

Links to the papers published in Journals listed in UGC Care List

Year 2018-19

Title of paper	Name of the author/s	Department of the teacher	Name of journal	Calendar Year of publication	ISSN number	Link to the recognition in UGC enlistment of the Journal /Digital		
						Link to website of the Journal	Link to article / paper / abstract of the article	Is it listed in UGC Care list
Gap in Research in Celebrity Endorsement Research in Social Advertising	Dr. Rupendra Gaikwad	IMERT Pune	Review of Research	2019	ISSN 2249894X	www.lbp.world	NA	Yes
An article on perception, Attitude and Behaviour of Rural People towards Social Advertising with Celebrity endorsement : An Advertising Design Model	Dr. Rupendra Gaikwad	IMERT Pune	Review of Research	2019	ISSN 2249894X	www.lbp.world	NA	Yes
Managing Stress at Workplace	Prof. Pranjal Jadhav	IMERT Pune	Research Journey' International E-Research Journal	2019	ISSN 2348-7143	www.researchjourney.net	NA	Yes
"A Study to Measure Impact of Convenience Factors and Situational Factors on Online Purchase of Grocery Products in Pune Region"	Prof Praful Sarangdhar	IMERT Pune	International Journal of Research in Engineering, IT and Social Sciences (IJREISS)	2019	ISSN:2250-0588	https://www.indusedu.org/IJREISS.php	https://www.indusedu.org/pdfs/IJREISS/IJREISS_2881_96097.pdf	Yes
Analytical Study of New Age Advertising and its Influence	Dr. Jitendra Bhandari	IMERT Pune	Review of Research	2019	ISSN 2249894X	www.lbp.world	NA	Yes
Study of Consumer Behaviour with different perspectives	Dr. Jitendra Bhandari	IMERT Pune	Review of Research	2019	ISSN 2249894X	www.lbp.world	NA	Yes
Managing Stress at Workplace	Dr. Jitendra Bhandari,	IMERT Pune	Research Journey' International E-Research Journal	2019	ISSN 2348-7143	www.researchjourney.net	NA	Yes
Organizational retention strategies: A review of literature	Prof Aparna Shastri	IMERT Pune	Journal of Emerging Technologies and Innovative Research	2018	ISSN: 2349-5162	https://www.jetir.org/	NA	Yes
Emerging Trends in organised Grocery Retail: A Study of advancements in online Grocery retail in India	Prof Praful Sarangdhar	IMERT Pune	International Journal of Creative Thoughts	2018	ISSN:2320-2882	http://ijcrt.org/viewfull.php?&p_id=IJCRTEIEG006	http://ijcrt.org/viewfull.php?&p_id=IJCRTEIEG006	Yes