

### Sponsored Research

<b>Name of the Project/ Endowments, Chairs</b>	<b>Name of the Principal Investigator/Co- investigator</b>	<b>Year of Award</b>	<b>Duration of the project</b>
Analytics for better business decisions	Dr. Naresh and Prof. Joel	2020-2021	6 months
Market research on real estate	Prof. G. Pravin and Prof. Naveen	2020-2021	1 year
Study of consumer needs in real estate (Lower middle class)	Prof. Nilesh Kate and Prof. Arvind	2020-2021	6 months
Study of micro in rural Maharashtra	Prof. Yachna and Prof. Pawandeep Singh	2020-2021	1 year
Study of consumer needs regarding electric vehicle	Prof. Padhi and Prof. Vinay Nandre	2020-2021	6 months
Study of consumer buying behavior in health drinks	Dr. Ridhiman and Dr. Kaleeshwaran	2020-2021	1 year
Talent management in IT/ITeS companies	Dr. Rajalakshmi and Prof. Poornima	2020-2021	6 months
Study of diversity and inclusion in IT/ITeS sector	Dr. Rajasshrie Pillai and Prof. Bhise	2020-2021	1 year
Market feasibility in rural market in Maharashtra	Dr. Sanjeev Kulkarni and Dr. Yachna	2020-2021	1 year
Study on future of Fintech in BFSI sector	Prof. Suresh	2020-2021	1 year
Revamping the HR policies and Implementation of HRIS	Dr. Rajasshire and Prof. Poornima	2020-2021	1 year
Competency framework for BFSI	Dr. Rajasshrie and Dr. Rajalakshmi	2020-2021	1 year
Future need of women for kitchen wear	Dr. Ridhiman	2020-2021	6 months
Benchmarking HR practices in BFSI sector	Dr. Rajalakshmi and Prof. Geethe	2020-2021	1 year
Role of digital marketing in BFSI sector	Dr. Naresh and Dr. Bhavyadeep Bhatia	2020-2021	1 year
Consumer buying behavior for ready to make food in rural area of Maharashtra	Dr. Ridhiman and Prof. Mahendra	2020-2021	6 months
Study of real estate related services and future expectation of consumers	Prof. Naveen and Prof. Gadre	2020-2021	1 year
Future of Eco-friendly vehicle and stakeholders role	Dr. Mahendra More	2020-2021	1 year

Future of healthy snacks and consumer expectation	Dr. Ridhiman and Prof. G. Pravin	2020-2021	1 year
Smart homes and electric appliances: consumer expectation	Prof. Manoj Gadre and Prof. Nilesh Kate	2020-2021	1 year
Study of HNIs with reference to real estate services	Prof. Naveen and Prof. Gadre	2020-2021	1 year
Competency framework for managers and supervisors	Prof. Rajalakshmi and Prof. Geethe	2020-2021	1 year
Study of consumer buying behavior in II tier cities with respect to healthy snacks	Dr. Ridhiman and Prof. Yachna	2020-2021	1 year
Development of Financial product	Mr. Adesh Doifode	2019-2020	6 months
Credit core awareness and impact on Risk assessment	Mr. Pravin Gurav	2019-2020	1 year
Implications of Predictive modelling on fraud detection techniques in Banks.	Mr. Ritesh Kumar Verma	2019-2020	6 months
Financial product for affordable housing	Dr. Abhishek Srivastava	2019-2020	1 year
Market research for refrigerators	Dr. Riddhiman M	2019-2020	6 months
Consumer buying behavior of food industry	Mr. Amol Ohal	2019-2020	1 year
New product development - Luxury segment	Dr. Poorna Chandra	2019-2020	6 months
Consumer retention strategies in existing market	Mr. G Pravin Kumar	2019-2020	1 year
Consumer buying behaviour towards smart homes	Dr Manoj Gadre	2019-2020	1 year
Digital marketing tool for branding and it's effectiveness	Dr Yachana G	2019-2020	1 year
Competitor analysis of online property platforms	Dr Raj K Mishra	2019-2020	1 year
Consumer expectation : Post purchase Services provided by Builders	Mr. Bibhas and Prof. Riddhiman	2019-2020	1 year
Consumer buying behaviour towards health insurance	Dr Vinay Nandre	2019-2020	6 months
An investigation of Potential Aspirants for Electrical vehicle loan with special reference to Mannapuram Finance	Mr Nilesh Kate	2019-2020	1 year
Consumer buying behaviour towards cosmetic products	Mr. Mahendra More	2019-2020	1 year

