

 SASMIRA'S INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH, WORLI MUMBAI							
FACULTY RESEARCH PAPER PUBLISHED DETAIL							
ACADEMIC YEAR 2022-23, 2023-2024, 2024-2025							
Sr. No.	Academic Year	Name of the Faculty	Title	Journal Name	Category	DOI	ISSN/ ISBN
1	2024-25	Sanskriti Kadam	Role of Artificial Intelligence in Sustainable Marketing : Trust, Engagement, and Ethical Branding with generation Z in Mumbai	International Journal of technology and Social Sciences (IJTMSS)	Peer Reviewed	NIL	ISSN : 2583 - 8482
2	2024-25	Rupali More	Advancing sustainable development goals through practices and perspectives from India and Bangladesh	International Journal of Financial Management and Economics	Peer Reviewed Journal	NIL	P-ISSN: 2617-9210 E-ISSN: 2617-9229
3	2024-25	Dr. Priyanka Sharma	A study on cryptocurrency and regulatory compliance for investor protection in the Indian context	International Journal of Financial Management and Economics	Peer Reviewed Journal	DOI: https://www.doi.org/10.33545/26179210.2025.v8.i1.549	ISSN (E): 2617 9229, ISSN (P): 2617 9210
4	2024-25	Dr. Agnes Joseph	A study on cryptocurrency and regulatory compliance for investor protection in the Indian context	International Journal of Financial Management and Economics	Peer Reviewed Journal	DOI: https://www.doi.org/10.33545/26179210.2025.v8.i1.549	ISSN (E): 2617 9229, ISSN (P): 2617 9210
5	2024-25	Dr. Priyanka Sharma		IRIS - 2024, Swami Keshavnand Prodhogeki, Prabandh A Gramothan Sansthan, Jaipur	IRIS AICTE VANI	NIL	ISBN : 978 - 81 - 9697990 - 0 - 4
6	2024-25	Dr. Vedika Sharma		IRIS - 2024, Swami Keshavnand Prodhogeki, Prabandh A Gramothan Sansthan, Jaipur	AICTE VANI	NIL	ISBN : 978 - 81 - 9697990 - 0 - 4
7	2024-25	Dr. Divya Alok		IRIS - 2024, Swami Keshavnand Prodhogeki, Prabandh A Gramothan Sansthan, Jaipur	AICTE VANI	NIL	ISBN : 978 - 81 - 9697990 - 0 - 4
8	2024-25	Dr. Rupali More	A study on cryptocurrency and regulatory compliance for investor protection in the Indian context	International Journal of Financial Management and Economics	Peer Reviewed Journal	DOI: https://www.doi.org/10.33545/26179210.2025.v8.i1.549	ISSN (E): 2617 9229, ISSN (P): 2617 9210
9	2024-25	Ms. Arti Modi	Neo Banking: An Empirical Research on Awareness and Perception of People	Journal of Informatics Education and Research	ABDC	DOI: https://doi.org/10.52783/jier.v5i2.2792	ISSN: 1526-4726 Vol 5 Issue 2(2025)

10	2024-25	Dr. Priyanka Sharma	Neo Banking: An Empirical Research on Awareness and Perception of People	Journal of Informatics Education and Research	ABDC	DOI: https://doi.org/10.52783/jier.v5i2.2792	ISSN: 1526-4726 Vol 5 Issue 2(2025)
11	2024-25	Dr. Rupali More	Neo Banking: An Empirical Research on Awareness and Perception of People	Journal of Informatics Education and Research	ABDC	DOI: https://doi.org/10.52783/jier.v5i2.2792	ISSN: 1526-4726 Vol 5 Issue 2(2025)
12	2024-25	Dr. Rupali More	Financial Literacy and Preference towards various investment options with reference to women	International Journal of Advanced Academic Studies	Peer Reviewed	NIL	P-ISSN: 2706-8919 E-ISSN: 2706-8927
13	2024-25	Dr. Priya Sengupta	A study on neuromarketing, marketing analytics and emerging marketing avenues in the Indian context	International Journal of Research in Marketing Management and Sales	Peer Reviewed Journal	DOI: https://www.doi.org/10.33545/26633329.2024.v6.i2d.259	P ISSN: 2663 3329, E ISSN: 2663 3337
