

Details of Research Papers Published by Faculty Members 2010-14

Sr. No.	Author(s) Name	Title	ISBN/ ISSN No.	Details of Publisher and Journal
2014				
1	Dr. Jyotsna Golhar & Dr. Sujit Metre	Use Of Blogs In Reinforcing The Social Marketing Message- A Case Of Incredible India 'Atithi Devo Bhavo' Campaign	ISBN 978-81-920768-8-1	5th National Conference ,The SMAC Code – Embracing New Technologies for Future Business”(Social Media, Mobile Computing, Analytics & Cloud Computing)- ”- Vishwakarma Institute of Management, Kondhwa, Pune
2	Dr. Jyotsna Golhar & Dr. Amit P. Oak	Study of Job Specific Social Skill Training for Management Students in Entry Level Job Research Brief	ISSN 2347-9361	International Journal of Management Development and Training (Volume I)- Sasmira's Institute of Management Studies & Research (SIMSR), Worli Mumbai
3	Dr. Jyotsna Golhar & Dr. Sujit Metre	Transforming Current Liability To Fixed Asset – A Case Of Demographic Dividends In India	ISSN 0975-9654 (won first prize)	3rd International Conference on ‘Demographic Dividend’- Dr. Ambedkar Institute of Management Studies and Research, Nagpur
4	Dr. Jyotsna Golhar & Dr. Amit P. Oak	Instituting a learning environment in family-run business -case of road side key makers in Mumbai and Thane Region	Printed in Conference Proceedings (In-absentia)	3 biennial conference on Conference Coordinator on “Managing for Tomorrow - Business challenges in emerging PESTEL Scenarios” by Amrut Mody School of Management (AMSoM), Ahmedabad

5	Dr. Jyotsna Golhar	HR Analytics-The Smart Transition	Presented and Printed in Conference Proceedings	ADHIGAMA 2014: Research Conference on "Transformation of business practices: a multidisciplinary approach" organised by Kohinoor Business School, Mumbai
6	Prof. Nisha Tatkar	GAAR Horizon: Strategy for tapping the Untapped	ISSN 2321-5933 (eprint), ISSN 2321-5925	IOSR Journal of Economics and Finance (IES Institute)
7	Prof. Nisha Tatkar	She starts, she fails & recuperates: Being a Woman Entrepreneur is great, except?	ISBN 978-81-924627-5-2	International Conference on "Business Sutras for Competitive Era" (Cummins Institute)
8	Prof. Agnes Joseph	Financial Inclusion in India	ISSN 0976-8262	MAEER's MIT School of Management
9	Dr. Amit Oak	Study of Job-Specific Social Skill Training (JSST) for Management studies in entry level jobs	ISSN 2347-9361	Research Brief published in a Peer Reviewed Journal, International Journal of Management Development and Training published by SASMIRA's Institute of Management Studies and Research
10	Dr. Amit Oak	Research Monograph	ISBN 978-81-928745-9-3	Research Monograph published in 'Trends in Finance' published by Dr. V.N. Bedekar Institute of Management Studies, Thane (Co-Author for the Research Work for the Seminar Presentation on the Theme 'Trends in Finance')
11	Prof. Rupali More	Role of HR in Mergers and Acquisitions	ISSN 2347-9361	Journal of Management Development and Training (Peer Reviewed Journal) SASMIRA's Institute of Management Studies and Research, Mumbai
12	Prof. Rupali More	Impact of SHG based Microfinance in Women Empowerment	ISSN 0976-8262	International Research Conference Explorica-2014 on "Impact of SHG based Microfinance in Women Empowerment", MIT School of Management Pune, India.

