



Pimpri Chinchwad Education Trust's  
**S. B. PATIL INSTITUTE OF MANAGEMENT**

AICTE Approved / Permanently Affiliated to SPPII Pune!

Sector No. 26, , Pradhikaran, Nigdi, Pune - 411 044.

Phone: 020-27656900 / 87960 76060 / 78875 70600

Email: sbpatilmba@gmail.com, Website: www.sbpatilmba.com



### Summary of Research Papers Published in Research Journal during assessment year

Sr. No.	Title of paper	Name of the author/s	Name of journal	Calendar Year of publication (January to December)	ISSN number	Link to article / paper / abstract of the article	Indexed In/Listed on
1	A Review Of Challenges And Opportunities In Adopting DOOH Technology For Advertising: A Business Perspective Through TAM	Dr. Santosh Shinde	Empirical Economics Letters	2023	1681-8997	<a href="#">View Document</a>	SCOPUS
2	Impact Of Black Hat SEO Techniques On Consumer Buying Behaviour	Dr. Santosh Shinde	Empirical Economics Letters	2023	1681-8997	<a href="#">View Document</a>	SCOPUS
3	Impact Of Social Rehabilitation On Pedagogical Development Among Disabled Children Aged 3-5 Years	Dr. Santosh Shinde	Journal of Reattach therapy and Developmental Diversities	2023	2589-7799	<a href="#">View Document</a>	SCOPUS



PIMPRI CHINCHWAD EDUCATION TRUST  
A Trusted Brand in Education Since 1990..

Pimpri Chinchwad Education Trust's  
**S. B. PATIL INSTITUTE OF MANAGEMENT**

AICTE Approved / Permanently Affiliated to SPPU, Pune/

NBA Accredited / NAAC Accredited

Sector No. 26, , Pradhikaran, Nigdi, Pune - 411 044.

Phone: 020-27656900 / 87960 76060 / 78875 70600

Email: sbpatilmba@gmail.com, Website: www.sbpatilmba.com



4	The Psychological Effect Of Racial Attitudes Of Parents On Their Children	Dr. Santosh Shinde	Journal of Reattach thepory and Developmental Diversities	2023	2589-7799	<a href="#">View Document</a>	SCOPUS
5	Perception Of Consumers About “Online Renting Services”: An Empirical Study	Dr. Yogendrakumar Deokar	Juni Khyat	2023	2278-4632	<a href="#">View Document</a>	UGC CARE
6	Industry 4.0 :Industrial Opportunity And Challenge	Dr. Dileep M.Pawar Dr. Devyani Ingale1 Dr. Chandrakant A.Thorat Dr. Laxman N. Renapure Dr. Anagha Bhope	Europian Chemical Bulletin	2023	2063-5346	<a href="#">View Document</a>	SCOPUS
7	Role And Challenges Of Skill Development For Apprenticeship In Manufacturing Industries W.R.T. Pune City	Dr. Kirti Dharwadkar, Mr. Abhishek V. Kulkarni	Education and Society	2023	2278-6864	<a href="#">View Document</a>	UGC CARE
8	An Overview Of Factors Impacting The Financial Performance: A Systematic Literature Review	Dr. Roopali Kudare	Phalanx: A Quarterly Review for Continuing Debate	2023	2320-7698	<a href="#">View Document</a>	UGC CARE



PIMPRI CHINCHWAD EDUCATION TRUST  
A Trusted Brand in Education Since 1990..

Pimpri Chinchwad Education Trust's  
**S. B. PATIL INSTITUTE OF MANAGEMENT**

AICTE Approved | Permanently Affiliated to SPPU, Pune|

NBA Accredited | NAAC Accredited

Sector No. 26, , Pradhikaran, Nigdi, Pune - 411 044.

