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Table 6.9.1: Papers published during the year 2025-26

Sr. No.	Name of the author/s	Title of paper	Name of journal	Year of publication	ISSN number	Journal Indexing
1	Dr. V. Thangavel	MINORITIES' RIGHTS, ESTABLISHMENT, ADMINISTRATION TO RUN EDUCATIONAL INSTITUTIONS	Xidian University Journal	2025	1001-2400	UGC-CARE
2	Dr V Thangavel, Prof. Roy Loveridge and Dr Vijay Wagah	Statutory Bodies & Functions, Current Situation, Challenges and Opportunities in Management Education Systems in Indian Higher Education Institutions: Research Analysis	Adalya Journal	2025	1467-8551	UGC CARE
3	Dr. Ganga Su sheel Warriar and Dr. Sarita Gopinath Nair	Analysing the consumer intentions towards purchase of probiotic products using theory of planned behaviour	Asian And Pacific Economic Review	2025	1000-6052	ABDC C Category
4	Dr. Sanchayita and Dr. Anand Upadhyay	Consumer Perception of product quality in quick commerce: a comparative study of Zepto and Blinkit	Journal of Informatics Education and Research	2025	1526-4726	peer-reviewed
5	Dr. Natika Poddar, Ms. Shruti Daine	A Study On The Role Of Risk Management In Mitigating Financial Crisis	Journal of Informatics Education and Research	2025	1526-4726	peer-reviewed
6	Ms. Ann Jose	Resilience and Realignment of Foreign Direct Investment in India: Country-Wise and Sectoral Analysis (2020–2025)	Asian and Pacific Economic Review	2025	1000-6052	ABDC C Category
7	Ms. Jinal Vishal Lathia	ArtificialIntelligenceinFintech:TransformingFinancialInclusionfor Women Entrepreneurs	Journal of Informatics Education and Research	2025	1526-4726	ABDC C Category
8	CA Prachi Malgaonkar	A Study onEvaluating Factors Influencing theAdoption ofFintech	Journal of Informatics Education and Research	2025	1526-4726	ABDC C Category
9	Dr. Simmi Rani Prasad	Exploring the Impact of Artificial Intelligence (AI) on Business Performance	Anvesha: Journal of Management, Vol 17,	2025	ISSN 0974-5467	Peer-reviewed



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			ISSN: 0974-5467.			
10	Mr. Mayank Dedhia and Dr. Sulbha Raorane	Linking Culture and Service Quality in Higher Education Institutions: Insights from OCTAPACE and INSTAQUAL	Genius	2025-26	2279-0489	Peer-reviewed
11	Ms. Shruti Petkar, Ms. Ann Jose	Sectoral Vulnerability and Investor Behaviour During the 2025 US–India Tariff Shock: Evidence from Nifty Indices and Primary Market Perceptions	International Journal For Multidisciplinary Research	2026	2582-2160	Peer-reviewed
12	Dr. Sandeep Kudtarkar and Dr. Smita Jesudasan	Infrastructure Investment Trusts (INVIT): Structure, Factors Affecting Financial Performance, Role in Investment Portfolio, and Benefits to Sponsors and Investors	Journal of Alternative Investments	2026	1520-3255	ABDC B Category, Scopus, WoS
13	Ms. Ann Jose	Human-Centric Capitalism: Unveiling CSR's Role in SDG-Aligned Industry 50 Transitions	Social Science Research Network	2026	1556-5068	-
14	Dr. Natika Poddar, Ms. Mahek Chudasama	A Study on Sustainable AI Awareness and Readiness under India's India AI Mission: A Policy Perspective	International Journal of Advance and Innovative Research	2026	2394-7780	Peer-reviewed
15	Dr G Ramesh	A Study on the Anomalies of CGPA to Percentage Conversion in Higher Education Institutions	International Journal of Recent Development in Engineering and Technology	2026	2347-6435	Peer-reviewed
16	Ms. Ritu Tuli & CMA Dr. Natika Poddar	Determinants of Neo Banking Adoption and Its Impact on Financial Well-Being: An Application of the Technology Acceptance Model	International Journal of Multidisciplinary Research & Reviews.	2026	2945-3135	Peer-reviewed
17	Dr. Natika Poddar, Mr. Rutvik Naik	AN EMPIRICAL ASSESSMENT OF THE EFFECTIVENESS OF SEBI'S REGULATORY MECHANISMS IN	Asian And Pacific Economic Review	2026	1000-6052	ABDC C Category



