

Pune Institute of Business Management
Research Paper's Publication - UGC/Scopus
AY 2021-2022

Sr No	Title of Paper	Name of the Author/s	Name of Journal
1	Volatility integration of gold and crude oil prices with the interest rates in India	Prof. Adesh Doifode	South Asian Journal of Business Studies
2	"Use of 4.0 (I4.0) technology in HRM: a pathway toward SHRM 4.0 and HR performance"	Dr. Rajasshrie Pillai	"Foresight"
3	Book Chapter- "An Analytical Study of the Impact of Covid-19 on Edutech sector in India"	Dr. Abhishek Srivastava; Dr. Nilesh Kate; Mr. Mukul Matpal; Mr. Harshal Kulkarni (MBA CET)	ISBN No- 9789391844226; Edited Book: Education in India, Impact of Covid-19, Crisis & Contemporary Issues
4	"Health Insurance markets and the web of asymmetric information:A Theoretical Perspective"	Dr. Abhishek Srivastava; Dr. Nilesh Kate	MANAGER: The British Journal of Administration Management
5	Book Chapter - "E-Learning during Covid-19 in India:An Empirical Study"	Dr. Nilesh Kate; Dr. Abhishek Srivastava	Edited Book COVID-19 Pandemic and its Multidimensional Impact:The Road Aead
6	Segmenting Learners in E-Learning Environments for Semi-Urban markets of India by using cluster Analysis"	Dr. Nilesh Kate; Dr. Abhishek Srivastava; Mr. Vivek Rathod; Ms. Rasika Panchal	Manager: The British Journal od Administration Management
7	Public Perception toward AI-Driven Healthcare and the Way Forward in the Post-Pandemic Era	Dr. Abhishek Srivastava; Dr. Nilesh Kate; Spandan Datta	CRC Press, Taylor & Francis Group
8	E-learning: Impact on students holistic development and employability.	Dr. Nilesh Kate, Dr. Abhishek Shrivastava; Mr. Akshat Chouhan	Tianjin Daxue Xuebao (Ziran Kexue yu Gongcheng Jishu Ban)/ Journal of Tianjin University Science and Technology

9	Significance Of Tourism Industry in Indian GDP: A Review, Published in KOREA REVIEW OF INTERNATIONAL STUDIES	Dr. Nilesh Kate ; Dr. Mahendra More Dr. Abhishek Srivastava	Global Research Institute Korea University
10	Presented in Conference - Studies on Antivirus Software Tools: Strong Weapon to Protect Systems	Dr. Nilesh Kate	IEEE Publisher - 2022 2nd International conference on Innovation Practices in technology and Management(ICIPTM)
11	Book - Artificial Intelligence & Public Trust on Smart Healthcare System	Dr. Nilesh Kate	CRC Press, Taylor & Francis Group
12	Consumers' adoption of artificial intelligence and robotics in hospitality and tourism sector: literature review and future research agenda	Dr. Rajasshrie Pillai	Tourism Review, Emerald publications
13	A pathway to virtual team performance in the New Normal paradigm	Dr. Rajasshrie Pillai; Ms. Mahak Mahatta	Journal of Organizational Effectiveness: People and Performance - Emerald publications
14	Extrapolation of Talent Acquisition in AI Aided professional environment	Prof. Rajashree Gethe	Int. J. of Business Innovation and Research
15	Interference of Artificial Intelligence, Analytics and Automation in Performance Management System	Prof. Rajashree Gethe	Int. J. of Business Innovation and Research
16	Residential Real estate marketing post Pandemic	Dr.Yachna Ramesh Gharde; Ms.Garima Kumari	Empirical Economics Letter ABDC C
17	A Real-Time Machine learning based cloud computing Architecture for Smart Manufacturing	Dr. E. Poorna Chandra Prasad	IEEE Xplore

