

Savitribai Phule Pune University  
(Formerly University of Pune)

Telephone Nos. : 25601261, 25601262  
Fax - 020 - 25699232  
Email - pgadmis@punainipune.ac.in



Ganeshkhind,  
Pune 411007.

Ref. No. : PGS/311

Date: 21/01/2020

To,  
The Principal,  
Sinhgad Technical Education Society's  
Sinhgad Institute of Management  
And Computer Application,  
S.No.49/1, Off Westerly Bypass,  
Pune-Mumbai Expressway,  
Narhe, Pune - 411 041  
IMMP012200.



3.3.1

A. K.

Director  
Sinhgad Institute of Management  
& Computer Application (SIMCA)  
Narhe, Pune - 411 041.

Sub: - Approval to the list of Selected Students for M.Phil./Ph.D. Admission 2019.

Ref: - Your letter Ref. No. SIMCA/2019-20/99 dated 27/11/2019.

Sir/Madam,

With reference to above, kindly inform you that the University has approved the list of students recommended by your research centre for M.Phil./Ph.D. Admission 2019. You are required to publish the list of selected students on your website and also inform personally to the selected candidates. You will also arrange brief presentation of selected students within a period of two months from the date of receipt of this letter.

List of candidates selected for Ph.D. admission at your centre is as below:

Name of Faculty : Commerce & Management

Name of the Subject : Computer Management

Sr. No.	Application ID	Name of Students	Category
1	19030054549	PRASHANT NARAYANRAO WADKAR	SEBC
2	19030058318	PRADEEP KUMAR SHITOLE	Open
3	19030093636	APARNA NARAYAN JOSHI	Open
4	19030115469	SARIKA DINKAR KSHIRSAGAR	SEBC

Name of the Subject : Financial Management

Sr. No.	Application ID	Name of Students	Category
1	19030188269	SONALI JOSHI	Open

Name of the Subject : Human Resource Management

Sr. No.	Application ID	Name of Students	Category
1	19030006375	TANUSHREE JAYSINGH SHINDE	SEBC
2	19030008102	GAIKWAD VIVEKANAND Y	SC
3	19030079413	KSHAMA ANANDA GIR	NT-(B)

Name of the Subject : Marketing Management

Sr. No.	Application ID	Name of Students	Category
1	19030007495	GAURAV GAWADE	Open
2	19030172207	AMAR VISHNU YEDAKE	SC

21/01/2020

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Name of the Subject : Organizational Management


Sr. No.	Application ID	Name of Students	Category
1	19030090952	DNYANESHWAR HIRACHAND GHUGE	Open

Name of the Subject : Production Management

Sr. No.	Application ID	Name of Students	Category
1	19030085000	MILIND DNYANADEO TAYADE	SC

You are requested to complete the admission process as per provisions of Circular No. 14/2017 dated 09/01/2017 and submit the application of students in prescribed format along with all required documents for final approval of the Research and Recognition Committee of SPFU within a period of two months.

Thanking you,



Director  
Sinhgad Institute of Management  
& Computer Application (SIMCA)  
Narhe, Pune - 411 041.

Yours faithfully,



Deputy Registrar  
(P.G. Admissions)



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Savitribai Phule Pune University  
(Formerly University of Pune)



Telephone Nos. : 25621217

Ganeshkhind, Pune - 411 007.  
E-mail : pgadmis@unipune.ac.in

Ref. No. : PGS/ 2345

Date: 25 JUN 2021

To,

The Director,  
STES's Sinhgad Institute of Management  
& Computer Application, S. No. 49/1,  
Off Westerly Bypass, Pune- Mumbai Expressway  
Narhe, Pune - 411 041

Sir/ Madam,

The Ph.D. cases forwarded by your Institute/center were placed before the Research & Recognition Committee in **Marketing Management** (Commerce & Management) held on 06/11/2020. The decisions of the Research & Recognition Committee are as follows:

Sr. No.	Name of the candidate & Name of the Guide	Remarks
1.	Yedake Amar Vishnu  Guide: Dr. Marathe Milind	Topic Approved & Admitted w.e.f 11/03/2020 as follows:  "A Study of Promotional Strategies Adopted by Start-Ups in Pune District."

Please comply with the directions of the Research & Recognition Committee and communicate to this office at the earliest.