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PROTECTING RETAIL
INVESTORS IN THE INDIAN
SECURITIES MARKET

Table 6.9.2: Papers published during the year 2024-25

Sr. No.	Name of the author/s	Title of paper	Name of journal	Year of publication	ISSN / ISBN	Journal Indexing
1	Dr. Vijay Wagh and Dr. G. Ramesh	A Study on the Role of AI in Hyper-Personalization Marketing of FMCG Products	Economic Sciences	2024	1505-4683	ABDC C category
2	Dr V Thangavel & Bro Xavier Munda	Entrepreneur challenges and opportunities in India	International Journal of Innovative Research in Technology	2024	2349-6002	UGC Care
3	Mr. Prof. Paul & Ms. Ms. Verena Vaz	Effects of Mentoring: A Study Corporate Workspaces	Organization Development Journal	2024	0889-6402	ABDC C category
4	Ms. Sanchayita & Ms. Shreya Agarwal	A shift from Cable TV service to OTT platforms: A Consumer's Perspective	The IUP Journal of Marketing Management	2024	0972-6845	UGC Care
5	Mr. Rahul Nitin Acharya and Dr. Shalini Sinha.	A Study of Mental Health Concerns Among College Students in Mumbai: Current Challenges and Interventions	Educational Administration: Theory and Practice	2024	2148-2403	Scopus
6	Dr. Sanjay Sonawane, CA. Prachi Malgaonkar	A Study on Evaluating Factors Influencing Behavioral Intentions Toward Purchasing Kashmir Willow Bat	Economic Sciences	2024-2025	1505-4683	ABDC C category
7	Dr. Kamini Sinha, Dr. Shalini Sinha and Mr. Vineet Shrivastava	A Study of Social Equity in Urban Spaces: Insights from Recent Urban Development Projects and Government Schemes in India	Library Progress International	2024	0970-1052, 2320-317X	Scopus
8	Dr. Kavita Kalkoti and Mr. Rakhi Pitkar	Study of Dual Impact of Digital Marketing and Digital Finance on Enhancing Customer Satisfaction	International Journal of Applied Engineering & Technology	2024	2633-4828	Scopus



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9	Dr V Thangavel	Legal Research on Child Abuse and Trafficking in India: Government and Judiciary's Duty to eradicate the Nations' black Scars	London Journal of Research in Humanities & Social Science	2024	2515-5784, 2515-5792	Peer-reviewed
10	Ms. Darshana Murkibhavi and Dr. Vijay Wagh	A study on students' Behavior towards Usage of Augmented Reality in a Classroom Environment	IPE Journal of Management	2024	2249-9040	UGC Care
11	CMA Dr. Natika Poddar, Ms. Tanvi Rane	A Study on students' Perception of Cleanliness and sanitation improvements in Mumbai under Swachh Bharat Abhiyan	European Economic Letters	2025	2323-5233	Peer-reviewed
12	Ms. Swati Anavatti and Ms. Deepa Prajapati	Clean Entrepreneurs Driving Sustainability: An Analysis of Emerging Technologies and Funding Trends	Productivity : A Quarterly Journal of The National Productivity Council	2025	0032-9924, 0976-3902	Peer-reviewed
13	CA. Prachi Malgaonkar	Analysis of Artificial Narrow Intelligence (ANI) in the Indian Retail and E-Commerce Sector	British Journal of Multidisciplinary and Advanced Studies	2025	2517-276X, 2517-2778	Peer-reviewed
14	CA. Prachi Malgaonkar	Investor Perception and Participation in India's Green Bond Market	Advances in economics, business and Management Research	2025	2352-5428	Peer-reviewed
15	Dr. Anand Upadhyay, Mr. Trushant Kadu	Comparison Between ResNet50 and MobileNetv2 for Detecting Cervical Cancer a Deep Learning Approach. In: Ghonge	Conference Proceedings- Advances in Emerging Technologies and Computing Innovations	2025	978-3031928536	Springer Nature
16	Dr. Ganga Susheel Warriar	Role of Gratification, Fear of Missing Out (FOMO), and Self-control in Binge Watching Behaviour (BWB)	British Journal of Business and Psychology Research	2025		Peer-reviewed
17	Dr. Ganga Susheel Warriar	NEP 2020 through Student Eyes: Bridging Education with Research and Internships	International Journal of Advance and Applied Research	2025	2347-7075	Peer-reviewed



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18	CMA Dr. Natika Poddar & Ms. Shruti Daine	A Study on Perception of Community on the Quality of Education Provided under Sarva Shiksha Abhiyan (SSA)	Journal of Marketing & Social Research	2025	3008-0711	Peer-reviewed
19	Mr. Paul Alukal and Dr. ShreekumaR. K. Nair	Impact of Green HRM Practices on Firm Performance & Related Outcome Variables	Indian Journal of Industrial Relations	2025	0019-5286	ABDC C category
20	Dr. Sandeep Kudtarkar and Dr. Smita Jesudasan	Are the Indian Stock Market and REITs Integrated or Segmented? An empirical study of Listed Real Estate Investment Trusts (REITs) in India	Indonesian Management and Accounting Research	2025	1411-8858	ABDC C category
21	Dr. Simmi Rani Prasad	“Public Perception and Acceptance of Solar Energy in the Suburban Areas of Mumbai”	IOSR-JMR	2025		Peer-reviewed
22	Dr. Anand Upadhyay and Ms. Jinal Lathia and Ms. Rashida Manaf Haveliwala	Diagnosis of social media-based Sleeping Disorder using Machine Learning	International Journal of Advance and Innovative Research	2025	2394-7780	ABDC C category
23	Mr. Sunil Choughule and Dr. G. Ramesh	Analytical Study of Pharmacist’s role in prescription generated medicine sales	KRONIKA JOURNAL	2025	0023-4923	Peer-reviewed
24	Ms. Preeti Kaushik	Empirical Analysis of Public Awareness, Perception, and the Influence of Artificial Intelligence (AI) and Human Intelligence (HI)	International Journal of Advanced and Innovative Research	2025	2394-7780	Peer-reviewed
25	Ms. Preeti Kaushik	Understanding Consumer Preferences and Key Success Factors in Cloud Kitchen Ventures: A Data-Driven Perspective	International Journal of Advanced and Innovative Research	2025	2394-7780	Peer-reviewed
26	Dr. Simmi Rani Prasad	Digital Marketing Channels in Fintech A Comparative Analysis of WhatsApp, IVR, and RCS	IOSR-Journal of Business and Management	2025	2278-487X	Peer-reviewed