Development of Competency framework and competency based PMS	Dr. Rajalakshmi M	2019-2020	6 months
Automation of Recruitment process	Ms.Poornima Sehrawat	2019-2020	1 year
Feasibility of market expansion in southern state of India	Dr B Naresh	2019-2020	1 year
Identification of Channel partners for launching packaged snack range	Dr. Riddhiman M and Dr. Nilesh Kate	2019-2020	1 year
Consumer buying behaviour of Kashmiri Products	Dr. Mahindra More and Dr. Riddhiman	2019-2020	1 year
Market Survey towards consumer expectation towards ready to cook food	Prof. G. Pravin & Prof. Manoj Gandre	2019-2020	1 year
Consumer study regarding health snack	Dr. Riddhiman M and Dr. Naresh B.	2019-2020	1 year
Consumer buying behaviour towards organic food products	Prof. G. Pravin & Prof. Manoj Gandre	2019-2020	1 year
Effect of Employee engagement on Employee Retention	Dr. Abhijeet Lele	2018-19	1 year
Consumer buying behaviour toward digital payment system	Dr Mayank Srivastava	2018-19	1 year
Consumer expectation from the banking products and banking service	G Pravin Kumar and Chetna Mehta	2018-19	1 year
Quantitative Study of consumer buying behaviour Western Area – Homeloans	Dr Chetana Mehta	2018-19	1 year
Quantitative Study of consumer buying behaviour Northern Area – Home loans	Dr Raj Mishra	2018-19	
Use of Digital technology by Insurance companies and consumer expectations	Dr Chetana Mehta	2018-19	1 year
Innovative insurance products in the marketing	Dr Bhavyadeep Bhatia	2018-19	
Women Consumers expectation in small finance	Dr Naresh B	2018-19	1 year
Consumer expectation from small finance bank in Northern area	Dr Aditi Dang	2018-19	
Competitor analysis in the market	Dr Riddhiman Mukhopadhyay	2018-19	1 year
Future of Green Vehicle	Dr Aditi Dang	2018-19	
Feasibility of Market expansion in Southern state of India	Amol Ohal	2018-19	1 year
Effectiveness of digital marketing tools for branding	Dr Naresh B	2018-19	1 year
Competency framework development for customer care executive	Dr. Rajalahsmi and Dr. Lele	2018-19	1 year

Competency based Performance Management System	Dr. Rajasshrie Pillai and Prof. Poornima	2018-19	1 year
Digital Marketing framework	Dr. Naesh and Dr. Riddhiman	2018-19	1 year
Market Research for Financial products	Prof. G. Pravin and Dr. Chetna	2018-19	1 year
Consumers study in Western Area	Prof. G. Pravin and Dr. Naresh	2018-19	1 year
Development of New retailer market	Dr. Naresh and Dr. Ohal	2018-19	1 year
Sales Force motivation factors - Causal analysis for past 3 years sales trends	Dr Chetana Mehta and Dr. Naresh	2018-19	1 year
Market Research for Financial Product	Dr Raj Mishra and Dr. Riddhiman	2018-19	
Client Retention measures	Dr. Pooja Srivastava and Dr. Riddhiman	2018-19	1 year
Sales Force motivation factors - Causal analysis for past 3 years sales trends	Prof. G Pravin	2018-19	1 year
Employee Engagement impact on productivity	Dr. Rajalakshmi M and Prof. Poornima	2018-19	1 year
Mapping key performance indicators for operational and managerial roles	Dr. Rajashree Pillai	2018-19	1 year
HNI customer's criteria for financial solutions analysis and selection	Dr. Chetna Mehta	2018-19	1 year
Training need and competency mapping	Dr. Rajlakshmi	2018-19	1 year
Financial product development - Gov, Private and Cooperative stakeholders: contributing factors	Prof. Adesh Doiofode	2018-19	1 year
Automation potential for talent acquisition and talent management process	Dr. Rajashree Pillai	2018-19	1 year
Customer Satisfaction for the ongoing projects (B2B Client interaction)	Prof. G Pravin and Dr. Riddhiman	2018-19	1 year
Employee Satisfaction and Engagement	Dr. Rajashree Pillai and Prof. Poornima	2018-19	1 year
Purpose of mall visit and consumer behavior for organized retail brands	Dr. Poorna C. Prasad	2018-19	1 year
Employee performance and training correlation	Prof. Poornima Sehrawat	2018-19	1 year
Performance Management	Dr. Rajalakshmi M	2018-19	1 year
Customer need recognition for new product features	Dr. Riddhman	2018-19	1 year

Channel partner perception - domestic & international market (Qualitative study)	Prof. G. Pravin kumar	2018-19	1 year
Bottom of Pyramid financial instrument adoption	Prof. Sonal Parmar	2018-19	1 year
Personal finance buying behavior of millennials	Prof. Aadesh Dofode	2018-19	1 year