

1. Details of Publications

Sr. No.	Author(s) Name	Date / Year	Title of Paper	Name of Journal	ISBN/ ISSN No.	National/ International Journal	Name of the Publisher
1	Dr. Ritu Bhattacharya	2018	Doing Business on the Social Media: A Study on Women Entrepreneurs	Scholarly Research Journal For Interdisciplinary Studies	ISSN 2278-8808	National	Scholarly Research Journal For Interdisciplinary Studies
2	Dr. Ritu Bhattacharya	2017	Aspirations and Wants of Generation Z- A Study on the Work Force of the Future	Journal of Business and Economics	ISSN- 2155-7950	National	Academic Star Publishing Company
3	Rupali More	2017	A Study on Equity Derivatives	Sasmira's Business Review	Publication in Process	National	Sasmira's Institute of Management Studies and Research
4	Rupali More	2017	Digital and Cashless Economy- A new Way of Life	International Scholarly Research Journal	ISSN 0976-8564 volume 2	International	Department of Commerce, University of Mumbai
5	Nisha S. Tatkar	2018	Customer relationship measures taken by co-operative banks and its impact on agro oriented current account generation in Pune district	Sasmira Business Review	Copy Awaited	National	Sasmira's Institute of Management Studies and Research
6	Sampurna Mehta	2018	Management Education in India-Vision 2050	[Peer Reviewed] International Scholarly Research Journal For Multidisciplinary Studies (SJIF IMPACT FACTOR 6.17)	ISSN No. 2278-8808	International	Scholarly Research Journals
7	Sampurna Mehta	2018	Achieving Excellence in Higher Education Institutions in India through Accreditation	Published in Book with	ISBN No.978-935291-343-5	National	K J Somaiya College of Science and Commerce

2. Details of Participation at Conferences and Workshops

Sr. No.	Name of the Faculty	Date / Year	Title of Paper presented	Name of Conference/ Workshop/ Symposium	Organized By	National/ International
1	Dr. Madhuri Sanap	19 th August 2017	--	HR Conclave	NMIMS	International
2	Dr. Ritu Bhattacharya	18 th -19 th January 2018	Use of Social Media By Home Based Women Entrepreneurs to enhance their earnings- A Study of Based on Urban Women Entrepreneurs	15 th International Commerce and Management Conference on 'Impact of Digitalization and E-commerce on Indian and Global Economy; Challenges and Opportunities	University Department of Commerce, University of Mumbai	International
3	Dr. Ritu Bhattacharya	10 th February 2018	Doing Business on Social Media: A Study of Women Entrepreneurs	International Multidisciplinary Conference on 'Use of Digital Technology in Business, Financial Services and Educational Systems, Challenges & Opportunities'	Seva Sadan College of Arts, Science & Commerce, Ulhasnagar	International
4	Dr. Ritu Bhattacharya	17 th March.2018	The Agricultural Sector In India: What is distressing our Farmers: The Facts from the Ground Level	Management Perspective to Agribusiness: Exploring Challenges and Opportunities for Rural Development	SIMSR in association with CENTRE OF EXCELLENCE (CEO) FOR AGROTEXTILES, The Synthetic & Art Silk Mills' Research Association (sasmira)	National

5	Dr. Ritu Bhattacharya	7 th April, 2018	School Education in Rural India: What is required in the next three decades	International Multidisciplinary Conference On 'Transition and Transformation in 3 rd Millennium: Prospectus, Issues and Challenges'	Smt. Durgadevi Sharma Charitable Trust's Chandrabhan Sharma College of Arts, Science & Commerce	International
6	Dr. Ritu Bhattacharya	21 st – 22 nd June 2018	Digital Literacy- Practise among Academicians: A Study conducted in a B-School	ET-Cases – FLAME International Conference on Research and Training Teaching Cases	FLAME Centre for Case Development	International
7	Rupali More	7 th December 2017	--	Second Term Training Program Of Department Of Life Long Learning And Extension	University of Mumbai	National
8	Rupali More	17 th March 2018	--	Management Perspective to Agribusiness: Exploring Challenges and Opportunities for Rural Development	Sasmira's Institute of Management Studies and Research	National
9	Dinesh Sonkul	17 th March.2018	--	Management Perspective to Agribusiness: Exploring Challenges and Opportunities for Rural Development	SIMSR in association with CENTRE OF EXCELLENCE (CEO) FOR AGROTEXTILES, The Synthetic & Art Silk Mills' Research Association (sasmira)	National
10	Dinesh Sonkul	11 th Oct, 2017	--	Marketing Summit - Global Trends in Advertising and Its Impact on India	Sasmira's Institute of Management Studies and Research.	National
11	Nisha S. Tatkar	17 th March 2018	Customer relationship measures taken by co-operative banks and its impact on agro oriented current account generation in Pune district	National Research Conference 2018	Sasmiras Institute of Management studies and Research	National
12	Divya Alok	17 th March2018	--	Management Perspective to Agribusiness: Exploring Challenges and Opportunities	SIMSR in association with CENTRE OF EXCELLENCE (CEO) FOR	National

				for Rural Development	AGROTEXTILES, The Synthetic & Art Silk Mills' Research Association (sasmira)	
13	Divya Alok	11 th Oct.2017	--	Marketing Summit - Global Trends in Advertising and Its Impact on India	Sasmira's Institute of Management Studies and Research.	National
14	Agnes Joseph	17 th March2018	--	Management Perspective to Agribusiness: Exploring Challenges and Opportunities for Rural Development	SIMSR in association with CENTRE OF EXCELLENCE (CEO) FOR AGROTEXTILES, The Synthetic & Art Silk Mills' Research Association (sasmira)	National
15	Agnes Joseph	11 th Oct.2017	--	Marketing Summit - Global Trends in Advertising and Its Impact on India	Sasmira's Institute of Management Studies and Research	National
16	Prof. Sampurna Mehta	25 - 27 May 2018	Tryvertising: The New Marketing Concept- Scope in India	International Conference on Sustainable Management	IIM, Kashipur	International
17	Prof. Sampurna Mehta	7 th April, 2018	Management Education in India: Vision 2050	International Multidisciplinary Conference On 'Transition and Transformation in 3 rd Millennium: Prospectus, Issues and Challenges'	Smt. Durgadevi Sharma Charitable Trust's Chandrabhan Sharma College of Arts, Science & Commerce	International
18	Prof. Sampurna Mehta	14 th - 15 th March, 2018	Role of Accreditations in Enhancing B-school Brand: A Study Based on Management Institutions in Maharashtra	4 th Management Doctoral Colloquium and VGSoM Research Scholars	Vonod Gupta School Of Management, Indian Institute of Technology Kharagpur, India	National