Thanking you,

Yours faithfully,

Deputy Registrar  
(PG Admissions)

Director  
Sinhgad Institute of Management  
& Computer Application (SIMCA)  
Narhe, Pune - 411 041.

SINHGAD INSTITUTE OF MANAGEMENT  
& COMPUTER APPLICATION  
INWARD  
No. :- 204  
Date :- 12/7/2021



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# Savitribai Phule Pune University (Formerly University of Pune)



Telephone Nos. : 25621217

Ganeshkhind, Pune - 411 007.  
E-mail : pgadmis@unipune.ac.in

Ref. No. : PGS/ 4183.

Date: 15-11-21

To,  
The Director,  
STES's Sinhgad Institute of Management  
& Computer Application, S. No. 49/1,  
Off Westerly Bypass, Pune- Mumbai Expressway  
Narhe, Pune - 411 041

Sir/ Madam,

The Ph.D. cases forwarded by your Institute/center were placed before the Research & Recognition Committee in Marketing Management (Commerce & Management) held on 06/11/2020. The decisions of the Research & Recognition Committee are as follows:

Sr. No.	Name of the candidate & Name of the Guide	Remarks
1.	Gawade Gaurav Ratnakar  Guide: Dr. Marathe Milind	Topic Approved & Admitted w.e.f 11/03/2020 as follows:  "Impact of Online Foods Apps on Restaurants in Pune."

Please comply with the directions of the Research & Recognition Committee and communicate to this office at the earliest. Previous Letter No. 504 Dated 25<sup>th</sup> January, 2021 treated to be Cancelled.

Thanking you,

Director  
Sinhgad Institute of Management  
& Computer Application (SIMCA)  
Narhe, Pune - 411 041.

Yours faithfully,

Deputy Registrar  
(PG Admissions)

SINHGAD INSTITUTE OF MANAGEMENT  
& COMPUTER APPLICATION  
INWARD  
No. 223



Date: 16/12/2021



SINHGAD TECHNICAL EDUCATION SOCIETY'S  
**SINHGAD INSTITUTE OF  
 MANAGEMENT & COMPUTER APPLICATION**

(Affiliated to Savitribai Phule Pune University & Approved by AICTE)

'NAAC' Accredited with 'A' Grade



3.3.1

Off Westerly Bypass, Pune-Mumbai Expressway, Narhe, Pune - 411 041. Tel. (020) 66831922 / 66831896 / 66831907  
 E-mail: director\_mca\_simca@sinhgad.edu Website: www.sinhgad.edu

Prof. M. N. Navale  
 M.E. (Elec), MIE, MBA  
 VICE CHIEF  
 CHIEF UNDER PRESIDENT

Dr. (Mrs.) Sunanda M. Navale  
 B.A., M.P.M., Ph.D.  
 FOUNDER SECRETARY

Dr. Anamika Singh  
 B.Sc., MBA, Ph.D., IIMA (F.D.P.)  
 DIRECTOR

Date: 15/6/2021

To,

Mr. Shantanu S. Jahagirdar,  
 903/ A-10, Karishma,  
 Kothrud, Pune 411038.

Director  
 Sinhgad Institute of Management  
 & Computer Applications (SIMCA)  
 Narhe, Pune - 411 041.



Subject: Confirmation of admission for PhD in Marketing Management

Dear researcher,

This is further to the letter dated Oct. 06, 2016 from R&R committee of Savitribai Phule Pune University (SPPU) to you, as well as two letters dated Jun. 09, 2021 from SPPU to you, about the change of your PhD guide as well as the research centre.

We accordingly confirm your admission to PhD in Marketing Management at our institute, with following particulars.

1. Your research topic : A study of customer acquisition strategies for securities broking firms in Pune,
2. Subject : Marketing Management,
3. Faculty : Management,
4. Guide : Dr. Anamika Singh,
5. Co-guide : Not Applicable.

Your admission will be governed by the relevant rules of SPPU, for the degree of Doctor of Philosophy (PhD).

Thanking you,

Head  
 PhD Research Centre / Director

Recd. original

Shantanu Jahagirdar

3.3.1

**Savitribai Phule Pune University**  
(Formerly University of Pune)



Telephone Nos. : 25621217  
pgadmis@pun.unipune.ac.in

Ganeshkhind,  
Pune - 411 007.