Phone: 020-27656900 / 87960 76060 / 78875 70600

Email: sbpatilmba@gmail.com, Website: www.sbpatilmba.com



9	To Study The Trend Of The Export And Import Of Various Commodities Of Food Processing Units Using Trend Analysis For Pre And Post-Pandemic – Covid 19	Dr. Roopali Kudare	Madhya Pradesh Journal of Social Sciences	2023	0973-855X	<a href="#">View Document</a>	UGC CARE
10	Financial Failure Prediction In Central Public Sector Enterprises Using Machine Learning Techniques	Dr. Bhushan Pardeshi, Dr. Padmalochana Bisoyi, Dr. Pranita Burbure	International Journal of Public Sector Performance Management	2023	1741-1041 (Print), 1741-105X (Online)	<a href="#">View Document</a>	SCOPUS/UGC CARE
11	A Study On Monetary And Non Monetary And Talent Management Measures In Higher Educational Institutions	Sentil Nathan, Dr. Ravindra Kaikini, Gauri Singh Bhadauria, Dr. Bhushan Pardeshi, Dr. Sunil Adhav, Dr. B. R. Kumar	World Journal of Management and Economics	2023	1819-8643 (Print) 1998-1392 (online)	<a href="#">View Document</a>	ABDC
12	Organic Shoppers' Involvement In Organic Foods: Self And Identity	Dr. Kajal Maheshwari, Dr. Amarish Padma, Dr. Anuradha Phadnis	Journal of the Oriental Institute M.S. University Baroda	2023	0030-5324	<a href="#">View Document</a>	UGC CARE
13	Determinants Of Organizational Climate On The Job Staisfaction Among Higher Education Faculties In Telangana State	Dr. Pranita Burbure	World Journal of Management and Economics	2023	1819-8643	<a href="#">View Document</a>	ABDC



Pimpri Chinchwad Education Trust's  
**S. B. PATIL INSTITUTE OF MANAGEMENT**

AICTE Approved | Permanently Affiliated to SPPU, Pune|

NBA Accredited | NAAC Accredited

Sector No. 26, , Pradhikaran, Nigdi, Pune - 411 044.

Phone: 020-27656900 / 87960 76060 / 78875 70600

Email: sbpatilmba@gmail.com, Website: www.sbpatilmba.com



14	A Comparative Study On Financial Performance Of Hdfc Bank And Icici Bank Using Common Size Statement Analysis	Dr, Amarish Padma, Dr. H . D. Thorat	Journal of the Oriental Institute M.S. University Baroda	2023	0030-5324	<a href="#">View Document</a>	UGC CARE
15	Impact Of Outdoor Hoarding Advertisements On Consumer Buying Behaviour	Dr. S. M. Shinde	The Online Journal og Distance Education & r-Learning	2023	2147-6454	<a href="#">View Document</a>	UGC CARE
16	"A Comparative Study Of Marketing Strategies & Branding Of Selected Pharmaceutical Companies For Prescription And OTC Products In Maharashtra State ( MS) India."	Dr.Dileep M. Pawar, Santosh M. Shinde, Yogendrakumar R. Deokar	The Online Journal of Distance Education and e-Learning	2023	2147-6454	<a href="#">View Document</a>	UGC CARE
17	"A Study Of Impact Of Marketing Strategies & Branding On Consumer Perception For Selected Pharmaceutical Companies For Prescription And OTC Product (MS) India.	Dr. Dileep M.Pawar,Prof.Dr.Vinod N.Sayankar	Juni Khyat	2023	2278-4632	<a href="#">View Document</a>	UGC CARE



Pimpri Chinchwad Education Trust's  
**S. B. PATIL INSTITUTE OF MANAGEMENT**

AICTE Approved / Permanently Affiliated to SPPU, Pune/

NBA Accredited / NAAC Accredited

Sector No. 26, , Pradhikaran, Nigdi, Pune - 411 044.

Phone: 020-27656900 / 87960 76060 / 78875 70600

Email: sbpatilmba@gmail.com, Website: www.sbpatilmba.com



18	“Analysis Of Opportunities & Challenges For Selected Pharmaceutical Companies Prescription Drugs And Over The Counter Products In (Ms.) India. -Medical Representative Perspective	Dr. Dileep M.Pawar, Prof. Dr. Vinod N. Sayankar	Journal of the Oriental Institute M.S. University of Baroda,	2023	0030-5324	<a href="#">View Document</a>	UGC CARE
19	" Role Of Artificial Intelligence And Machine Learning In The Development Of Banking, Financial Services, And Insurance (BFSI) Sector In India	Dr. Dileep M. Pawar, Dr. Vaishali Jawale, Dr. Nilesh Vitthal Limbore	The Online Journal of Distance Education and e-Learning	2023	2147-6454	<a href="#">View Document</a>	UGC CARE
20	Curiosity Potential Of Female Employees In Indian IT Organizations	Dr. Kirti Dharwadkar, Mr. Malhar Purandare	Shodhasamita, Journal of Fundamental & Comparative Research	2022	2277-7067	<a href="#">View Document</a>	UGC CARE
21	Logistic Regression Analysis For Prediction Of Financial Failure: Evidence From Central Public Sector Enterprises In India. .	Dr. Bhushan Pardeshi	Vision: The Journal of Business Perspective	2022	0972-2629	<a href="#">View Document</a>	UGC CARE
22	Impact Of Colour Psychology On Consumer Behaviour	Dr. Kajal Maheshwari, Dr. Pratap Pawar, Dr. Sham Bachhav, Dr.	NeuroQuantology	2022	1303-5150	<a href="#">View Document</a>	Scopus



PIMPRI CHINCHWAD EDUCATION TRUST  
A Trusted Brand in Education Since 1990..

