

## RESEARCH COMMITTEE

### ANNUAL REPORT – 2022 – 2023

#### STUDENTS PAPER PUBLICATION

Author	Specialisation	Journal Name	DOI	ISSN/ISBN	Topic
Kaustubh Sukhdeo Gite & Sadashiv Nagula Raju & Kris Benson Katelin	Marketing	International Journal of Research in Management	NIL	Online ISSN: 2664-8806, Print ISSN: 2664-8792	Role of Advertisement and Entertainment Media on Consumer Buying Behaviour
Takshi Sushil Karkera & Rohit Sandesh Chavan & Mansi Bajirao	Human Resource Management	International Journal of Advanced Academic Studies	DOI: <a href="https://www.doi.org/10.33545/27068919.2022.v4.i4.a.1537">https://www.doi.org/10.33545/27068919.2022.v4.i4.a.1537</a>	E-ISSN: 2706-8927 P-ISSN: 2706-8919	Toxic Work Place Environment
Priya Wankhede & Trupti Anil Vaddepalli & Kshitij Ghanashyam Sawant	Finance	International Journal of Financial Management and Economics	DOI: <a href="https://doi.org/10.33545/26179210.2023.v6.i1.545">https://doi.org/10.33545/26179210.2023.v6.i1.545</a>	P-ISSN: 2617-9210 E-ISSN: 2617-9229	Index Mutual Fund
Ruchi Thakur & Satyashree Girdhari Kejriwal & Preksha Tondankar	Finance	International Journal of Research in Finance and Management	DOI: <a href="https://doi.org/10.33545/26175754.2023.v6.i1.a.520">https://doi.org/10.33545/26175754.2023.v6.i1.a.520</a>	P-ISSN: 2617-5754 E-ISSN: 2617-5762	Neo Banking
Snehal Shivaji Bhosale and Janmesh Manohar Jangam	Finance	International Journal of Advance and Innovative Research	NIL	ISSN: 2394 – 7780	A Research Paper on Awareness of Customers Towards E - Rupee : Analysing the Feasibility of Digital Currency in India Backed by CBDC

#### STUDENTS PAPER PRESENTATION

Author	Specialisation	Level	Organised by	Topic
Snehal Shivaji Bhosale and Janmesh Manohar Jangam	Finance	National Conference	Sasmira	A Research Paper on Awareness of Customers Towards E-Rupee: Analysing the Feasibility of Digital Currency in India India Backed by CBDC

### FACULTY PAPER PUBLICATION

Name of the Faculty	Title	Journal Name	Category	DOI	ISSN/ ISBN
Dr. Rupali More	Role of Financial Management, Objectives and Functions in 21st Century	The British Journal of Administrative Management	ABDC	NIL	ISSN – 17461278
Dr. Rupali More	Understanding Relationship between Consumer Personality types and Neuromarketing	Empirical Economics Letters	ABDC	NIL	ISSN 1681-8997
Dr. Rupali More	A Study of Organizational Role Stress for the Management Teachers in Rajasthan- Post - Covid Effect	Korea review of International Studies	ABDC	NIL	ISSN: 1226-4741
Dr. Priyanka Sharma	A study on forensic accounting and fraud prevention in India: Trends, challenges, and future prospects	International Journal of Financial Management and Economics	Peer reviewed	DOI: <a href="https://www.doi.org/10.33545/5/26179210.2022.v5.i2.542">https://www.doi.org/10.33545/5/26179210.2022.v5.i2.542</a>	ISSN (E): 2617 9229, ISSN (P): 2617 9210
Dr. Priyanka Sharma	A study on the role of AI in marketing financial services: Adoption, tools, and impact on customer engagement	International Journal of Computing and Artificial Intelligence	Peer reviewed	DOI: <a href="https://doi.org/10.33545/27076571.2023.v4.i1a.164">https://doi.org/10.33545/27076571.2023.v4.i1a.164</a>	P ISSN: 2707 6571 E ISSN: 2707 658X
Dr. Divya Alok	A study on Stress Management Amongst Employee in Information Technology Sector	World Journal of Management and Economics	ISSN	NIL	ISSN: 1819-8643
Ms. Agnes Joseph	Understanding Relationship between Consumer Personality types and Neuromarketing	Empirical Economics Letters	ABDC	NIL	ISSN 1681 8997
Dr. Vedika Sharma	A study of Organizational Role Stress for the Management Teachers in Rajasthan- Post - Covid Effect	Korea Review of International Studies	ABDC	NIL	ISSN : 1226-4741
Ms. Agnes Joseph	A study on forensic accounting and fraud prevention in India: Trends, challenges, and future prospects	International Journal of Financial Management and Economics	Peer reviewed	DOI: <a href="https://www.doi.org/10.33545/5/26179210.2022.v5.i2.542">https://www.doi.org/10.33545/5/26179210.2022.v5.i2.542</a>	ISSN (E): 2617 9229, ISSN (P): 2617 9210
Dr. Madhuri Sanap	Conceptual Study on OKR CRAZE - It's Implementation in Performance Management System	Indian Journal of Economics and Business	Peer Reviewed	NIL	ISSN No. 0972-5784

Dr. Madhuri Sanap	Conceptual study on 540 Degree Vs 720 Degree Appraisal Feedback in Corporate	Greenfield Advanced Research House	Peer Reviewed	NIL	ISSN : 2278-6236
Dr. Priya Sengupta	A study on the role of ai in marketing financial services: Adoption, tools, and impact on customer engagement	International Journal of Computing and Artificial Intelligence	Peer reviewed	DOI: <a href="https://doi.org/10.33545/27076571.2023.v4.i1a.164">https://doi.org/10.33545/27076571.2023.v4.i1a.164</a>	P ISSN: 2707 6571 E ISSN: 2707 658X
Dr. Priya Sengupta	Understanding Relationship between Consumer Personality types and Neuromarketing	Empirical Economics Letters	ABDC	NIL	ISSN 1681-8997 ,

