



Research Papers 2022-23

Sr.No	Name of the Author	Title of the paper	Year of publication	Journal name
1	Dr.Sapna Suri	A study on Factors that lead to job satisfaction among the employees in health care concerning fortis healthcare ltd	2023	Specialusis Ugdymas
2	Dr.Sapna Suri	A Study Oninternet, Smartphone and Social Mediausage among College Students in Mumbai, Navi –Mumbai & Pune	2023	Specialusis Ugdymas
3	Dr.Rashmi Nair	A Study On Internet, Smartphone and Social Media usage among College Students in Mumbai, Navi –Mumbai & Pune	2023	Specialusis Ugdymas
4	Dr. Rashmi Mishra	Study on the role of Below the line advertising agencies in Pharmaceutical Industry	2023	Res Militaris
5	Dr. Rashmi Mishra	A study on the impact of Emotional Advertising in 21st Century	2023	Central European Management Journal
6	Dr.Vidhya Kshirsagar	Impact of employee Retention in IT Companies on the employer Branding: An Empricial study with special reference to Bangalore city	2023	World journal of Management & Economics
7	Dr.Vidhya Kshirsagar	A CRITICAL ANALYSIS IN UNDERSTANDING THE KEY FACTORS IN IMPLEMENTING HUMAN RESOURCE ANALYTICS IN ENHANCING EMPLOYEE PERFORMANCE IN ITES INDUSTRY	2023	Res Militaris Social Science Journal

8	Dr.Vidhya Kshirsagar	A study of the impact of organisational citizenship behaviour on employees performance.	2023	The Seybold Report
9	Dr.Vidhya Kshirsagar	Impact of Digital Platform on Grocery Shopping in Navi Mumbai	2023	Journal of Management Research
10	Dr Sarika Omkar P	Impact of Advertising in Creating Brand Equity with Reference to E-tailers	2023	Sage Publication, Asia Pacific Journal
11	Dr Sarika Omkar P	Selecting Marketing Strategy Using a Game Theory Approach	2023	Empirical Economics Letters
12	Dr Sarika Omkar P	A circular for Reverse Logistics to handle e-commerce Returns	2023	The Seybold Report
13	Dr Sarika Omkar P	A comparative study of the Effectiveness of Advertisements on Radio and TV for FMCG products using Ividge and Steiner Model		
14	Dr.Roopali Patil	“IMPACT OF CRED ON E-PAYMENT”	2023	Journal of Data Acquisition and Processing
15	Dr.Roopali Patil	"Awareness of Crypto Currency (Bitcoin) & Impact of Government Policies on Cryptocurrency (Bitcoin)”	2023	SPECIALUSIS UGDYMAS
16	Dr.Roopali Patil	“AN EMPIRICAL STUDY ON TECHNICAL ANALYSIS AS TRADING TOOL FOR STOCK SELECTION”	2023	KOREA REVIEW OF INTERNATIONAL STUDIES
17	Dr. Ashwini Kadam	A study on contributing factors for achieving academic excellence in higher education institutes and its impact on students’ performance w.r.t. Mumbai region	2023	Res Militaris Social Science Journal
18	Dr. Ashwini Kadam	A Study on Factors Affecting the Pricing Strategy of Flowers in Agricultural Produce Market Committee (APMC) Kalyan	2023	Res Militaris Social Science Journal
19	Dr. Ashwini Kadam	A study of the impact of organisational citizenship behaviour on employees performance.	2023	The Seybold Report
20	Dr. Ashwini Kadam	A Comparative study of financial performance of Joint venture and Subsidiary companies in oil and natural gas sector.	2023	
21	Dr. Ashwini Kadam	Impact of Digital Platform on Grocery Shopping in Navi Mumbai	2023	Journal of Management Research

22	Dr. Supriya Kamale	A study on contributing factors for achieving academic excellence in higher education institutes and its impact on students' performance w.r.t. Mumbai region	2023	Res Militaris Social Science Journal
23	Dr. Supriya Kamale	A study on impact of technology on e-commerce business of the luxury retail industry: An empirical study with reference to Mumbai region	2023	European Chemical Bulletin
24	Dr. Supriya Kamale	Impact of Digital Platform on Grocery Shopping in Navi Mumbai	2023	Journal of Management Research
25	Dr. Shalaka Ayarekar	Enriching Professional Career with Reading Habits : Opportunities & Challenges	2023	Res Militaris Social Science Journal
26	Dr Rashmi Nair	Enriching Professional Career with Reading Habits : Opportunities & Challenges	2023	Res Militaris Social Science Journal
27	Dr Sapna Suri	Enriching Professional Career with Reading Habits : Opportunities & Challenges	2023	Res Militaris Social Science Journal
28	Dr.Gagandeep Kaur Nagra	The Impact of Augmented Reality on Marketing Experience of the Consumers	2023	Res Militaris Social Science Journal
29	Dr.Gagandeep Kaur Nagra	A study on impact of ChatGPT on learning process with reference to students across district of Maharashtra.	2023	International Journal of Professional Business Review
30	Dr. Shalaka Ayarekar	An exploratory study on Netflix's International Marketing strategy and the usage of Netflix by consumers located in Mumbai region	2023	SPECIALUSIS UGDYMAS / SPECIAL EDUCATION 2023 1 (44)
31	Dr.Priya Vij	To study and analyse the impact of AI on education system	2023	The Seybold Report
32	Dr Madhuri A Kadam	Impact of Financial Leverage on Dividends of Nationalized Banks of India	2023	Empirical Economics Letters
33	Dr Madhuri A Kadam	A Comparative study of financial performance of Joint venture and Subsidiary companies in oil and natural gas sector.	2023	
34	Dr Madhuri A Kadam	A study of the impact of organisational citizenship behaviour on employees performance.	2023	The Seybold Report
35	Dr.Priya Vij	Selecting Marketing Strategy Using a Game Theory Approach	2023	Empirical Economics Letters

36	Dr.Priya Vij	A study on impact of ChatGPT on learning process with reference to students across district of Maharashtra.	2023	International Journal of Professional Business Review
37	Dr. Shalaka Ayarekar	THE QUALITY COMPARISON AND FEATURES OF VARIOUS VIDEO CALLING AND CONFERENCING APPLICATIONS : A STUDY CONDUCTED IN MUMBAI	2023	Res Militaris Social Science Journal
38	Dr Rashmi Sreejit Nair	A qualitative exploration of MAVIM - SHG members and their experiences from Mumbai:COVID-19 Crisis and living through it.	2023	Res Militaris Social Science Journal
39	Dr. Prajakta Mondkar	Customer's Buying Behaviour towards Over-The-Counter (OTC) Medicines in Thane City	2023	Empirical Economics Letters
40	Dr. Alpha Lokhande	Factors Influencing Purchase Decision of Smartphones Among Young Indian Consumers	2023	Empirical Economics Letters
41	Dr. Adveta S Gharat	Assessment of the ascendancy of Clientele testimonies on Alternative choice from Eateries on Swiggy: A Case work of Uran, Raigad	2023	European Economic Letters
42	Dr. Ashish Chavan	Assessment of the ascendancy of Clientele testimonies on Alternative choice from Eateries on Swiggy: A Case work of Uran, Raigad	2023	European Economic Letters