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		Effectiveness in Personal Loan Customer Acquisition				
27	Mr. Vipin Mishra, Ms. Jinal Vishal Lathia, Dr. Chandrakant Deware, Dr. Shiva Padme,	A Study on Stock Market through the lens of the Bhagavad	Forum for Linguistic Studies	2025	2705-0610, 2705-0602	Scopus
28	Ms. Jinal Lathia	Evaluating the Effectiveness of Mutual Funds in Countering Inflation Risks	History Research Journal	2025	0976-5425	UGC Care
29	Dr. Anand Upadhyay and Dr. Sanchayita Banerjee	Consumer Perception of Product Quality in Quick Commerce: A Comparative Study of Zepto and Blinkit	Journal of Informatics Education and Research	2025	1526-4726	ABDC C category
30	Prakash Lalwani, Dr V Thangavel	Metadata Function in Managing and Retrieving E-Rex`sources	Conference Proceedings- Resilience and Transformation in the Dynamic Business Environment	2025	978-93-343-2466-2	Peer-reviewed
31	Dr. Sandeep Kudtarkar	Strategic analysis of private Business Sector Participation in the Indian Defense Sector	Conference Proceedings- Resilience and Transformation in the Dynamic Business Environment	2025	978-93-343-2466-2	Peer-reviewed
32	Preeti Kaushik	Systematic Review of Social Washing and Greenwashing in the Indian FMCG Sector	Conference Proceedings- Resilience and Transformation in the Dynamic Business Environment	2025	978-93-343-2466-2	Peer-reviewed
33	Rakhi Pitkar, Dr Kavitha Kalkote	Leveraging social media marketing to promote financial literacy and digital banking adoption	Conference Proceedings- Resilience and Transformation in the Dynamic Business Environment	2025	978-93-343-2466-2	Peer-reviewed



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34	Rosie Murray, Conrad Rebello	LinkedIn and Employability: Evaluating Its Impact on Entry-Level Job Seekers of Mumbai.	Conference Proceedings- Resilience and Transformation in the Dynamic Business Environment	2025	978-93-343-2466-2	Peer-reviewed
35	Paul Pratap Alukal, Aryahi Kulkarni	The role of reverse mentoring in knowledge transfer	Conference Proceedings- Resilience and Transformation in the Dynamic Business Environment	2025	978-93-343-2466-2	Peer-reviewed
36	Rashpal Kaur Saini, Dr Natika Poddar	Disrupting the traditional: A study on Peer-to-peer lending and its role in transforming financial intermediation in India's Dynamic business landscape	Conference Proceedings- Resilience and Transformation in the Dynamic Business Environment	2025	978-93-343-2466-2	Peer-reviewed
37	Evonee Jagdish S, Dr Natika Poddar	Resilience through financial literacy: A study on retirement planning among Mumbai's working population (25-55) in dynamic business	Conference Proceedings- Resilience and Transformation in the Dynamic Business Environment	2025	978-93-343-2466-2	Peer-reviewed
38	Ritu Tuli, Dr Natika Poddar	Strategic innovation in financial planning and business resilience: A Global and Indian Perspective	Conference Proceedings- Resilience and Transformation in the Dynamic Business Environment	2025	978-93-343-2466-2	Peer-reviewed
39	Ms. Deepa Prajapati and Ms. Swati Anavatti	Driving Growth: The Imperative of Investment in Innovation and Technology	Humanities and Social Science Studies	2025	2319-829X	UGC Care

Table 6.9.3: Papers published during the year 2023-24

Sr. No.	Name of the author/s	Title of paper	Name of journal	Year of publication	ISSN / ISBN	Journal Indexing
1	Dr. P. Raja Babu	Model Building in the Capital Market Analysis for Attaining Sustainable Development of the Indian Economy	Academy of Marketing Studies Journal	2023	1095-6298, 1528-2678	ABDC B Category



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2	Mr. S. Saravanan, Dr. C. Baskaran, Dr. V. Thangavel	Global Bioremediation Research Output on top ten cited articles: An Altmetric Analysis	Social Science Research Network	2023	1556-5068	-
3	Ms. Sanchayita, Mr. Anish & Mr. Abhishek	Innovative Experiential Learning as a Pedagogy: A Case Study of SFIMAR	Indian Journal of Adult Education	2023	0019-5006	UGC Care
4	Ms. Vasudha	A Study of the ICT impact on Strategic HRM functions	International Journal of Research and Analytical Reviews	2023	2349-5138	Peer-reviewed
5	Dr. P. Raja Babu	Model Building in the Capital Market Analysis for Attaining Sustainable Development of the Indian Economy	Academy of Marketing Studies Journal	2023	1095-6298; 1528-2678	ABDC B Category
6	Dr. Simmi Prasad	Brand Attributes Influencing Gen-Y & Gen-Z consumers when purchasing smartphones	IUP Journal of Brand Management	2023	0972-9097	Peer-reviewed
7	Dr. Simmi Prasad	A Study on Impact Farm Bills on Farmers and Agri-Tech Startups in India	Kanpur Philosophers	2023	2348-8301	UGC Care
8	Dr. Simmi Prasad	A Study on Effects of New Education Policy on Employability	Journal of the Maharaja Sayaji Rao University of Baroda	2023	0025-0422	UGC Care
9	Dr. V. Thangavel and I. Mohan Raj.	A Survey of Quality management on Roadside Food Stalls in Tiruchirappalli Corporation with special reference to the Food Industry	International Journal of Tourism and Hospitality	2023	2709-9768	Peer-reviewed
10	Dr. V. Thangavel	The Repercussions of Economic Offences in India	Journal of Investment, Banking and Finance	2023	2997-2256	Peer-reviewed
11	Dr. V. Thangavel	Metadata role to retrieve e-resources and its management: research	Social Science Research Network	2023	1556-5068	-



