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Research areas of interest: Agricultural Marketing, Marketing Management

Teaching Subjects: Marketing Management, Management Foundation, Rural Marketing, Agri. Business Management, Human Resource Management, Retail Management, International Business, Logistics & Supply Chain Management

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Selected publications:

1. Kranti Shingate, Prakash Tambe & Pradnya Rajput “Consumer preferences towards online shopping in Pune city” International Journal of Sales & Marketing Management Research and Development, (2017) Vol. 7, Issue 2, 1-8 .
2. Kranti Shingate & Nandkishor Sarode “To analyze consumer purchasing behavior towards Nestle Maggi Noodles in Pune City” IMPACT: International Journal of Research Business Management (2017) Vol. 5, Issue 3, Mar 2017, 69-80.
3. Kranti Shingate & Prakash Tambe “A case study of Abhinav Farmers Group: A direct marketing model of MSAMB in Pune district” International Journal of Business and General Management (IJBGM); (2017), 2319-2275; VOL-6, ISSUE-2.