

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

RESEARCH PUBLICATIONS: 2019-2020

Sr. No	Author	Title of Research Paper	Name of Journal	National/ International	Impact factor
1	Dr. S. N. Jagdale	“Micro – Moment Marketing: An Approach to Understanding Consumer Behavior	International Multidisciplinary Quarterly Research Journal ‘AJANTA’	International	5.5
2	Dr. S. N. Jagdale	“Suggested Strategies for Effective Implementation of Strategic Leadership Practices”	International Multidisciplinary Quarterly Research Journal ‘AJANTA’	International	5.5
3	Dr. S. N. Jagdale	“E-Commerce in India	International Multidisciplinary Quarterly Research Journal ‘AJANTA’	International	5.5
4	Dr. S. N. Jagdale	“Digitalization: Use of Electronic Resources”	International Multidisciplinary Quarterly Research Journal ‘AJANTA’	International	5.5
5	Dr. Pralhad K. Mudalkar	A Study of Job Satisfaction Level of Employees	Inter Disciplinary Research Journal (AIIRJ) Peer Reviewed & Indexed Journal	International	6.293
6	Dr. Vishal Pandurang Deshmukh, Dr. S.V. Deshmukh	“Application of Linear Programming Problem in the real-world problem-solving process”	International Journal of Multidisciplinary Educational Research IJMER	International	6.014

7	Dr. Vishal Pandurang Deshmukh, Dr., S.V. Deshmukh	A Study of Planning and Execution of Solid Waste Management Practices in Selected Municipalities	International Journal of Multidisciplinary Educational Research IJMER	International	6.014
8	Prof. Mrs. A.R. Sane, Dr. A.M. Nikam	A comparative study of urban and rural retailers opinion about consumer buying behaviour towards selected FMCG in Satara District	"Aayushi International Interdisciplinary Research Journal (AIIRJ)" Peer Review Journal	International	6.293
9	Prof. Mrs. A.R. Sane, Dr. P.K. Mudalkar	A study of customer satisfaction towards availability of selected FMCG in Satara District	Journal of Emerging Technologies and Innovative Research (JETIR)	International	5.87
10	Prof. Mrs. A.R. Sane, Dr. P.K. Mudalkar	A comparative study of urban and rural consumers brand loyalty towards selected FMCG in Satara District	AEIJMR	National	4.19
11	Dr. A.A. Rodrigues	A Study of Planning Ability and Foresight of Women Executives	International Journal of Multidisciplinary Educational Research	International	6.514
12	Dr. A.A. Rodrigues	Negotiation Skills of Women Executives: A Study	International Journal of Multidisciplinary Educational Research	International	6.514
13	Dr. A.V. Nikam, Dr. Mrs. A.M. Nikam	Security and Privacy issues in E-banking with respect to Blockchain Technology	National (data science & analytics innovation summit)	National	4.9