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12	Dr. V. Thangavel	Research on Alcohol consumption and physical illness in India: Government's responsibility to stop Alcohol from reaching students in High School and College	Neurology & Neurotherapy Open Access Journal	2023	2639-2178	Peer-reviewed
13	Dr. Natika Podar and Ms. Sania Dmello	An Empirical Study of Systematic Investment Plan (SIP) in India with special reference to Investor perception towards SIP	Journal of Namibian Studies	2023	2197-5523	Peer-reviewed
14	Dr. V. Thangavel	Consequences of Human Consumption of Refined Edible Oil, Which is Debatable and Bad for Health Government obligation to offer appropriate education services: Research analysis	Neurology & Neurotherapy Open Access Journal	2023	2639-2178	Peer-reviewed
15	Ms. Sanchayita Banerjee and Ms. Shreya Agarwal	The Shift from Cable Television Viewing to OTT Platforms: Factors Influencing Consumer's Perspective Post COVID-19 Lockdown	SFIMAR Research Review	2023	0975-895X	Peer-reviewed
16	Dr. Sandeep Kudtarkar	THE ECONOMICS AND MANAGERIAL IMPLICATIONS OF SETTING UP ELECTRIC VEHICLE CHARGING STATIONS AT MALLS, HOTELS AND CORPORATE PARKS	SFIMAR Research Review	2023	0975-895X	Peer-reviewed
17	CMA Dr. Natika Poddar, Mr. Amitkumar Dubey	AN EXTENSIVE STUDY INTO PORTFOLIO MANAGEMENT - MUTUAL FUND PERSPECTIVE	European Economic Letters	2023	2323-5233	ABDC C Category
18	Dr. V. Thangavel	Nomo phobia in India: A psychological disorder that causes the brain to release dopamine in response to tweets, emoticons, and other acts, rewarding the behavior and sustaining the habit of using social media addiction	Neurology & Neurotherapy Open Access Journal	2024	2993-8678	Peer-reviewed



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19	Dr. G. Jai Arul Jose, Dr. Qasim AIAjmi	Enhanced entropy-based reinforcement learning hotel recommendation system"	Multimedia Tools and Applications	2024	1380-7501	Peer-reviewed
20	Dr. Vijay Wagh and Dr. V. Thangavel	An Investigation on the Effects of Artificial Intelligence on Pharmaceutical Product Brand Management Strategies (PPBMS)	European Economics Letters	2024	2323-5233	ABDC C Category
21	Dr. Sasmita Singh	A Study on the Implementation of Sustainable Development Goals by Listed Companies of india	Accountancy Business and the Public Interest	2024	1745-7718	ABDC B Category
22	Dr. Natika Poddar and Ms. Mellita Dsouza	A Study on Level of Awareness on Cyber Bullying amongst Individuals	Humanities and Social Science Studies	2024	2319-829X	UGC Care
23	Mr. Paul Pratap Alukal and Ms. Verena Vaz	Effects of Mentoring: A study on Academic Institutions	SFIMAR Research Review	2024	0975-895X	Peer-reviewed
24	Ms. Jinal Vishal Lathia, Mr. Shiva Padme	Evaluating the Effectiveness of Technical Analysis in Enhancing Financial Efficacy for Traders and Investors in Mumbai	European Economic Letters	2024	2323-5233	ABDC C Category



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Section II

Table 6.9.4: Case -study published during the year 2025-26

Sr. No	Faculty Name	Title of the Case Study Published	Name of the Book / Journal	ISBN/ISSN	Year
1	Dr. Simmi Rani Prasad, Dr. Smita Jesudasan, Ms. Jinal Lathia, Mr. Kunal Gaikwad, Mr. Vishal Sunil Rana, Ms. Kavita Pratap Patil	Navigating the Challenges of SME to Corporate Transformation	AIMS Journal of Management	2395-6852	2025
2	Ms. Yusra Qamar, Mr. Tej Prakash, Ms. Priyanka Chopra, Ms. Krishna Kavitha Acharya, Ms. Nivedita Pantawane, Ms. Rosie Murray	Rising from the Ashes: Kandavel's Journey to Business Leadership	AIMS Journal of Management	2395-6852	2025
3	Mr. Kiran S. Kakade, Ms. R. Mary Metilda, Ms. Jyoti Shekhar Jakhete, CMA Dr. Natika Poddar	Sustainable Mobility: Transforming India's Automotive Sector	AIMS Journal of Management	2395-6852	2025

