



Since 1994

**Marathwada Mitra Mandal's
INSTITUTE OF MANAGEMENT EDUCATION RESEARCH AND TRAINING
(IMERT), Pune**

**S. No. 18, Plot No. 5/3, CT5 No. 205, Behind Vandevi Temple, Karvenagar, Pune-
411052**

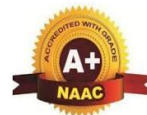


Copy of letter/s indicating financial assistance to teachers and list of teachers receiving financial support year-wise under each head.



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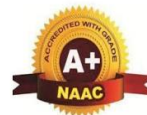
Teachers provided with financial support for the AY 2022-23

Sr. No	Name of teacher	Name of conference/ workshop attended for which financial support provided	Name of the professional body for which membership fee is provided	Amount of support received (in INR)
1	Dr. Shubhangee Ramaswamy	NIRF Ranking Workshop	Institute of Academic Excellence	3934
2	Dr. Mangalgouri Patil	NIRF Ranking Workshop	Institute of Academic Excellence	3933
3	Dr. Pranav Kayande	NIRF Ranking Workshop	Institute of Academic Excellence	3933
4	Dr. Shubhangee Ramaswamy	Research paper in Scopus Journal ECB	Journal European Chemical Bulletin	12000
5	Dr. Jitendra Bhandari	Research paper in UGC Care Journal South Indian Journal of Social Science	UGC Care Journal South Indian Journal of Social Science	3700
6	Dr. Jitendra Bhandari	Research paper in Scopus Journal European Chemical Bulletin	Journal European Chemical Bulletin	8000
7	Prof Aparna Shastri	Research paper in Scopus Journal European Chemical Bulletin	Journal European Chemical Bulletin	8000
8	Prof Pranjal Jadhav	Research paper in Scopus Journal European Chemical Bulletin	Journal European Chemical Bulletin	8000
9	Prof Pranjal Jadhav	Registration for FDP Excellence in Teaching Lexicon Management Institute	Lexicon Management Institute	499
10	Prof Aparna Shastri	Research paper in UGC Care Madhya Pradesh Institute of Social Science, Ujjain	UGC Care Madhya Pradesh Institute of Social Science, Ujjain	4000
11	Dr. Mangalgouri Patil	Presented paper in International Conference NSB Academy Bangalore	NSB Academy Bangalore	1500
12	Dr. Mangalgouri Patil	Research paper published in journal TOJDEL	The Online Journal of Distance Education and e-Learning	5000



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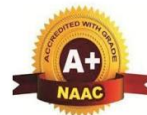
S. No. 18, Plot No. 5/3, CTs No. 205, Behind Vandevi Temple, Karvenagar, Pune-411052

Sr. No	Name of teacher	Name of conference/ workshop attended for which financial support provided	Name of the professional body for which membership fee is provided	Amount of support received (in INR)
13	Dr. Mangalgouri Patil	Research paper published in journal TOJDEL	The Online Journal of Distance Education and e-Learning	5000
14	Dr. Mangalgouri Patil	Research paper in Scopus Journal ECB	Journal European Chemical Bulletin	7000
15	Dr. Vinod Mohite	Research paper published in journal TOJDEL	The Online Journal of Distance Education and e-Learning	8000
16	Dr. Vinod Mohite	Research paper in UGC Journal Shodhsamita	UGC Journal Shodhsamita	6000
17	Dr. Vinod Mohite	Paper presented in conference D.Y Patil Global Business School and Research Centre	D.Y Patil Global Business School and Research Centre	855
18	Prof. Praful Sarangdhar	Research paper in UGC Journal of Oriental Institute	UGC Journal of Oriental Institute	1500
19	Prof. Praful Sarangdhar	Paper presented in conference D.Y Patil Global Business School and Research Centre	D.Y Patil Global Business School and Research Centre	855
20	Prof. Praful Sarangdhar	Registration for FDP Excellence in Teaching Lexicon Management Institute	Lexicon Management Institute	499
21	Prof Vivekanand Gaikwad	Paper presented in conference D.Y Patil Global Business School and Research Centre	D.Y Patil Global Business School and Research Centre	885
22	Prof Vivekanand Gaikwad	Conference on National Education Policy at Modern Institute fo Business Management	Modern Institute fo Business Management	300
23	Prof Sachin Kshirsagar	Paper presented in conference D.Y Patil Global Business School and Research Centre	D.Y Patil Global Business School and Research Centre	885
24	Prof Jaydutta Bangar	Research paper published in journal TOJDEL	The Online Journal of Distance Education and e-Learning	8000



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S. No. 18, Plot No. 5/3, CT5 No. 205, Behind Vandevi Temple, Karvenagar, Pune-411052

Sr. No	Prof Chaitrali Kale	Research paper in International Journal of Innovative Research in Technology	Journal of Innovative Research in Technology	1000
25	Prof Chaitrali Kale	Research paper in Journal of Innovative Research in Technology	Journal of Innovative Research in Technology	1500
26	Prof Chaitrali Kale	Research paper in UGC Journal Gradiva Review Journal	UGC Journal Gradiva Review Journal	2000
27	Prof Chaitrali Kale	Paper presented in conference D.Y Patil Global Business School and Research Centre	D.Y Patil Global Business School and Research Centre	885
28	Prof Chaitrali Kale	Research paper presented in Conference at Ajinkya D.Y Patil	Ajinkya D.Y Patil University	500
29	Prof Chaitrali Kale	Paper presented in conference D.Y Patil Global Business School and Research Centre	D.Y Patil Global Business School and Research Centre	750
30	Prof Chaitrali Kale	Paper presented in conference D.Y Patil Global Business School and Research Centre	D.Y Patil Global Business School and Research Centre	750
31	Prof Aparna Shastri	Workshop on POSH	Pune Management Association	2181

Prepared By – Prof. Aparna Shastri, Assistant Professor

Reviewed / Recommended By – Dr. Mangalgouri Patil, Associate Professor

Approved By – Dr. Shubhangee Ramaswamy, I/C Director

Payment Voucher

No. : 449

Dated : 20-Dec-2022

Particulars	Amount
Account : Institute For Academic Excellence	11,800.00

Through :

H.D.F.C. Bank

On Account of :

HDFC. BANK CHEQUE NO. 002100 BEING AMT REIMBURSIMENT TO DR. MANGALAGOURI PATIL FOR FDP ATTEND ON 21st & 22nd DEC 2022 IN ONLINE MODE 3 PARTICIPANTS 1) DR. SHUBHANGEE RAMASWAMY ,2) DR. MAGALGOURI PATI 3) DR. PRANAV KAYENDE

Amount (in words) :

Indian Rupees Eleven Thousand Eight Hundred Only

₹ 11,800.00

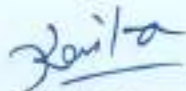


Receiver's Signature:



Prepared by
Accountant

M.M.'s Institute Of
Management Education Research & Training
Pune - 411 052



Checked by
Office Superintendent

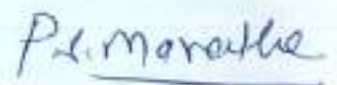
M.M.'s Institute Of
Management Education Research & Training
Pune - 411 052



