



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 – MBA

| SR. NO | Name of the author/s | Title of paper | Journal/ Conference/Book/Case Name | Academic Year | ISSN number |
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| 1 | Dr. Aniruddha Bodhankar | "Triggers For Buying A Bathing Soap". | Journal of Emerging Technologies & Innovative Research | 2017 - 2018 | 2349-5162 |
| 2 | Dr. Aniruddha Bodhankar | High Engagement Time - The Key Success Factor For An E-Commerce Web Site". | Journal of Emerging Technologies & Innovative Research | 2017 - 2018 | 2349-5162 |
| 3 | Dr. Aniruddha Bodhankar | "Reinventing Target Market For The Low End FMCG Category Products Using Logistic Regression Technique". A Case of Glowskin Cosmeceuticals Ltd. | Journal of Emerging Technologies & Innovative Research | 2018 - 2019 | 2349-5162 |
| 4 | Dr. Aniruddha Bodhankar | Losing Glow of FMCG Brands | International Journal Engineering And advanced Technology | 2018 - 2019 | 2249-8958 |
| 5 | Dr. Aniruddha Bodhankar | Aloe Vera: An Innovative CSR Model for Sustainable Rural Development | International Journal Engineering And advanced Technology | 2018 - 2019 | 2249-8958 |
| 6 | Dr. Dipesh Uike | Effect Of Demographic Factors On Entrepreneurial Intention Of Management Students In Nagpur University, India | International Journal of Scientific & Technology Research Volume | 2018 - 2019 | 2277-8616 |
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| 19 | Dr. Aniruddha Bodhankar | The New FMCG Consumer | Journal of Advanced Research In Dynamical Control Systems | 2019 - 2020 | 1943-023X |
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