14	2024-25	Dr. Akash Deepak Agarwal	A study on the evolution and Segmental Growth of FinTech in India: A Data-Driven Outlook on PayTech, LendTech, WealthTech, and InsurTech	International Journal of Advanced Academic Studies	Peer Reviewed	NIL	P-ISSN: 2706-8919 E-ISSN: 2706-8927
15	2024-25	Ms. Sandeep Balasaheb Jadhav	A study on the evolution and Segmental Growth of FinTech in India: A Data-Driven Outlook on PayTech, LendTech, WealthTech, and InsurTech	International Journal of Advanced Academic Studies	Peer Reviewed	NIL	P-ISSN: 2706-8919 E-ISSN: 2706-8927
16	2024-25	Ms. Karishma Mehul Nanavati	A Study on the Transformational Growth Trajectory of the Global AR & VR Market: Trends, Applications, and Regional Dynamics (2023–2035)	International Journal of Advanced Academic Studies	Peer Reviewed	NIL	P-ISSN: 2706-8919 E-ISSN: 2706-8927
17	2024-25	Ms. Mousumi Golui	A Study on the Transformational Growth Trajectory of the Global AR & VR Market: Trends, Applications, and Regional Dynamics (2023–2035)	International Journal of Advanced Academic Studies	Peer Reviewed	NIL	P-ISSN: 2706-8919 E-ISSN: 2706-8927
18	2024-25	Ms. Megha Nair	A study on neuromarketing, marketing analytics and emerging marketing avenues in the Indian context	International Journal of Research in Marketing Management and Sales	Peer Reviewed Journal	DOI: https://www.doi.org/10.33545/26633329.2024.v6.i2d.259	P ISSN: 2663 3329, E ISSN: 2663 3337

19	2024-25	Dr. Priya Sengupta	A study on the role of social media marketing in sales augmentation and digital footfall enhancement in India	International Journal of Research in Management	Peer Reviewed Journal	DOI: https://doi.org/10.33545/26648792.2025.v7.i1n.414	ISSN: P ISSN: 2664 8792, E ISSN: 2664 8806
20	2024-25	Ms. Megha Nair	A study on the role of social media marketing in sales augmentation and digital footfall enhancement in India	International Journal of Research in Management	Peer Reviewed Journal	DOI: https://doi.org/10.33545/26648792.2025.v7.i1n.414	ISSN: P ISSN: 2664 8792, E ISSN: 2664 8806
21	2024-25	Dr. Vedika Sharma	A study on the digitalisation of human resource management through artificial intelligence: Evidence from India	International Journal of Communication and Information Technology	Peer Reviewed Journal	DOI: https://doi.org/10.33545/2707661X.2024.v5.i2b.132	P ISSN: 2707 661X E ISSN: 2707 6628
22	2024-25	Dr. Agnes Joseph	Organizational Change Management in Higher Education Institutions: Adapting to Digital Transformation and Innovation	International Journal of Advanced Academic Studies	Peer Reviewed	NIL	P-ISSN: 2706-8919 E-ISSN: 2706-8927
23	2024-25	Dr. Priyanka Sharma	Organizational Change Management in Higher Education Institutions: Adapting to Digital Transformation and Innovation	International Journal of Advanced Academic Studies	Peer Reviewed	NIL	P-ISSN: 2706-8919 E-ISSN: 2706-8927
24	2024-25	Dr. Priyanka Sharma	Mapping Blockchain Technology and CSR in the Banking Sector using VOSviewer Software: A Bibliometric Analysis.	Journal of Informatics Education and Research	ABDC	DOI: https://doi.org/10.52783/jier.v5i2.3060	ISSN 1526-4726
25	2024-25	Mr. Shawn Langford	A study on the digitalisation of human resource management through artificial intelligence: Evidence from India	International Journal of Communication and Information Technology	Peer Reviewed Journal	DOI: https://doi.org/10.33545/2707661X.2024.v5.i2b.132	P ISSN: 2707 661X E ISSN: 2707 6628