Director

M.M.'s Institute Of
Management Education Research & Training
Pune - 411 052

Verified by





TAX INVOICE (Original)

INSTITUTE FOR ACADEMIC EXCELLENCE
#3-6-692, Street No.12, Himayathnagar,
Hyderabad - 500029, Telangana.
Ph: +91-9618739900.
Email: info@iae.education,
Web: www.iae.education
GSTIN: 36AIGPK7958P3Z9

Invoice No.: IAE/ON/2022-23/100

Invoice Date: 20-12-2022

Due Date: 20-12-2022

Date of Payment: 20-12-2022

Party's Name:
Marthwada Mitramandal's Institute of Management
Education Research and Training (IMERT)
Sr.No. 18, Plot No. 5/3, CTS No.205, Behind Vandevi,
Temple, Karvenagar, Pune - 411052.
GSTIN: AAA7M9698N
PAN No.: 27AAATM9698N1ZI
Contact Person's Details:
Name: Dr. Mangalgouri patil
Mobile No.: 9503096123
Email: mangalgouripatil@mmimert.edu.in

Order ID: ORD0813265

Transaction ID: 111743618855

Mode of Payment: Debit Card

Payment Status: Success

Description / Participation Details	Participation Fee Amount in Rs.
Name of the Workshop: 4th National Level Workshop on NIRF India Rankings 2023 No. of Participants: 3	10,000
Discount: Government Institution: 25% 6 and more participants: 0%	NA NA
Total Amount (INR) before GST (SGST/UGST/CGST/IGST)	10,000
GST Value @ 18% (INR)	1,800
Total Amount (INR) Payable inclusive of GST (SGST/UGST/CGST/IGST)	11,800

If you have any problem with your order, please call us at +91-9618739900 or write a mail to info@iae.education.

WE THANKYOU FOR YOUR PARTICIPATION. WE VALUE YOUR PATRONAGE.

Note: Signature is not required as this is an online generated invoice.

Paid & Collected:
Received For Payment:
Cash/ Cheque No. :
Date: 20/12/2022

Director

23/12/2022



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**Marathwada Mitra Mandal's
INSTITUTE OF MANAGEMENT EDUCATION RESEARCH AND TRAINING
(IMERT), Pune**

S. No. 18, Plot No. 5/3, CTS No. 205, Behind Vandevi Temple, Karvenagar, Pune - 411052



AY: 2022-23

Ref. MM's/IMERT/2022-23/100

Date: 17.12.2022

Marathwada Mitra Mandal, Pune-4
Inward No. 1589
Date 17/12/2022
Sign.

INTER-OFFICE COMMUNICATION

To,
Hon. Executive President,
Marathwada Mitra Mandal,
Pune - 411004

Subject: Request for Permission to attend National Level Workshop on NIRF India Rankings 2023

Respected Sir,
Institute for Academic Excellence (IAE) in collaboration with Collegiate Education & Technical Education Department Government of Telangana is going to organize the National Level Workshop for the HEIs (Higher Educational Institutions) on NIRF India Rankings 2023 on 21st & 22nd December 2022- in Online Mode.

Fees will be Rs.10,000/- for 3 Participants (1 Coordinator + 2 Participants). Following faculty members intend to participate into the workshop - 1. Dr. Shubhangee Ramaswamy , 2. Dr Mangalgouri Patil and 3. Dr Pranav Kayande.

We will be highly obliged for your kind consideration & approval

Thanking you!

Regards,

Dr Shubhangee Ramaswamy
I/C Director

OK

Enclosure - The Workshop details.

 Dr Pranav Kayande IQAC Coordinator, IMERT Prepared by	 Dr. Shubhangee Ramaswamy I/C Director, IMERT Reviewed / Recommended by	 Hon. Prin. B.G. Jadhav Executive President, MM Trust Approved by
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COLLEGIATE EDUCATION
& TECHNICAL EDUCATION
DEPARTMENT
GOVT. OF TELANGANA

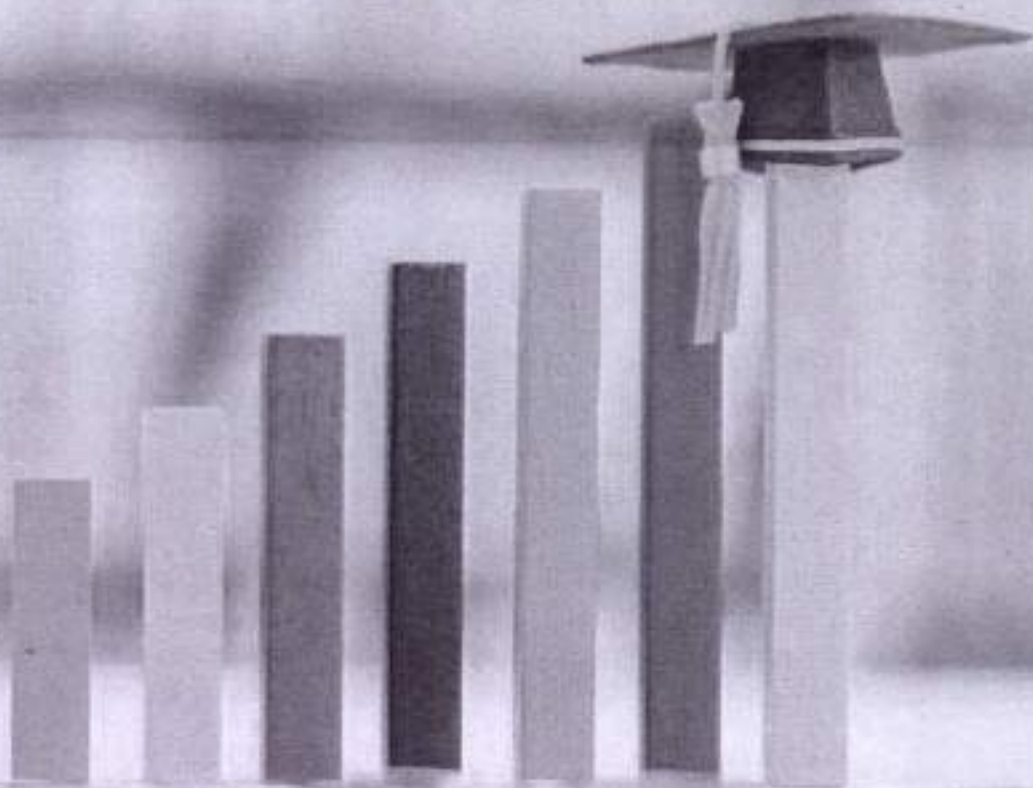


4th National Level Workshop

NIRF INDIA RANKINGS 2023

For Higher Educational Institutions and
Health Science Institutions

21st & 22nd December 2022 - Online Mode



1 NIRF - Overview
and Significance

2 Methodology and
Metrics of the
NIRF Guidelines

3 Data requirement
for Data Capturing
System (DCS)

Why Participate?