Ref. No.: PGS/ 3095

Date: 31 AUG 2021

To,

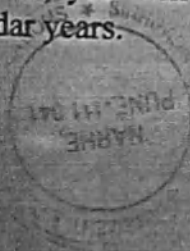
Rajendra Sham Mukhedkar  
STES's Sinhgad Institute of Management  
and Computer Application, Off Westerly Bypass,  
Mumbai-Pune Expressway, Narhe, Pune - 411 041.

Subject : Regarding Re-registration for Ph.D. course

Sir / Madam,

With reference to your application dated 14/06/2021 for re-registration to the Ph.D. Course in Marketing Management, I am directed to inform you that your name has been re-registered for a period of two years from 05/08/2021 to 04/08/2023 for the said course.

Please note that as per rules, you can submit your thesis within two years. However, you will be required to pay tuition fee for minimum four terms i.e. two calendar years.



Director  
Sinhgad Institute of Management  
& Computer Application (SIMCA)  
Narhe, Pune - 411 041.

*A. Anamika*

*Hemraj*  
Deputy Registrar  
(PG Admissions)

Copy f.w.c.s to :

1. The Director, (Research Place)  
STES's Sinhgad Institute of Management  
and Computer Application, Off Westerly Bypass,  
Mumbai-Pune Expressway, Narhe, Pune - 411 041.
2. Dr. Anamika Singh (Guide)  
STES's Sinhgad Institute of Management  
and Computer Application, Off Westerly Bypass,  
Mumbai-Pune Expressway, Narhe, Pune - 411 041.

Department  
(SIMCA)  
Narhe, Pune - 411 041.



Savitribai Phule Pune University  
(Formerly University of Pune)

331/332



Telephone No: 25601258/1259  
E-mail : boards@unipune.ac.in  
Telegraph : 'UNIPUNE'  
Fax No : 25691233

ACADEMIC SECTION  
Ganeshkhind, PUNE-411 007

Ref. No: BOD/Comm. & Mgmt. 104 / 146

Date: 15/12/2015

To

Dr. Yogesh Wasudeo Bhowte  
Sinhgad Technical Education Societys  
S.K.N Sinhgad School of Buisness  
Management S. No 10/1 Ambegaon Pune-  
411041



*[Signature]*

Director  
Sinhgad Institute of Management  
& Computer Applications (SIMCA)  
Narhe, Pune - 411 041.

Subject: Recognition as a Ph.D Research Guide

Sir,

Please refer to your application for Recognition as a Ph.D Research Guide of Savitribai Phule Pune University. I am directed to inform you that the University authorities have been pleased to recognize you as a Ph.D Research Guide of this University under the provision of Section 37(1)(c) of the Maharashtra Public Universities Act, 2016.

The details of your recognition are as under:

1. You have been recognized to guide Ph.D. Scholars under the faculty of Commerce and Management in the subject of Organizational Management for the period of eight (8) years with effect from 26-12-2017 to 25-12-2025 with following particulars:
  - i) Eight (8) Ph.D. Scholars, if you are a Professor.
  - ii) Six (6) Ph.D. Scholars, if you are an Associate Professor.
  - iii) Four (4) Ph.D. Scholars, if you are an Assistant Professor.

Your guideship is subject to the following conditions and other terms and conditions prescribed by the University and University Grants Commission, (UGC) New Delhi from time to time in this behalf:

- i) M.Phil/Ph.D. Research Guideship will be governed by the University Grants Commission (Minimum Standards and Procedure for Award of M.Phil/Ph.D. Degree) Regulations 2016.
- ii) a) If the affiliation/Recognition granted by the university to your College/Institute gets over then the recognition granted to you will be treated as cancelled from the date on which the period of affiliation/recognition gets over.  
b) In case of Research Institute, it should be recognized by the University for the subject for which you are recognized as M.Phil/Ph.D. Research Guide.  
If the recognition granted by the University to your Research Institute gets over then your recognition as an M.Phil/Ph.D. Research Guide will be treated as cancelled from the date on which the recognition to your Research Institute gets over.
- iii) In case of those M.Phil/Ph.D. Guides whose length of service as a regular faculty is not more than two years, in such cases it is essential for them to take a Co-Guide whose length of service as a regular faculty should not be less than five years and the said Co-Guide should be approved M.Phil/Ph.D. Guide of Savitribai Phule Pune University.