Table 6.9.5: Case -study published during the year 2023-24

Sr. No	Faculty Name	Title of the Case Study Published	Name of the Book / Journal	ISBN/ISSN	Year
1	CMA Dr. Natika Poddar, Dr. M. S. Devi, Dr. Sonali Kale, Dr. Nitin Kulkarni, Mr. Sunny Mondal.	Transforming Sandhan Bank: Strategies for Achieving Growth & Innovation	Indian Management Teaching Cases : A Compendium	978-93-91044-94-7	2023
2	Dr. Smita Jesudasan, Dr. Sandeep Chopde, Mr. Akhil Shetty	AVI Global Plast Pvt. Ltd : A Greener Future	Indian Management Teaching Cases : A Compendium	978-93-91044-94-7	2023



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Table 6.9.6: Patents published during the year 2025-26

2025-26				
Sr. No	Name	Title of Patent / Copyright	Date	Number
1	Dr. Sandeep Kudtarkar, Bro. Alphonse Nesamony	SFIMAR Carbon Footprint	04/09/2025	Diary Number: LD-35716/2025-CO

Table 6.9.7: Patents published during the year 2024-25

2024-25				
Sr. No	Name	Title of Patent / Copyright	Date	Number
1	Dr. Anand Upadhyay and Mr. Parth Sarwaiya	Neonatal diagnostic device	20/07/2024	Design Nos: 423965-001
2	Dr V Thangavel. & Bro. Xavier Munda	Several forms of procrastination in educational institutions	19/11/2024	Diary No: 36579/2024-CO/L
3	Dr. Rajeev Singh, Ms. Jinal Lathia, Dr. Nilima Singh, Dr. Chandrakant Deware, Dr. Ruchi Sinha, Mr. Vishal B., CMA Vipin Mishra, Ms. Anshu Tiwari	AI-based Computer Device for Employee Efficiency checking in Organization.	17/10/2024	Design Nos: 6398551.

Table 6.9.8: Patents published during the year 2023-24

2023-24				
Sr. No	Name	Title of Patent / Copyright	Date	Number
1	Dr V Thangavel	Nomophobia in India: A Psychological Disorder that Causes the Brain to Release Dopamine in Response to Tweets, Emoticons, and Other Acts, Rewarding the Behaviour and Sustaining the habit of Using Social Media Addiction.	09/11/2023	Diary No: 11539/2024Co/L



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Table 6.9.9: Book / Book Chapter published during the year 2025-26

Sl. No.	Name of the teacher	Title of the Chapter	Title of the book	Year of publication	ISBN	Name of the publisher
1	CMA Dr. Natika Poddar	Fostering Human Creativity and Critical Thinking in the Age of Artificial Intelligence for a Better future	The Future of Work: Creativity as Capital.	2025	978-81-961975-8-2	MTC Global ®
2	CMA Dr. Natika Poddar		Fintech for Management	2025	9788199542723	Bharani Publication
3	Dr. Sandeep Kudtarkar	Artificial Intelligence in Retail Industry	AI & Digital Technologies Based Techno-Strategic Model for the Mall and Retail Industry	2026		
4	Dr. V. Thangavel		R-Line 3: Contemporary Research 2025: AI Revolution in Furute Genertion	2025	9788199382008	JJ Publication

Table 6.9.10: Book / Book Chapter published during the year 2024-25

Sl. No.	Name of the teacher	Title of the Chapter	Title of the book	Year of publication	ISBN	Name of the publisher
1	CMA Dr. Natika Poddar	Shaping Higher Education in the Digital Era	BLENDED V/S FLIPPED CLASSROOM MODE OF TEACHING	2024	978-81-961975-7-5	MTC Global ®

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2	CMA Dr. Natika Poddar		Monetary System	2024	9788198074317	Bharani Publication
3	Dr. V. Thangavel		R-Line 2: Contemporary Research 2024	2024	9789334200768	JJ Publication

Table 6.9.11: Book / Book Chapter published during the year 2023-24

Sl. No.	Name of the teacher	Title of the Chapter	Title of the book	Year of publication	ISBN	Name of the publisher
1	Prof. Sandeep G. Kudtarkar and Dr. G. Ramesh	Framework for Creating Mass Entrepreneurial Intention in India	Handbook of Research on Designing Sustainable Strategies to Develop Entrepreneurial Intention	2023	9781668487815	IGI Global, USA.
2	CMA Dr. Natika Poddar	TRANSFORMING MINDSET THROUGH EDUCATION FOR SUSTAINABLE DEVELOPMENT	Education in Sustainable Development	2023	978-93-5810- 911-5	MTC Global ®
3	CMA Dr. Natika Poddar		Introduction to financial accounts	2023		IDOL, University of Mumbai
4	Dr. V. Thangavel		R-Line: A contemporary & Futuristic Research Manual	2023	978-93-5980- 495-8	JJ&O Associates Printing Division
5	Dr. Sandeep Ganpat Kudtarkar,	A Circular Supply Chain in E- Commerce Businesses in India	Handbook of Research on Designing Sustainable Supply	2023	9781668476642	IGI Global USA



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Balijepalli Srivalli		Chains to Achieve a Circular Economy			
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Table 6.9.12: Paper presented at conference during the year 2025-26