To understand the innate value of the data

To ensure data consistency

To get clarifications on queries and apprehensions on NIRF parameters



Event Dates: 21st & 22nd December 2022,

Mode: Online,

Time: 10:00 A.M. to 6:00 P.M.

Participation

The Participation Fee is Rs.10,000/- for

participants + 1 Institution Coordinator

and the subscription to the NIRF Data Analyzer Software Tool.

Offline Registration:

Bank Details:

Beneficiary Name Institute for Academic Excellence

Bank Name Union Bank of India

Bank Branch Address:

Mayath Nagar Branch, Hyderabad,

Madhanga - 500029.

Bank A/c Number: 555701010050477

IFSC Code: UBIN0555576



How to Register in Online:

1. Visit <https://www.iae.education>

2. Click on Register Now > 'NIRF Workshop 2023' link on the Menu.

3. Fill in all the details and go through the mobile & email verification process.

4. Pay the participation fee through Debit Card / Credit Card / Net banking / UPI.

5. An acknowledgement mail will be sent to the registered email ID.

6. Click on the 'Add Participants' button to add the remaining Participant's details.



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Institute Of Management Education Research & Training

S. No.18, Plot No.5/3, Karvenagar, PUNE - 411 052

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Date:- 04/09/2023

To,
The Director,
MM'S IMERT,
Karvenagar,
Pune-411052

Subject- Application for reimbursement of Dr. Shubhangee Ramaswamy

Purpose of the Exp. :- Research Papers Conference Expenses

Respected Sir,
Details of the expenses incurred are as follows

Sr.No.	Particulars of expenses incurred (Bills attached)	Amount Rs.
1	Research Paper in Scopus Journal ECB	
2	" Synergizing Corporate Communication	
3	and employee engagement: A	
4	comprehensive Review.	12,000/-
5		
6		
7		
8		
9		
10		
11		
12		
TOTAL RS.		12,000/-

It is hereby requested to kindly approve the above expenses.

Passed for Payment


Bills submitted by


Coordinator


HOD


Accountant


Director

Sign & Name :- Dr. Shubhangee Ramaswamy.
Designation :- Incharge- Director
Department :- IMERT

Enclosed :- Original Copy of Approval

Congratulations, your RTGS/NEFT transaction is completed successfully!

You've won yourself a **Special Offer.**

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To Other Bank (NEFT)

STEP

1

ENTER DETAILS

STEP

2

CONFIRM TRANSACTION

STEP

3

ACKNOWLEDGEMENT

Reference Number N203232559767656

From Account 04861000049746

Beneficiary Name NILESH BALVANT ANUTE

Beneficiary IFSC Code BARB0VADGAO

Beneficiary Account Number /
Credit Card Number 42520100001096

Bank Name BANK OF BARODA

Transfer Amount 12,000.00

Transaction Description Publication Fee

Make Another Transfer

Note:

- The actual time taken to credit the account depends on the time taken by the Payee's Bank to process the payment.
- The money will reach the Payee's bank within the time stipulated by the Reserve Bank of India.
- HDFC Bank is not responsible for any charges / commission of any kind levied/charged by the Beneficiary Bank.
- For details on safe NetBanking practices please [click here](#)



ARTICLE ACCEPTANCE LETTER

24/07/2023

Article ID: ECB-2023-3564

Article Title: Synergizing Corporate Communication and Employee Engagement: A Comprehensive Review

Authors Name: Gopa Das, Dr. Shubhangee Ramaswamy, Dr. Devidas Golhar, Dr. Parag Kalkar

Thank you very much for your submission to our journal.

We are pleased to inform you that your paper has been reviewed, and accepted for publication in **European Chemical Bulletin** with ISSN 2063-5346.

Thank you for making the journal a vehicle for your research interests.

Best wishes,

Editor-in-Chief

European Chemical Bulletin

Website: <https://www.eurchembull.com/>

- System generated letter, hence no signature required.



SYNERGIZING CORPORATE COMMUNICATION AND EMPLOYEE ENGAGEMENT: A COMPREHENSIVE REVIEW

Gopa Das¹, Dr. Shubhangee Ramaswamy², Dr. Devidas Golhar³,
Dr. Parag Kalkar⁴

Article History: Received: 19.05.2023

Revised: 28.06.2023

Accepted: 24.07.2023

Abstract

Introduction: Communication is the kernel of humans' life. Obviously, it is also having an impact on business. Corporate communications are a set of actions that benefits internal and external communications, to improve faith, trustworthiness, and positive sights of the organization. It plays vital part in the progress and development of any organization. It is about employees, managers, executives, and board members communicating within an organization. It is also had significance to bring desired changes in employee's attitudes and performance which can help any organization to succeed and to achieve desired goals. The role of communication is significant for fostering employee engagement and nurturing the progressive culture in the organization. Effective communication in the organization can upsurge employee engagement, increase productivity, and improve business growth. The assurance and devotion which are vital to the long-time period is illustrated by engaged employees. The simplest way to increase employee engagement is communication. Employees are the assets of every organization. Organizations require to be exceptionally centered and being mindful to guarantee that the employee communication ought to be increased, so that they able to achieve their objectives with greatest utilization of human assets. This research paper outlines the use of corporate communication in organization and also discussed about the impact of same on employee engagement.

Purpose: The purpose of this work is to learn more about the impact of corporate communication in enhancing employee engagement.

Methodology: This study is based on secondary data. Various high-quality sources, such as Elsevier, Sage Publications, HBR and others were used to review the related research papers and articles.

Result and findings: The study's findings all point to the fact that good employee communication leads to higher levels of employee engagement, which is linked to improved organisational growth. Employee engagement is strongly and positively associated with leadership styles. There is a relationship between supervisory communication, employee wellbeing, and employee engagement.

Implications: Many researchers will use this study to expand their research, and companies will use it to include corporate communication for improved business performance.

Keywords: Corporate Communication, Employee engagement, Human Resource (HR)

¹Assistant Professor, Institute of Management Development and Research, Pune Maharashtra India.
Email: gopa.das10@gmail.com

²Professor, MM's Institute of Management Education Research and Training, Pune, Maharashtra India. Email: shubha.ramaswami@gmail.com

³Principal, Marathwada Mitramandal's College of Commerce Pune Maharashtra India
Email: devidasgolhar@gmail.com

⁴Dean, Faculty of Commerce and Management Savitribai Phule Pune University, Maharashtra India.
Email: pckalkar@gmail.com

DOI: 10.31838/ecb/2023.12.s3.741

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Institute Of Management Education Research & Training

S. No.18, Plot No.5/3, Karvenagar, PUNE - 411 052
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Date:- 18/05/2023

To,
 The Director,
 MMS IMERT,
 Karvenagar,
 Pune-411052

Subject- Application for reimbursement of Research paper publication charges.

Purpose of the Exp. :- Research paper publication in VGC CARE JOURNAL.

Respected Sir,
 Details of the expenses incurred are as follows

Sr.No.	Particulars of expenses incurred (Bills attached)	Amount Rs.
1	VGC CARE Research paper	3,700/-
2	publication charges.	
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
TOTAL RS.		3,700/-

It is hereby requested to kindly approve the above expenses.

