

SPONSORED PROJECT DETAILS

Sr. No.	Name of the Project/ Endowments, Chairs	Name of the Principal Investigator/Co-investigator	Duration of the project	Year
1	Purpose of Mall Visits and Consumer Behavior Towards Organized Retail Brands	Dr. Poornachandra Prasad & Dr. Yachna Gharde	1 year	2023-24
2	Client Satisfaction Analysis for Ongoing B2B Projects	Prof. G Pravin and Dr. Riddhiman Mukhopadhyay	1 year	2023-24
3	Factors Influencing Financial Product Development: Government, Private and Cooperative Sector Perspectives	Dr. Akeelurrehman Haque	1 year	2023-24
4	Study of Consumer Buying Behavior in Tier-II Cities With Respect to Healthy Snacks	Dr. Riddhiman Mukhopadhyay and Dr. Yachna Gharde	1 year	2023-24
5	Correlation Between Employee Training and Performance	Prof. Poornima Sehrawat & Prof. Rajashree Bhise	1 year	2023-24
6	Evaluation of Performance Management Systems Across Sectors	Dr. M. Rajalakshmi	1 year	2023-24
7	Customer Need Recognition and Feature Identification in New Product Development	Dr. Riddhiman Mukhopadhyay & Prof. Mohit Dive	6 months	2023-24
8	Perception of Channel Partners in Domestic vs. International Markets: A Qualitative Study	Prof. G. Pravin Kumar & Dr. Nilesh Kate	6 months	2023-24
9	Training Needs Identification and Competency Mapping in Organizations	Dr. M. Rajalakshmi & Prof. Poornima Sehrawat	1 year	2023-24
10	Consumer Buying Behavior of Kashmiri Products in Urban Markets	Dr. Mahendra More and Dr. Riddhiman Mukhopadhyay	1 year	2023-24

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1	To study the employee engagement index at Chef Set	Dr. M. Rajalakshmi and Prof. Rajashree Bhise	6 months	2022-23
2	Explore the feasibility of smart home buying	Dr. Riddhiman Mukhopadhyay and Dr. Mahendra More	1 year	2022-23
3	Study the market penetration	Dr. Yachna Gharde and Dr. Nilesh Kate	6 months	2022-23

4	Study the HNI expectation for marriage events	Dr. Riddhiman Mukhopadhyay and Dr. Mahendra More	1 year	2022-23
5	To study the HNI's investment pattern	Prof. G. Pravin and Dr. Poornachandra Prasad	1 year	2022-23
6	To study the homemaker buying behaviour with respect to jelly chocolates	Dr. Abhishek Srivastava and Dr. Nilesh Kate	6 months	2022-23
8	To study LED market in Maharashtra State	Dr. Riddhiman Mukhopadhyay and Dr. Manoj Gadre	1 year	2022-23
9	To study the consumer expectation with respect to real estate related services	Dr. Nilesh Kate and Dr. Yachna Gharde	1 year	2022-23
10	To explore the new trends of websites	Dr. B. Naresh & Prof. Joel Samuel Das	1 year	2022-23

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1	Study of consumer buying behaviour in rural area of Maharashtra state	Dr. Yachna Gharde and Dr. Riddhiman Mukhopadhyay	1 year	2021-22
2	Design and Implementation of Customer Loyalty and Engagement Program	Dr. Nilesh Kate	1 year	2021-22
3	Feasibility of market expansion in the state of Kerela	Prof. G. Pravin and Dr. Poornachandra Prasad	1 year	2021-22
4	Study of consumer buying behaviour of solar panel in Maharashtra	Dr. Abhishek Srivastava and Dr. Nilesh Kate	1 year	2021-22
5	Study of future technologies for human resource management	Dr. M. Rajalakshmi and Prof. Poornima Sehrawat	1 year	2021-22
6	Study of consumer buying behaviour of packed food in rural India	Dr. Riddhiman Mukhopadhyay and Dr. Manoj Gadre	1 year	2021-22
7	Consumer Buying behavior towards healthy products in consideration with various demographic profiles in India	Dr. Nilesh Kate and Dr. Yachna Gharde	6 months	2021-22
8	Study of present and future of food technology	Dr. B. Naresh & Prof. Joel Samuel Das	1 year	2021-22