2025-26						
Sr. No.	Name of Author	Title of Research Paper	Date	Conference	Organising Institute	Conference Proceedings with ISBN
1	Ms. Preeti Kaushik	Eco-friendly versus Wallet-friendly Marketing: A Systematic Review of Global Best Practices to Promote Green Consumerism in India	17th and 18th July 2025	MDI International Marketing Conference 2025	MDI	
2	Mr. Mayank Dedhia and Dr. Sulbha Raorane	Organizational Culture and Institutional Service Quality	23rd August 2025	International Conference on “The Role, Challenges and opportunities in Multidisciplinary Studies of Artificial Intelligence”	Mohindar Singh Kabal Singh Degree College of Arts & Commerce in collaboration with Boston Imperial University & VALA Foundation	
3	Mr. Mayank Dedhia and Dr. Sulbha Raorane	leader-Follower Power Perception Alignment among Auto-Dealers in Mumbai-A Power Perception Profile Based Study	27th and 28th November 2025	National Conference on Transforming Business & Society	Dayanand Sagar University	
4	CMA Dr. Natika Poddar and Mr. Leon DMonty	The Rise of Digital Finance: A Study on Young Investors' Inclination Towards FinTech and Alternative Assets	27th and 28th November 2025	National Conference on Transforming Business & Society	Dayanand Sagar University	
5	CMA Dr. Natika Poddar and Mr.	A Study on Community Participation and Its Impact on Recycling	28th March 2026	Vishlesan International Conference	VIVA IMR	



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	Aaron D'souza	Behaviour in the 'Trash-to-Treasure Challenge' under the Swachh India and Green India Mission.'				
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Table 6.9.13: Paper presented at conference during the year 2024-25

2024-25

Sr. No.	Name of Author	Title of Research Paper	Date	Conference	Organising Institute	Conference Proceedings with ISBN
1	CA Prachi Malgaonkar	Investor Perception and Participation in India's Green Bond Market	17th - 18th October 2024	Conference of School of Management, OPJ University	School of Management, OPJ University, Raigarh, Rajasthan.	
2	CA Prachi Malgaonkar	Study on Influence of ESG on Investor's Return and Valuation of REIT	5-7th December 2024	Strategic Management Forum	IIM, Mumbai.	
3	CA Prachi Malgaonkar	Saagu Baagu: Cultivating Resilience Through AI in Telangana's Agricultural Heartland	21-22 December 2024	Ivey Case Conference	IIM Nagpur	
4	Ms. Rosie Murray	Work, Laws, and Gender: Decoding the Dichotomy of Working Women— Labor Force Participation of Women in India	21-22 December 2024	Ivey Case Conference	IIM Nagpur	
5	Dr. Simmi Prasad, Ms. Terrista Corriea	Public Perception and Acceptance of Renewable Solar Energy in Mumbai Suburbs	30th January - 1st February 2025	International Management Presepective Conference	Indian Institute of Management Sambalpur & Excellent Publishing House	978-93-94086-62-3
6	Dr. Smita Jesudasan and Ms. Vanshika Agrawal	Consumers' Perceptions and Companies' Strategies towards Circular Economy in India.	30th January - 1st February 2025	International Management Presepective Conference	Indian Institute of Management Sambalpur & Excellent Publishing House	978-93-94086-62-3
7	CMA Dr. Natika Poddar, Ms. Bhoomi Chitalia	A Study on Sustainable Finance Initiatives in Investment Banking: Integrating Environmental, Social, and Governance (ESG)	30th January - 1st February 2025	International Management Presepective Conference	Indian Institute of Management Sambalpur & Excellent Publishing House	978-93-94086-62-3



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		Criteria Into Investment Decisions				
8	CMA Dr. Natika Poddar, Ms. Shruti Daine	A Study on Perception of Community on the Quality of Education Provided under Sarva Shiksha Abhiyan (SSA)	8th February 2025	8th International Multidisciplinary Conference (Hybrid Mode) on “Innovations in Business, Financial Services, Education and Digital Technology”	Seva Sadan College of Arts, Science & Commerce	
9	Ms. Rosie Murray and Prof. (Dr.) Bharathi Kamath	Leaky Pipeline Theory and Gender Inequality: A Sectoral Examination of Boardroom Diversity in India.	11th & 12th February 2025	Conference on “Industry 5.0: Business with Purpose”	Siva Sivani Institute of Management (SSIM), in association with Metropolitan University, London, and S.P. Jain School of Global Management	978-93-341-8640-6
10	CA Prachi Malgaonkar and Dr. Kirtida Vora	AI-Powered Decision Making for Purpose-Driven Leadership – A Study on Indian Startups	February 13–15, 2025	International Management Research Conference 2025	SIES School of Business Studies, Navi Mumbai	
11	Ms. Preeti Kaushik	Social Media Influence on Indian Stock Market Investors- A Quantitative Analysis.	21st February 2025	15th International Research Conference (IRC-2025) Business Dynamics: Integrating Digitization and Sustainability in Management Practices	IES's Management College and Research Centre, Mumbai	
12	CA Prachi Malgaonkar	A Study on Evaluating Factors Influencing the Adoption of Fintech	21st February 2025	15th International Research Conference (IRC-2025) Business Dynamics: Integrating Digitization and Sustainability in Management Practices	IES's Management College and Research Centre	