Passed for Payment

DR. Jitendra Bhandari
 Bills submitted by Coordinator
 Sign & Name :- DR. Jitendra Bhandari
 Designation :- Associate Professor
 Department :- MBA.

J. Bhandari
 HOD

[Signature]
 Accountant

[Signature]
 Director

Enclosed :- Original Copy of Approval

Shree Balaji Enterprises

B-302, La-salette
Magarpatta Road,
Mundhawa, Pune 411036

Invoice No : SBE2023008

Date : 18/05/2023

To,

Dr Jitendra Bhandari
IMERT,
Pune

Sr No.	Description	Rate (Rs)	Quantity	Total (Rs)
1	Research Paper publication UGC Care	3700/-	1	3700/-
	Balance			3700/-

Total Amount: Rs. Three thousand seven hundred only

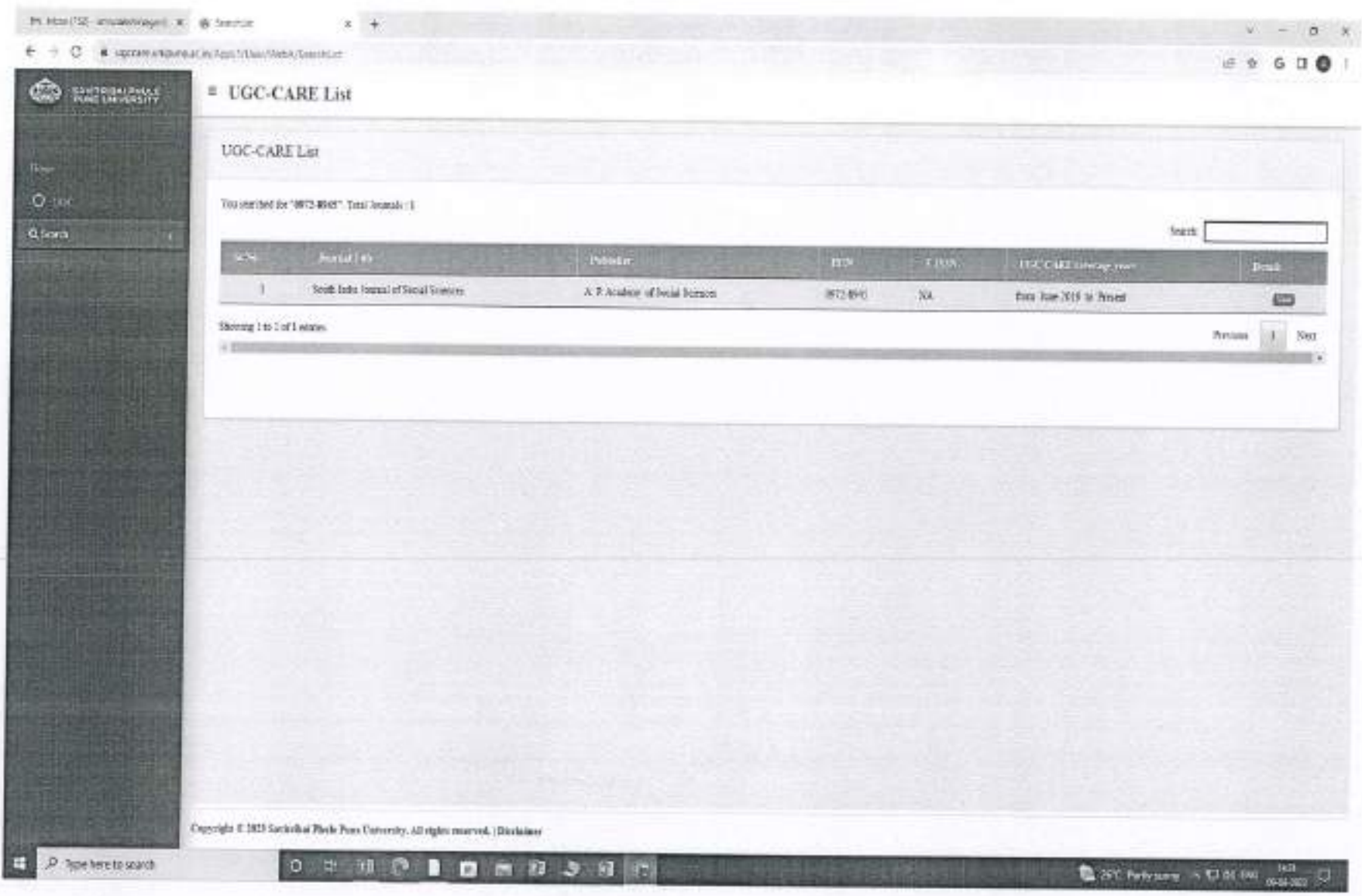
Thanking you.

Yours faithfully

Nilima Patil



Dr Nilima Patil
7588010980



UGC-CARE List

UGC-CARE List

You searched for "872-890" Total Results: 1

Search

S/N	Journal Title	Publisher	ISSN	F. ISSN	UGC-CARE Category	Date
1	South Indian Journal of Social Sciences	A. P. Academic of Social Sciences	872-890	NA	Social Sciences	from June 2015 to Present

Showing 1 to 1 of 1 entries

Previous 1 Next

Certificate

Article Entitled

“ EMPLOYEE DATA MANAGEMENT THROUGH HRIS: A COMPREHENSIVE
BIBLIOMETRIC STUDY ”

Authored By

Jitendra Bhandari

Published in

SOUTH INDIA JOURNAL OF SOCIAL SCIENCES

ISSN: 0972- 8945

Vol. XXX, No. 1, January 2023

UGC Care Group 1 Journal



Certificate

Article Entitled

“ EMPLOYEE DATA MANAGEMENT THROUGH HRIS: A COMPREHENSIVE
BIBLIOMETRIC STUDY ”

Authored By

Chaitrali Kale

Published in

SOUTH INDIA JOURNAL OF SOCIAL SCIENCES

ISSN: 0972- 8945

Vol. XXX, No. 1, January 2023

UGC Care Group 1 Journal



Certificate

Article Entitled

“ EMPLOYEE DATA MANAGEMENT THROUGH HRIS: A COMPREHENSIVE
BIBLIOMETRIC STUDY ”

Authored By

Aparna Shastri

Published in

SOUTH INDIA JOURNAL OF SOCIAL SCIENCES

ISSN: 0972- 8945

Vol. XXX, No. 1, January 2023

UGC Care Group 1 Journal



Marathwada Mitra Mandal's
Institute Of Management Education Research & Training

S. No.18, Plot No.5/3, Karvenagar, PUNE - 411 052

Accredited with 'A' Grade by NAAC, Recipient of "Best College Award 2019" by SPPU.