18	Efficacy of Deep Neural Embeddings based Semantic Similarity in Automatic Essay Evaluation	Manik Hendre Dr. Prasenjit Mukherjee Raman Preet Sir Dr. Manish Godse	International Journal of Computing and Digital Systems
19	Word Sense Disambiguation in Hindi Language Using Score Based Modified Lesk Algorithm	Praffullit Tripathi Prasenjit Mukherjee Manik Hendre Manish Godse Baisakhi Chakraborty	International Journal of Computing and Digital Systems
20	Customers online shopping intention by watching AI based deep fake advertisements	Dr. Rajasshrie Pillai	International journal of Retail and distribution management
21	Analytical Study of PSUs' Environmental and Philanthropic CSR, Benefits to Local Beneficiaries in Odisha	Dr. Prafulla Kumar Padhi	YMER
22	Impact of Informative and Persuasive on Personal Selling: BPL Mobile- A Case Study	Dr. Prafulla Kumar Padhi Dr. Manoj Gadre Dr. Rajesh Devasia	International Journal of Innovative Research in Engineering & Management (IJIREM)
23	The effect of deepfake video advertisements on the hotel booking intention of tourists	Dr. Rajasshrie Pillai	Journal of Hospitality and Tourism Insights
24	IoT enabled RFID based Smart electric vehicle charging station for smart city application	Dr. Manoj Gadre	GOI Intellectual Property India services website
25	Utility of Neural Embeddings in Semantic Similarity of Text Data	Manik Hendre Dr. Prasenjit Mukherjee Dr. Manish Godse	Springere link - Evolution in Computational Intelligence
26	Adapted Lesk Algorithm based Word Sense Disambiguation using the Context Information	Manish Kumar Dr. Prasenjit Mukherjee Dr. Manish Godse Baisakhi Chakraborty	(IJACSA) International Journal of Advanced Computer Science and Applications,
27	Empirical Analysis of Aquaponics Farming Markets in Pune Region	Dr. Nilesh Kate Prof. Naveen Pandey Dr. Mahendra More Ng. Putukho Pao	Turkish Journal of Computer and Mathematics Education

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Sr No	Title of Paper	Name of the Author/s	Name of Journal
1	Adoption of artificial intelligence (AI) for talent acquisition in IT/ITeS organizations	Dr. Rajasshrie Pillai	Benchmarking: An International Journal
2	Adoption of internet of things (IoT) in the agriculture industry deploying the BRT framework	Dr. Rajasshrie Pillai	Benchmarking: An International Journal
3	Shopping intention at AI-powered automated retail stores (AIPARS)	Dr. Rajasshrie Pillai	Science direct - Elsevier
4	Analysis of the decisive factors for buying pattern of the consumers towards natural and ayurvedic (fast moving consumer goods) products	Dr. Pranav Ranjan	Trans steller
5	Volatility Spillover from Institutional Equity Investments to Indian Volatility Index	Prof. Adesh Doiphode	International Journal of Management Concepts and Philosophy
6	Volatility Spillover and Shock Transmission of Ethereum with Ripple, Stellar and Monero	Prof. Adesh Doiphode	The Empirical Economics Letters, 19(4)
7	Volatility spillover impact of FII and MF net equity flows on the Indian sectoral stock indices: Recent evidence using BEKK-GARCH	Prof. Adesh Doiphode	International Journal of Indian Culture and Business Management
8	Adoption of AI-based chatbots for hospitality and tourism	Dr. Rajasshrie Pillai	International Journal of Indian Culture and Business Management
9	Theory of Planned Behaviour (TPB) Extension in Adoption of Social Media for Online Shopping in India	Dr. Vinay Nandre	International Journal of Business Innovation and Research

10	Augmenting the Potential of Ambient Energy, with special reference to Solar Energy, for bringing a paradigm shift in Indian Economy - counted in next year as per publication date	Dr. Abhishek Srivastava	International Journal of Social Ecology and Sustainable Development (IJSESD), IGI Global Journal, IJSESD: Volume 13, Issue 1, Article 39
11	Do lower foreign flows and higher domestic flows reduce Indian equity market volatility	Dr. Adesh Doifode	Vision
12	Factors influencing financial and environmental performance in green supply chain management: an empirical study	Dr. Yachna Gharde	OUR HERITAGE Vol-68, Special Issue-27 ()
13	Factors affecting consumers impulse buying behaviour in retail: a conceptual study	Dr. Yachna Gharde	APIMR IRJCM Issue: I, Volume: II,
14	Open API in Indian Banking and Economic Development of the Poor - Opportunities and Challenges	Prof. Adesh Doiphode	International Journal of Electronic Banking
15	Alzheimer Disease Early Diagnosis and Prediction using Deep Learning Tchniques:A Survey	Ms. Nilanjana Pradhan	Recent Trends in Communication and Electronics- Taylor & Francis Group
16	Predictive alzheimer disease detection model using iot sensors: a survey	Ms. Nilanjana Pradhan	SSRN - Social Science Research Network
17	Measure what matters: descriptive and predictive metrics of HRM-pathway toward organizational performance	Dr. Rajasshrie Pillai	International Journal of Productivity and performance management.
18	Adoption of AI-empowered industrial robots in auto component manufacturing companies	Dr. Rajasshrie Pillai	Taylor & Francis Group - Production and planning control
19	Spending of Taxes by Indian Government: A Theoretical Perspective	CA Ankit Bajaj, Prof Rajshree Gethe	International Journal of Advances in Management, Economics and Entrepreneurship
20	Behavioural Finance: Understanding Impact of Human Behaviour Towards Financial Decision Making	CA Ankit Bajaj, Prof Rajshree Gethe	Int. J. of Economics and Accounting

