

Read To Lead



Event Management

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About the Book

The book Event Management is essential for studying the basic aspects for organising the events and managing them. It mainly focuses on making choices and decisions related to various events. A step-wise process of event planning, budgeting and marketing is also discussed in the book. It is a comprehensive textbook specially designed to meet the needs of management students. A variety of tools such as tables, figures and examples are used to provide more adapting view to students and make the subject easier for them.

About the Author



Dr. Sharad Dashaputre is currently working as **Director**, at **Arihant Institute of Business Management (Affiliated to Pune University)**, Pune. He is a dedicated acadmeician who has been completely involved in the field of education for over **8 years** and industrial experience of **20 years**. His unceasing efforts towards enhancement of educational standards has yielded rich dividends for scores of students. He had published many papers like **Impact of Third Party Agencies on Internet Marketing** and **IT Enabled Supply Chain Management and Implementation of OOPS Technology** etc at International conferences. He has previously worked in various industries like Baja Auto, Kirloskar Bros, VJIT Mumbai etc.



Prof. Sharad Shivaram Kadam obtained **PGDBM, MBS (HR & Marketing)** and is currently pursuing his **Ph.D.** He is working as an **Assistant Professor** at **MIT, Arts Commerce & Science College, Alandi (D), Pune**. He has rich academic experience of **16 years**. His Ph.D project is given on topic "A Study of Strategies for the Sustainable development practices for the Small Scale and Medium Scale Industries in the Vidarbha Region of Maharashtra." His expertise lies in Organisational Behaviour, Principles of Management, Business Communications, Research Methodology, Personality Development, Marketing Management, Human Resource Management & Environmental Science.



Piyush Dixit obtained his **MBA, Master of Commerce (Advanced Marketing)** and presently pursuing his **Ph.D.** He is presently working as **Lecturer** at **Indira College of Commere & Science, Pune**. His areas of interest are Marketing Management, Advertising & Sales Management and Event Management. He has attended various National & International Seminars and also published many Research Papers.

University of Pune BBA – 6th Semester

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