



St. Francis Institute of Management and Research

List of Publications - Faculty Wise

Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number / Details about the Journal	Link to the research paper
Dr. G. Ramesh						
An Empirical Study of the Market Potential of Precision Tubes Market in India - with special reference to Automotive Industry	Dr. G Ramesh	Marketing	Science and Engineering Journal Issue 2 2021 Vol 25	Feb-21	ISSN No. 0103-944X	https://saejournal.com/volume-25-issue-2/
CSR Activities conducted by Corporate India	Dr Ramesh & Prof. Shilpa	Gen Mgt	SRR Vol 14 Issue 2	Oct-20	ISSN : 0975-895X	Avaiable in hard copy only
An analysis of corporate social responsibility expenditure of Indian companies based on the Companies Act, 2013	Dr Ramesh & Prof. Shilpa	Gen Mgt	Director's Note	Oct-18	https://www.conference-board.org/about	https://www.conference-board.org/press/pressdetail.cfm?pressid=7548
A Green Investment Perspective of Indian Companies	Ms. Natika & Mr. G Ramesh	Finance & Marketing	International Journal of Research and Analytical Review	Oct-18	UGC Approved journal	http://www.ijrar.org/archive.php?vol=5&issue=4
A Study of the CSR activities conducted by Indian companies	Mr. G. Ramesh & Ms. Shilpa Peswani	Marketing and Finance	Prabandhan: Indian Journal of Management, Vol 10, Issue 3, p. 35-52, mar. 2017. ISSN 0975-2854	Mar-17	IC Value (2015) =7.96; Indexed in Google Scholar; Indexed in Scopus; NAAS Rating=3.60; Included in UGC's list of Recommended Journals (S. No. 30109), peer reviewed	http://dx.doi.org/10.17010/pijom%2F2017%2Fv10i3%2F111425
Application of GDSS in facilitating E-learning	Ms Vasudha Rao & Dr G Ramesh	IT	International Research Journal of Engineering, Mathematics & IT	Dec-16	ISSN – 2349-0322	Avaiable in hard copy only
Frugal Innovation	Dr. G Ramesh	Marketing	JBIMS Journal-Spectrum	Mar-15		Avaiable in hard copy only
Integrating Organized Retail through Media for a Sustainable Social Development -A Qualitative study	Dr G Ramesh	Retail Marketing	Indian Journal of Applied Research	Jul-13	ISSN - 2249-555X	https://www.worldwidejournals.com/indian-journal-of-applied-research-(IJAR)/issues.php?m=July&y=2013&id=22
Media and Organized Retail for a Sustainable Social Development -An exploratory study	Mr. G Ramesh	Retail Marketing	SFIMAR Research Review vol 8 Issue 1	May-13	ISSN : 0975-895X	Avaiable in hard copy only
Brand Building Measures for Organized Retail Outlets an empirical study	Mr. G Ramesh	Retail Marketing	The Journal of Business and Retail Management Research (International) ISSN 1751-8202,	Apr-12	ISSN 1751-8202	Avaiable in hard copy only
Emergence of Indian Retail Industry: Trends, Prospects and Challenges	Mr. G Ramesh	Retail Marketing	Gitarattan International Business School Journal	Jan-12		Avaiable in hard copy only
Standardization Vs Adaptation of Marketing Strategy : A qualitative study	Mr. G Ramesh	Marketing	Indian Journal of Marketing	Nov-11	ISSN 0973-8703	https://www.ugc.ac.in/journallist/ugc_admin_journal_report.aspx?eid=MjA4MDI=

A pilot study of organised retail formats and their location strategy in Mumbai: A study covering western suburbs from Bandra to Borivali,	Mr. G. Ramesh and Ms Simmi Prasad	Retail Marketing	Journal of Retail and Leisure Property	May-11		Available in hard copy only
CMA Shilpa Peswani						
A Study of CSR activities conducted by NIFTY 500 listed Companies as per the Govt. Mandate	Dr Ramesh & Prof. Shilpa	Gen Mgt	SRR Vol 14 Issue 2	Oct-20		