Pimpri Chinchwad Education Trust's  
**S. B. PATIL INSTITUTE OF MANAGEMENT**

AICTE Approved / Permanently Affiliated to SPPU, Pune/

NBA Accredited / NAAC Accredited

Sector No. 26, , Pradhikaran, Nigdi, Pune - 411 044.

Phone: 020-27656900 / 87960 76060 / 78875 70600

Email: sbpatilmba@gmail.com, Website: www.sbpatilmba.com



		Dashrath Gaikwad, Dr. Nilesh Anute					
23	Impact Of Work Schedule On Women Employees Health And Intention To Quit The Job	Dr. Sneha Racheal Samuel Kutty, Dr. Kajal Maheshwari	Shodhasamita, Journal of Fundamental & Comparative Research	2022	2277-7067	<a href="#">View Document</a>	UGC CARE
24	A Profile Study Of Intermediaries Of Distribution Channel In The Agricultural Marketing System	Dr. Swapnali Kulkarni, Dr. Amarish Padma, Dr. Anuradha Phadnis, Dr. Kajal Maheshwari	Shodhasamita, Journal of Fundamental & Comparative Research	2022	2277-7067	<a href="#">View Document</a>	UGC CARE
25	The study of Digital Transformation and Innovation Management in the Field of Education Due to the Impact of COVID-19	Dr. Swapnali Kulkarni, Dr. Kajal Maheshwari, Dr. Anuradha Phadnis	Journal of Management and Administration Tomorrow, Vol. 8 (2) Jan-June 2020	2022	2278-9316	<a href="#">View Document</a>	Peer Reviewed
26	A Statistical Method To Measure The Effect Of Organisational Commitment On Organisational Sustainability	Dr. Pranita Burbure	Shodhasamita, Journal of Fundamental & Comparative Research	2022	2277-7067	<a href="#">View Document</a>	UGC CARE



PIMPRI CHINCHWAD EDUCATION TRUST  
A Trusted Brand in Education Since 1990..

Pimpri Chinchwad Education Trust's  
**S. B. PATIL INSTITUTE OF MANAGEMENT**

AICTE Approved / Permanently Affiliated to SPPU, Pune/

NBA Accredited / NAAC Accredited

Sector No. 26, , Pradhikaran, Nigdi, Pune - 411 044.

Phone: 020-27656900 / 87960 76060 / 78875 70600

Email: sbpatilmba@gmail.com, Website: www.sbspatilmba.com



27	A Research On The Social Media And Financial Performance Of Selected Commercial Banks In Pune	Dr.Aishwarya Gopalakrishnan Dr.Iram Ansari Dr.Padmalochna Bisoyi	Shodhasamita, Journal of Fundamental & Comparative Research	2022	2277-7067	<a href="#">View Document</a>	UGC CARE
28	Consumer Behaviour Towards Organic Food Products: A Theoretical Perspectives	Mr. Rishikesh Kumar, Mr. Sunil Dhanawade	Juni Khyat	2022	2278-4632	<a href="#">View Document</a>	UGC CARE
29	A Study On Flexible Work Arrangements In IT Companies A Changer Tool And Its Impact On Employee Performance	Dr. Kirti Dharwadkar	Journal of The Maharaja Sayajirao University of Baroda, Volume 56 No.2(I)	2022	0025-0422	<a href="#">View Document</a>	UGC CARE
30	Role Of Apprenticeship In Skill Development: Review Of Literature	Mr. Abhishek Kulkarni, Dr. Kirti Dharwadkar	JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI, Vol. XCV, No.50,	2022	0972-0766	<a href="#">View Document</a>	UGC CARE
31	Predicting The Profitability Of Failure Of Central Public Sector Enterprises: A Statistical Machine Learning Approach	Dr. Bhushan Pardeshi, Dr. Padmalochana Bisoyi & Dr. Pranita Burbure	Finance India	2022	0970-3772	<a href="#">View Document</a>	ABDC/SCOP US/UGC CARE



PIMPRI CHINCHWAD EDUCATION TRUST  
A Trusted Brand in Education Since 1990..