21	Current Employability Scenario of Indian Graduates (Engineering, MBA & Other streams): A Review	Prof. Rajashree Gethe	International Journal of Advances in Management and Economics
22	The Impact of Technology on Employee Training and Development Process	Prof. Rajashree Gethe	International Journal Advances in Social Science and Humanities
23	Extrapolation of Talent Acquisition in AI aided Professional environment	Prof. Rajashree Gethe	Int. J. of Business Innovation and Research
24	Interference of Artificial Intelligence, Analytics and Automation in Performance Management System	Prof. Rajashree Gethe-need to check link	Int. J. of Business Innovation and Research
25	A Conceptual Study on Employer Perception towards Hiring Employee with Online Degree/Certification	Dr. B. Naresh and Dr. Rajalakshmi M	International Journal of Information and Communication Technology Education (IJCTE)
26	The SwitchFix Paradigm: Customers' Lifestyle Switch-Pathway to Environmental Sustainability Fix by leveraging Sustainable Personal Care Solutions.	Dr. Rajasshrie Pillai	International Journal of Business Innovation and Research
27	Employee engagement and Turnover intent	1. Prof. Aditi V Aljapurkar 2. Mr. Satyajit D Ingawale 3. Ms. Yamini Ghanghorkar	PIBM Management Journal
28	Finance Bubble: The Review of Literature of Causes, Impact and its management.	1. Ms. Shambhavee Thakur 2. Ms. Anjali Soni 3. Prof. Pravin Gurav	PIBM Management Journal
29	Segmenting Learners in e-learning Environments for Semi-Urban market of India by using Cluster Analysis.	1. Mr. Vivek Rathod 2. Ms. Rashika Panchal 3. Dr. Nilesh Kate	PIBM Management Journal
30	Analysis of uncertainty in indian stock market during covid 19	1. Mr. Saransh Gupta 2. Mr. Suryansh Agarwal Dr. Nilesh Kate	PIBM Management Journal
31	Sustainable development of agriculture in india	1. Mr. SHISHIR JHA 2. Ms. SONU SANSKRITI 3. Ms. SHRISTY SINGH Dr. Nilesh Kate	PIBM Management Journal

32	New Trend!!! online shopping during Coronavirus Disease (COVID-19) Pandemic Situation	1. Dr.Yachna Ramesh Gharde 2. Mr. Khalil Ahmad	PIBM Management Journal
33	Use of Technology in HR	1. Mr. Abhinav Arora 2. Prof. Rajashree Bhise	PIBM Management Journal
34	Predictive analysis on future of rare earth elements	1. Mr.Wasim Akhtar 2. Dr. Abhishek Srivastava	PIBM Management Journal
35	A Comparative analysis of unconventional and celebrity advertisement effectiveness using hierarchy of effects model	1. Ms. Apeksha Shrivastava 2. Ms. Minal Sharma 3. Dr. Naresh Babu	PIBM Management Journal
36	EI as an indicator of personality development and the changing aspects of EI in the lives of IT sector employees of India due to complete work from home culture in the time of Covid-19 Pandemic	1. Ms. Subhashree Bhattcharya 2. Ms. Riti Biswas	PIBM Management Journal
37	Adoption of e-learning during COVID-19 in India	1. Mr. Vishal Vyas 2. Ms. Samiksha Tiwari 3. Ms. Ayushi Pareek Dr. Nilesh kate	PIBM Management Journal
38	Engagement with Social Media and Social Media Advertising : The Differentiating role of platform type in Indina context.	1. Ms. Minal Sharma 2. Ms. Apeksha Shrivastava 3. Dr. Naresh Babu	PIBM Management Journal
39	Role of Indian Government In combating Covid-19 Epidemic	1. Mr. Rahul Gupta 2.Prof. Abhay Pathak 3. SHAHWAR QAHIR GHALIB	PIBM Management Journal
40	A study of marketing strategy of Starbucks in competitive environment on Generation Z	1. Mr. Soumydyuti Ghosh 2. Mr. Amit Chakraborty Mr. Vishwajit Saha	PIBM Management Journal
41	Analysis on use of digital marketing and e-commerce as a potential growth tool for India's Sports Good Cluster	1. Mr. Vibhum Singh 2. Ms. Saba Khan 2. Dr. Ahishek Srivastava	PIBM Management Journal
42	New product development	1. Mr. Saaransh Sharma 2. Mr. Krishna Sharma 3. Dr. Ahishek Srivastava	PIBM Management Journal