A Study of the CSR activities conducted by Indian companies	Mr. G. Ramesh & Ms. Shilpa Peswani	Marketing and Finance	Prabandhan: Indian Journal of Management, Vol 10, Issue 3, p. 35-52, mar. 2017. ISSN 0975-2854	Mar-17	IC Value (2015) =7.96; Indexed in Google Scholar; Indexed in Scopus; NAAS Rating=3.60; Included in UGC's list of Recommended Journals (S. No. 30109), peer reviewed	http://dx.doi.org/10.17010/pijom%2F2017%2Fv10i3%2F11425
Leverage Constraints or preference for lottery- What explains the low-risk effect in India?	Shilpa Peswani & Mayank Joshipura	Finance	Investment Management and Financial Innovations, Volume 18 2021, Issue #2, pp. 48-63	Apr-21	ABDC 'B' category, ISSN 1810-4967 (print), 1812-9358 (online)	http://dx.doi.org/10.21511/imfi.18(2).2021.05
Anomalies in the Indian Stock Market	Ms. Shilpa & Dr. Smita	Finance	SFIMAR Research Review Vol.14, Issue 1, 2019	Feb-20	ISSN 0975-895X, E-ISSN 2581-7450	http://sfimarresearchreview.org/index.php/srr/article/view/150861
The volatility effect across size buckets: evidence from the Indian stock market	Ms. Shilpa & Dr. Mayank	Finance	Investment Management and Financial Innovations, 16(3), 62-75.	Aug-19	ABDC 'B' category	http://dx.doi.org/10.21511/imfi.16(3).2019.07
An analysis of corporate social responsibility expenditure of Indian companies based on the Companies Act, 2013	Dr Ramesh & Prof. Shilpa	Gen Mgt	Director's Note	Oct-18		https://www.conference-board.org/about-board.org/press/pressdetail.cfm?pressid=7548
The Volatility Effect in Value and Growth Stocks: Evidence from India	Ms. Shilpa Peswani & Dr. Joshipura M.	Finance	NMIMS Management Review	Apr-18	A part of Web of Science Emerging Sources Citation Index (ESCI), it is listed in UGC, and Cabell's International, Peer reviewed	https://www.researchgate.net/publication/335619484_The_Volatility_Effect_in_Value_and_Growth_Stocks_Evidence_from_India
Returns to Low Risk Investing	Ms. Shilpa Peswani & Dr. Joshipura M.	Finance	Applied Finance Letters	Nov-17	an ABDC listed 'C' category journal	https://doi.org/10.24135/afl.v6i01.65
Does a highly leveraged structure of a firm influence performance? A Comparative study of a high and low leveraged FMCG companies in India.	Ms. Shilpa Peswani		Indian Journal of Finance	Jun-11		Available in hard copy only
Dr. Natikar Poddar						
A Study on Spending and Saving Behaviour of People During the Global Pandemic Covid-19	Dr. Natika & Mr. Aldan	Finance	Shodh Sarita	Feb-21	Listed in UGC CARE list	Available in hard copy only
A study on Performance analysis of top pharma companies in India	Dr. Natika & Ms. Alina	Finance	SRR Vol 14 Issue 2	Oct-20	ISSN 0975-895X, E-ISSN 2581-7450	Available in hard copy only
A Study on Impaction Indian Stock Market Due to Inflows of FIIs	Dr. Natika & Ms. Sanyukta Joshi	Finance	Test Engineering and Management, Published by Mattingley Publishing Co., Inc.	Jun-20	ISSN: 0193-4120 Page No. 2509 - 2519, Scopus Indexed journal	https://simdos.unud.ac.id/uploads/file_penelitian_1_dir/d288140600450e4d5207a04027ff0aea.pdf

A study on Volatility of selected Banking Stocks traded on Nifty	Dr. Natika Poddar	Finance	Journal of Xidian university, VOLUME 14, ISSUE 4, 2020	Feb-20	Scopus indexed, ISSN No:1001-2400	https://doi.org/10.37896/jxu14.4/300
A Study on Factors Affecting Exchange Rate (INR vs YEN, INR vs USD, INR vs EURO)	Dr. Natika Poddar	Finance	Studies in Indian Place Names	Feb-20	UGC Care Indexed journal, ISSN: 2394-3114 Vol-40-Issue-35-February-2020	Available in hard copy only