Date: - 27/07/2023

To,
The Director,
MM'S IMERT,
Karvenagar,
Pune-411052

Subject- Application for reimbursement of Research Paper Publication Charges

Purpose of the Exp. :- Publication of Research Paper

Respected Sir,
Details of the expenses incurred are as follows

Sr.No.	Particulars of expenses incurred (Bills attached)	Amount Rs.
1	Publication Charges for Two	24,000/-
2	Research Papers. (Rs. 12,000/-	
3	per paper ; Total Expense	
4	= 2 papers X 12,000/-	
5	= 24,000/-	
6		
7	Dr. Jitendra Bhandari	
8	Prof. Aparna Shastri	
9	Prof. Pranjal Jadhav	
10		
11		
12		
	TOTAL RS.	24,000

It is hereby requested to kindly approve the above expenses.

Passed for Payment

Jitendra

Bills submitted by Coordinator

Bhandari

HOD

Shastri

Accountant

Director

Sign & Name :- Jitendra Bhandari
Designation :- Associate Professor
Department :- MBA

Enclosed :- Original Copy of Approval

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To Other Bank (NEFT)

STEP

1

ENTER DETAILS

STEP

2

CONFIRM TRANSACTION

Reference Number N203232559844641

From Account 14451160000236

Beneficiary Name NILESH BALVANT ANUTE

Beneficiary IFSC Code BARB0VADGAO

Beneficiary Account Number /
Credit Card Number 42520100001096

Bank Name BANK OF BARODA

Transfer Amount 24,000.00

Transfer Description Publication Charge

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LINKING PAN WITH A3073373







A HOSPITAL-BASED ASSESSMENT OF THE FUNCTIONAL OUTCOME OF ARTHROSCOPIC SUTURE PULL OUT FIXATION OF DISPLACED TIBIAL SPINE AVULSION FRACTURE: AN OBSERVATIONAL STUDY

Dr. Swaroop Solunke , Dr. Meet Shah , Dr. Kaman Kuity ,
Dr. Ayush Taneja

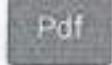
**2023; Volume -12 , Special Issue-3 : Page: 6596 -
6602**


 » doi: 10.31838/ecb/2023.12.s3.743

**BOOSTING ORGANIZATIONAL COMMITMENT: A WIDE-RANGING BIBLIOMETRIC STUDY USING WEB OF SCIENCE AND SCOPUS**

Aparna Shastri , Jitendra Bhandari , Pranjal Jadhav

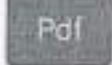
**2023; Volume -12 , Special Issue-3 : Page: 6603 -
6612**

 » doi: 10.31838/ecb/2023.12.s3.744

**STUDY OF MEDIATOR EFFECT OF WORK PRESSURE ON EMPLOYEE'S SELF-EFFICACY AND JOB SATISFACTION**

Dr. Jitendra B. Bhandari , Ms. Aparna Shastri , Ms.
Pranjal Jadhav

**2023; Volume -12 , Special Issue-3 : Page: 6613 -
6621**

 » doi: 10.31838/ecb/2023.12.s3.745

DEVELOPMENT OF SOLAR PHOTOVOLTAIC TECHNOLOGY: A REVIEW

Renu Kumari, Sanjeev Kumar Yadav, RK Gunsaria



English

Hindi





ARTICLE ACCEPTANCE LETTER

24/07/2023

Article ID: ECB-2023-3567

Article Title: Study of Mediator effect of Work Pressure on Employee's Self-efficacy and Job Satisfaction.

Authors Name: Dr. Jitendra B. Bhandari, Ms. Aparna Shastri, Ms. Pranjal Jadhav

Thank you very much for your submission to our journal.

We are pleased to inform you that your paper has been reviewed, and accepted for publication in **European Chemical Bulletin** with ISSN 2063-5346.

Thank you for making the journal a vehicle for your research interests.

Best wishes,

Editor-in-Chief

European Chemical Bulletin

Website: <https://www.eurchembull.com/>

- System generated letter, hence no signature required.



ARTICLE ACCEPTANCE LETTER

24/07/2023

Article ID: ECB-2023-3566

Article Title: Boosting Organizational Commitment : A Wide-Ranging Bibliometric Study Using Web Of Science And Scopus

Authors Name: Aparna Shastri, Jitendra Bhandari, Pranjal Jadhav

Thank you very much for your submission to our journal.
We are pleased to inform you that your paper has been reviewed, and accepted for publication in **European Chemical Bulletin** with ISSN 2063-5346.

Thank you for making the journal a vehicle for your research interests.

Best wishes,

Editor-in-Chief

European Chemical Bulletin

Website: <https://www.eurchembull.com/>

- System generated letter, hence no signature required.

Institute Of Management Education Research & Training

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Date:- 18/08/23

To,
The Director,
MM'S IMERT,
Karvenagar,
Pune-411052

Subject- Application for reimbursement of Registration fees of FDP.

Purpose of the Exp. :- FDP Participation.

Respected Sir,
Details of the expenses incurred are as follows

Sr.No.	Particulars of expenses incurred (Bills attached)	Amount Rs.
1	Registration fees for FDP	
2	on Excellence in Teaching:	
3	effectiveness students	
4	Engagement using	
5	Flipped Classroom with	
6	learning keys.	499/-
7		
8		
9		
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11		
12		
	TOTAL RS.	499

It is hereby requested to kindly approve the above expenses.

Passed for Payment

Bills submitted by


Coordinator


HOD


Accountant


Director

Sign & Name :- Pranjali Jadhav

Designation :- Asst. Prof

Department :- IMERT

Enclosed :- Original Copy of Approval

A

To Anju Raheja

+91 *****4415

₹499

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Jul 25, 2023 2:36 PM



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To: ANJU RAHEJA

raheja.anju@okhdfcbank

From: PRAFUL DEVIDAS SARANGDHAR (Bank of India)

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Google transaction ID

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Management Institute
of Leadership & Excellence

Certificate of Participation

This certificate is awarded to

Ms. Pranjal Krishna Jadhav

for attending Faculty Development Program on
**"Excellence in Teaching: Effective Students' Engagement using Flipped
Classroom with Learning Keys"** conducted by Lexicon Management Institute of
Leadership and Excellence, Pune, on 29th July 2023.

Jitender Sharma

Dr. Jitender Kumar Sharma
Director, Lexicon Management Institute of
Leadership and Excellence

Nasir Shaikh

Mr. Nasir Shaikh
Group Chief Executive Officer,
The Lexicon Group of Institutes, MultiFit,
EduCrack & EasyRecruit+ and Associate Editor,
Pune Times Mirror and Civic Mirror

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Date: 19/10/2023

To,
The Director,
 MM'S IMERT,
 Karvenagar,
 Pune-411052

Subject- Application for reimbursement of Research Paper publication charges.

Purpose of the Exp. :- Research paper publication in VGC CARE Journal.




Respected Sir,
 Details of the expenses incurred are as follows

Sr.No.	Particulars of expenses incurred (Bills attached)	Amount Rs.
1	VGC CARE Research paper	4,000/-
2	PUBLICATION charges.	
3		
4		
5		
6		
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9		
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11		
12		
TOTAL RS.		4,000/-

It is hereby requested to kindly approve the above expenses.