Pimpri Chinchwad Education Trust's  
**S. B. PATIL INSTITUTE OF MANAGEMENT**

AICTE Approved | Permanently Affiliated to SPPU, Pune|

NBA Accredited | NAAC Accredited

Sector No. 26, , Pradhikaran, Nigdi, Pune - 411 044.

Phone: 020-27656900 / 87960 76060 / 78875 70600

Email: sbpatilmba@gmail.com, Website: www.sbpatilmba.com



32	Students Perception Of Blended Learning And Their Relation To Outcomes	Dr. Bhushan Pardeshi	KOREA REVIEW OF INTERNATIONAL STUDIES	2022	1226-4741	<a href="#">View Document</a>	ABDC
33	Analytical Study On Student Progression In Higher Education During And Post COVID-19	Dr.Deepali Shahane, Prof. Monika Gadre, Prof.Geetika Parmar, Dr.Sneha Racheal Samuel Kutty and Dr.Kajal Maheshwari	International Journal of Early Childhood Special Education	2022	1308-5581	<a href="#">View Document</a>	WOS/UGC
34	A Study On Total Productive Maintenance To Increase The Production	Dr. Kajal Maheshwari, Manisha Jadhav	IJFANS INTERNATIONAL JOURNAL OF FOOD AND NUTRITIONAL SCIENCES	2022	2320-7876	<a href="#">View Document</a>	UGC CARE
35	Permission Marketing accompanied by Artificial Intelligence for Transforming customer experience.	Swapnl Sonkamble	Jidnyasa Vol 12, Issue II. Special Edition	2022	ISSN No. 0973-7936	<a href="#">View Document</a>	UGC CARE
36	Permission Marketing: A Key To Avoid Stress Of Unsolicited Commercial Communication.	Swapnl Sonkamble, Dr. Ashok Pawar	Shodhsmhita, Volume IX, Issue- I (XII) Jan-June 2022. UGC Care Group 1 Journal.	2022	2277-7067	<a href="#">View Document</a>	UGC CARE





PIMPRI CHINCHWAD EDUCATION TRUST  
A Trusted Brand in Education Since 1990..

Pimpri Chinchwad Education Trust's  
**S. B. PATIL INSTITUTE OF MANAGEMENT**

AICTE Approved / Permanently Affiliated to SPPU, Pune/

NBA Accredited / NAAC Accredited

Sector No. 26, , Pradhikaran, Nigdi, Pune - 411 044.

Phone: 020-27656900 / 87960 76060 / 78875 70600

Email: sbpatilmba@gmail.com, Website: www.sbpatilmba.com



37	Impact Of Effective Employee Engagement HR Strategies On Business Sustainability- Evaluation Under The Shadow Of COVID-19 Crisis	Dr. Kirti Dharwadkar	Research Compendium - FACILITATION FOR FUTURE ROLE OF HR IN BUSINESS SUSTAINABILITY Vol-1/Issue	2021	0970-8405	<a href="#">View Document</a>	Peer Reviewed
38	An Assessment of Factors Affecting Human Resource Agility	Dr. Kirti Dharwadkar	NIPM - Personal Today, Volume 1, Issue 4	23-Feb	0970-8405	<a href="#">View Document</a>	Peer Reviewed
39	An Analysis Of Liquidity Position In Pre And Post Amalgamation Period Of Textile Industry	Dr. Anishkumar Karia	Juni Khyat, Vol-10 Issue-8 No.01	2021	2278-4632	<a href="#">View Document</a>	UGC CARE
40	An Analysis Of Pre And Post Amalgamation Working Capital Situation Of Cement & Cement Products Industry	Dr. Anishkumar Karia	Juni Khyat, Vol-11 Issue-9 No.01	2021	2278-4632	<a href="#">View Document</a>	UGC CARE
41	Improving Efficiency Of Assembly Line By Line Balancing Technique & Automation	Dr. Kajal Maheshwari	Juni Khyat, Vol-10 Issue-8 No.01	2021	2278-4632	<a href="#">View Document</a>	UGC CARE
42	A Comparative Study Of Emotional Intelligence Of Male And Female Employees At Hdfc Bank	Dr. Iram-Sultana Shahbaaz Ansari	Juni Khyat	2021	2278-4632	<a href="#">View Document</a>	UGC CARE



Pimpri Chinchwad Education Trust's  
**S. B. PATIL INSTITUTE OF MANAGEMENT**

AICTE Approved / Permanently Affiliated to SPPU, Pune/  
 NBA Accredited / NAAC Accredited

Sector No. 26, , Pradhikaran, Nigdi, Pune - 411 044.