A Study of Equity Valuation Models and Strategies - Analysis of Automobile sector	Dr. Natika, Ms. Aditi & Mr. Sangam	Finance	Indian Journal of Ecology (2020) 47 Special Issue (9): 90-95	Jan-20	NAAS Rating: 4.96, Scopus Indexed	https://www.indianjournals.com/ijor.aspx?target=ijor:ije1&volume=47&issue=spl&article=016
A Study on the Convergence of Digital Marketing Strategy and Social Media Marketing Strategy with reference to a Startup	Ms. Natika & Ms. Dipti Agrawal	Finance	International Journal of Advance and Innovative Research	Apr-19	UGC Approved journal	Available in hard copy only
A Study of MSME's contribution towards Employment Growth and GDP of India	Ms. Natika and Ms. Alisha Lopes	Finance	ELK Asia Pacific Journal	Apr-19	Peer Reviewed Journal	Available in hard copy only
Impact on M&A on the pre-post financial performance of Indian Acquirer Companies	Dr. Natika Poddar	Finance	Theoretical Economics	Apr-19	An ABDC listed 'B' category journal, Web of Science	https://doi.org/10.4236/tel.2019.94067
Effectiveness of Flipped Classroom model as a pedagogical tool as compared to Traditional Methods of Teaching	Ms. Natika and Ms. Leann	Finance	Journal of Management Research and Analysis	Nov-18	UGC Approved journal	Available in hard copy only
A Green Investment Perspective of Indian Companies	Ms. Natika & Mr. G Ramesh	Finance & Marketing	International Journal of Research and Analytical Review	Oct-18	UGC Approved journal	http://www.ijrar.org/archive.php?vol=5&issue=4
GST – Implications on Indian Economy	Ms. Natika & Ms. Reema	Finance	International Journal of Management Studies	Aug-18	UGC Approved journal	https://www.researchgate.net/publication/326598158_GST-An_Implications_to_An_Indian_Economy
An Empirical and Perspective Study on Opportunities and Challenges in Adoption of IND AS	Dr. Natika Poddar	Finance	Social Science International Journal of Economics and Management	Jul-18	UGC Approved journal	Available in hard copy only
A study on Taxation Awareness Amongst MBA student's v/s other Core Professional courses students.	Ms. Natika Poddar	Finance	International Journal of Research in Finance and Marketing (IJRFM), Available online at : http://euroasiapub.org/current.php?title=IJRFM,Vol. 7 Issue 5, May – 2017, pp. 193~208	May-17	Scopus Evaluated ID-66CAE1D4520ADF6B, ISSN (o):2231-5985, Impact Factor: 6.397, Thomson Reuters Researcher ID: L-5236-2015, UGC listed, peer reviewed	http://euroasiapub.org/wp-content/uploads/2017/06/21FM-May-4938.pdf
Analysis of risk and return of selected stocks in India	Mr. Natika Poddar & Mr. Prashant Anchan	Finance	Presented at IBS Conference	Apr-17	IBS Conference. ELK Asia Pacific Journals ISSN journal-978-93-85537-05-09, April 2017	Available in hard copy only
Impact of Earnings Announcement on Stock Prices	Dr. Natika Poddar	Finance	International Journal of Research in Finance and Marketing (IJRFM), Available online at : http://euroasiapub.org/current.php?title=IJRFM, Vol. 6 Issue 12, December - 2016, pp. 66~78	Dec-16	ISSN(o): 2231-5985 Impact Factor: 5.861 Thomson Reuters ID: L-5236-2015, International Journal, Scopus Evaluation ID:66CAE1D4520ADF6B	http://euroasiapub.org/?s=NATIKA

NPAs in Indian Banks-An Overview	Dr. Natika Poddar	Finance	International journal of multidisciplinary research in area of management, I.T.,Engineering	Jun-16	IJMIE, VOL.6,ISSUE 7,ISSN:2249-0558, June-2016,Impact factor:7.119,Listed in Thomson REUTERS, Ebsco etc., e-journal	https://www.ijmra.us/2016ijmie_july.php