2013

13	Prof. Niyat Shetty	Green Marketing: A tool for Future Marketers”	ISSN 2250-1991	Paripax Indian Journal of Research
14	Prof. Niyat Shetty	Medical Tourism- Destination India	ISSN 2277-1166	Abhinav National Monthly Refereed Journal of Research
15	Dr. Jyotsna Golhar & Dr. Sujit Metre	Social Entrepreneurship As A Career Choice -A Comparative Study Of Perceptions Of Budding Managers In First & Second Capital Of Maharashtra	ISSN 2230-9357	‘Elixir’- International Conference on “Challenges & Strategies in the Global Scenario for Business & Societal Excellence” by Datta Meghe Institute Of Management Studies, Nagpur.
16	Dr. Jyotsna Golhar & Dr. Sujit Metre	Talent Management - Trade Mark™ for Competitive Advantage	ISBN 978-81-922146-5-8	2nd International Conference on “Managing Human Resources at the Workplace” by Shri Dharmasthala Manjunatheshwara Institute for Management Development(SDIMD), Mysore
17	Prof. Madhuri Sanap	The Conceptual Study on Work – Life Balance	ISSN 978-93-5097-574-9	Sinhgad Management School (Pune), National conference on "Economic Reforms: Problems and Prospects before Indian Industries, pp.149-153
18	Prof. Madhuri Sanap	Sustainable Business Growth Related to HR	ISBN 978-81-922159-5-2	SASMIRA's Business Review, 2013, Sustainable Business Practises, pp.40-43
19	Prof. Madhuri Sanap	Practices Of Training & Development In Indian Banking Sector	ISBN 978-93-5062-342-8	Asia –Pacific Conference-SIMSREE, Changing Business Practises in Current Enviornment, pp.53-54

20	Prof. Deepa Rohit & Prof. Sanskruti Kadam	Adopting a Social Route- A Review Mantra in Indian Advertising,	ISSN 2319-264X	Aadya, A Journal of Dr. G D Pol Foundation, YMT College of Management, Vol. 2, Sept. 2013, pp. 5-12
21	Prof. Sanskruti Kadam, et.al.	Corporate Social Responsibility- Initiatives of Indian Financial and IT organizations,	ISBN 978-81-909448-3-0	Inclusive Growth, Lala Lajpatrai Institute of Management, pp.112-119
22	Prof. Sanskruti Kadam	Gender Diversity at Management Levels in Mumbai,	ISBN 2248-938PX (PRINT)	International Peer Reviewed Journal of Management Research and Development, PRJ Publication, Volume 3, No. 1, pp.62-73
23	Prof. Sanskruti Kadam	Social Entrepreneurship- A key for Sustainable Growth,	ISBN 978-93-5097-458-2	Himalaya Publishing House Pvt. Ltd., pp.101-107
24	Prof. Sanskruti Kadam	Gender Diversity at Indian Corporate	ISBN 987-81-9077-87-8-7	Compendium of Research Papers, National Research Conference - 2013 on 'Emerging Business Practice in Current Scenario, SIES College of Management Studies (SIESCOMS), Mumbai, pp.37-43
25	Prof. Sanskruti Kadam	Social Innovation- A solution for sustainable Development	ISBN 978-81-925114-0-5	Compendium of Research Papers, National Conference on 'Emerging Global Trends in Healthcare Management' SIES College of Management Studies (SIESCOMS), Mumbai , pp. 19-26
26	Prof. Sanskruti Kadam	Gender Diversity at Management Levels	ISBN 817095 133	Lancer's Books, New Delhi, pp 459-464
27	Prof. Nisha Tatkar	GAAR Horizon: Strategy of tapping the Untapped	ISBN 978-93-5062-342-8	Changing Business Practices in Current Environment (Sydenham Institute)
28	Prof. Nisha Tatkar	GAAR : Anti Tax evasory Module	ISBN 978-81-922159-5-2	Sasmira's Business Review on the theme "Sustainable Business Practices - Volume I 2013
29	Prof. Dinesh Sonkul	Application of statistics for sustainable business practices	ISBN 978-81-922159-5-2	Sasmira's Business Review 2013, sustainable business practices, pp.25-27