26	2024-25	Dr. Vedika Sharma	A study on diversity, equity, and inclusion for enhancing workplace productivity in India	International Journal of Advanced Academic Studies	Peer Reviewed Journal	DOI: https://www.doi.org/10.33545/27068919.2025.v7.i4c.1538	P ISSN: 2706 8919, E ISSN: 2706 8927
27	2024-25	Mr. Shawn Langford	A study on diversity, equity, and inclusion for enhancing workplace productivity in India	International Journal of Advanced Academic Studies	Peer Reviewed Journal	DOI: https://www.doi.org/10.33545/27068919.2025.v7.i4c.1538	P ISSN: 2706 8919, E ISSN: 2706 8927
28	2024-25	Ms. Nancy Tiwari	To Study the Relationship between Employee Retention in the Retail Industry Based on a Variety of Factors	International Journal of All Research Education & Scientific Methods	UGC CARE	NIL	ISSN:2455-6211

29	2024-25	Ms. Arti Modi	Study of ESG Investing in India and the way ahead	Convergence of Idea's : Rumi's International Conference Proceedings	Proceedings	NIL	ISBN: 978-81- 986456-0- 9 E ISBN: 978-81- 986456-4- 7
30	2024-25	Dr. Agnes Joseph	Mapping Blockchain Technology and CSR in the Banking Sector using VOSviewer Software: A Bibliometric Analysis.	Journal of Informatics Education and Research	ABDC	DOI: https://doi.org/10.52783/jier.v5i2.3060	ISSN 1526-4726
31	2024-25	Dr. Priyanka Sharma	A study on banking risk management: Operational and security risks in the Indian context	International Journal of Financial Management and Economics	Peer Reviewed Journal	DOI: https://doi.org/10.33545/26179210.2024.v7.i2.547	ISSN (E): 2617 9229, ISSN (P): 2617 9210
32	2024-25	Dr. Divya Alok	A study on awareness of people towards digital footprint emission	Proceedings	AICTE funded Conference - Proceedings	NIL	ISBN: 978-81-969799-0-4
33	2024-25	Dr. Vedika Sharma	A study on awareness of people towards digital carbon footprint emission	Proceedings	AICTE funded Conference - Proceedings	NIL	ISBN: 978-81-969799-0-4
34	2024-25	Dr. Priyanka Sharma	A study on awareness of people towards digital carbon footprint emission	Proceedings	AICTE funded Conference - Proceedings	NIL	ISBN: 978-81-969799-0-4
35	2024-25	Dr. Agnes Joseph	A study on banking risk management: Operational and security risks in the Indian context	International Journal of Financial Management and Economics	Peer Reviewed Journal	DOI: https://doi.org/10.33545/26179210.2024.v7.i2.547	ISSN (E): 2617 9229, ISSN (P): 2617 9210
36	2024-25	Dr. Rupali More	A study on banking risk management: Operational and security risks in the Indian context	International Journal of Financial Management and Economics	Peer Reviewed Journal	DOI: https://doi.org/10.33545/26179210.2024.v7.i2.547	ISSN (E): 2617 9229, ISSN (P): 2617 9210
37	2024-25	Dr. Prashant Gundawar	Prediction Analysis of AI adoption in various domain using Random Forest Alogarith	International Conference on Communication, Computer Science and Engineering	IEEE	NIL	979-83503-6684-6/24
38	2023-24	Dr. Divya Alok	Climate Risk Assessment and Management	International Journal of Research in Management	Peer Reviewed Journal	NIL	ISSN P 2664 - 8792 E ISSN - 2664 -8806
39	2023-24	Dr. Divya Alok	AI Applications in Spply Chain Optimization and Predictive Maintenance	Srujan	Peer Reviewed Journal	NIL	ISSN: 2456-4079