A Study on Role of Leverage on Firm's Investment- An Indian Companies Perspective	Dr. Natika Poddar	Finance	EXCEL International Journal of Multidisciplinary Management Studies,ISSN 2249- 8834, EIJMMS, Vol.5 (12), pp. 26-33, Online available at zenithresearch.org.in	Dec-15	EXCEL International Journal of Multidisciplinary Management Studies ISSN 2249- 8834, EIJMMS, Vol.5 (12), DECEMBER (2015), pp. 26-33,Listed in EBSCO, EMBASE, ERIC, ERIH Plus, Genamics, GeoArchive, Geobase, GeoRef: Bibliography & Index of Geology, Google Scholar, ICI Journals Master List	http://www.zenithresearch.org.in/index.php/past-issue-eijmms/251-excel-international-journal-of-multidisciplinary-management-studies.html
Enterprise risk Management in improving sustainability of Banking Business in india	Dr. Natika Poddar, Dr. Smita Jesudasan, Jackson John	Finance	TRANS Asian Research journals	Apr-15		http://www.indianjournals.com/ijor.aspx?target=ijor:ajmr&volume=4&issue=4&article=003
Branding & Merchandising route-A Sustainable practices making a Trend in Indian FILM Industry for Revenue Generation	Dr.Natika Poddar	Marketing	Innovation Based Sustainable Practices of Organizations, GNIMS B- School	Mar-15		Available in hard copy only
A study of corelation between disinvestment & improvement in financial performance of Indian Public sector enterprises	Dr. Natika Poddar	Finance	NCRD's Sterling Institute of Management Studies	Jan-15		Available in hard copy only
Operational and Credit Risk Management in Indian Banking Sector With Special Reference To Basel Norms	Dr.Natika Poddar		SS INTERNATIONAL JOURNAL OF BUSINESS AND MANAGEMENT RESEARCH	Jul-14		Available in hard copy only
Economic Avenues and challenges in the area of organised retailing in banking sector	Dr.Natika Poddar		Thakur college of Commerce and Science in collaboration with University of Mumbai	Sep-13		Available in hard copy only
Emerging trend in Financial performance of General Insurance Industry in India	Dr.Natika Poddar		St.Xavier College	Sep-13		Available in hard copy only
Operational & Credit risk management with special reference to Indian banking sector	Dr.Natika Poddar		B. L. Amlani college of Commerce and Economics ISBN:978-81-926401-0-5	Sep-13		Available in hard copy only
A study on Energy audit	Dr.Natika Poddar		Paper presented at Chetna's Institute of Management	Feb-12		Available in hard copy only
Consumer Buying Behaviour at retail outlet/Shopping Mall	Ms. Natika Jain		Satya Shiv Infrastructure International Journal of Business and Management Research	May-11		Available in hard copy only
Impact of Culture on Mergers and Acquisitions	Ms. Natika Jain		Satya Shiv Infrastructure International Journal of Business and Management Research	May-11		Available in hard copy only
Challenges before management with reference to cross cultural Issues	Ms. Natika Jain		Poona College of Arts, Science and Commerce	Apr-11		Available in hard copy only
Risk Management in Insurance Sector	Ms. Natika Jain		Navshayadri Institute of Management	Apr-11		Available in hard copy only

Foreign Exchange Exposure and Management	Ms. Natika Jain		National Conference on Restructuring of Global Economy-Challenges, IIM Jaipur	Apr-11		Available in hard copy only
Attaining global growth through acquisitions-post recession	Ms. Natika Jain		National conference at Godavari Institute of Management and Research	Mar-11		Available in hard copy only