43	Trends and Developments of Digital Marketing and Digital Ecosystem Model for Rural Market Growth in India	Dr. Prafulla Kumar Padhi Dr. Bhavyadeep Bhatia Prof. Chauhan Viram Dev Prof. Sumit Kumar Singh Prof. Gourav Hans	Journal of Critical Reviews(JCR)
44	COVID-19: Work from home challenges faced and tackled by the employees during pandemic.	Prof. Rajashree Bhise Ms. Mili Haldar Prof. Choden Goperma Prof. Bhooshan Agalgatti Prof. Pandu Gowdara	Turkish Journal of Computer and Mathematics
45	Use of Technology in HR	Prof. Rajashree Bhise Mr. Ahinav Arora Prof. Chetan Gawali Dr. Chetna Mehta Prof. Prafulla Dhar Prof. Ajit Sane	Turkish Journal of Computer and Mathematics
46	Effect of GST on various Industries in Indian economy	Prof. Pranav Nagpurkar Prof. Basim Rain Prof. Dattatray Jadhav Prof. Akeelurrehman Abdul Haque Dr. Harsha Gandhi	Journal of the Asiatic Society of Mumbai
47	Mobile phone network – An Overview	Prof. Niteesh Srivastava Prof. Arvind Kumar Prof. Ravindra Singh Prof. Rajesh Devasia Dr. Laxman Doifode	SOUTH INDIA JOURNAL OF SOCIAL SCIENCES
48	Customer relationship management practices in Retail industry	Dr. Mahendra More Prof. Animesh Kumar Prof. Joel Das Prof. Tarun Sharma Prof. Manisha Sahay	Specialusis Ugdymas
Pune Institute of Business Management Research Paper's Publication - UGC/Scopus AY 2019-2020			

Sr No	Title of Paper	Name of the Author/s	Name of Journal
1	Implications for Human Resource Management Practice: Using a Neuroscientific Lens	Dr. Poornima Sehrawat, Dr. Rajasshrie Pillai	Development and Learning in Organizations
2	Technology and Talent Analytics for Talent Management- A Game Changer for Organizational Performance	Dr. Rajasshrie Pillai	International Journal of Organizational Analysis
3	An Empirical Study on Entrepreneurial Bricolage Behaviour for Sustainable Enterprise Performance of Startups: Evidence from An Emerging Economy	Dr. Rajasshrie Pillai	Journal of Entrepreneurship in Emerging Economics
4	An empirical study on the online learning experience of MOOCs: Indian students' perspective	Dr. Rajasshrie Pillai	Emerald Insights - International Journal of Education Management
5	Understanding the employee engagement initiatives taken by different companies under BFSI sector in areas of Pune & Mumbai	Sneha Bagchi	International Journal of Recent Technology and Engineering (IJRTE)
6	Internet of Things (IOT)	Mr. Raj Malhotra & Dr. Bhavyadeep Bhatia	International Journal of Recent Technology and Engineering (IJRTE)
7	Artificial intelligence in travel and tourism sector	Radhika Begmal & Animesh kumar	International Journal of Recent Technology and Engineering (IJRTE)
8	The Barricade for the fluent function of business using artificial intelligence	Mr. Roswell Sumer Co-author: Dr. Raj Kishore Mishra	International Journal of Recent Technology and Engineering (IJRTE)
9	Designing employee engagement framework for a Business Unit of an Indian multinational conglomerate	Archna Kumari	International Journal of Recent Technology and Engineering (IJRTE)
10	Impact of performance management system and employee satisfaction towards employee retention in a Small Finance Bank	Ayushi Maheshwari	International Journal of Recent Technology and Engineering (IJRTE)