40	2023-24	Dr. Priyanka Sharma	AI Applications in Spply Chain Optimization and Predictive Maintenance	Srujan	Peer Reviewed Journal	NIL	ISSN: 2456-4079
41	2023-24	Ms. Nancy Tiwari	To investigate how HR policies affect employee retention in the organized retail industry	AEGAEUM	UGC CARE	NIL	ISSN: 0776-3808
42	2023-24	Ms. Nancy Tiwari	Employee Engagement and Retention through CSR Programs	International Journal of Research in Management	Peer Reviewed	NIL	ISSN P 2664 - 8792 E ISSN - 2664 -8806

43	2023-24	Dr. Vedika Sharma	A Study on Customer Perception and Satisfaction Towards Using E Wallet System of Payments	IJAIR International Journal Of Advance and Innovative Research,	Peer Reviewed	NIL	ISSN: 2394-7780
44	2023-24	Ms. Megha Nair	Effect of Consumer Emotions on Parents' Purchase Decision with respect to Baby Care Products	International Journal of Advance and Innovative Research	Procedings	NIL	ISSN 2394-7780
45	2023-24	Dr. Rupali More	A study on the evolution and impact of green banking practices for sustainable banking in India	International Journal of Research in Finance and Management	Peer Reviewed Journal	DOI: https://www.doi.org/10.33545/26175754.2023.v6.i2c.521	ISSN (E): 2617 5762, ISSN (P): 2617 5754
46	2023-24	Dr. Rupali More	A study on behavioral finance and its implications for financial modeling and optimization in the Indian context	International Journal of Advanced Academic Studies	Peer Reviewed Journal	DOI: https://www.doi.org/10.33545/27068919.2024.v6.i2a.1531	ISSN: 2706 8919, E ISSN: 2706 8927
47	2023-24	Ms. Agnes Joseph	A study on the evolution and impact of green banking practices for sustainable banking in India	International Journal of Research in Finance and Management	Peer Reviewed Journal	DOI: https://www.doi.org/10.33545/26175754.2023.v6.i2c.521	P-ISSN: 2617-5754 E-ISSN: 2617-5762
48	2023-24	Ms. Agnes Joseph	A study on behavioral finance and its implications for financial modeling and optimization in the Indian context	International Journal of Advanced Academic Studies	Peer Reviewed Journal	DOI: https://www.doi.org/10.33545/27068919.2024.v6.i2a.1531	ISSN: 2706 8919, E ISSN: 2706 8927
49	2023-24	Ms. Megha Nair	A study on stress management techniques in HR and marketing sectors: An empirical analysis	International Journal of Advanced Academic Studies	Peer Reviewed Journal	DOI: https://doi.org/10.33545/27068919.2023.v5.i10a.1535	P ISSN: 2706 8919, E ISSN: 2706 8927
50	2023-24	Dr. Priya Sengupta	A study on stress management techniques in HR and marketing sectors: An empirical analysis	International Journal of Advanced Academic Studies	Peer Reviewed Journal	DOI: https://doi.org/10.33545/27068919.2023.v5.i10a.1535	P ISSN: 2706 8919, E ISSN: 2706 8927
51	2023-24	Dr. Priyanka Sharma	A study on customer perception and satisfaction towards using E Wallet systems of payments	International Journal of Advance and Innovative Research, Peer Reviewed Journal	Peer Reviewed Journal	NIL	ISSN 2394-7780
52	2023-24	Dr. Priyanka Sharma	A study on the evolution and impact of green banking practices for sustainable banking in India	International Journal of Research in Finance and Management	Peer Reviewed Journal	DOI: https://www.doi.org/10.33545/26175754.2023.v6.i2c.521	ISSN (E): 2617 5762, ISSN (P): 2617 5754