Application of Human Resource Management in Project Management	Ms. Natika Jain		Vishwakarma Institute of Management	Mar-11		Available in hard copy only
Problems,opportunities and prospects for SME sector in India	Ms. Natika Jain		Matoshri Pratishthan Group of Institutions	Mar-11		Available in hard copy only
CSR -Need of an hour	Ms. Natika Jain		Babasaheb Gawde institute of Mgmt and Research	Mar-11		Available in hard copy only
Application of Disinvestment on PSEs	Ms. Natika Jain		Asia pacific Journal of Commerce	Mar-11		Available in hard copy only
Mergers and Acquisitions "A change paradigm in performance of Indian Company	Ms. Natika Jain		International Journal of Business and Economics	Mar-11		Available in hard copy only
Analytical approach towards free cash flow v/s capital cash flow	Ms. Natika Jain		Indian Journal of Commerce and management studies	Jan-11		Available in hard copy only
Dr. Simeon Simon						
Business Analysis of Amazon-A global player	Dr. Simeon	Marketing	International Journal of Research and Analytical Reviews (IJRAR), Vol 6 Issue 2	Jun-19	e-ISSN: 2348-1269, p-ISSN : 2349-5138	Available in hard copy only
<u>An Empirical Analysis on Brand Equity Building of Leading Private Business Schools</u>	Dr. Simeon	Marketing	SFIMAR Research Review Vol.13, Issue 1, 2018	May-19	ISSN 0975-895X, E-ISSN 2581-7450	http://sfimarresearchreview.org/index.php/srr/article/view/145832
Dr. Simmi Prasad						
Consumer perception on private label brands in organized retail stores of Mumbai suburbs	Dr. Simmi Prasad	Marketing	International Journal of Research and Analytical Reviews (IJRAR), Vol 6 Issue 2	Jun-19	e-ISSN: 2348-1269, p-ISSN : 2349-5138	Available in hard copy only
A study on sustainable business practices of mobile services providers in India	Ms. Simmi Prasad	Marketing	Guru Nanak of Management Studies, International Research Conference on Innovation based Sustainable Practices of Organisations	Mar-15		Available in hard copy only
Dr. Smita Jesudasan						
A Cross-Country Evaluation of Financial Inclusion and its Linkage with Growth and Development	Dr. Smita & Ms.Renita	Finance	SFIMAR Research Review Vol. 1 Issue 13, 2018	May-19	ISSN 0975-895X, E-ISSN 2581-7451	www.sfimarresearchreview.org/index.php/srr/article/view/
Analysis of the Solvency Position of Scheduled Urban Coop Banks in India	Ms. Smita Jesudasan & Ms. Frenzia	Finance	SFIMAR Research Review, Volume 11, Issue 2, 2016	Oct-17	ISSN 0975-895X, E-ISSN 2581-7450	http://www.sfimarresearchreview.org/index.php/srr/article/view/122969/0
Does the behaviour of Commodity Stock Prices in India constitute a Random Walk?	Dr. Smita Jesudasan	Finance	SFIMAR Research Review, Volume 11, Issue 1, 2016	Feb-17	ISSN 0975-895X, E-ISSN 2581-7450	http://sfimarresearchreview.org/index.php/srr/article/view/117412

A cross-dimensional analysis of Financial Inclusion and Development across India	Dr. Smita & Ms. Renita	Finance	International Journal of Applied Business and Economic Research, Vol. 14, No. 14 (2016): 323-351	Dec-16	ISSN : 0972-7302, Impact Factor-0.12, SCOPUS listed, UGC Approved Journal No. 2551, listed JEL by American Economic Association (AEA), Index Copernicus, Elsevier's bibliographic database, CAP International, Indian Sciences Abstract and Indian Citation Index (ICI), peer reviewed	https://www.serialsjournals.com/index.php?route=product/product/volumearticle&issue_id=318&product_id=343 .