30	Prof. Dinesh Sonkul	Carbon credit	ISBN 978-81-922159-3-8	Dravya – National symposium on money banking and finance, pp.81-82
31	Prof. Agnes Joseph	Importance of marketing in Hospitality Services	ISBN 978-81-922159-4-5	The Impact of Technology in Reshaping the Practice of Marketing, pp. 52-54
32	Prof. Agnes Joseph	Strategies for Sustainable Development in Economic downturn	ISBN 978-81-922159-5-2	Sasmira's Business Review 2013 –Sustainable business Practices, pp.13-16
33	Dr. Amit Oak	Scope of Film Finance in the Small and Medium Enterprises India	ISBN 978-81-910922-7-1	The compendium by the Guru Nanak Institute of Management Studies, Mumbai
34	Dr. Amit Oak	On Globalization of the Film Industry – A financial Approach	ISBN 978-81-922159-3-8	The compendium of SASMIRA's Institute of Management Studies and Research
35	Dr. Amit Oak	Asset Pricing in the Emerging Markets	ISBN 978-81-907287-0-6	The compendium of National Conference (NCRASEM-2013) by the Dhananjay Mahadik Group of Institutions, Bhima Institute of Management and Technology
36	Dr. Amit Oak	The Impact of Advancing Technology on Marketing and Academic Research	ISBN 978-81-922159-4-5	Research Paper published in the International compendium of SASMIRA's Institute of Management Studies and Research, 2013
37	Dr. Amit Oak	Critical Study of Financial Practices and Systems in Organized Feature Film Industry Sectors in India”	ISBN 978-93-82880-36-3	Presented at Strategic Management Forum XVI Annual Convention on ‘India & Indigenous Strategies’ on 23-25 May 2013 at IIM Kozhikode, published in the conference proceedings by Excel India Publisher
38	Prof. Rupali More	Sustainable Business Practices - Insuring for Sustainability	ISBN 978-81-922159-5-2	Sasmira's Business Review Journal on SASMIRA's Institute of Management Studies and Research, India, Mumbai
39	Prof. Rupali More	Study of various Financial Assistance available for Women Entrepreneurs	ISBN – 978-81-922159-3-8	Compendium of papers of National Symposium on Money, banking and Finance – DRAVYA Finance Journal on “Study of various Financial Assistance available for Women Entrepreneurs” at SASMIRA's Institute of Management Studies and Research,

				Mumbai
40	Prof. Rupali More	Digital Marketing	ISBN – 978-81-922159-4-5	International Research Compendium- The Impact of technology in Reshaping the Practice of marketing published by SASMIRA’s Institute of Management Studies and Research, Mumbai
41	Prof. Rupali More	Business Incubation – Helping Hand for Entrepreneurs	ISSN – 2249-7463	International Journal of Business Management and Social Sciences, vol. II, Issue 6 (IV) 25 th February, 2013
42	Prof. Rupali More	Mergers and Acquisitions as a means of Globalisation"	ISSN 2320-1885	International Conference on the theme - What Moves the Growth? Challenges and opportunities in Management and Engineering published in International Journal, vol-1 issue-1, Feb-2013 at Sahyadri Institute of Management Studies Pune, India
43	Prof. Rupali More	Financial Instruments	ISBN 978-81-907287-0-6	Presented paper in the National Conference on the theme – Recent Advances in Science, Engineering, and Management on " Financial Instruments ", at Dhananjay Mahadik Group of Institutions Kolhapur, India.
44	Prof. Rupali More	Financial Services provided by Indian Financial Institutions"	ISBN:978-93-5097-574-9	National Conference on the theme – Economic Reforms: Problems and Prospects before Indian Industries at Sinhgad Management School Pune, India
45	Prof. Rupali More	Women in Businesses in India	ISSN – 2249-7463	International Research Symposium on Management, Commerce and Social Sciences in International Journal of Business, Management & Social Sciences vol-II, issue-5 (1) at Burhani Institute of Management Studies Mumbai, India