11	Understanding the Recruitment and Selection Practices of an Indian IT SME (Small and Medium Enterprise)	Nikita Parihar	International Journal of Recent Technology and Engineering (IJRTE)
12	Understanding Facial Recognition System Usage and Adaptation among Millennial and Non-millennial consumers	Palak Sharma , Saurajit Mallick, Dr. Abhishek Srivastava	International Journal of Recent Technology and Engineering (IJRTE)
13	A conceptual study on insights into using 'selfie' as a marketing tool by companies: catching the young minds	B. Naresh	International Journal of Business Innovation and Research
14	Application of TAM Model in teaching and learning - A behavioural study on Social Media	Dr. Bhuvanesh Kumar Sharma	International Journal of Management Studies
15	Service Quality Measurement of Antivirus Software Industry by using Servqual Model	Dr. Nilesh Kate, Prof. Mahendra More	International Journal of Engineering and Advanced Technology (IJEAT)
16	A qualitative study on understanding the trustworthiness of online reputation management	Dr. Pranav Ranjan	International Journal of Qualitative Research in Services
17	Public-private partnership in railways: an indian scenario	Dr. Mohit Kumar Ozha	ZENITH International Journal of Multidisciplinary Research
18	A study on “consumer awareness towards promotion of bajaj finserv emi scheme in retail market	Dr. Manoj Gadre, Mr. Sahil Soni	ZENITH International Journal of Multidisciplinary Research
19	Analysis of Individual Investors Behaviour towards Mutual Fund as an Investment Tool in Pune City	Ashwini Shankar Kadam ; Dr. Pradip Sanatkumar Padhye ; Dr. Nilesh Tejrao Kate	Our Heritage
20	A Study of E-technology used in small town with special reference to Paytm	Mr.Khalil Ahmad & Mr.Sunny Sanjeev Masih	Our Heritage
21	Customer Expectation and Satisfaction towards Hygiene Hatrick through Mission Happiness in Pantaloons Store	Dr.Yachna Ramesh Gharde; Mr.Khalil Ahmad	Our Heritage

22	Perception of Employees of Different Generations Towards Organizational Change	Prof. Rajashree K. Gethe ;	International Journal of Scientific Research in Multidisciplinary Studies
23	A Conceptual Study on Employer Perception towards Hiring Employee with Online Degree/Certification	Dr. B. Naresh and Dr. Rajalakshmi M.	IGI Global
24	The Impact of Technology on Employee Training and Development Process	Prof. Rajashree K. Gethe ;	International Journal of Advances in Social Sciences and Humanities
25	The effective strategy develop with the strategy develop with the strategic leadership and organization innovativeness on education industry:- conceptual frame work	Dr. Yachna Gharde	IJRAR www.ijrar.org E-ISSN 2348-1269, P-ISSN 2349-5138 Published in - Volume 6 Issue 1 February-2019
26	A Study on Brand Equity Attributes with reference to Ice-cream Companies in Pune City	Dr. Vinay Nandre;	International Journal of 360 Management Review (A Biannual Refereed & Indexed Journal)
27	A study of numerous factors affect service quality which causes variances in customers' satisfaction towards Indian railway	Dr. Vinay Nandre;	International Journal of 360 Management Review (A Biannual Refereed & Indexed Journal)
28	Supply chain Management in Indian pharmaceutical industry	Prof. Ashok Shukla Prof. Joel Das Prof. Mritunjay Kumar Prof. Animesh Kumar	Shodh-Prabha
29	Role of human resource management in Entrepreneurship	Prof. Madhup Gandhi Prof. Sumit Singh Kumar Prof. Pandu Gowdara Prof. Gourav Hans Prof. Shwetab Singh	Education and Society