Value Added Performance of the Indian Banking Sector	Dr. Smita Jesudasan	Finance	DYPUSM International Journal of Management, January - June 2015 Issue.	Jun-15		Available in hard copy only
Stock Price Response to Dividend Announcements: Evidence from NSE, India	Dr. Smita Jesudasan	Finance	SFIMAR Research Review	Jun-15		Available in hard copy only
Leveraging Financial Inclusion for Economic Growth in India	Dr. Smita Jesudasan, Ms. Renita D'souza	Economics	Zenith International Research Journal of Business Economics & Management Research Vol. 5 (6) 2015	Jun-15		http://www.indianjournals.com/ijor.aspx?target=ijor:zijbemr&volume=5&issue=6&article=014
Linkage between Performance of Intellectual Capital & Financial Performance of Commercial Banks in India	Dr. Smita Jesudasan	Finance	Nirma International Conference of Management	Jan-15		Available in hard copy only
Dr. Sulbha Raorane						
A comparative Study on the compensation & Benefits plan for Life & General Insurance Agents	Ms. Sulbha		IDEAL- ISSN 2319-359X-Impact F	Dec-18	Peer reviewed	Available in hard copy only
Socio-Economic Status of Women School Teachers	Dr. Sulbha	HR	University of Mumbai, Department of Commerce, Savitrabai Phule Memorial International Conference	Jan-17		https://www.researchgate.net/publication/334603643_Socio-Economic_Status_of_Women_School_Teachers
Product Liability Insurance	Dr. Sulbha Raorane	Finance	Tactful management Research journal ISSN: 2319-7943	Mar-15		Available in hard copy only
CPA : Is the fire Insurance Consumer Protected	Dr. Sulbha Raorane	Finance	Rishabh Publishing house, ISBN: 978-93-83072-41-5, University of Mumbai , International conference at Thailand	Jan-15		Available in hard copy only
Consumer protection Act: Is the bank consumer protected?	Dr.. Sulbha S. Raorane		Spark ISSN 2277-4866	Dec-13		Available in hard copy only
Maternity benefits & women Empowerment in India	Ms. Sulbha Raorane		National conference	Nov-12		Available in hard copy only
Relevance of MBA in today's Business	Ms. Sulbha Raorane		Pathh 2012	Feb-12		Available in hard copy only
Prof. Sanchayita Banerjee						
Online Travel Ticketing Behavior and Young India	B Sanchayita, D Hirak, M Melinda, I Aishwarya	Marketing	IBS Mumbai 4th International Marketing Conference, 4	Mar-20	Elk Asia	Available in hard copy only

A Coherent Metasynthesis of Blue Ocean Strategy (BOS) using Grounded Theory Approach	Sooraj Namboodiri, Sanchayita Banerjee, Dr. Hirak Dasgupta	Marketing	Academy of Strategic Management Journal	Dec-19	SCOPUS Indexed	https://www.abacademies.org/abstract/a-coherent-metasynthesis-of-blue-ocean-strategy-bos-using-grounded-theory-approach-8373.html
Influence of Work-Life Imbalance on Working Women affecting Health and Productivity	Ms. Sanchayita, Ms. Sujeesha & Ms. Rohini Save	Marketing	International Journal of Advance and Innovative Research	Apr-19	UGC Approved journal	http://iaraedu.com/about-journal/ijair-volume-6-issue-2-vii-april-june-2019-part-2.php
Factors Affecting Consumer Buying Behavior of Male Skincare Products: A Study of Mumbai Metropolitan City	Ms. Sanchayita & Mr. Sooraj	Marketing	Indian Journal of Marketing	Nov-18	Scopus and UGC listed	http://www.indianjournalofmarketing.com/index.php/ijom/issue/view/8253
Attitude and Perception towards e-wallet among professional course students in Maharashtra	Ms. Sanchayita Banerjee	Marketing	VIVA conference 'Vishelshan' and published in their UGC listed journal	Apr-18		Available in hard copy only
A Study on Mothers' Buying Behaviour for their kids: A Mumbai Perspective	Ms. Sanchayita Banerjee	Marketing	International Journal of Research in Finance and Marketing (IJRFM), Available online at : http://euroasiapub.org/current.php?title=IJRFM, Vol. 7 Issue 6, June - 2016, pp. 106~123	Jun-17	ISSN (o):2231-5985, Impact Factor: 6.397, Thomson Reuters Researcher ID: L-5236-2015, UGC listed, Peer reviewed	http://euroasiapub.org/wp-content/uploads/2017/07/11FMJune-5063.pdf
