

CONTENT OF 3.3.1.

Following is the detail of Research Papers published by Faculty Members in the Journals notified on UGC CARE list during the last five years

Title of paper	Name of the author/s	Name of Journal	Calendar Year of Publication	ISSN number
Impact of E-HRM practices in the working environment of Banking Sector, an Employee Centered Analysis	Dr. Vrittee Parikh	Educational Administration: Theory and Practice	2024	ISSN: 2148 – 2403
Role Of AI In Transforming Consumer Experience: Revolutionizing Interaction And Engagement	Dr. Pinkey Bharadwaj	International Journal of Cultural Studies and Social Sciences	2024	ISSN 2347-4777 with IF=7.138 Vol-20, Issue-01, No.35,
Ethical Considerations in Integration of Artificial Intelligence into Management Decision-Making	Prof. Rashmi Pathak	Journal of Information and Computational Science, Volume 14 Issue 02 - 2024	2024	ISSN: 1548-7741
Ethical Considerations in Integration of Artificial Intelligence into Management Decision-Making	Prof. Sweta Nigam	Journal of Information and Computational Science, Volume 14 Issue 02 - 2024	2024	ISSN: 1548-7741

Social Media Engagement for Customer Outreach	Dr. Neeta Bhatt	Novyi Mior Research Journal	2023	IISN No. :0130-7673
A Confluence Of Metacognitive And Psychometric Approaches For Gauging Bank Customer Loyalty	Dr. Sunita Srivastava	Madhya Pradesh Journal of Social Sciences, Vol. 28, No.1	2023	ISSN: 0973-855X,
A Study Of Benefits Of Various Government-Backed Retirement Investment Schemes (NPS, EPF – VPF, PPF, SCSS)	Dr. Sonali Kale	Journal of the K.R. Cama Oriental Institute, Volume No. 77 (October) 2023	2023	ISSN: 0970-0609
OTT Platform: Pros, Cons, Challenges In India	Dr. Sonali Kale	Journal of Data Acquisition and Processing 2023	2023	10(4S) 2867-2878
Personal Financial Literacy Using Credit Cards and Liquid Mutual Funds	Dr. Sonali Kale	Rabindra Bharati Journal of Philosophy, Vol: XXIV, June 2023	2023	ISSN: 0973-0087
Microfinance In India: Empowering The Rural Poor Through Self-Help Groups And Bank Linkage Programs	Dr. Sonali Kale	Rabindra Bharati Journal of Philosophy, Vol-XXIV, June 2023, Impact factor: 5.4	2023	ISSN:0973-0087
The Role of Digital India in Expanding Financial Inclusion	Dr. Sonali Kale	Anvesak, Vol-53 No-01, January-June 2023 Impact Factor: 6.20	2023	ISSN No. : 0378-4568

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Prospects of FASTag in India	Dr. Sonali Kale	Journal of the Asiatic Society of Mumbai Vol. 97, No.5, May 2023 Impact Factor: 5.29	2023	ISSN: 0972-0766
'A study of resilience among Working women with differently abled child and working women with normal child.'	Dr. Vrittee Parikh	Web of Science, March 2023 Volume of Peer Reviewed Journal VOLUME 8 ISSUE 3 2023	2023	ISSN NO: 0130-7673
Whistleblowing In B-Schools.	Dr. Vrittee Parikh	Education and Society(शिक्षण आशण समाज) Jan-March 2023 Volume of Peer Reviewed Journal with Impact factor = 6.718	2023	ISSN 2278-6864
Study Of The Impact Of Digital Marketing On Consumer Decision Making In Purchasing Mobile Phones Through E-Commerce	Dr. Krati Sharma	ANVESAKU GC CARE Group 1 Journal	2023	ISSN : 0378 – 4568
Study Of The Impact Of Digital Marketing On Consumer Decision Making In Purchasing	Dr. Pinkey Bharadwaj	ANVESAK	2023	ISSN : 0378 – 4568

