 2013	
19	Role of SHGs in Rural Marketing: A key to success	Dr. P.V. Bokad	PIBS International Conference on Challenges for Industrial survival & Growth in Indian & Global	

			perspective on February 22 & 23, 2013	
20	Architectural development of effective talent pipeline: A study	Dr. P.V. Bokad, Prof. W.Z. Suliya	2 <sup>nd</sup> International conference on managing Human Resource at the workplace on December 13 & 14, 2013 at SDMIMD, Mysore.	978-81-922146-5-8
21	Talent-Pipeline – Designing and maintenance issues for effective implementation: A study	Dr. P.v.Bokad, Amit j. Dhande, Gaurav C. Gandhi	National conference on “Promoting Economic Development by Applying Business Management Strategies ON 7 <sup>TH</sup> February 2014 at G.H. Raison, Institute of Management Studies, Anjangaon Bari road, Amravati	978-93-82588-27-6 p29-34
22	Management of Positive thoughts: A key to success	Dr. P.V. Bokad, W.Z. Suliya, V.V. Patil	3 <sup>rd</sup> International Conference on Transforming Management System for Innovation, Development and Governance on March 27 to 29, 2015 at Kathmandu, NEPAL.	ISBN:978-9937-2-9374-7-2015
23	Green Marketing-Its implication and Future prospects: A study	Dr. P.V. Bokad, Prof.W.Z. Suliya, Prof. V.V. Patil	MICON 2016, Management International Conference on “Strategies in the present scenario for managing Growth and competitiveness”	

				organized by Ramdeobaba College of Engineering and Management in association with Nprthumbria, Newcastle Business school, UK on 8 <sup>th</sup> -9 <sup>th</sup> January 2016	
	24	A study of Optimum use of Knowledge, skills, Attitude and Values with self introspection for skills development	Prof. W.Z. Suliya, Dr. P.V. Bokad, Prof. V.V. Patil	National Conference on “Smart India vision 2020- Innovation in Computer applications, Management and Commerce Organized by Vidya Bharati Mahavidyalaya, Amravati on February 18, 2017.	Proceedings Page1-5
	25.	<b>Need of Innovation and Expansion in Existing Family Businesses: Entrepreneurship - An opportunity to grow</b>	Prof. V.V. Patil, Dr. P.V. Bokad, Prof. W.Z. suliya	5 <sup>th</sup> National Conference on “Entrepreneurship, Innovation and Economic Growth in digital Era, Organized by G.H. Raisoni, Institute of Business Management, Jalgaon on 23 <sup>rd</sup> March 2018	ISSN: 2320 – 2882 Paper ID: IJCRT1807241 published online
<b>RESEARCH AND DEVELOPMENT</b>	<b>S.No</b>	<b>Title of R &amp; D Work</b>	<b>Names of Principal Investigator &amp; Co-Investigator</b>	<b>AICTE Sanction Details</b>	<b>Amount Sanctioned</b>
	1.	Citizen Identity System Design for E-Governance	Dr. H. M. Jha “Bidyarthi” & Mr. P. V. Bokad	8022/RID/NPROJ/RPS-35/2003-04 Dt. 11.08.2004, Sanction released dated 3/9/04	4.5 Lakhs



<b>RESEARCH GUIDLINES</b>	<ul style="list-style-type: none"> <li>Recognized Supervisor (Business Management), Sant Gadge Baba Amravati University, Amravati</li> </ul>																																							
<b>FELLOWSHIP / AWARDS</b>	<ul style="list-style-type: none"> <li></li> </ul>																																							
<b>OTHERS</b>	<p>FDP Through NPTEL</p> <p><b>National Programme on Technology Enhanced Learning</b></p> <table border="1" data-bbox="464 655 1611 932"> <thead> <tr> <th>Discipline</th> <th>Year</th> <th>Course Name</th> <th>Status</th> <th>Credit</th> </tr> </thead> <tbody> <tr> <td>MG</td> <td>2016</td> <td>Marketing Management-II</td> <td>Pass</td> <td>2</td> </tr> <tr> <td>HS</td> <td>2017</td> <td>Enhancing Soft Skill and Personality</td> <td>Pass (Elite)</td> <td>2</td> </tr> <tr> <td>MG</td> <td>2017</td> <td>Principles of Human Resource Management</td> <td>Pass (Elite)</td> <td>2</td> </tr> <tr> <td>MG</td> <td>2018</td> <td>Leadership</td> <td>Pass (Elite)</td> <td>1</td> </tr> <tr> <td>MG</td> <td>2018</td> <td>Innovation, Business Models and Entrepreneurship</td> <td>Pass</td> <td>2</td> </tr> </tbody> </table> <p><b>Guest Lectures Delivered:</b></p> <table border="1" data-bbox="480 1058 1611 1325"> <thead> <tr> <th>Organization</th> <th>Topic</th> <th>Date</th> </tr> </thead> <tbody> <tr> <td>Disha Institute, Raipur</td> <td>Quantitative techniques</td> <td>14-17 October 2009</td> </tr> <tr> <td>University Grant Commission, Academic Staff College, SGB amravati Univ.</td> <td>Motivation, Attitude and Team Building</td> <td>18/12/2009</td> </tr> </tbody> </table>	Discipline	Year	Course Name	Status	Credit	MG	2016	Marketing Management-II	Pass	2	HS	2017	Enhancing Soft Skill and Personality	Pass (Elite)	2	MG	2017	Principles of Human Resource Management	Pass (Elite)	2	MG	2018	Leadership	Pass (Elite)	1	MG	2018	Innovation, Business Models and Entrepreneurship	Pass	2	Organization	Topic	Date	Disha Institute, Raipur	Quantitative techniques	14-17 October 2009	University Grant Commission, Academic Staff College, SGB amravati Univ.	Motivation, Attitude and Team Building	18/12/2009
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