Assessing the Solid Waste Management Procedures of Management Institutes in Mumbai	Ms. Sanchayita Banerjee, Mr. Jestin Johny	Marketing	International Journal of Research in Social Sciences, ISSN: 2249-2496 Vol 6, Issue 4	Apr-16	Peer reviewed	https://www.ijmra.us/2016ijrss_april.php
A Study on the Intentions of Consumers in Mumbai with regards to purchase of CNG Cars	Ms. Sanchayita Banerjee, Mr. Jackson John	Marketing	Trans-Asian Journal of Marketing & Research, ISSN:2279-0667, Vol 5, Issue 3	Mar-16	Peer reviewed	https://www.tari.in/ajmmrVol-5-Issue-3-March-2016.html
Prof. Akhilesh Yadav						
An analysis of the announcement of the Demonetisation on stock market returns	Mr. Akhilesh Yadav	Finance	SFIMAR Research Review Vol.13 issue 1 of 2018	Feb-18	ISSN 0975-895X, E-ISSN 2581-7450	http://www.sfimarresearchreview.org/index.php/srr/article/view/137560
Prof. Jackson John						
Customer Preference and Satisfaction towards Mobile Network Service Providers in Greater Mumbai Metropolitan Region	Mr. Jackson John	Marketing	SFIMAR Research Review, Volume 15, Issue 1, 2021	Mar-21	J-gate, i- scholar database, peer Reviewed, ISSN 0975-895X.	Available in hard copy only
A study on online shopping customer experience and buying behavior of Male customers with respect to Apparels in Mumbai	Mr. Jackson John	Marketing	GNIMS	Feb-18	Conference date: 17 February, 2018. Publication details: Conference proceedings published in Sansmaran Management Research Journal, ISSN No. 2278-7801, Impact factor IJIF (2017) 4.107/ Impact factor PIF (2017) 4.125, Guru Nanak Institute of Management Studies, Mumbai.	Available in hard copy only

Factors Influencing Customer Preference for Branded Coffee Chains among Young and Middle Aged Adults in Mumbai	Mr. Jackson John & Ms. Sanchayita Banerjee	Marketing	SFIMAR Research Review, Volume 11, Issue 1, 2016	May-17	J-gate, i- scholar database, peer Reviewed, ISSN 0975-895X.	http://sfimarresearchreview.org/index.php/srr/issue/view/7440
Effectiveness of sexual imagery in advertisements and influence on purchase behavior of consumers in Mumbai: A study across genders and generations	Mr. Jackson John	Marketing	Indian Journal of Marketing, Vol 47, Issue 3 Mar 2017, p.29-42	Mar-17	IC Value (2015) = 11.01, NAAS rating = 4.24, UGC recommended journal. Indexed in Scopus (Elsevier), Indian Citation Index (ICI), Google Scholar. Ulrich's International Periodicals Directory, USA. Index Copernicus Journals Master List, Index Copernicus. Indian Science Abstracts (ISA - NISCAIR). Academic Keys, USA. Cabell's Directory of Publishing Opportunities, USA. peer reviewed	http://indianjournalofmarketing.com/index.php/ijom/article/view/111421
A study on the intentions of consumers in Mumbai with regards to purchase of CNG cars	Mr. Jackson John	Marketing	Trans Asian Journal of Marketing and Management Research (TAJMMR)	Mar-16	Publication description: Trans Asian Journal	Hard copy
Influence of Steve Jobs's personal brand on Apple's business success	Mr. Jackson John	Marketing	SFIMAR Research Review Journal	May-15	J-gate, i- scholar database, peer Reviewed,	Hard copy
Enterprise Risk Management in Improving Sustainability of Banking Business in India	Mr. Jackson John, Dr. Natika Poddar, Dr. Smita Jesudasan	Marketing	Asian Journal of Multidimensional Research (AJMR)	Apr-15	ISSN: 2278-4853, Impact Factor: SJIF 2013	Hard copy
Prof. Jestin Johny						
Impact of Knowledge Management Capabilities on organizational performance in the private sector in Oman: An SEM approach using path analysis	Dr.Samir Hammami , Dr.Faisal Ahmed, Prof.Jestin Johny , Dr.Mohammed Ali Bait	Knowledge Management	International Journal of Knowledge Management (California)	Jan-21	Scopus, Web of Science and ABDC 'B' category journal	DOI: 10.4018/IJKM.2021010102