Passed for Payment

Bills submitted by Shastri Coordinator
 Sign & Name :- Prof Apoorva Shastri
 Designation :- Assistant
 Department :- PGD
MBA
 Enclosed :- Original Copy of Approval

 HOD
 Accountant
 Director

Shree Balaji Enterprises

B-302, La-salette
Magarpatta Road,
Mundhawa, Pune 411036

Invoice No : SBE2023010

Date : 19/05/2023

To,

Aparna Shastri
IMERT
Pune

Sr No.	Description	Rate (Rs)	Quantity	Total (Rs)
1	Research Paper publication UGC Care	4000/-	1	4000/-
	Balance			4000/-

Total Amount: Rs. Four thousand only

Thanking you.

Yours faithfully

Nilima Patil



Dr Nilima Patil
7588010980

EMPLOYEE RETENTION IN THE NEW NORMAL - A WIDE-RANGING BIBLIOMETRIC REVIEW

Aparna Shastri^{*1}, Jitendra Bhandari²

Assistant Professor^{*1}, Associate Professor²

Marathwada Mitra Mandal's Institute of Management Education Research and Training

Abstract:

Purpose- The present study aims at providing a comprehensive bibliometric outline of the research steered on employee retention and thereby summarizing strategies which can be implemented to avert competent personnel from exiting the organization during a global crisis.

Design/methodology/approach- The study investigated the findings of previous employee retention studies. More than 1,000 journal articles published in Scopus are analyzed using bibliographic and network analysis technique to arrive at numerous bibliometric pointers.

Findings- Study shows there are supplementary than 1,000 articles published on employee retention from 1980 to 2022 principally in English verbal. The uppermost figures of publications are in the year 2019. The USA is the furthestmost fecund nation followed by India and Malaysia in terms of publication. International Journal of Human Resource Management is the most appropriate journal for contributions.

Practical implications- The study provides a bibliometric analysis of significant and up-to-date Scopus-published literature on employee retention. The examination classifies the data utilizing bibliometric pointers like number of articles, record types, regional investigation, origin designs and so on, which would make it easier to understand the current state of research in the arena of employee retention and how it has changed over four decades.

Originality/value - This is the primary complete bibliometric overview of distributions on employee upkeep utilizing Scopus over forty years. This study's findings can serve as a basis for subsequent research into how to address the issue of attrition during global crises by conducting a literature examination and developing a notional context.

Keywords - Employee Retention, Organizational Retention, Employee Attrition.

1. Introduction

Organisations must anticipate technology advances and improvements in this constantly shifting contemporary economy in order to survive and compete with other organisations across the world. If the organisation has the capability to advance via the unremitting learning and development of its personnel, this may be accomplished. Securing and keeping qualified workers is essential to the success of the entire operation. This is due to the fact that information and experience held by individuals are essential for businesses to remain cost-effectively competitive (Kyndt, Dochy, Michielsen, & Moeyaert, 2009). According to research, organisations will need to adapt to a changing work milieu where accomplishment and permanency depend on innovation, creativity, and flexibility. The only organisations that will succeed are those that will adapt their organisational behaviour to the reality of the workplace (Sinha & Sinha, 2012)



Madhya Pradesh Institute of Social Science Research, Ujjain

मध्य प्रदेश सामाजिक विज्ञान शोध संस्थान, उज्जैन

(An Institute of ICSSR, Ministry of Education, Govt. of India and Govt. of Madhya Pradesh)

CERTIFICATE OF PUBLICATION

This is to certified that the article entitled

EMPLOYEE RETENTION IN THE NEW NORMAL - A WIDE-RANGING BIBLIOMETRIC REVIEW

Authored By

Aparna Shastri

Assistant Professor, Marathwada Mitra Mandal's Institute of Management Education Research and Training

ज्ञान-विज्ञान विमुक्तये

UGC

Published in Vol. 28, No: 1(i), June 2023
Madhya Pradesh Journal of Social Sciences (ISSN: 0973-855X)

UGC-CARE List Group I

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Editor-in-Chief



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CERTIFICATE OF PUBLICATION

This is to certified that the article entitled

EMPLOYEE RETENTION IN THE NEW NORMAL - A WIDE-RANGING BIBLIOMETRIC REVIEW

Authored By

Jitendra Bhandari

Associate Professor, Marathwada Mitra Mandal's Institute of Management Education Research and Training

ज्ञान-विज्ञान विमुक्ताये

UGC

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UGC-CARE List Group I

Impact Factor: 5.3


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Date:- 25/08/2023

To,
The Director,
MM'S IMERT,
Karvenagar,
Pune-411052

Subject- Application for reimbursement of Research Publications

Purpose of the Exp. :- Research Publications, Conference.

Respected Sir,
Details of the expenses incurred are as follows

Sr.No.	Particulars of expenses incurred (Bills attached)	Amount Rs.
1	International Conference NSB Bangalore	1500
2	Research publication to jdel	5000
3	Research publication to jdel	5000
4	Research publication European chemical Bulletin	4000
5		
6		
7		
8		
9		
10		
11		
12		
TOTAL RS.		18500

It is hereby requested to kindly approve the above expenses.

Passed for Payment

Bills submitted by 


Coordinator


HOD


Accountant


Director

Sign & Name :- Pr. Mangalouci S. Patel
Designation :- Asst Professor
Department :- MM'S IMERT.

Enclosed :- Original Copy of Approval



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international conference

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A STUDY EXCHANGE TRADITIONAL FUND (ETF) AS AN INVESTMENT AVENUE FOR PASSIVE WEALTH GROWTH IN INDIA WITH REFERENCE TO NIFTY50

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AudyogikShikshanMandal's Institute of Business Management and Research, Pune
raghu.helwade@gmail.com

Dr. MangalagouriPatil Assistant Professor,
MarathwadaMitrmandal's Institute of Management Education Research and Training, Pune
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Dr. Bhagyashri Deshpande Assistant Professor,
MIT World Peace University, Pune.
bhagyashri.deshpande@mitwpu.edu.in

ABSTRACT

Mutual funds are emerging as an attractive investment option. MFs are successful especially in channelizing and mobilizing the savings of many retail investors into the investment in various equity and debt instruments. Mutual fund investment is considered as less risky than investing directly in stocks as experienced fund managers take delicate investment decisions and is therefore definitely a safer option for inexperienced risk averse investors.

An Exchange Traditional Fund (ETF) is defined as an instrument to gather money from prospective investors, with a promise that the money would be invested in a specific predefined manner and methodology. This paper studies performance of ETFs and presents an exchange traditional fund (ETF) as an investment avenue for passive wealth creation. Investment in ETFs picking up since last decade. Awareness level of investors is increasing.

The analysis and interpretation from study presents that tracking error is higher for ETFs as compared to index funds. The active returns analysis by presenting two ETFs reveals that ETFs always fared better than their underlying index while the index funds sometimes underperformed and sometimes outperformed the underlying index. Transaction fees and charges are higher in Index funds as compared to ETFs.

Suitable strategies and important aspects for sound investment decision making are also discussed in the paper.
Keywords – ETF, Investment Avenues, Passive Investment, Index Funds, SIP, Lump Sum investment

Introduction

An Exchange Traditional Fund (ETF) is defined as an instrument to gather money from prospective investors, with a promise that the money would be invested in a specific predefined manner and methodology.