46	Prof. Rupali More	Emerging Challenges, opportunities and Government policies for Female Entrepreneurs	ISBN –978-81-910922-7-1	National Seminar on Entrepreneurship in January 2013 at Guru Nanak Institute of Management Studies Mumbai, India, held on 19th January, 2013
2012				
47	Prof. Rosie Murray	Internal governance issues and prevention of frauds in organizations-A Human Resource perspective		Institute of Company’s Secretary Journalpresentation, Bombay Stock Exchange (inhouse) publication-1st edition- June 2012
48	Dr. Jyotsna Golhar & Dr. Sujit Metre	Quality Assurance in B-schools in Emerging Cities-A case of Nagpur Region	ISSN 2277-2170 (won first prize)	“Lorem Ipsum” NIT GSM’s Business Review- NOVUS Enclave, NIT College, Nagpur
49	Dr. Jyotsna Golhar & Dr. Sujit Metre	Role of Organisational Culture in Creating Competitive Advantage - (A Study of Management Institutes in Pune and Nagpur)	ISSN 2277-3428	"Emerging Trends For Value Creation In The Era Of Knowledge Economy", Datta Meghe Institute Of Management Studies, Nagpur
50	Dr. Jyotsna Golhar & Dr. Sujit Metre	Employee Behaviour and Employee Satisfaction at Virtual Organisations in New Normal”	ISBN 978-81-920768-3-6	National Conference on “Strategies for Managing in the New Normal”, Vishwakarma Institute of Management, Kondhwa, Pune
51	Dr. Jyotsna Golhar & Dr. Sujit Metre	Human Resource Outsourcing – A Stepping Stone For SMEs in Bharat	ISBN 978-81-908387-8-8	National Seminar on “India vs Bharat Bridging the Urban-Rural Divide”, Sinhgad institute of Business Administration and Research, Pune
52	Prof. Sanskruti Kadam	Re-Branding HR- A Need of an Hour	ISBN 978-81-908387-9-5	Compendium of Research Papers, National Conference 2012, Redefining Management Practices: A Perspective In Changing Business Scenario, Sinhgad Institute of Business Administration and Research (SIBAR), Kondava, Pune, pp.16-21
53	Prof. Sanskruti Kadam	After Leaving Home But Before Entering the Office	ISBN 978-93-5097-264-9.	Glimpses of Managerial Challenges and Strategies in the New Millennium, Himalaya Publishing House, pp.360-371

54	Prof. Dinesh Sonkul	Reverse Logistics	ISBN 978-81-922159-4-5	International research compendium, Impact of technology in reshaping the practices of marketing, pp. 88-89
55	Prof. Dinesh Sonkul	Political Marketing	ISBN 978-81-922159-1-4	Sasmira's Business Review 2012, Changing trends in business, pp. 45-46
56	Prof. Dinesh Sonkul	Organisational effectiveness with reference to leadership and change	ISBN 978-81-922159-0-7	H R Policies in India 2020, pp.51
57	Dr. Amit Oak	Global Meltdown – The Effect on HR	ISBN 978-81-922159-0-7	National Research Conference on “HR Policies in India - 2020”, organised by the SASMIRA's Institute of Management Studies and Research
58	Dr. Amit Oak & Prof. Vaibhavi Oak	Emerging Issues in Human Resource Management – A 2020 Approach	ISBN 978-81-922159-0-7	National Research Conference on “HR Policies in India - 2020”, organised by the SASMIRA's Institute of Management Studies and Research
59	Dr. Amit Oak	Asset Pricing in the Emerging Markets	Copy Awaited	National Research Conference on “Augmenting Quality: Tool for Reinventing Business Performance”, organised by the Padmashree Dr. D.Y. Patil Institute of Management Studies – March 16-17, 2012. The Paper got selected for the publication in the proposed International Journal of the institute bearing an ISSN
60	Dr. Amit Oak	Indian Cinema-Changing trends in Systematic Financial Management	ISBN 978-81-922159-1-4	The compendium of SASMIRA's Institute of Management Studies and Research for their annual publication titled SASMIRA Business Review with a theme Changing Trends in Business
61	Dr. Amit Oak	Critical Study of Financial Practices and Systems in organised Feature Film Industry Sectors in India	ISSN 0974-974	Journal by All India Management Association bearing, Vol. 6, Issue 4/4
62	Prof. Rupali More	Succession Plan in Corporate World	ISBN 978-81-922159-0-7	Compendium of papers National Conference on HR Policies in India - 2020 published by SASMIRA's Institute of Management Studies and Research, India

