

## Faculty Research Publication

2021 - 22

Sr.No	Title of Paper	Name of the Author/s	Name of the Journal	Year of Publication	ISBN/ISSN Number	Paper published in UGC approved/UGC Care-list/Scopus/ Google Index/ABDC/Any other
1	Online+Offline Learning: The Blended Learning Need of the Time	Dr. Aparna L. Patil Dr. Lalitkumar P. Patil	Stochastic Modeling & Applications	2022	ISSN: 0972-3641	UGC Care
2	Challenges Faced by the Organization in Managing Overseas Employees during Covid 19	Dr. Tejashree Deshmukh	Asian Journal of Organic & Medicinal Chemistry	2022	ISSN: 2456-8937	UGC Care
3	A Study on Investment Options and Investors Attitude towards Investment	Mr. Abhishek Deokule Ms. Ketaki Kulkarni	Asian Journal of Organic & Medicinal Chemistry (Special Issue on Current Research Trends in Management, Science and Technology)	2022	ISSN: 2456-8937	UGC Care
4	Critical Analysis of Financial Model – With Special Reference to a Start-Up Entity	CA Rajul Murudkar Shubhada Apte Dheeraj Dahiwal	Asian Journal of Organic & Medicinal Chemistry	2022	ISSN: 2456-8937	UGC Care
5	Understanding Blockchain Technology and Crypto Currency – An Investors Point of View	Dr. Anand Hindolia Bijal Raval Durgavati Singh	Asian Journal of Organic & Medicinal Chemistry	2022	ISSN: 2456-8938	UGC Care
6	Understanding Cyber Safety and Security With Respect to Social Media	Dr. Anand Hindolia Nikita Tipnis Purva Sawant	Asian Journal of Organic & Medicinal Chemistry	2022	ISSN: 2456-8939	UGC Care
7	A Study on Effectiveness of Online Teaching in Secondary Education in Mumbai City during Covid-19 Pandemic	Mrs. Shalini Kakkar Srushti Gaikwad Bhagyes Patil	Asian Journal of Organic & Medicinal Chemistry	2022	ISSN: 2456-8940	UGC Care
8	Technological Trends in Human Resource Management	Mrs. Manali Patil & Ms. Apurva Sawant	Asian Journal of Organic & Medicinal Chemistry (Special Issue on Current Research Trends in Management, Science and Technology)	2022	2456-8937	UGC Care
9	A Study on Behavioural Finance	Dr. Aparna L. Patil Mr. Jash Contractor	Asian Journal of Organic & Medicinal Chemistry	2022	ISSN: 2456-8937	UGC Care
10	To Study the Consumer Buying Behaviour Pattern Regarding Online Shopping	Mrs. Trupti Sachin Gupte and Riddhi Zaveri	Asian Journal of Organic and Medicinal Chemistry	2022	Volume 7, Number 1, ISSN: 2456-8937	UGC CARE
11	Role of Social Media in Marketing	Mrs. Trupti Sachin Gupte, Riddhi Vidyadhar Sawant and Vaishnavi Milind Jadhav	Asian Journal of Organic and Medicinal Chemistry	2022	Volume 7, Number 1, ISSN: 2456-8937	UGC CARE
12	A Study of Women Teacher's Perception Towards Usage of Digital Modes of Payments	CA Rajul Murudkar	Vidyabharati International Interdisciplinary Research Journal	2021	ISSN: 2319-4979	Web of Science, UGC CARE Group II
13	Why Encouraging Student Start-Ups Is A Promising Path Ahead!	Dr. Sucheta Pawar & Mrs. Ridhima Mahabal	Vidyabharati International Interdisciplinary Research Journal	2021	2319-4979	UGC Care Group II
14	Can 4-Day a Week be a New Working Week in the Days to come?	Dr. Tejashree Deshmukh	Ymer Journal	2021	0044-0477	Scopus Indexed UGC Care Group-II