#### FACULTY PAPER PRESENTATION IN CONFERENCE AND CONFERENCE/ SEMINAR/ATTENDED

Name of the Faculty	Title	Level	Organiser detail
Dr. Priyanka Sharma	A study of customer's awareness and perception towards cyber frauds and security measures adopted by banking sector	International	Sydenham Institute of Management Studies and Research & Entrepreneurship Education (SIMSREE)
Dr. Divya Alok	A study of customer's awareness and perception towards cyber frauds and security measures adopted by banking sector	International	Sydenham Institute of Management Studies and Research & Entrepreneurship Education (SIMSREE)
Sr. Vedika Sharma	Contemporary Issue and Challenges in Economy, Trade, Employment and Social Inclusion, Post Covid - 19:2.0	International	Swami Keshvanand Institute of Technology, Management and Gramothan, Jaipur.
Dr. Vedika Sharma	Attended	International e-Conference	International e-Conference
Dr. Priyanka Sharma	Attended	National	Department of Research and Publication, A2Z EduLearning Hub LLP

#### FACULTY DEVELOPMENT PROGRAMME

Dr. Divya Alok	Recent Techniques in Management Research	6 days	ABES Business School, Noida
Dr. Divya Alok	Research Design and Manuscript Preparation	5 days	Welingkar Institute of Management Development and Research
Dr. Agnes Joseph	Data Analysis Using SPSS & Excel	1day	K.C. College of Engineering and Management studies and Research in collaboration with University of Mumbai

Dr. Agnes Joseph	Research Design & Research Method	1 Week	Teaching Learning Centre, Ramanujan College University of Delhi under the aegis of Ministry of Education Pandit Madan Mohan Malaviya National Mission on Teachers and Training
Dr. Agnes Joseph	Leveraging Teaching Learning through Case Study Methodology	1 Week	Deccan Education NMITD, AIMS and VESIMSR
Dr. Agnes Joseph	Re-Imagining Learner Competencies for New Age Education	1 Week	St. Xavier's Institute of Education, Mumbai (Autonomous) and Guru Angad Dev Teaching Learning Centre, SGTB Khalsa College, University of Delhi under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) of Ministry of Education.
Dr. Agnes Joseph	Advanced Pedagogical Techniques	1 Week	Teaching Learning Centre, Ramanujan College University of Delhi under the aegis of Ministry of Education Pandit Madan Mohan Malaviya National Mission on Teachers and Training
Dr. Agnes Joseph	PowerPoint Workshop	1 Day	SkillNation
Dr. Priyanka Sharma	Online short term course : Research Methodology	7 Days	UGC – Human Resource Development Centre Sardar Patel University, Vallabh Vidyanagar, Gujarat
Dr. Priyanka Sharma	Faculty in Universities/Colleges/Institutes of Higher Education”	1 Month	Teaching Learning Center Ramanujan college, University of Delhi under the aegis of Ministry of Education Pandit Madan Mohan Malaviya National Mission on teachers and Teaching, Delhi
Dr. Priyanka Sharma	Recent Techniques in management Research	6 Days	ABES Business School Ghaziaba
Dr. Priyanka Sharma	Research Design & research Method	7 days	Teaching Learning Center Ramanujan College, University of Delhi under the aegis of Ministry of Education Pandit Madan Mohan Malaviya National Mission on teachers and Teaching, Delhi
Dr. Priyanka Sharma	Advanced Pedagogical Technique	7 days	Teaching Learning centre, Ramanujan College, University of Delhi
Dr. Vedika Sharma	Research Design and Manuscript Preparation	5 days	Prin. L. N. Welingkar Institute of Management Development and Research
Dr. Vedika Sharma	Recent Techniques in Management Research	6 days	ABES Business School
Dr. Priyanka Sharma	Investor Education and Awareness	8 days	Balaji Institute of Management Science, Laknepally, Telangana

Dr. Rupali More	Research Design & Research Method	7 days	Teaching Learning Centre, Ramanujan College University of Delhi under the aegis of Ministry Of Education Pandit Madan Mohan Malaviya National Mission
Dr. Priyanka Sharma	Designing Outcome Based Curriculum Practices	1 week	St. Xaviers Institute of Education (Autonomous) Mumbai and Giri Angad Dev Teaching Learning Centre, SGTB Khalsa College, University of Delhi
Dr. Priyanka Sharma	ICT Tools for Teaching and Learning	7 days	Teaching Learning Center Ramanujan College, University of Delhi under the aegis of Ministry of Education Pandit Madan Mohan Malaviya National Mission on teachers and Teaching, Delhi

### ACHIEVEMENTS

#### BEST PAPER AWARD RECEIVED BY FACULTY

Dr. Priyanka Sharma Assistant Professor, Finance Department SIMSR	Dr. Divya Alok Assistant Professor, Operation Department SIMSR
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#### Ph.D COMPLETED FROM SIMSR RESEARCH CENTRE AFFILATED TO THE UNIVERSITY OF MUMBAI

Bhanushali Mahesh Manohar Manisha Commerce and Management	Parulekar Pushkar Dilip Swati Commerce and Management
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#### RESAERCH ACTIVITY ORGANISED BY SIMSR

Name of the Event	Date
National Conference on Global Challenges & Opportunities of Digital Transformation	25-03-2023