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Mobile Phones Through E-Commerce				
A Study on Customer Satisfaction of Naukri.com - India's largest Job Portal	Dr. Krati Sharma	NOVYI MIR Research Journal	2023	ISSN NO: 0130-7673
A Study on Contemporary Social Media Techniques to Enhance Customer Engagement	Dr. Krati Sharma	IJCRT, April 2023	2023	ISSN 2320-2882
Role of After Sales Service for Manufacturing Industry	Dr. Krati Sharma		2023	
Indian Postal Banking Financial Services – A Case Study	CA Vinay Tiwari	Juni Khyat, Vol-10 Issue-7 No. 3 July 2023	2023	ISSN: 2278-4632
A Study on Contemporary Social Media Techniques to Enhance Customer Engagement	Dr. Ruchi Anand	IJCRT Volume 11, Issue 4 April 2023	2023	ISSN: 2320-2882
A Study on Contemporary Social Media Techniques to Enhance Customer Engagement	Dr. Neeta Bhatt	IJCRT Volume 11, Issue 4 April 2023	2023	ISSN: 2320-2882
A Study on Contemporary Social Media Techniques to Enhance Customer Engagement	Dr. Pinkey Bharadwaj	IJCRT Volume 11, Issue 4 April 2023	2023	ISSN: 2320-2882
A Study on Contemporary Social Media Techniques to Enhance Customer Engagement	Dr. Krati Sharma	IJCRT Volume 11, Issue 4 April 2023	2023	ISSN: 2320-2882
Social Commerce, sometimes known as S-Commerce and its importance globally.	Dr. Pinkey Bharadwaj		2023	
Social Entrepreneurship for Sustainable Development	Dr. Pinkey Bharadwaj		2023	ISSN online 1746-0581

A Study of India's New Policy Framework for Education	Dr. Neeta Bhatt	.European Chemical Bulletin	2023	ISSN 2859-2871
The Impact of E – Marketing on Consumer Behaviour Published	Dr. Pinkey Bharadwaj	IJRAR – UGC Approved Journal no 43602 & 7.17 impact factor	2023	No 43602 & 7.17 impact factor
The Study of the Impact of Digital Marketing on Consumer Decision Marketing Strategy Development Based Consumer Behaviour & Marketing,	Dr. Pinkey Bharadwaj	Euro Chem Bull	2023	ISSN 2859-2871
Workplace Diversity Equity and Inclusion at Forefront	Dr. Pinkey Bharadwaj	Novyi Mior Research Journal	2023	ISSN No : 0130-7673
Social Media Engagement for Customer Outreach	Dr. Krati Sharma	Novyi Mior Research Journal	2023	IISN No. :0130-7673
Social Media Engagement for Customer Outreach	Dr. Ruchi Anand	Novyi Mior Research Journal	2023	IISN No. :0130-7673
Critical Analysis on Diffusion of Innovations and Consumer Phycology with reference to Consumer Satisfaction for Lifestyle Products	Dr. Sunita Srivastava	Journal of Survey in Fisheries Sciences	2023	10(4S) 2879-2885
Social Media Engagement for Customer Outreach	Dr. Pinkey Bharadwaj	Novyi Mior Research Journal	2023	IISN No. :0130-7673
The Impact of Gamification on Consumer Brand Engagement	Dr. Pinkey Bharadwaj	Innovation of Multidisciplinary Research in present &	2023	ISBN- 978-81-962702-2-3

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		Future Time (Volume 3) 2023		
Significance Of Marketing In Digital Business Platforms	Dr. Sunita Srivastava	Anvesak Vol. 53 (2) (2023)	2023	ISSN: 0378 – 4568
Influencer Marketing: A View From The Development Likelihood Model Of Persuasion	Dr. Sunita Srivastava	Annals of the Bhandarkar Oriental Research Institute Vol. 100 (2023)	2023	ISSN: 0378 – 1143
Consumer Psychology to buy things from Traditional to Digital Marketing - An Analytical Study	Dr. Sunita Srivastava	Eur. Chemical Bulletin 2023. 12(Special Issue I), 338- 349	2023	ISSN 2063-5346
Enneagram: A guiding tool in career decision-making choices among B- School students in the Mumbai region.	Prof. Ajeet Mishra	IJFANS, Journal Volume 11, Issue 10.	2022	ISSN Print : 2319 1775; Page: 2492- 2501; IF: 7.832
How To Revitalize Management Education In India	Dr. Vrittee Parikh	Journal of Management & Entrepreneur ship, Published in Vol. 16, No.1 (VI), January- March 2022	2022	ISSN 2229-5348
Strategic Talent Management In Education Sector Around Organizational Life Cycle Stages!!!	Dr. Vrittee Parikh	JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI,	2022	ISSN: 0972-0766