63	Prof. Rupali More	Women Entrepreneurship Development: A Modern Emerging Issue in India.	ISBN 978-81-922159-1-4	Sasmira's Business Review Journal on 'Changing Trends in Business' by SASMIRA's Institute of Management Studies and Research, India, Mumbai
2011				
64	Prof. Niyat Shetty	Future of Management Education in India	ISSN 0976-0628	Chetana Institute of Management Studies' & Research's Journal of Management Research
65	Prof. Niyat Shetty	Innovative Market Practices	ISBN 978-93-5024-945-1	Sinhgad School of Business Management's Confluence 20114
66	Dr. Jyotsna Golhar & Dr. Rashmi Gupta	Team Management – How to Manage Gen “Y”?	ISBN 978-81-920768-1-2 (In-absentia)	2nd National Conference on the theme of “Opportunities and Challenges in Managing the Millennial Generation- Individual, Organizational and Social Perspective”- Vishwakarma Institute of Management, Kondhwa, Pune
67	Dr. Jyotsna Golhar & Dr. Sujit Metre	Employee Engagement Initiatives – Productivity and Reliability (A bridge to future)	ISBN 978-93-81432-06-08	National Conference On “Contemporary Issues In Business Management”, Dept of Management Studies and Research, Tirpude College of Social Work, Nagpur
68	Prof. Sanskruti Kadam	Women Empowerment Through Innovation	ISSN 2229-4740	Journal of Research, Volume 3, No. 2, pp. 72-80, July- Dec. 2011
69	Prof. Sanskruti Kadam	Role of Innovation in Women Empowerment	ISSN 0976-2159	Dr. V. N. Bedekar Research Volume VI, pp. 105-114
70	Dr. Amit Oak	A Paradigm Shift in Economics of Hindi Feature Films (A Changing Practices in Film Finance in India)	ISBN 13-978-81-907787-7-0	Proceedings of the conference at the National Conference on Changing Business Practices in Current Scenario, organized by the SIES College of Management Studies
71	Dr. Amit Oak	Reverse Mortgage – Growing Market in India	ISBN 978-81-922-301-0-9	Proceedings of the conference bearing an at the National Research Conference on “India in the New World Order – The Road Ahead”, organised by the Sinhgad Institute of Management Studies and Research

72	Prof. Rupali More	Women Entrepreneurship Development: A Modern Emerging Issue in India	ISBN 978-81-922159-1-5	National Conference on "Changing Business Practices in current Scenario", SIES College of Management Studies, India,
2010				
73	Prof. Niyat Shetty	Emerging Trends in Marketing	ISBN 978-81-920768-2-9	Vishwakarma Institute of Management Studies, Pune
74	Prof. Niyat Shetty	Social Marketing: Opportunity and Challenges		International Conference Proceedings of Poona College of Arts, Science & Commerce
75	Prof. Niyat Shetty	Providing Excellence in Management		International Conference Proceedings of Hemachandracharya North Gujarat University
76	Dr. Amit Oak	Critical Analysis of Financial Management of Hindi Feature Films, in the Current Economic Scenario	ISBN 978-81-8488-279-7	Proceedings of the conference at the International Conference on Global Meltdown, organized by the Pune University Department Management Sciences (PUMBA)