Indians are traditionally fond of various savings. These savings were initially in the form of cash, which were after independence converted into bank savings under various bank savings plans. Savings have also been done through Life Insurance Policies, fixed deposits, National Saving Certificates etc. Gradually the saving trend of Indians has been changed to equity, real estate, corporate bond and bullion.

To understand the awareness about the ETF, a survey was conducted by Max New York Life and National Council of Applied Economic Research (NCAER), New Delhi. The outcome of the survey was that Indians prefer keeping more than 65% of their savings in the form of cash at homes, at banks or at post offices. 23% of Indians savings were in the form of investments physically, such as gold or real estate, and only 12% on financial instruments. However, it is to be noted that those who invested in equities have reaped better benefits than the above mentioned traditional savings, though its benefits are changing from time to time.

According to the estimate, the Assets under Management (AUM) of Indian Mutual Fund Industry as on 31st of March 2021 comes to Rs.29, 73,952 crores. The growth level of AUM of Indian MF Industry has gone from Rs.13.04 trillion as on 31st May 2015 to Rs.29.55 trillion as on 31st May 2021; i.e. more than double addition within 5 years period. The Mutual Fund Industry Assets Under Management has shown an unprecedented growth up to Rs.10 trillion (10 lakh crores), as per the figures noted in April 2014. In just a three year period, the AUM crossed double Rs.20 trillion (Rs.20 lakh crores) in July 2017. Assets under Management stood at Rs.29.55 trillion presently. It is the fastest growing section under the Finance services sector.



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mangal811-1@okhdfcbank

SIGNIFICANCE OF MOOC IN STUDENTS LEARNING AND DEVELOPMENT PROCESS

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Assistant Professor

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Pune.

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Anuradha Kanade

Department: Computer Science and Applications,
University: Dr. Vishwanath Karad MIT World Peace University
anuradha3279@gmail.com

Anant Madhav Kulkarni

Research Scholar,
Alagappa University, Karaikudi, Tamil Nadu, India
campusanant@rediffmail.com

ABSTRACT

MOOCs, or massive open online courses, have been growing in popularity over the past several years. These courses allow students to gain free access to high-quality education offered by some of the most prestigious colleges and organizations in the world. The purpose of this literature review is to investigate the significance of massive open online courses (MOOCs) in the learning and growth process of students. The benefits of massive open online courses (MOOCs) in terms of affordability, accessibility, flexibility, collaborative learning, and educational quality are investigated in this research. However, it also sheds light on the difficulties that are associated with massive open online courses (MOOCs), such as high dropout rates and the requirement for novel assessment strategies. In addition, the analysis investigates the possibilities presented by massive open online courses (MOOCs) to supplement traditional education, improve employability, foster digital literacy, facilitate personalized learning, and advance globalization. The study also investigates the impact that massive open online courses (MOOCs) will have on the educational landscape of the future.

Keywords: Massive Open Online Courses (MOOCs), online learning, education, digital literacy, personalized learning

Introduction

Massive Open Online Courses (MOOCs) have emerged as a game-changing phenomenon in the education industry. In recent years, MOOCs have garnered significant attention from students, educators, and policy-makers alike. The widespread availability of MOOCs has made quality education accessible to students from all walks of life, regardless of their geographical location, socio-economic status, or academic background. The primary objective of MOOCs is to provide open and free access to quality education to anyone with an internet connection. With MOOCs, students can take courses from leading universities and institutions from around the world, at their own pace and convenience. MOOCs are designed to offer a range of courses across various disciplines, from computer science and engineering to humanities and social sciences. The impact of MOOCs on the learning and development process of students has been profound. MOOCs have changed the way students learn and interact with course content, educators, and their peers. MOOCs have made learning more interactive, engaging, and accessible, allowing students to learn from the comfort of their own homes, at their own pace, and in their own time.

One of the primary benefits of MOOCs is that they provide students with access to a wide range of courses and learning resources, which they may not have otherwise had access to. This allows students to explore different disciplines and subjects, helping them to discover their interests and passions. Additionally, MOOCs often provide students with the opportunity to learn from leading experts and scholars in their respective fields, which can be incredibly valuable for their academic and professional development. Another significant benefit of MOOCs is that they provide students with the opportunity to learn collaboratively. MOOCs typically feature discussion forums and other interactive tools, which allow students to connect with each other and share their learning experiences. This collaborative learning environment can be incredibly beneficial, as it allows students to learn from each other, share ideas, and collaborate on projects and assignments. Furthermore, MOOCs have the potential to democratize education, making quality education accessible to anyone with an internet connection. This is particularly important for students who may not have access to traditional educational




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A Study on Significance of Life Skills Education and its Effect on Attitude among Management Students

Dr. Deepali Satish Ubale, Dr. Mangalgouri S Patil , Prof. Dr. Satish Ubale, Sandeep Kumar , Dr. Swati Manoj Yeole

Associate Professor,
PES's Modern College of Engineering,
MBA department, Shivajinagar, Pune

Assistant Professor Marathwada Mitra Mandal's Institute of
Management Education Research and Training (IMERT),Pune

Professor & Director,
Matrix School of Management Studies, Pune

Assistant Professor
Siddhant Institute of Business Management, Sudumbare, Pune

Associate Professor
MIMA Institute of Management, Balewadi, Pune

Abstract

With an outbreak of corona - pandemic19, every country and individual empathize the significance of mental health and healthy mind with problem solving attitude. A sound mind dwells in a sound body, is a famous quotation demonstrating the closest link between physical fitness, mental health and the ability to enjoy life. This ability is nurtured and developed through life skills. As per the World Health Organization (WHO), adoption and execution of Life Skills is an adaptive and positive behavior that enables individuals to deal effectively with the demands and challenges of everyday life. As per UNICEF life skill means a behavior change or behavior development approach to address a balance of 3 areas; knowledge, attitude and skills. It is a competency of an individual which facilitates the solution of problems, critical thinking, effective communication, creation of healthy relations, empathize with others, and cope with and manage the challenges of his life. Our ancient education system also reflects life skills as an integral part of the student learning life cycle. In the current era of competition, loneliness, anxiety, depression has affected the life of our students. Technology, artificial intelligence brought the ease of life along with anxiety, depression, stress etc...self-awareness, critical thinking, empathy, decision making, creative thinking, problem solving approach or attitude, effective communication, interpersonal relationship, coping with stress and emotions which should be the crux of an education system is found missing in our education or learning and development system. This paper aims at exploration of the implications of Life Skills for development of post-graduates through positive attitude.

Key Words: Life skills, education, emotions, positive attitude

Introduction

The stages under human development includes development of an individual from youth to an independent adult. The phase of transformation from an adolescent to a

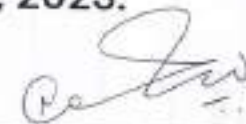
Certificate

This is to certify that Dr/Mr./Ms. M S Patil of Marathwada Mitramanda
Institute of Management Education Research and Training, Pune presented a paper
entitled Wealth Management of Risk Averse HNI At IIFL Securities

in the International Conference on "Services Marketing: Digitization and Management" held
at the NSB Academy, Bangalore on June 22-23, 2023.