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13	Dr. Simmi Prasad	Exploring the Impact of Artificial Intelligence (AI) on Business Performance	21st February 2025	15th International Research Conference (IRC-2025) Business Dynamics: Integrating Digitization and Sustainability in Management Practices	IES's Management College and Research Centre	
14	Dr. Anand Upadhyay, Mr. Trushant Kadu	Comparison Between ResNet50 and MobileNetv2 for Detecting Cervical Cancer a Deep Learning Approach. In: Ghonge	22-23 February 2025	International Conference on Emerging Technologies and Computing Innovations	MG Aricent Educational Foundation	978-3031928536, 978-3031928539
15	Ms. Preeti Kaushik	Empirical Analysis of Public Awareness, Perception, and the Influence of Artificial Intelligence (AI) and Human Intelligence (HI)	5th April 2025	CWC's Clara's College of Commerce research conference	CWC's Clara's College of Commerce	
16	Ms. Preeti Kaushik	Understanding Consumer Preferences and Key Success Factors in Cloud Kitchen Ventures: A Data-Driven Perspective	5th April 2025	CWC's Clara's College of Commerce research conference	CWC's Clara's College of Commerce	
17	Ms. Preeti Kaushik	De-evolution in the Age of AI: Empirical Evidence of Human Skill Decline and the Imperative for Co-evolution	25th June 2025	AAROHAN 3.0 - Online Global Innovation & Technology Summit	ATLAS SkillTech University	
18	Mr. Prakash Lalwani, Dr. V Thangavel	Metadata Function in Managing and Retrieving E-Resources	28th June 2025	Pathh - Resilience and Trasformation in the Dynamic Business Environment	St. Francis Institute of Management & Research	978-93-343-2466-2
19	Dr. Sandeep Kudtarkar	Strategic analysis of private Business Sector Participation in the Indian Defense Sector	28th June 2025	Pathh - Resilience and Trasformation in the Dynamic Business Environment	St. Francis Institute of Management & Research	978-93-343-2466-2
20	Ms. Preeti Kaushik	Systematic Review of Social Washing and Greenwashing in the Indian FMCG Sector	28th June 2025	Pathh - Resilience and Trasformation in the Dynamic Business Environment	St. Francis Institute of Management & Research	978-93-343-2466-2



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21	Ms. Rakhi Pitkar, Dr Kavitha Kalkote	Leveraging social media marketing to promote financial literacy and digital banking adoption	28th June 2025	Pathh - Resilience and Trasformation in the Dynamic Business Environment	St. Francis Institute of Management & Research	978-93-343-2466-2
22	Ms. Rosie Murray, Conrad Rebello	LinkedIn and Employability: Evaluating Its Impact on Entry-Level Job Seekers of Mumbai.	28th June 2025	Pathh - Resilience and Trasformation in the Dynamic Business Environment	St. Francis Institute of Management & Research	978-93-343-2466-2
23	Mr. Paul Pratap Alukal, Ms. Aryahi Kulkarni	The role of reverse mentoring in knowledge transfer	28th June 2025	Pathh - Resilience and Trasformation in the Dynamic Business Environment	St. Francis Institute of Management & Research	978-93-343-2466-2
24	Ms. Rashpal Kaur Saini, Dr Natika Poddar	Disrupting the traditional: A study on Peer-to-peer lending and its role in transforming financial intermediation in India's Dynamic business landscape	28th June 2025	Pathh - Resilience and Trasformation in the Dynamic Business Environment	St. Francis Institute of Management & Research	978-93-343-2466-2
25	Ms. Evonee Jagdish S, Dr Natika Poddar	Resilience through financial literacy: A study on retirement planning among Mumbai's working population (25-55) in dynamic business	28th June 2025	Pathh - Resilience and Trasformation in the Dynamic Business Environment	St. Francis Institute of Management & Research	978-93-343-2466-2
26	Ritu Tuli, Dr Natika Poddar	Strategic innovation in financial planning and business resilience: A Global and Indian Perspective	28th June 2025	Pathh - Resilience and Trasformation in the Dynamic Business Environment	St. Francis Institute of Management & Research	978-93-343-2466-2

Table 6.9.14: Paper presented at conference during the year 2023-24

2023-24

Sr. No.	Name of Author	Title of Research Paper	Date	Conference	Organising Institute	Conference Proceedings with ISBN
1	Dr.Smita Jesudasan	Technology Spillover, Profitability and Sustainability: Evidence from the Indian Pharmaceutical Industry	16th July 2023	International Conference on - BRIDGING THE GAP: On the Intersection of Science, Technology, Education,	De Paul Degree College, Mysore	



