

Corporate Organizational Behavior



Dr. Dhananjay Awasarikar

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Foreword

TECH GURU



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Indeed; it gives me an immense pleasure to write the foreword for the second unique book of my beloved friend - Dr. Dhananjay Awasarikar. I am happy to inform the readers that I was fortunate to be present for the publication ceremony of his other unique book titled; **‘Select Research Papers of Prof. (Dr.) Dhananjay Awasarikar.’**

The first section of the book; namely; ‘Table of Contents;’ in itself; reflects not only his rich experience; maturity and wisdom but also reveals his writing depth. This book is useful for all those who are working in the Corporate and also who have retired. It gives precise and practical organizational behavioral guidelines for the freshers. Some topics narrated in the book compelled me – retired General Manager - to introspect into my past for a few exceptional occasions faced during the corporate journey over forty years.

The language used in the book is so simple and lucid that the substance or gist of the point is understood quite quickly. Practical illustrations given in the book were actually experienced by the author as I was the eye witness for some of them. They are narrated so skillfully; tactfully and above all dramatically that the readers

visualize or imagine the happenings of the incidences; very easily; before their eyes. Excellent Presentation and intelligent analysis of select sensitive; significant and all-time live corporate issues show that the author invests his time in minute observations of active and dynamic corporate world. This book will definitely inspire; I am very sure; other creative executives working in the Corporate to write their corporate experiences too.

A handwritten signature in blue ink, appearing to read 'Doke U. B.', with a stylized flourish at the end.

Doke U. B.

Preface

At the start, the name chosen for the book was ‘Organizational Behavior.’ However, during the course of writing of the first chapter of the book, it was experienced that this title may convey very narrow meaning and furthermore may lead to a wrong impression that this book would cover several Academic Concepts like Organizational Principles and Practices, Organizational Rules, Regulations and Standing Orders, etc. Therefore, the word ‘Corporate’ was added to the original title planned.

As a result, in this book there are no particular specifications or detail descriptions about any Academic Concept whatsoever. However, their running reference is given whenever it is absolutely essential as well as significant. Such concepts are quite popular in the field of Management, moreover, they are found in almost all the Books and on the leading Websites related to the Management Literature. Thus, if any Practising Manager or a Management Student likes to learn little more about the Conceptual Narration, he is ideally expected to refer to the suggested book or relevant website on the required topic. The author does not want to repeat the known contents just to add to the length. But; he would like to put forward the substances those are innovative; thus; totally unknown.

Acknowledgment

The author expresses his sincere thanks to Prof. (DR.) Subhash Bhave; retired Director; Prin. N. G. Naralkar Institute of Career Development and Research; Founder Trustee and Member; Samshodhan Trust; for constant Motivation; and Professor Colleagues and Industry Executives for extending their Support and Cooperation to bring the book in the present style.

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Dr. Dhananjay Awasarikar; *B. Com.; LL. B.; D. B. M.; M. M. S.; Ph.D.* has Composite *Corporate Experience of Ten Years* and Composite *Teaching Experience of Thirty-Two Years*. Currently he is working as a *Director* in one of the Management Institutions in Pune.

He is a *P. G. Recognized Faculty* in Savitribai Phule Pune University (S. P. P. U.) in Management and his Core Competency extends to the courses like Basics of Marketing, Marketing Management, Marketing Research, Consumer Behavior, Integrated Marketing Communication, Advertisement; Sales and Distribution Management, Legal Aspects of Business, Management Fundamentals, Business Research Methods, Entrepreneurial Development, Start-up and New Venture, etc.

He is a *Ph. D. Guide* in 'Marketing Management' in S. P. P. U. where three students have already been awarded and five students are currently pursuing; Ph. D. under his Guidance. Also, he is a *Ph. D. Guide* as well as *Referee* in Shri Jagdish Prasad Jhabarmal Tibrewala University; (J. J. T. U.) Rajasthan. He has acted as Referee for five students and one student of this University has been awarded Ph. D.; three years earlier; while he has acted as a Co-guide.

He has authored two books, no. Of chapters in a few books; six Study Materials, over one hundred and fifty Research Papers (including the Journals listed in CARE and SCOPUS) over one hundred and sixty Articles and over one hundred and twenty-five Letters in four leading regional News Papers and over fifteen Articles in International and Regional Magazines and Weeklies. His another book titled; 'Select Research Papers of Prof. Dr. Dhananjay Awasarikar' is published by the Emyreal Publishing House [EPH], Vasundhara, Ghaziabad (U. P.), India.



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