Phone: 020-27656900 / 87960 76060 / 78875 70600

Email: sbpatilmba@gmail.com, Website: www.sbpatilmba.com



43	A Study On Impact Of Business Variables On Financial Problems Of Micro, Small And Medium Scale Textile Units In Solapur City	Dr. Amarish Padma	Juni Khyat, Volume 11 Issue-07 No.03 July2021	2021	2278-4632	<a href="#">View Document</a>	UGC CARE
44	A Comparative Study On Financial Performance Of HDFC Bank And Axis Bank Using Common Size Statement Analysis	Dr. Amarish Padma	Juni Khyat, Issue-08 No.01	2021	2278-4632	<a href="#">View Document</a>	UGC CARE
45	Employment Opportunities In Media And Entertainment Industry In India	Dr. Anuradha Phadnis	Juni Khyat, Vol-11 Issue-08 No.02	2021	2278-4632	<a href="#">View Document</a>	UGC CARE
46	The Big Bank Theory: Analysis And Evaluation Of Post-Merger Financial Performance Of State Bank Of India	Mr. Sanjay S. Gaikwad	Juni Khyat	2021	2278-4632	<a href="#">View Document</a>	UGC CARE
47	Emerging trends in Digital Marketing and its impact on customer preferences.	Swapnil Sonkamble	Vidyawarta – Peer Reviewed International Journal, July – Sept 2021. Special Issue. National Conference: Phygital The way Forward 25th, 26th June 2021.	2021	2319 9318	<a href="#">View Document</a>	UGC CARE



PIMPRI CHINCHWAD EDUCATION TRUST  
A Trusted Brand in Education Since 1990..

Pimpri Chinchwad Education Trust's  
**S. B. PATIL INSTITUTE OF MANAGEMENT**

AICTE Approved / Permanently Affiliated to SPPU, Pune/

NBA Accredited / NAAC Accredited

Sector No. 26, , Pradhikaran, Nigdi, Pune - 411 044.

Phone: 020-27656900 / 87960 76060 / 78875 70600

Email: sbpatilmba@gmail.com, Website: www.sbpatilmba.com



48	Business Sustainability And HR Technology In Manufacturing Sector	Dr. Kirti Dharwadkar	NIPM - Personal Today, Vol.1, Issue 2	2021	0970-8405	<a href="#">View Document</a>	Peer Reviewed
49	Employee Relations - A Tool For Business Sustainability	Dr. Kirti Dharwadkar	NIPM - Personal Today, Vol-1, Issue 3	2021	0970-8405	<a href="#">View Document</a>	Peer Reviewed
50	Evaluating The Roles Of Utkal Grameen Bank For Agriculture Development Of Beneficiaries Farmers In Odisha	Dr. Padmalochana Bisoyi & Dr. Bhushan Pardeshi	Anvesak: A bi-annual Journal, Sardar Patel Institute of Economic and Social Research	2021	0378-4568	<a href="#">View Document</a>	UGC CARE
51	Financial Factors and the Probabilistic Prediction of Financial Failure: Evidence from the Central Public Sector Enterprises in India	Dr. Bhushan Pardeshi, Dr. Padmalochana Bisoyi & Dr. Pranita Burbure	MANTHAN: Journal of Commerce and Management (Special Issue)	2021	2347-4440 (Print), 2395-2601 (online)	<a href="#">View Document</a>	UGC CARE
52	Analysing The Impact Of Organizational Commitment On Organizational Sustainability	Dr. Pranita Burbure	Journal of Management & Administration Tomorrow, ISSN No. 2278-9316 Peer reviewed	2021	2278-9316	<a href="#">View Document</a>	Peer Reviewed
53	Women Entrepreneurs In Tech An Of Beat Venturing	Dr. Anuradha Phadnis	Shodh Sarita, Volume 8, Issue 21	2021	2348-2397	<a href="#">View Document</a>	UGC CARE



Pimpri Chinchwad Education Trust's  
**S. B. PATIL INSTITUTE OF MANAGEMENT**

AICTE Approved / Permanently Affiliated to SPPU, Pune/

NBA Accredited / NAAC Accredited

Sector No. 26, , Pradhikaran, Nigdi, Pune - 411 044.