15	Analytical Study on the effectiveness of strategies adopted for Employee Retention in the Organized Apparel Retail Sector	Mrs. Trupti Sachin Gupte & Dr. Swati Sabale	Ymer Journal	2021	0044-0477	Scopus Indexed UGC Care Group-II
16	Eco- Tourism Industry in Arunchal Pradesh: An Empirical Study	Mrs. Apama L Patil	Turkish Online Journal of Qualitative Inquiry	2021	E-ISSN: 1309-6591	Scopus Indexed UGC Care
17	"A two-decade literature review on challenges faced by SMEs in technology adoption"	Dr. Asmat Ara Shaikh	Academy of Marketing Studies Journal, Volume 25, Issue 03	2021	E-ISSN: 1528-2678	ABDC-B
18	"A viewpoint on sustainable practices of Coles and Woolworths during covid-19",	Dr. Asmat Ara Shaikh	Academy of Marketing Studies, Journal, Volume 25, Special Issue 2, 2021	2021	E-ISSN: 1528-2678	ABDC-B
19	"SLRA: Challenges faced by SMEs in the adoption of E-commerce and sustainability in Industry 4.0".	Dr. Asmat Ara Shaikh	Acta Universitatis Bohemiae Meridionalis, Vol 24, No 3	2021	E-ISSN: 23367-4297	ABDC-C
20	"Building Online Shopping Model for Sustainability of E-Commerce Industry through Empirical Study"	Dr. Asmat Ara Shaikh	Acta Universitatis Bohemiae Meridionalis, Vol 24, No 4	2021	E-ISSN 2336-4297	ABDC-C
21	"Role of Emotional Intelligence and strategic human resource management during a covid-19 pandemic"	Dr. Asmat Ara Shaikh	Academy of Strategic Management Journal Volume 20, Special Issue 5,	2021	E-ISSN: 1544-1458	SCOPUS-H Index: 17  Google Scholar h5 Index: 14, Q3 Journal) (Publisher Elsevier
22	"Artificial Intelligence in Healthcare: 21st century age of rifles - A bibliometric analysis"	Dr. Asmat Ara Shaikh	Asia Pacific Journal of Health Management 2021; 16(4): i1327	2021		(SCOPUS Index, Springer Journal).
23	"Empirical analysis in analyzing the major factors of machine learning in enhancing the e-business through Structural Equation Modelling (SEM) approach"	Dr. Asmat Ara Shaikh	International Journal of System Assurance Engineering and Management (2022)	2021		SPRINGER Journal, SCOPUS Indexed
24	"The aspect of Vast data management problem in the healthcare sector and implementation of cloud computing techniques"	Dr. Asmat Ara Shaikh	"Published by – Materials Today: Proceeding"	2021		ELSEVIER & SCOPUS Indexed.
25	"The Role of Machine Learning and Artificial Intelligence for making a Digital Classroom and its sustainable Impact on Education during Covid-19",	Dr. Asmat Ara Shaikh	Published by ELSEVIER & SCOPUS Indexed, Materials Today proceeding,	2021		ELSEVIER & SCOPUS Indexed.
26	Major Applications of data mining in medical	Dr. Asmat Ara Shaikh	Materials Today Proceeding 56, pp.2300-2304.	2021		ELSEVIER
27	Secondary database case study with teaching notes on "Entry of Parle Wheat Flour in Indian Market: Dilemma of Daily Needs Supermarket"	Dr. Asmat Ara Shaikh	Published by Case Centre,	2021		Case Centre
28	Primary database case study on "Milkiiana Cattle Feed – An Entrepreneurial Saga of Business Integration: Case Study"	Dr. Asmat Ara Shaikh	Journal: Small Enterprise Research Journal, Publisher: Routledge Taylor & Francis Group	2021		ABDC_C
29	Using Technology Acceptance Model, Analyzing the Role of Telehealth Services in the Healthcare Industry During COVID -19	Dr. Asmat Ara Shaikh	Asia Pacific Journal of Health Management 2022	2021		(SCOPUS/ABDC Index, Springer Journal).
30	"Consumer Behavior on Digital Marketing Platforms - specifically in terms of consumer Loyalty using Machine learning";	Dr. Asmat Ara Shaikh	Book Title -- Smart Innovation, Systems, and Technologies	2021	E-ISSN: 2190-3018	Indexed by SCOPUS, EI Compindex, INSPEC

31	"Roles of cloud computing and internet of things in marketing management: A critical review and future trends":	Dr. Asmat Ara Shaikh	Book Title_ Smart Innovation, Systems and Technologies	2021	E-ISSN: 2190-3018	Indexed by SCOPUS, EI Compendex, INSPEC
32	"Significance of Radio Frequency Identification Device (RFID) In the Transit Sector"	Dr. Asmat Ara Shaikh	Business Studies Journal Volume 13, Issue 6, 2021, 13(6), 1-4	2021	E-ISSN: 1944-6578	SCOPUS
33	"An Exploratory Study on motives and use of Electronic Resources by graduate students in Navi Mumbai",	Dr. Asmat Ara Shaikh	Journal of Contemporary Issues in Business and Government Vol. 27, No. 2, 2021	2021	E-ISSN: : 1323-6903	WOS
34	"Empirical study: Influence of trade value offered by e-marketers on intention quotient of Mumbai based online shoppers to shop online",	Dr. Asmat Ara Shaikh	Journal of Contemporary Issues in Business and Government Vol. 27, No. 2,2021	2021	E-ISSN: 1323-6903	WOS
35	Implications of COVID-19 on Health Insurance Sector in Mumbai	Dr. Ruchi Anand	Purana, Vol. LXIV, No. 1 (VI), 2022		ISSN:0555-7860	UGC Care Listed Group 1, Peer Reviewed and referred Journal