

**BHARATI VIDYAPEETH (DEEMED TO BE UNIVERSITY), PUNE  
YASHWANTRAO MOHITE INSTITUTE OF MANAGEMENT, KARAD**

**DETAILS OF RESEARCH PUBLICATIONS  
FROM 1 JANUARY 2018 TO 31 DECEMBER 2018**

Sr. No.	Name of the Department	Publication Type	Name of the Faculty	Name of the Co-Author/s	Title of the Research Paper	Name of the Journal	Month & Year of Publication	Volume & Issue
1	Department of Computer Applications	Peer Reviewed	Dr. Nirmohi R. Jadhav	No	Augmentation of Agriculture Income Through Cultivation of Medicinal Plant : A Study of Satara District	National Data Science and Analytics Innovation Summit	Jan. 2020	
2	Department of Business Administration	Peer Reviewed	Dr. Nirmohi R. Jadhav	No	A Study of Customer Relationship Management (CRM) Practices in the Banking Sector in Maharashtra State	National Conference on Self Employability	Jan. 2020	
3	Department of Business Administration	Peer Reviewed	Dr. Nirmohi R. Jadhav	No	A Study of Customer Relationship Management (CRM) Practices in the Insurance Sector in Maharashtra State	Inter Disciplinary Research Journal (AIIRJ)	Feb. 2020	
4	Department of Business Administration	Peer Reviewed	Dr. Nirmohi R. Jadhav	No	A Study of Customer Relationship Management (CRM) Practices in the Telecom Sector in Maharashtra State	Aayushi International Interdisciplinary Journal	Feb. 2020	
5	Department of Business Administration	Peer Reviewed	Dr. Nirmohi R. Jadhav	No	A Study of Work Related Attitudes like Job Satisfaction, Job Involvement and Job Commitment with Special Reference to Employees of Mahavitran in Satara District.	International Journal of Multidisciplinary Educational Research (IJMER)	Feb. 2020	
6	Department of Business Administration	Peer Reviewed	Dr. Sandeep N. Jagdale	No	The Mobile Commerce as the Next Generation of E-commerce	International Journal of Multidisciplinary Educational Research (IJMER)	Mar. 2020	
7	Department of Business Administration	Peer Reviewed	Dr. Sandeep N. Jagdale	No	Supply Chain and Human Resource Management	International Journal of Multidisciplinary Educational Research (IJMER)	Jun. 2020	
8	Department of Computer Applications	Peer Reviewed	Dr. Bhaskar V. Patil	Mr. Abhijit A. Patil	Role of Antivirus in Enhancing Performances of Android Device - A Brief Review	Journal of Emerging Technologies and Innovative Research (JETIR)	Jul. 2020	
9	Department of Business Administration	Peer Reviewed	Dr. Sandeep N. Jagdale	No	Micro-movement Marketing : An Approach to Understanding Consumer Behaviour	AE International Journal of Multidisciplinary Research (AEIJMR)	Jul. 2020	
10	Department of Business Administration	Peer Reviewed	Dr. Sandeep N. Jagdale	No	Suggested Strategies for Effective Implementation of Strategic Leadership Practices	NJMIS	Aug. 2020	
11	Department of Business Administration	Peer Reviewed	Mrs. Dhanashri Y. Jadhav	Dr. Yuvraj S. Jadhav	Effect of Packaging Material on Quality and Shelf Life of Seedless Lemon (Citrus Limon Burm) Fruits in Different Seasons	Journal of University of Shanghai for Science and Technology	Nov. 2020	
12	Department of Computer Applications	Peer Reviewed	Dr. Rahul J. Jadhav	Dr. Pralhad K. Mudalkar	Role of Digital Libraries in Managing Information Explosion	International Journal of All Research Education and Scientific Methods	Dec. 2020	
13	Department of Business Administration	Peer Reviewed	Ms. Vrushali R. Kadam	Dr. Sachin S. Vernekar	A Study of the Driving Forces and Challenges of Corporate Social Responsibility Practices in Selected Organization in Indian Context	International Journal of Multidisciplinary Educational Research (IJMER)	Dec. 2020	
14	Department of Business Administration	Peer Reviewed	Mrs. Dhanashri Y. Jadhav	Dr. Yuvraj S. Jadhav	Role of Small Scale Agro Based Industries in Development of Indian Economy	International Journal of All Research Education and Scientific Methods (IJARESM)	Dec. 2020	
15	Department of Business Administration	Peer Reviewed	Dr. Sandeep N. Jagdale	No	E-Commerce in India	International Journal of Multidisciplinary Educational Research (IJMER)	Dec. 2020	
16	Department of Business Administration	Peer Reviewed	Dr. Sandeep N. Jagdale	No	Digitalization: Use of Electronic Resources	International Journal of All Research Education and Scientific Methods (IJARESM)	Dec. 2020	