



Param Pujya Dr. Babasaheb Ambedkar Smarak Samiti's
**Dr. Ambedkar Institute of
 Management Studies & Research**

Deeksha Bhoomi, Nagpur - 440010 (Maharashtra State) INDIA

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FACULTY PUBLICATIONS – BBA

SR. NO	Name of the author/s	Title of paper	Journal/Conference/Book/case Name	Academic Year	ISSN number
1	Dr. Monika Jain	A study on consumer behavior- decision making under high and low involvement situations	International Journal of Research and Analytical Reviews	2017 - 2018	E-ISSN 2348-1269 Print ISSN 2349-5138
2	Dr. Raghvendra Mishra	What makes customer tick in favour of Big Bazaar? A study of customer perception in Nagpur City	Journal of Emerging Technologies and Innovative Research	2017 - 2018	2341-5162
3	Dr. Monika Jain	Nagpur Metro- Evaluating Travellers Perception	Journal of Emerging Technologies and Innovative Research	2018 - 2019	(ISSN : 2349-5162)
4	Dr. Raghvendra K. Mishra	A Study on essentialities of CRM as a Day 2 Day Marketing technique with respect to Nagpur city	International Journal of Management Research	2018 - 2019	2321-1709
5	Dr. Raghvendra K. Mishra	Walking the Veggie-tude Way- Realization of a Dream	Journal of Emerging Technologies and Innovative Research	2018 - 2019	2341-5162
6	Dr. Monika Jain	A study on consumer behavior- decision making under high and low involvement situations	International Journal of Research and Analytical Reviews	2018 - 2019	"E ISSN 2348-1269 Print ISSN 2349-5138"
7	Dr. Saket N Bansod	Specifying Gender roles in decision making as a post marital individual	International Journal of Advance Research and Innovative Ideas in Education	2018 - 2019	2395-4396
8	Dr. Saket N Bansod	Analyzing the perception of milk additives among teenagers	Universal Review	2018 - 2019	2277-2723
9	Prof. Sonal Dubey	Social Media :An Innovative Business Revenue Tool For Housewives	International Journal of Management technology and Engineering	2018 - 2019	2249-7455
10	Dr. Saket N Bansod	Body Fitness Club	International Journal of Management technology and Engineering	2018 - 2019	2395-4396
11	Dr. Saket N Bansod	Sustainability of Unaided Educational Institutes in VUCA world: A myth busted	Journal of Information and Computational Science	2018 - 2019	1548-7741
12	Dr. Saket N Bansod	Health and Hygiene Promotion by Advertisement is a Source to Make Consumer More Health Paranoid	International Journal of Recent Technology and Engineering (IJRTE)	2018 - 2019	2277-3878
13	Dr. Monika Jain	Sustainable Development Through Better Utilization of Renewable Resources With Respect To Solar Panel Installation in Hotels of Nagpur City	Tathapi	2019 - 2020	2320-0693
14	Dr. Monika Jain	A study on impact of vehicle pooling on environmental sustainability with special reference to smart city Nagpur	Juni Khyat	2019 - 2020	2278-4632

15	Dr. Monika Jain	Mapping User's Perception on Digitally Managed Smart E-Toilets in Nagpur City	Our Heritage	2019 - 2020	ISSN: 0474-9030, Vol-68, Special Issue-9
16	Dr. Monika Jain	Shared Mobility Feasibility in India through Shared Mobility Readiness and Hesitation Index	International conference on Economy, Business, Politics and Society in the Information age	2019 - 2020	NA
17	Dr. Saket Narendra Bansod	Skill Development Education Initiative' a path towards Entrepreneurship and Employment Creation for the Youth	Psychology and Education	2019 - 2020	0033-3077
18	Raghvendra K. Mishra	Customer Perception and Satisfaction towards Bajaj Finance Personal Loan	Infokara Research	2019 - 2020	1021-9056
19	Raghvendra K. Mishra	Checking Effectiveness of Online Promotional Tools: A Study of Customer Perception	Aegaeum Journal	2019 - 2020	0776-3808
20	Raghvendra K. Mishra	Consumer Issues and Awareness in Online Shopping	Our Heritage Journal	2019 - 2020	0474-9030
21	Dr. Saket N Bansod	Grabbing the eyeballs in new digitalized way	ICE4-2020 at Kamla Nehru Mahavidyalaya	2019 - 2020	0474-9030
22	Dr. Raghvendra Mishra	A study on green Product and green market perception for the young generation	Vidyabharati International Interdisciplinary Research Journal	2020 - 2021	2319-4979
23	Dr. Raghvendra Mishra	Unlocking the customers mind through online promotional techniques	Journal of Education	2020 - 2021	0972-7175
24	Dr. Saket N Bansod	A myth busted for sustainability of unaided educational institute in VUCA world	The Journal of Oriental Research Madras	2020 - 2021	0022-3301
25	Dr. Monika Jain	Inclusive education and parent's perception	Kala Sarovar	2020 - 2021	0975-4520
26	Dr. Raghvendra K Mishra	Breaking down the work from home mindset in a new normal way	Journal of Contemporary Issues in Business and Government	2020 - 2021	1323-6903
27	Dr. Raghvendra K Mishra	Impact of COVID on saving and investment attitude of individual investors: a behavioral study	The Journal of Oriental Research Madras	2020 - 2021	0022-3301
28	Dr. Saket Narendra Bansod	Skill Development Education Initiative' a path towards Entrepreneurship and Employment Creation for the Youth	Psychology and Education	2020 - 2021	333077
29	Dr. Saket Narendra Bansod	Health Insurance: A trepidation of People towards Changing Life Style and Rising Medical expenses	International Journal of Modern Agriculture	2020 - 2021	2305-7246
30	Dr. Saket Narendra Bansod	Detail-Oriented Capsule Network for classification of CT scan images performing the detection of COVID-19	Materials Today : Proceedings	2020 - 2021	2214-7853
31	Dr. Ruchi Chaudhary Ms. Neha Jain	Effect of Emotional Intelligence Training on Adaptive Selling Behaviour of Personal Sellers	Journal of the Maharaja Sayajirao University of Baroda	2021 - 2022	0025-0422
32	Dr. Sushil Gadekar	Factors affecting effective Menu Planning in Hotels: A study of North India	Journal of the Maharaja Sayajirao University of Baroda	2021 - 2022	0025-0422
33	Prof. Sumant Wachasunder	Critical Evaluation of selected Gold Exchange Traded Funds with respect to benchmark indices	Journal of the Maharaja Sayajirao University of Baroda	2021 - 2022	0025-0422

34	Prof. Radhika Bajaj	A study to Judge the impact of Sahaja Yoga meditation on general health ,emotional wellbeing and behaviour pattern on college students	Journal of the Maharaja Sayajirao University of Baroda	2021 - 2022	0025-0422
35	Dr. Saket Narendra Bansod	A Probing into Green Human Resource Management Practices and Employee Behavior in the IT Industry	Journal of Positive School Psychology	2021 - 2022	7220 – 7229