30	Impact of manpower training and development on organizational performance	Prof. Rajashree Bhise Ms. Riya Bag Prof. Choden Goperma Prof. Neha Mehta Prof. Bhooshan Agalgatti Prof. Tushar Shende	Journal of Management and Entrepreneurship
31	E-service quality in banking industry: a review	Prof. Palak Sharma Prof. Gajanan Gadre Prof. Kaleswaran Prof. Ashish Vasishth	JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI,
32	Co-operative banking in India – an overview	Prof. Akeelurrehman Abdul Haque Prof. Rajesh Devasia Prof. Vaibhav Mediratta Prof. Bibhas Basumatry	Journal of Oriental institute
33	Entrepreneurial behaviour among farmers – a theoretical framework	Dr. Harsha Gandhi Dr. Laxman Doiphode Prof. Ravindra Singh	Journal of the Maharaja Sayajirao University of Baroda

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Sr No	Title of Paper	Name of the Author/s	Name of Journal
1	Dynamic Capital Adequacy Ratio for Bringing Equilibrium in Lending in the Banking Industry: A Study of the Five Largest Banks in India.	Baruah, Akash	Prajnan
2	Smart HR 4.0 – how industry 4.0 is disrupting HR	Dr. Rajasshrie Pillai	Emerald Publishing Limited- Human Resource Management International Digest
3	Influence of Psychological Contract on Workplace Bullying	Dr. Rajalakshmi M and Dr. B. Naresh	Aggressive and Violent Behavior
4	A Case Study on Use of Telematics for Car Sharing Business in India	Madhup Gandhi;	Journal of Applied Management : Jidnyasa
5	An empirical study on the adoption of M-learning apps among IT/ITeS employees	Dr. Rajasshrie Pillai	Interactive Technology and Smart Education

6	Understanding the Determinants of Big Data Adoption in India: An Analysis of the Manufacturing and Services Sectors	Hemlata Gangwar	Information Resources Management Journal (IRMJ)
7	Factor Influencing Customer perception on App usage for Bank transactions: An Empirical study	Dr. B Naresh	International Journal of Pure and Applied Mathematics
8	Innovation & Indian Start Ups - 2018 & Beyond	Chetna N.Mehta	International Journal of Management, IT & Engineering
9	UNDERSTANDING AND ENHANCING THE SKILLS OF DISTRIBUTOR SALESMEN: A CASE STUDY FROM INDIAN FMCG SECTOR	Pragya Kiran	Journal of Management Research and Analysis (JMRA)
10	A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE BUYING BEHAVIOR AND LEVEL OF SATISFACTION WITH REFERENCE TO E-COMMERCE	Anutosh Gupta, G.Pravin Kumar and Mayank Ranjan	Journal of Management Research and Analysis (JMRA)
11	HIRING FRESHER'S CHALLENGES AND PROBLEMS FACED BY HR RECRUITERS: LITERATURE REVIEW	Prof. Rajashree K. Gethe and 2 Dr. Bhavyadeep Bhatia	Journal of Management Research and Analysis (JMRA)
12	E-Resources: Need, Types, Forms and Utility.	Mr. Uttam Malavi	International Journal for Research in Engineering Application & Management (IJREAM)
13	Role Of Education In Nurturing Future Entrepreneurs	Asst. Prof. Amaresh Nath and Asst. Prof. Mayank Ranjan.	Strategic Alliance Between AGBA, Millikin University (USA), IIM-Rohtak (India) and GIFT Society (India)
14	Facebook Mirrors Existential Anxiety?	Asst. Prof. Amaresh Nath and Asst. Prof. Mayank Ranjan.	Cikitusi Journal for Multidisciplinary Research
15	Attributes of Academic Leaders: The Missing Element in Indian Management	Prof. Palak Sharma and Prof. Poornima Sehrawat	Cikitusi Journal for Multidisciplinary Research
16	Leveraging Technology for Talent Management: Foresight for Organizational Performance	Dr. Rajasshrie Pillai	International Journal of Sociotechnology and Knowledge Development (IJSKD)

17	Global Scenario of Cyber Bullying : A Review	Dr. M. Rajalakshmi; Dr. B. Naresh	ZENITH International Journal of Multidisciplinary Research
18	Non-banking Financial companies in india – a conceptual framework	Prof. Pranav Nagpurkar Prof. Jadhav Dattatray Prof. Rao Aditham Prakash Prof. Ajit Sane	South India Journal of Social Sciences