Supply Chain Risk Management : A Literature Review	Dr.Amulya Gurtu & Jestin Johny	Supply Chain Management	Risk Journal , MDPI (Basel, Switzerland)	Jan-21	Scopus, Web of Science and ABDC 'B' category Journal	DOI: 10.3390/risks9010016
Potential of Blockchain Technology in Supply Chain Management - A literature Review	Mr. Jestin	Marketing	International Journal of Physical Distribution and Logistics Management	Jul-19	ABDC 'A' category	https://doi.org/10.1108/IJPDLM-11-2018-0371
Traditional Vs. New Third and Fourth Party Logistics - Challenges and Opportunities in the Indian Market	Mr. Jestin	Marketing	Journal of Management Research and Analysis	Apr-19		Hard Copy Available
Labour Migration Analysis of Myanmar	Mr. Jestin	Marketing	Asian and Pacific Research Journal.	Sep-17	Peer reviewed	Hard Copy Availalbe
Prof. Paul Alukal						
Approaching The Indian Bullet Train Project Through System Thinking	Jagadeeswar Rao, Paul Alukal, Kirti Nayal, Seema Das & Dinesh Rajput	HR	INCOSE International Symposium (Wiley Online Library)	Dec-19		https://doi.org/10.1002/j.2334-5837.2019.00683.x

Video on Demand Industry: Challenges and Opportunities in the Indian Market	Mr. Paul & Mr. Jestin	HR and Marketing	Journal of Innovative Science and Research Technology	Jun-18	ISSN No:-2456-2165	https://iisrt.com/wp-content/uploads/2018/06/Video-on-Demand-Industry-Challengesand-Opportunities-in-the-Indian-Market.pdf
Impact of oil prices on M&A in the Oil and Gas Industry	Mr. Paul Alukal	HR	International Journal of Commerce, Business & Management, Vol 6, No.1,Jan-Feb 2017, p. 24-29, Jan-Feb 2017.	Jan-17	ISSN: 2319–2828, e-journal	Available in hard copy only
Prof. Pushkar Parulekar						
Evaluation of Semi-strong form of Market Efficiency Theory based on Event Studies	Mr. Pushkar Parulekar	Finance	Studies in Indian Place Names	Feb-20	UGC Care Indexed journal, ISSN: 2394-3114 Vol-40-Issue-35-February-2020	Available in hard copy only
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Prof. Vasudha Rao

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E-learning Applications: Study on Success and Knowledge Retention	Ms. Vasudha & Dr. Ramesh	IT	International Research Journal of Mathematics, Engineering and IT (IRJMEIT) is a double blind peer reviewed, refereed monthly International Journal.	Dec-16	ISSN:(2349-0322)	Available in hard copy only
Study on Career Planning For HR Management Trainees (Employee Perspective)	Ms.Vasudha Rao & Ms.Vanitha Navada	HR	Radix International Journal of Research in Economics & Business Management	Dec-11	ISSN: 2277-1018	Avaiable in hard copy only
A Pilot Study on E-learning Applications and its effectiveness in B- schools & Universities	Ms. Vasudha Rao & Ms.Vaishali Kulkarni	IT	SFIMAR Research Review	Mar-11		Avaiable in hard copy only
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Prof. Sujeesha Naidu

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Dr. Sinimole K R

A Study on Health Expenditure Efficiency in India – A Data Envelopment Analysis	Ms. Sinimole	Operations	Artha Vijnana, a Gokhale Institute of Politics and Economics publication	May-19		http://www.i-scholar.in/index.php/ArthaVij/article/view/183614
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Dr. M F Kumbar						
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Prof. Renita D'souza						
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Dr. Vinita Bhatia						
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Dr. Vaishali Kulkarni						
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Col. Venkatraman						
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