Phone: 020-27656900 / 87960 76060 / 78875 70600

Email: sbpatilmba@gmail.com, Website: www.sbpatilmba.com



54	A Study And Review Of Asset Quality Of Public Sector Banks In India	Mr. Sanjay Gaikwad, Dr. Bharat Kasar	Juni Khyat, Volume 10, Issue 11, No. 1	2021	2278 4632	<a href="#">View Document</a>	UGC CARE
55	A Study Of Organizational Culture And HRM Practices In Selected Private Sector Organizations In Maharashtra	Dr. Kirti Dharwadkar	Journal of Interdisciplinary Cycle Research, Vol-XII, Issue VIII	2020	0022-1945	<a href="#">View Document</a>	SCOPUS
56	Role Of HR In Business Sustainability Pre & Post COVID -19 Special Reference To Manufacturing Sector	Dr. Kirti Dharwadkar	Yashomanthan / Personal Today, Vol - 7 Issue 2	2020	2347-8039	<a href="#">View Document</a>	Peer Reviewed
57	An Empirical Study On Human Resource Management Practices And Operational Performance In Nasik Thermal Power Station	Dr. Kirti Dharwadkar	Journal of Interdisciplinary Cycle Research, Vol. XII, Issue X	2020	0022-1945	<a href="#">View Document</a>	UGC CARE
58	Job Losses Due To Covid-19 And Its' Impact On Human Resource Development & Business Sustainability	Dr. Kirti Dharwadkar, Ms. Sneha Rai	Juni Khyat, Vol-10 Issue-11 No.02	2020	2278-4632	<a href="#">View Document</a>	UGC CARE
59	Enablers For Organizational Creativity Leading To Sustainable Innovation Practices	Mr. Malhar Purandare, Dr. Kirti Dharwadkar	Juni Khyat, Vol-10 Issue-11 No.02	2020	2278-4632	<a href="#">View Document</a>	UGC CARE



PIMPRI CHINCHWAD EDUCATION TRUST  
A Trusted Brand in Education Since 1990..

Pimpri Chinchwad Education Trust's  
**S. B. PATIL INSTITUTE OF MANAGEMENT**

AICTE Approved / Permanently Affiliated to SPPU, Pune/

NBA Accredited / NAAC Accredited

Sector No. 26, , Pradhikaran, Nigdi, Pune - 411 044.

Phone: 020-27656900 / 87960 76060 / 78875 70600

Email: sbpatilmba@gmail.com, Website: www.sbpatilmba.com



60	COVID-19 Pandemic The Abyss For A Sharing Economy And Shaping The Future Of Work	Dr. Bhushan Pardeshi	Juni Khyat	2020	2278-4632	<a href="#">View Document</a>	UGC CARE
61	An Analysis Of Working Capital In Pre And Post Amalgamation Period Of Textile Industry	Dr. Anishkumar Karia	Juni Khyat, Vol-10 Issue-11 No.02	2020	2278-4632	<a href="#">View Document</a>	UGC CARE
62	A Study On Impact Of Covid-19 On Consumer Towards Online Streaming Services Market	Dr. Kajal Maheshwari, Mr. Nikhil Shinde, Ms. Sejal Darade	Juni Khyat, Vol-10 Issue-11 No.02	2020	2278-4632	<a href="#">View Document</a>	UGC CARE
63	A Study On Impact Of Social Media Marketing On Consumer Buying Decision Of Hygiene Disinfectant Products (Hand Sanitizer/Hand Wash/Mask/Vegetable Cleaner) During Covid-19 In Pune	Dr. Kajal Maheshwari, Ms. Sejal Darade, Mr. Nikhil Shinde	Juni Khyat, Vol-10 Issue-11 No.02	2020	2278-4632	<a href="#">View Document</a>	UGC CARE
64	Study To Assess Training Effectiveness With The Help Of HR Analytics	Dr. Kajal Maheshwari	Juni Khyat, Vol-10 Issue-9 No.01	2020	2278-4632	<a href="#">View Document</a>	UGC CARE



PIMPRI CHINCHWAD EDUCATION TRUST  
A Trusted Brand in Education Since 1990..

Pimpri Chinchwad Education Trust's  
**S. B. PATIL INSTITUTE OF MANAGEMENT**

AICTE Approved / Permanently Affiliated to SPPU, Pune/

NBA Accredited / NAAC Accredited

Sector No. 26, , Pradhikaran, Nigdi, Pune - 411 044.

