



Rajgad Dnyanpeeth's

## Rajgad Institute of Management Research & Development, Pune-43

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### Research Papers Published by Faculty Members

Sr. No.	Title of paper	Name of the author/s	Name of the journal	Year of publication	ISBN/ISSN number
1	An Inclusion of MSME In Public Procurement Process In India : A Literature Review	Dr. Rohan P. Dahivale and Mr. Sarang Hatvalne	National Journal of Research In Marketing, Finance and HRM	2025	2455 - 5398
2	The Evolving Landscape Of Influencer Marketing Across Platforms and Audiences	Dr. Rohan P. Dahivale and Ms. Ananya Garg	National Journal of Research In Marketing, Finance and HRM	2025	2455 - 5398
3	The Impact of Generative AI In Storytelling on Consumer Purchase Behavior : A Study In Pune City, India.	Prof. (Dr.) Rohan P. Dahivale	National Journal of Research In Marketing, Finance and HRM	2025	2455 - 5398
4	Exploring the Role of Sustainable Marketing In Shaping A Greener Future	Dr. Amol Nikam	National Journal of Research In Marketing, Finance and HRM	2025	2455 - 5398
5	How Instagram Reels and YouTube Shorts Influence Consumer Decision-Making In Indian Local Food Businesses (Pune City)	Ajim S. Tamboli and Dr. Nilesh U. Bankar	National Journal of Research In Marketing, Finance and HRM	2025	2455 - 5398
6	Predictive Analytics for Customer Churn in the Streaming Industry	Ms. Prachi S. Warule and Mr. Rupesh U. Veer	National Journal of Research In Marketing, Finance and HRM	2025	2455 - 5398
7	Revolutionizing Transaction-Central Bank Digital Currency (CBDC) Unified Payment Integration (UPI)	Ms. Sucheta Chudhari	National Journal of Research In Marketing, Finance and HRM	2025	2455 - 5398
8	A Study on Impact of Digital Payments on Customers Satisfaction	Ms. Sonali Chaudhari and Mr. Suyash H. Mamdapurkar	National Journal of Research In Marketing, Finance and HRM	2025	2455 - 5398
9	Fintech Innovations in ESG Investing	Mr. Rahul I. Kasbe	National Journal of Research In Marketing, Finance and HRM	2025	2455 - 5398
10	An Analytical Study of Self Finance Professional Educational Institutions:	Dr. D. B. Bharati & Prof. Rahul Ghosale,	IPE Journal of Management	2024	2249-9040 (Print Only Journal)

	A Literature Review.				
11	An Impact of Fintech Adoption on Firm's Financial Performance of SME's in Maharashtra.	Dr. D. B. Bharati & Miss. Shivani Sahebrao Hadke	International Journal of Cultural Studies and Social Sciences	2024	2347-4777
12	The Impact of FinTech Adoption on Firm's Financial Performance: An Empirical Study from SME's in Maharashtra, India.	Dr. D. B. Bharati, Ms. Shivani Sahebrao Hadke	International Journal of All Research Education and Scientific Methods	2024	2455-6211
13	Empowering Rural Communities: Leveraging Social Impact Assessment for Sustainable Development In India.	Dr. Rohan Prabhakar Dahivale, Mr. Tejas Rawal	National Journal of Research in Marketing, Finance & HRM	2024	2455-5398
14	A Study & Implementation of Safety Mechanism in the Assembly Process	Dr. Rohan Dahivale & Mr. Ashok Keshav Karande	National Journal of Research in Marketing, Finance & HRM	2024	2455-5398
15	Market Potential And Consumer Behaviour of BT Cotton Seed In Jalna District	Dr. Amol D Nikam & Mr. Mayureshwar Rathod	National Journal of Research in Marketing, Finance & HRM	2024	2455-5398
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17	A Study on Employee Motivation and Performance Appraisals In The Pharmaceutical Industry.	Dr. Amol Nikam	Madhya Pradesh Journal of Social Sciences	2024	0973-855X
18	Exploring The Impact of CSR And HR Collaboration In the Workplace.	Dr. Amol Nikam	Bharatiya Shiksha Shodh Patrika	2024	0970-7603
19	Impact of Entertainment Offerings on Consumer Purchasing Decisions at Retail Malls: A Critical Review	Dr. Amol Dinkar Nikam & Dr. Umesh B. Nath, Dr. Chandrakant Hake	Humanities and Social Science Studies journal	2024	2319-829X
20	To Study The Implications of HR Policies Within The Banking Sector.	Dr. Amol Nikam	IPE Journal of Management	2024	2249-9040
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102	A systematic study of capital structure with respect to Industries from Ahmednagar district	Prof. Babasaheb R. Jadhav, Dr. D. B. Bharati	Research Revolution Volume IV, Issue 6	2016	2319-300x
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113	A Study of 'Consumer and Telecom Service Provider's Interface' In Pune City	Tushar Funde & Rohan P. Dahivale	Paridnya - The MIBM Research Journal	2014	2547-0281 (Online ISSN)&2347-2405 (Print ISSN)
114	Employee Retention through Employee Engagement: Study Special reference with Retail Shoppe in Pune	Roshna Jaid & Snehal Kumbhare	Paridnya - The MIBM Research Journal	2014	2547-0281 (Online ISSN)&2347-2405 (Print ISSN)
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<b>117</b>	Corporate Social Responsibility Management: A Tool To Enhance Socio- Economic 291 Parameters, With Special Reference To Pcmc	Prof. Roshna Jaid, Prof. Shekhar Chanvan	"Role of SMEs in Future Economic Development"	2014	978-81-922746-1-4
<b>118</b>	A Study Of Crowd Funding - Innovative Alternative To Traditional Investments In India	Dr. D. B. Bharati	"Role of SMEs in Future Economic Development"	2014	978-81-922746-1-4