3.3.1/2

**Savitribai Phule Pune University**

(Formerly University of Pune)



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Fax No : 25691233

ACADEMIC SECTION  
Ganeshkhind, PUNE-411 007

Ref. No: BOD/Comm. & Mgmt./31/ 73  
To

Date: 11/03/2019

Dr.Milind Anil Marathe  
Yashaswi Education Societs International  
Institute of Management Science 169/1/A  
Opp Elpro International Pune-411033

**Subject : Recognition as a Ph.D Research Guide**

Sir,

Please refer to your application for Recognition as a Ph.D Research Guide of Savitribai Phule Pune University, I am directed to inform you that the University authorities have been pleased to recognize you as a Ph.D Research Guide of this University under the provision of Section 37(1)(e) of the Maharashtra Public Universities Act, 2016.

*The details of your recognition are as under :*

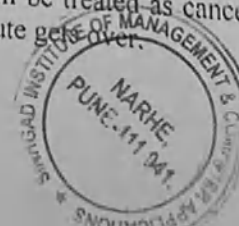
1. You have been recognized to guide **Ph. D. Scholars** under the faculty of **Commerce and Management** in the subject of **Marketing Management** for the period from **07-09-2018 to end of Academic Year 2018-19** with following particulars;

- i)Eight (8) Ph. D. Scholars, if you are a Professor.
- ii)Six (6) Ph. D. Scholars, if you are an Associate Professor.
- iii)Four (4) Ph.D. Scholars, if you are an Assistant Professor.

Your guideship is subject to the following conditions and other terms and conditions prescribed by the University and University Grants Commission, (UGC) New Delhi from time to time in this behalf:

- i) M.Phil/Ph.D. Research Guideship will be governed by the University Grants Commission (Minimum Standards and Procedure for Award of M.Phil/Ph.D. Degree) Regulations 2016.
- ii) a) If the affiliation/Recognition granted by the university to your College/Institute gets over then the recognition granted to you will be treated as cancelled from the date on which the period of affiliation/recognition gets over.  
b) In case of Research Institute, it should be recognized by the University for the subject for which you are recognized as M.Phil/Ph.D. Research Guide.  
If the recognition granted by the University to your Research Institute gets over then your recognition as an M.Phil/Ph.D. Research Guide will be treated as cancelled from the date on which the recognition to your Research Institute gets over.

Director  
Sinhgad Institute of Management  
& Computer Application (SIMCA)  
Narhe, Pune - 411 041.







**Savitribai Phule Pune University**  
(Formerly University of Pune)

331/332



Telephone No: 25601258/1259  
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Telegraph : 'UNIPUNE'  
Fax No : 25691233

**ACADEMIC SECTION**  
Ganeshkhind, PUNE-411 007

Ref. No: BOD/Comm. & Mgmt./11/103  
To

Date: 11/09/2020

Dr.(Mrs) Anamika Radheshwar Singh  
Sinhgad Technical Education Society Sinhgad  
Institute Of Management And Computer  
Application Addr: 49/1 Pune Mumbai  
Highway Narhe Ambegaon Pune Ta: Pune  
(corporation Area) Dist: Pune Pincode  
411 041

**Subject : Recognition as a Ph.D. Research Guide**

Madam,

Please refer to your application for Recognition as a Ph.D. Research Guide of Savitribai Phule Pune University, I am directed to inform you that the University authorities have been pleased to recognize you as a Ph.D. Research Guide of this University under the provision of Section 37(1)(e) of the Maharashtra Public Universities Act, 2016.

*The details of your recognition are as under :*

1. You have been recognized to guide Ph. D. Scholars under the faculty of **Commerce and Management** in the subject of **Marketing Management** for the period of eight (8) years with effect from **28-08-2020** to **27-08-2028** with following particulars:
  - i) Eight (8) Ph. D. Scholars, if you are a Professor.
  - ii) Six (6) Ph. D. Scholars, if you are an Associate Professor.
  - iii) Four (4) Ph.D. Scholars, if you are an Assistant Professor.

Your guideship is subject to the following conditions and other terms and conditions prescribed by the University and University Grants Commission, (UGC) New Delhi from time to time in this behalf:

*A. K. K.*

**Director**  
Sinhgad Institute of Management  
& Computer Application (SIMCA)  
Narhe, Pune - 411 041.

