

List of Published Research Papers-2024-25						
Sr.No	Title of the Research	Name of the Authors	Journal Name	ISSN	Indexed	Year
1	Exploring Consumer Preferences and Purchasing Patterns of Dairy Products: An Empirical Investigation	Dr Yachna Gharde, Dr Raj Kishor	World Journal of Management and Economics	1819-8643	ABDC	Aug-24
2	Analyzing Smart Farming Technologies: A Study on Indian Farmers' Adoption Trends	Kate Nilesh Tejrao, Acharya Upa	Smart Agritech, Wiley Publications	9781394302994, 9781394302956	SCOPUS	Sep-24
3	Analysing the Influence of Service Quality on Customer Experience in the Life Insurance Industry: A Quantitative Study	Dr Aishwarya Ray	Journal of Informatics Education and Research	1526-4726	ABDC	Aug-24
4	Basic Concepts of Operations, Supply Chain and Inventory Management	Prof Ravindra Mangrulkar	SAN International Scientific Publications	978-81-978738-36	Peer-reviewed	Aug-24
5	Strategic Management of Technological Disruption: Navigating the impact of Emerging Technologies on Business Models	Dr Alamgir Sani, Dr Abdul Alim K	European Economic Letters	2323-5233	ABDC	Sep-24
6	Influence of Organizational Factors on Employee Work Engagement: Examining the Mediating Role of Job Satisfaction in the Indian Manufacturing Sector with Focus on Leadership, Development, and Reward Systems	R, Priya, Jesintha Subashini, Char	Pakistan Journal of Life and Social Sciences,Elite P	17274915, 22217630	SCOPUS	Sep-24
7	Neuro-marketing as a subset of sensory marketing from lasting imprint becoming memory and impulsive buying	Pathak Manasvi, Kate, Nilesh Te	Impact of Sensory Marketing on Buying Behaviour	9798369393536, 9798369393512	SCOPUS	Oct-24
8	Drivers and inhibitors of consumers' adoption of AI-driven drone food delivery services	Pillai Rajasshrie, Nunkoo, Robin,	International Journal of Hospitality Management,	2784319	SCOPUS	Oct-24
9	Assessing the Determinants of Metaverse Adoption for E-Commerce Retailing	Pillai Rajasshrie, Sivathanu Brijes	Journal of Computer Information Systems, Taylor	8874417	SCOPUS	Oct-24
10	Sustainable Migration: Unraveling the Connections Between Urban Planning, Migration, and AI	Pillai Rajasshrie, Chavda Bhumik	AI Strategies for Social Entrepreneurship and Sust	9798369363942, 9798369363928	SCOPUS	Nov-24
11	Mastering IMC: 50 Case Studies to Inspire Marketing Excellence	Prof Manisha Pipariya	JSR Publication	978-93-6226-790-0	Book Chapter	Dec-24
12	Influence of Big Data on Customer Relationship Management in Real Estate	Kate Nilesh Tejrao, Jadhav Akan	Augmenting Customer Retention,ACP	9781774917213, 9781040166376	UGC	Dec-24
13	The Herd Mentality: Understanding the Theories and Model of Herding Behaviour in Financial	Dr Sushil Kumar Gupta	Psychological Drivers of Herding and Marketing O	979-83-693782-74	SCOPUS	Dec-24
14	Deepfakes in action: Exploring use cases across industries	Nannaware Shatabdi Chandrama	Deepfake in AI in Business, IGI Global	9798369368923, 9798369368909	SCOPUS	Dec-24
15	Convolutional Neural Network-Based Garment Classification Using Fashion MNIST Dataset—A Comparative Analysis	Pundalik Sumitra, Purushottam	Lecture Notes in Networks and Systems, Springer	23673389, 23673370	SCOPUS	Dec-24
16	The Herd Mentality: Understanding the Theories and Models of Herding Behaviour in Financial Markets	Sushil Kumar, Nerlekar Varsha S	Psychological Drivers of Herding and Market Over	9798369378298, 9798369378274	SCOPUS	Dec-24
17	The Emotional Rollercoaster of Market Overreaction: Understanding the Psychological Drivers of Irrational Market Behaviour	Gupta Sushil Kumar, Nerlekar V	Psychological Drivers of Herding and Market	9798369378298, 9798369378274	SCOPUS	Dec-24
18	Bibliometric Analysis of Two Decades of Research	Poorna Chandra, P Sehrawat, Po	International Journal of Electronic Government Re	15483894, 15483886	SCOPUS	Jan-25
19	Enhancing Security in MANETs with Deep Learning-Based Intrusion Detection	Jaiswal Jitendra, Sardar Tanveer	Procedia Computer Science,Elsevier BV	18770509	SCOPUS	Jan-25
20	Health Services and AI Technologies	Naresh Babu, Selvakumar Mura	Economic and Political consequences of AI, IGI Gl	9798369370360, 9798369370384	SCOPUS	Jan-25
21	Towards a Rhythmic Economy-AI Tuning the Entertainment Industry: A Global Scenario via Indian Route	Pillai Rajasshrie Chavda, Bhumik	Economic and Political consequences of AI, IGI Gl	9798369370360, 9798369370384	SCOPUS	Jan-25
