

## RESEARCH METHODOLOGY

Because access to the Internet is so widespread in today's world, companies have a wide variety of digital marketing channels from which they can choose to promote their products and services. Businesses have the potential to boost their revenues, as well as the number of new customers they bring in and existing customers they keep as a result of implementing a variety of digital marketing strategies. Companies have the ability to broaden their business operations by utilizing the aforementioned mediums, in addition to selling their items online. It is astonishing how quickly and easily knowledge can be provided through digital media, as well as how well businesses can be helped by using this medium.

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- Dr. Sudhir Atwadkar
- Dr. Pushpraj Wagh
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**Dr. Sudhir A. Atwadkar** Received a Ph.D. in Management, MBA with Dual Specialization in Marketing and HR, MMM, LLB degree with 22 Years of Experience In The Field Of Education & Industry Working As an Academician, Administrator& Embedded Educational Organization Development, Ph. D Research Guide & An Approved Faculty of Savitribai Phule Pune University, Pune and Shivaji University, Kolhapur. Awarded By Most Innovative Professor and Research Excellence.

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**Dr. Pushpraj Wagh**, is graduate in B-Pharmacy, have done MBA in Marketing. He has qualified National Eligibility Test - NET in Management and been awarded with Ph.D in Organization Management from Savitribai Phule Pune University. He has three years of experience in pharmaceutical industry at various positions and fifteen years' experience in academics. Presently he is working as an Associate Professor at International Institute of Management Science, Pune. He is a member of INAAR- International Association of Academicians and Researchers and Certified Trainer recognized by Management & Entrepreneurship and Professional Skills Council. He has presented and published research work in many National and International conferences.