Phone: 020-27656900 / 87960 76060 / 78875 70600

Email: sbpatilmba@gmail.com, Website: www.sbpatilmba.com



65	The Effect Of Social Digital Media Platforms On Job Satisfaction	Dr. Pranita Burbure	Juni Khyat , Volume 11, Issue 8 No-1	2020	2278-4632	<a href="#">View Document</a>	UGC CARE
66	Effect Of The Use Of Technology Of Information & Communication And Social Digital Media Sites On Job Performance	Dr. Pranita Burbure	Juni Khyat , Volume10, Issue 11 No-1	2020	2278-4632	<a href="#">View Document</a>	UGC CARE
67	A Statistical Approach To Measure The Impact Of Social Media On Organizational Culture With Reference To Information Technology Industry	Dr. Pranita Burbure	Journal of Management & Administration Tomorrow, Peer reviewed	2020	2278-9316	<a href="#">View Document</a>	Peer Reviewed
68	Empowering Tribal Women Through Shgs: A Case Study In The Kandhamal District Of Odisha	Dr. Padmalochana Bisoyi	Juni Khyat, Vol. 10, Issue 11	2020	2281-4632	<a href="#">View Document</a>	UGC CARE
69	Impact Of Utkal Grameen Bank Finance On Rural Development In The Ganjam District Of Odisha: An Empirical Study	Dr. Padmalochana Bisoyi	Journal of University of Shanghai for Science and Technology, Volume 22, Issue 10	2020	1007-6735	<a href="#">View Document</a>	SCOPUS
70	CSR In The Pandemic Times 2020: A Noble Gesture By	Dr.Iram Ansari	Juni Khyat, Vol-10 Issue-11 No.02	2020	2278-4632	<a href="#">View Document</a>	UGC CARE



Pimpri Chinchwad Education Trust's  
**S. B. PATIL INSTITUTE OF MANAGEMENT**

AICTE Approved / Permanently Affiliated to SPPU, Pune/

NBA Accredited / NAAC Accredited

Sector No. 26, , Pradhikaran, Nigdi, Pune - 411 044.

Phone: 020-27656900 / 87960 76060 / 78875 70600

Email: sbpatilmba@gmail.com, Website: www.sbpatilmba.com



	Premier Establishments In India						
71	Artificial Intelligence In Human Resource Management: A Global Competency Perspective	Dr.Iram Ansari, Ms. Pooja Setia	Juni Khyat, Vol-10 Issue-11 No.02	2020	2278-4632	<a href="#">View Document</a>	UGC CARE
72	Analytical Study Of Psychological Capital And Emotional Intelligence As Predictors Of Indian Business Students' Performance	Dr.Iram Ansari, Dr.Aishwarya Gopalakrishnan, Dr.Lakshmi Jasti	Journal of University of Shanghai for Science and Technology, Vol.22 Issue12	2020	1007-6735	<a href="#">View Document</a>	SCOPUS
73	Managerial Challenges In International Business Post Covid-19 Pandemic: A Theoretical Perspective	Dr.Aishwarya Gopalakrishnan	Juni Khyat, Vol-10 Issue-11 No.02	2020	2278-4632	<a href="#">View Document</a>	UGC CARE
74	Discounted Cash Flow Valuation Using Three Statement Model For Tata Consultancy Services: An Empirical Analysis	Dr.Aishwarya Gopalakrishnan, Ms. Sajai Kolhe, Ms. Ankita Bhingawade	Juni Khyat, Vol-10 Issue-11 No.02	2020	2278-4632	<a href="#">View Document</a>	UGC CARE
75	A Study Of Financial Problems Of Micro, Small And Medium Scale Textile Units In Solapur City	Dr. Amarish Padma	Juni Khyat	2020	2278-4632	<a href="#">View Document</a>	UGC CARE



Pimpri Chinchwad Education Trust's  
**S. B. PATIL INSTITUTE OF MANAGEMENT**

AICTE Approved | Permanently Affiliated to SPPU, Pune|

NBA Accredited | NAAC Accredited

Sector No. 26, , Pradhikaran, Nigdi, Pune - 411 044.