53	2023-24	Dr. Priyanka Sharma	A study on behavioral finance and its implications for financial modeling and optimization in the Indian context	International Journal of Advanced Academic Studies	Peer Reviewed Journal	DOI: https://www.doi.org/10.33545/27068919.2024.v6.i2a.1531	ISSN: 2706 8919, E ISSN: 2706 8927
54	2023-24	Dr. Vedika Sharma	Energy Tourism: New Tourism Niche towards Sustainability	International	Empirical Economic Letters	DOI: https://doi.org/10.5281/zenodo.10845151	ISSN 16818997

55	2023-24	Dr. Priya Sengupta	Energy Tourism: New Tourism Niche towards Sustainability	International	Empirical Economic Letters	DOI: https://doi.org/10.5281/zenodo.10845151	ISSN 16818997
56	2023 -24	Dr. Tandon Kamal	A Study of Role of Financial Literacy among Women : Patterns Challenges and Opportunities	International Journal of Research in Management	Peer Reviewed	NIL	ISSN P 2664 - 8792 E ISSN - 2664 -8806
57	2023 -24	Dr. Ritu Bhattacharya	A study on impact of compensation and benefits policies on Gig Workers Performance in Service Industry	International Journal of Research in Management	Peer Reviewed	NIL	ISSN P 2664 - 8792 E ISSN - 2664 -8806
58	2023 -24	Mr. Akash Mahangade	Representation Matters : The importance of DEI in Media and Advertising	International Journal of Research in Management	Peer Reviewed	NIL	ISSN P 2664 - 8792 E ISSN - 2664 -8806
59	2023 -24	Mr. Rahoul Madhyani	Global Proliferation and implication on sustainable business	International Journal of Research in Management	Peer Reviewed	NIL	ISSN P 2664 - 8792 E ISSN - 2664 -8806
60	2023 -24	Dr. Tandon Kamal	Role of Trade Unions in the Employees Provident Fund Organisation (EPFO) in India	International Journal of Research in Management	Peer Reviewed	NIL	ISSN P 2664 - 8792 E ISSN - 2664 -8806
61	2022-23	Dr. Rupali More	Role of Financial Management, Objectives and Functions in 21st Century	The British Journal of Administrative Management	ABDC	NIL	ISSN – 17461278
62	2022-23	Dr. Rupali More	Understanding Relationship between Consumer Personality types and Neuromarketing	Empirical Economics Letters	ABDC	NIL	ISSN 1681-8997
63	2022-23	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
64	2022-23	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: https://www.doi.org/10.33545/26179210.2022.v5.i2.542	ISSN (E): 2617 9229, ISSN (P): 2617 9210
65	2022-23	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: https://doi.org/10.33545/27076571.2023.v4.i1a.164	P ISSN: 2707 6571 E ISSN: 2707 658X
66	2022-23	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
67	2022-23	Ms. Agnes Joseph	Understanding Relationship between Consumer Personality types and Neuromarketing	Empirical Economics Letters	ABDC	NIL	ISSN 1681 8997

68	2022-23	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
69	2022-23	Dr. Priya Sengupta	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
70	2022-23	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: https://www.doi.org/10.33545/26179210.2022.v5.i2.542	ISSN (E): 2617 9229, ISSN (P): 2617 9210
71	2022-23	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
72	2022-23	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
73	2022-23	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: https://doi.org/10.33545/27076571.2023.v4.i1a.164	P ISSN: 2707 6571 E ISSN: 2707 658X
74	2022-23	Dr. Priya Sengupta	Understanding Relationship between Consumer Personality types and Neuromarketing	Empirical Economics Letters	ABDC	NIL	ISSN 1681-8997

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