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				Commerce and Management		
2	Dr. Natika Podar and Ms. Sania Dmello	An Empirical Study of Systematic Investment Plan (SIP) in India with special reference to Investor perception towards SIP	2023	National Conference of SVIMS	Sir. M Visvesvaraya Institute of Management studies and research	
3	Dr. G. Jai Arul Jose, Dr. Mahammad Mastan and Prof. Louay A. Hussein Al-Nuaimy	Efficient Identification of Diabetic Retinopathy through Retinal Imaging with Ground-Truth Segmentation.	23-24 Apr 2024	Conference organised by St. Xavier's Catholic College of Engineering- Tamil Nadu	St. Xavier's Catholic College of Engineering- Tamil Nadu	
4	Dr. Natika Poddar and Ms. Mellita Dsouza	A Study on Level of Awareness on Cyber Bullying amongst Individuals	3-5 April 2024	Annual International Conference 2024 on Harmony in Innovation	D. Y. Patil B-School	
5	Dr. Natika Podar & Ms. Evonne Sakharane	Two Decades of Progress and Prospects: A Comprehensive Review of India's National Pension System	22-Jun-24	Pathh - Navigating Global Business:strategies for Sustainable Innovation in a Dynamic World	St. Francis Institute of Management & Research	
6	Prof. Rashpal Kaur Saini, CMA Dr. Natika Poddar	Navigating Uncertainty: A Study on Peer-to-Peer Lending Platforms in a Volatile Global Economy	22-Jun-24	Pathh - Navigating Global Business:strategies for Sustainable Innovation in a Dynamic World	St. Francis Institute of Management & Research	
7	Suvarna Raikar & G.Ramesh	Perceptions and Implications of Ethical Branding in E-Commerce: A Consumer Perspective	22-Jun-24	Pathh - Navigating Global Business:strategies for Sustainable Innovation in a Dynamic World	St. Francis Institute of Management & Research	
8	Jinal Lathia	An Analysis of Mutual Funds' Potential as an Investment to Prevent Future Inflation"	22-Jun-24	Pathh - Navigating Global Business:strategies for Sustainable Innovation in a Dynamic World	St. Francis Institute of Management & Research	



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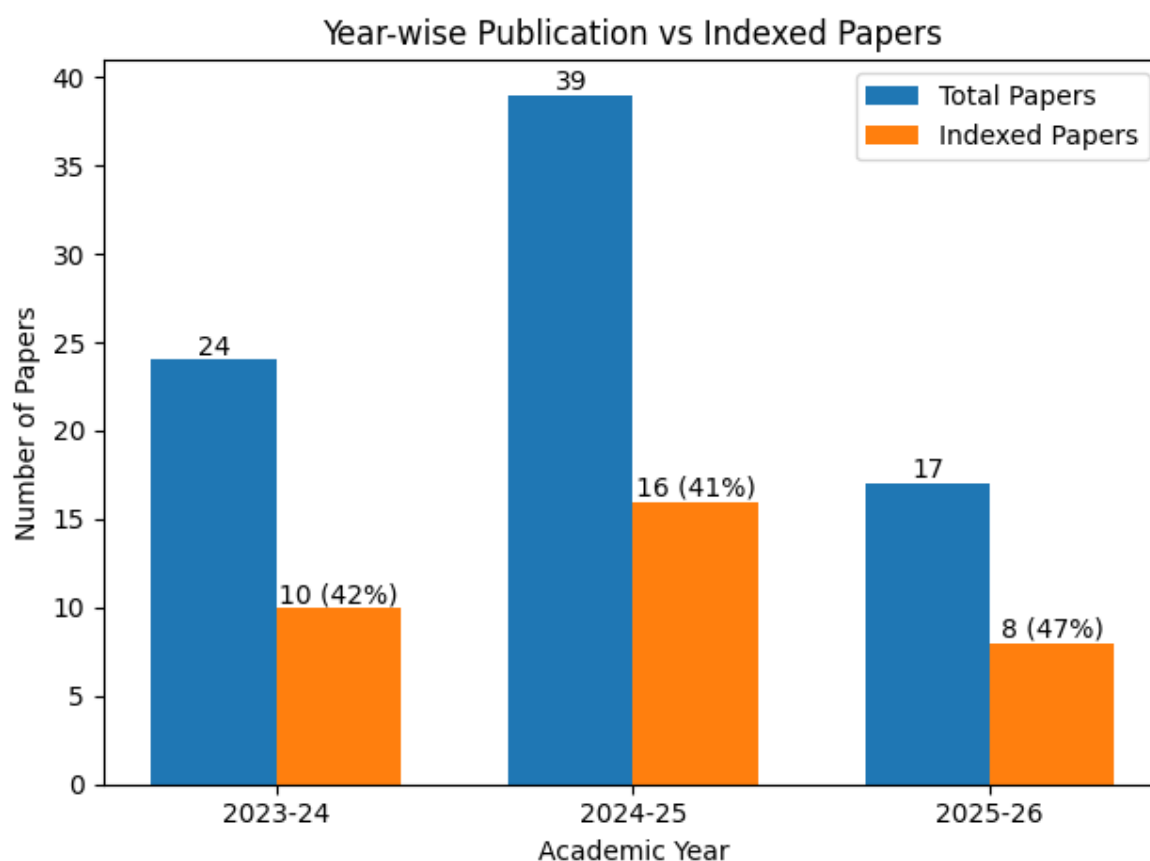


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Analysis of Published paper for the period 2023-24 to 2025-26

Table 6.9.15: Comparative Analysis for Paper Presented for the period 2023-24 to 2025-26

Academic Year	Total Papers	Indexed (UGC/Scopus/WoS/ABDC etc.)	Indexed %
2023-24	24	10	41.67%
2024-25	39	16	41.03%
2025-26	17	8	47.06%
Total	80	34	42.50%



The year-wise analysis indicates that the total number of publications was highest in **2024–25 with 39 papers**, while **2025–26 shows 17 papers based on 10 months of available data**, which naturally reduces the overall count for the year. However, despite the shorter reporting period, the share of indexed publications in 2025–26 is the highest at **47%**, compared to **42% in 2023–24** and **41% in 2024–25**. This reflects that although the publication volume appears



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lower due to the incomplete year, the quality orientation has improved, with a greater proportion of papers published in UGC CARE/ABDC/Scopus/WoS etc. indexed journals.