Phone: 020-27656900 / 87960 76060 / 78875 70600

Email: sbpatilmba@gmail.com, Website: www.sbpatilmba.com



76	Financial Problem in MSMe- An Analytical Study	Padma Amarish	Journal of Management And Administration Tomorrow	2020	2278-9316	<a href="#">View Document</a>	Peer Reviewed
77	A Probe Into Socio – Economic, Psychological And Situational Profile Of The Producer Of Distribution Channel In The Agricultural Marketing System	Dr. Swapnali Kulkarni, Dr. Dipti V. Sharma	Juni Khyat	2020	2281-4632	<a href="#">View Document</a>	UGC CARE
78	ICT Based Pedagogy Challenges & Opportunities Post COVID-19: A Study In Indian Management Educational Institutions.	Prof. Aruna Kampli, Dr.Anuradha Phadnis	Juni Khyat, Vol-10 Issue- 11 No.02	2020	2278-4632	<a href="#">View Document</a>	UGC CARE
79	A Study To Assess Training Effectiveness With The Help Of HR Analytics	Dr.Anuradha Phadnis, Dr. Kajal Maheshwari	Juni Khyat, Vol-10 Issue- 9 No.01	2020	2278-4632	<a href="#">View Document</a>	UGC CARE
80	Review Of Marketing Significance Of Social Media Platforms For Business Organisations	Dr. S. M. Shinde	Juni Khyat	2020	2278-4632	<a href="#">View Document</a>	UGC CARE
81	Brand Equity Through Brand Image And Brand Perception Of Oral Care Products - An Analytical Study	Mr. Sanjay Gaikwad	Shodh Sarita, Volume 7, Issue 27	2020	2348- 2397	<a href="#">View Document</a>	UGC CARE





PIMPRI CHINCHWAD EDUCATION TRUST  
A Trusted Brand in Education Since 1990..

Pimpri Chinchwad Education Trust's  
**S. B. PATIL INSTITUTE OF MANAGEMENT**

AICTE Approved / Permanently Affiliated to SPPU, Pune/

NBA Accredited / NAAC Accredited

Sector No. 26, , Pradhikaran, Nigdi, Pune - 411 044.

Phone: 020-27656900 / 87960 76060 / 78875 70600

Email: sbpatilmba@gmail.com, Website: www.sbpatilmba.com



82	Predicting The Factors Influencing The Probability Of Failure Of Central Public Sector Enterprises	Dr. Bhushan Pardeshi, Dr. Padmalochna Bisoyi and Dr. Pranita Burbure	International Journal of Psychosocial Rehabilitation, Vol 24 (2)	2020	1475-7192	<a href="#">View Document</a>	SCOPUS
83	Study On Food Choice Motives For Purchasing Organic Produce With Reference To Pune	Dr. Kajal Maheshwari Dr. Anuradha Phadnis	International Journal of Advanced Research, Vol. 7 Issue.3	2019	2320-5407	<a href="#">View Document</a>	UGC CARE
84	Social Media And Financial Performance : A Study On Commercial Banks	Dr. Aishwarya Gopalakrishnan, Dr. Padmalochana Bisoyi, Dr. Leena Dam	International Journal of ASBM University, Bhubaneswar, Vol. XII (1 & 2)	2019	0974 - 8512	<a href="#">View Document</a>	Peer Reviewed
85	The Effect Of Dividend Policies On Wealth Maximization – A Study Of Some Selected Indian Limited Companies	Dr. Bhushan Pardeshi	Journal of Management & Administration Tomorrow(JOMAT), Volume 7, Issue (1)	2018	2278-9316	<a href="#">View Document</a>	Peer Reviewed
86	Corporate Social Responsibility And Sustainability Are They Inter-Related? : A Study	Ms. Aishwarya Gopalakrishnan Dr. Iram Ansari	COSMOS, Volume 9, Issue 3	2018	2249-6408	<a href="#">View Document</a>	Peer Reviewed



Pimpri Chinchwad Education Trust's  
**S. B. PATIL INSTITUTE OF MANAGEMENT**

*AICTE Approved / Permanently Affiliated to SPPU, Pune/*

*NBA Accredited / NAAC Accredited*

Sector No. 26, , Pradhikaran, Nigdi, Pune - 411 044.

**Phone:** 020-27656900 / 87960 76060 / 78875 70600

**Email:** sbpatilmba@gmail.com, **Website:** www.sbpatilmba.com



87	State Bank Of India And ICICI Bank: A Comparative Analysis On Customer Satisfaction.	Dr.Aishwarya Gopalakrishnan, Dr.Leena Dam	International Research Journal of Management and Commerce, Vol 5(3)	2018	2348-9766	<a href="#">View Document</a>	Peer Reviewed
88	Challenges Of Digital Payment System In India	Dr.Anuradha Phadnis, Dr.B.L.Lahane	Digital Payment System & Rural India, Aurangabad	2018	2279-0489	<a href="#">View Document</a>	UGC CARE

**Dr. Kirti Dharwadkar**  
**Director**