22	Analysis Indian Textile: Trends, Policy Interventions & Future Challenges	Dr Amol Gajdhane, Dr Balvant Ta	Journal of Emerging Technologies and Innovation	2349-5162	UGC	Jan-25
23	Challenges and Sustainability of MSMEs in India: An Overview of Cement Industry	Dr Balvant Tandel, Dr Amol Gajd	International Journal of Creative Research Thought	2320-2882	UGC	Jan-25
24	The Interplay of Governance, Risk Identification, and Mitigation Strategies in Global Catastrophic Risk Management	Dr Sushil Kumar Gupta	Advances in Consumer Research	0098-9258 3079-1766	ABDC	Feb-25
25	Metaverse Marketplace Development	Kamble Amit, Dubey Swati, Srv	Marketing concepts of phygitalization, Apple Aca	9781040266786, 9781774918463	SCOPUS	Mar-25

26	Rajratan Global Wires: Expansion and International Location Choice	Salwan Prashant, Kate Nilesh Te	Journal of International Business Education	20444575, 16494946	SCOPUS	Mar-25
27	Strategic collaborations and partnerships in entrepreneurship	Guru Basava, Devi, Shallu, Sharn	Support Networks for Entrepreneurs: Social Capit	9798369398364, 9798369398388	SCOPUS	Mar-25
28	An exploratory investigation into the ethical and legal implications of the application of Human Mimicking Technology (HMT) in customer engagement	Alamgir Sani, Kishan Tanmoy, Re	Marketing 50, Emerald Group Publishing Ltd	9781837978151, 9781837978168	SCOPUS	Mar-25
29	Unveiling virtual interactive marketplaces: Shopping motivations in the Metaverse through the lens of uses and gratifications theory	Pillai Rajasshrie, Sivathanu, Brij	Journal of Business Research, Elsevier Inc	1482963	SCOPUS	Mar-25
30	AI-Driven Library Management for Indigenous Knowledge Systems: Preserving, Promoting, and Addressing Ethical Challenges in Traditional Knowledge Resources	Lib Amit Mahadik	Multi-disciplinary International Conference on IKS	978-81-985252-4-6	Peer-reviewed	Mar-25
31	Development Dynamics in Jhargram (West Bengal): What is Revealed from PCR and PLS Estimation?	Patra Dhananjay, M, Dutta, Meg	Indian Economic Journal, Sage Publications India	2631617X, 00194662	SCOPUS	Apr-25
32	Assessing factors influencing intentions to use cryptocurrency payments in the hospitality sector	Pillai Rajasshrie, Preet Raman, Si	Information Technology and People, Emerald	9593845	SCOPUS	Apr-25
33	Impact driven by technology using influencer marketing analytics to revolutionize marketing techniques	Jitender Kumar, Waghmare, Ga	Effective Marketing and Consumer Behavior Tacti	9798369387399, 9798369387412	SCOPUS	May-25
34	Empowering sustainable innovation: How servant leadership drives innovation in india's tourism sector	Ray Aishwarya Suraj	Empowering Sustainable Performance and Compe	9798337345468, 9798337345482	SCOPUS	Jun-25
35	Are Better Equipped Schools Delivering Better Student Outcomes? Evidence from India	Patra Dhananjay, Bharti Nalin, D	Indian Journal of Human Development, Sage Publ	2456480X, 09737030	SCOPUS	Jun-25
36	Educational infrastructure challenges in tribal regions in India: an enquiry in the context of NEP 2020	Patra Dhananjay, Dutta, Meghn	Journal of Social and Economic Development, Spr	09725792, 21996873	SCOPUS	Jun-25
37	Union Bank of India: CASA Dilemma	Kadam Suresh, Priyanka D	Ivey Publishing	W44629	Ivey	Jul-25
38	Mapping the Landscape of Analyst Stock Recommendations: A Bibliometric Analysis	Kadam Suresh, Madhvi Sethi	Journal of the Knowledge Economy	18687865	SCOPUS	Jul-25
39	Predicting Disease-Specific Survival of ESRD and Diabetes: A Comparison of Statistical and Machine Learning Techniques for Survival Analysis	Jaiswal Jitendra, Gautam Neha	Smart Innovation, Systems and Technologies, Sprin	21903026, 21903018	SCOPUS	Jul-25
40	Exploring Impact of Women's Participation in Decision-Making: A Literature Review on Panchayati Raj Institutions across States	Mayuresh Shendurnikar	Democratic Decentralization and Panchayati Raj	978-93-48760-86-9	Referred book	Aug-25
41	Role of Financial Literacy in Shaping Investment Behaviour among Working Women: A Regional Perspective	Dr. Niharika Kumari	EconomicScience	1505-4683	ABDC	Aug-25
42	Revitalizing fallow lands: Towards food security and agricultural sustainability	Patra Dhananjay, Jana Antu N, B	Science of the Total Environment, Elsevier BV	00489697, 18791026	SCOPUS	Aug-25
43	The Influence Of Online Marketing Services On Non- Banking Finance Companies (Nbfc)	Dr Jay Prakash Verma	ASTHA'S MANAGEMENT JOURNAL	2582-1504	UGC	Aug-25