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		Vol. XCV, No.11, 2022		
Impact of Data Mining in the Era of Electronic Data Management in Digital Examination System with Support For Knowledge-Driven Decisions	Dr. Neeta Bhatt	International Journal of Food and Nutrition Science: Advances in Multidisciplinary Research & Innovation for Sustainability , Volume 11,S Iss 3, Dec 2022	2022	ISSN PRINT 2319 1775 Online 2320 7876
A Study of Impact of Personality traits on Organizational Citizenship Behaviour among Information Technology Professionals	Dr. Vrittee Parikh	Journal Of Basic Science	2022	ISSN NO : 1006-8341
Neural network model of visual insight detection for remarketing products or services based on images uploaded by consumers with specific activities	Prof. Manmeet S Barve	International Journal of Advance and Innovative Research, Volume 7, Issue 1 (I) January – March	2020	ISSN 2394 - 7780
A Study of awareness of funding options among entrepreneurs of SME'S in Mumbai and Navi Mumbai	Prof. Namrata Acharya	Dogo Rangsang Research Journal, Vol 10, Issue 7 (2), July 2020	2020	ISSN No. 2347-7180
Gender Leadership in Organisation	Prof. Sujata Salvi	Dogo Rangsang	2020	ISSN No. 2347-7180

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		Research Journal, Vol 10, Issue 7 (2), July 2020		
A study on Consumer buying behaviour towards online shopping of sportswear apparel	Prof. Namrata Acharya	Shodh Sanchar Bulletin Vol 10, Issue 38, June 2020	2020	ISSN No. 2229-3620
A review on Factors contributing towards Higher Participation of women executives at senior management level in Banking and non-banking sector	Prof. Vritee Parikh	Paradigm shift in Global Business Practices and Socio Economic Development	2019	ISSN No.0374-8588
A study on causes and prevention of fraud in banking industry in India	Prof. Shital Shukla	International Journal of Advance and Innovative Research	2019	ISSN 2394 - 7780
A study on financial performance of Indian pharmaceutical companies with reference to Cipla, Aurobindo and Dr. Reddy Laboratories	Prof. Sujata Salvi	International Journal of Advance and Innovative Research	2019	ISSN 2394 - 7780
A study on Budding Entrepreneurial Mind set	Prof. Sujata Salvi	International Journal of Advance and Innovative Research	2019	ISSN No. 2394-7780
A study on Budding Entrepreneurial Mind set	Dr. Jyoti Chandvani	International Journal of Advance and Innovative Research	2019	ISSN No. 2394-7780
End of life: What kind of funeral services would you choose for your loved ones?	Prof. Manmeet S Barve	IJRAR - International Journal of Research and	2019	ISSN 2394 - 7780

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		Analytical Reviews (IJRAR),		
A Study of Crowdfunding Online Platform for Fundraising in India	Prof. Namrata Acharya	Journal Of Banking, Information Technology and Management Vol. 16 No.1, June 2019 (ISSN No. 0972-902X)	2019	ISSN No. 0972-902X
Impact of smart phones & tablets on the consumer buying behaviour,	Dr. Neeta Bhatt	IJRAR - International Journal of Research and Analytical Reviews (IJRAR),	2019	E-ISSN 2348-1269, P ISSN - 2349-5138
A review of factors contributing towards Higher Participation of women executives at senior management level in Banking and non-Banking sector	Dr. Vrittee Parikh	Journal of The Gujrat Research Society, Volume 21 Issue 15,	2019	ISSN: 0374-8588
A Comparative Study of factors contributing towards Higher participation of Women Executives at Senior Management level in Banking and Non Banking Sector	Dr. Vrittee Parikh	Think India Journal	2019	ISSN - 0971-1260