Dr P Ganesan
Conference Chair



Dr S R Sridharamurthy
President, NSB Academy




NSB | Business School
ACADEMY

Certificate

This is to certify that Dr/Mr./Ms. **Gauri Patil** of **Marathwada Mitramanda**
Institute of Management Education Research and Training, Pune presented a paper
entitled..... **Wealth Management of Risk Averse HNI At IIFL Securities**

.....
in the International Conference on "Services Marketing: Digitization and Management " held
at the NSB Academy, Bangalore on June 22-23, 2023.



Dr P Ganesan
Conference Chair



Dr S R Sridharamurthy
President, NSB Academy



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Date:- 18/8/2023

To,
The Director,
MM'S IMERT,
Karvenagar,
Pune-411052

Subject- Application for reimbursement of Research publication

Purpose of the Exp. :- Research

Respected Sir,
Details of the expenses incurred are as follows

Sr.No.	Particulars of expenses incurred (Bills attached)	Amount Rs.
1	The online Journal of Distance Education Belem	8,000/-
2	Shodha Sammiti	6000/-
3	Global Business School & Research DPU	855/-
4		
5		
6		
7		
8		
9		
10		
11		
12		
TOTAL RS.		14,855/-

It is hereby requested to kindly approve the above expenses.

Passed for Payment



Bills submitted by  Coordinator

Sign & Name :- Dr. Vinod Mohite

Designation :- Asst. Professor

Department :- IMERT


HOD


Accountant


Director

Enclosed :- Original Copy of Approval



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₹8,000

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Feb 24, 2023 5:06 PM



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From: VINOD BAPURAO MOHITE (HDFC Bank)

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Mundhawa, Pune 411036

Invoice No : SBE2022060

Date : 02/8/2022

To,

Dr Vinod Mohite
IMERT, Pune

Sr No.	Description	Rate (Rs)	Quantity	Total (Rs)
1	Conference Paper publication and registration	6000/-	1	6000/-
	Paid			6000/-

Payment received.

Total Amount: Rs. Six thousand only

Thanking you.

Yours faithfully

Nilima Patil



Dr Nilima Patil



**STUDY OF ARTIFICIAL INTELLIGENCE AND ITS APPLICATION IN
MARKETING PROCESS TOWARDS CONSUMER: A CONCEPTUAL ANALYSIS**

Dr. Vinod Mohite

Institute of Management Education Research and Training
vinodbmohite@gmail.com

Dr. Kalpana Vaidya

Marathwada Mitra Mandal's College of Commerce
vaidyakalpana@gmail.com

Abstract:

The changing consumer buying behaviour and preference, attitude and engagement has brought tremendous challenges to the marketing managers. Due to the pandemic the customer preference and buying patterns towards products has changed the way markets operate in earlier. The advancements in digital automation and its related technologies, the application of intelligent automation in marketing is expected to increase in the future. The problem is that the advances are very recent and thus there is not enough research in depth on the role of AI applications in the marketing process, making it difficult for marketers to use the technologies. This paper offers a research agenda on the latest implementation of artificial intelligence and the challenges faced by marketing managers in the current situation and their impact on the marketing process through the adoption of the AI application in the marketing process, AI platforms and future trends. Technologies help marketers to better understand clients and allow them to better target them and customise marketing behaviour and messages. This research paper also tries to find out about the literature assessment of a variety of researchers who have already posted modern-day utility of artificial intelligence in marketing, and its affect on the future of marketing process. Based on the challenges faced by the marketers in the present situation we have framed a framework on how AI applications can support marketers in marketing process.

Key Words: Artificial Intelligence, AI application in Marketing, AI platforms, AI Trends in Marketing

1. Introduction:

The Innovation hold extensively modified purchaser's norm and also shaping the eventual fortune of commerce and promoting in careful. The alter of innovation has managed the price of advertiser's admittance to prospects and gigantic measures of knowledge on examples of their practices that any person wants to vary earlier than they might be useful for dynamic. This fast development in innovation and its influence on the event of the unpredictability of enterprise circumstances are providing climb escalate to the probabilities and problems from a selling level of view, meriting analysis consideration. Marketing process and strategies depend upon simple and, finest case scenario, muddled frameworks wherein the connection amongst circumstances and end outcomes requires investigation. When in indisputable actuality marketing works in complicated frameworks, for example, markets, the place circumstances and logical outcomes should be seen by and large, advertisers want to understand this intricacy

APPLICATION OF EKM IN THE KEY BUSINESS PROCESSES: A SURVEY STUDY IN SELECTED IT COMPANIES IN PUNE REGION

Dr. Rachana Shikhare
Coach, Consultant; Associate - Samshodhan Trust, Pune – India;
rachana.savita@gmail.com;

Dr. Vinod Mohite;
Assistant Professor, MM's IMERT, Pune – India;
vinodbmohite@gmail.com

Dr. Kalpana Vaidya
Assistant Professor, MM's College of Commerce, Pune – India;
vaidyakalpana@gmail.com

ABSTRACT

Enterprises run multiple business processes that use and manage knowledge in various forms and context. The knowledge referred and generated; maybe projected or it may simply reside in the tacit form. Managing such knowledge can be relatively within one's capabilities however the real challenge seen in extracting it from the source where it resides. Typical business majorly is driven by strategic and tactical decisions; for which churning of appropriate knowledge base becomes inevitable. The true knowledge is boundless; that demands validating and mapping as per the need of the business processes. To spot the success of Business enterprise, knowledge base competence is one of the most significant aspects among others. Consuming organisational knowledge and maintaining its relevance to the past and present business processes is crucial as it may impact the accomplishment of sustainable competitive advantage.

Knowledge should be able to incorporate within the business processes effortlessly; however in context to the changing business scenarios it has become a challenging story. In this paper the researchers have considered the involvement of Knowledge Management (KM) in enterprises, wherein visible Human Resource Department exist handling the key business processes. The factors affecting the efforts of various KM initiatives have been identified and studied in IT companies in Pune region, considered for this study. Almost all the key business processes measured in the study; showed close connotation with Enterprise Knowledge Management (EKM); which directed to show its strong hold and influence on the key business processes.

Keywords: Enterprise Knowledge Management, Key Business Processes, Organizational knowledge

Introduction

Technological advancements with massive data churning across the economy, managing knowledge is significantly vital. With innovative models coming up to manage the key business process of an enterprise, knowledge base competence to support the systematic execution of Enterprise knowledge management becomes indispensable. Knowledge Management is the management of organisational knowledge (Ermine, 2010). As a matter of fact, growing attention observed in organizational knowledge and KM spins ahead from transition into the knowledge economy, where this dynamic knowledge is observed as the principle source of value creation and sustainable competitive advantage. Enterprise Knowledge Management (EKM) involves many facets of the information systems domain including technical (business processes, flow of information, etc.), organizational and social (policies, structures and work roles, etc.) and teleological (purposes and reasons) considerations. (Petrides and Vagelio, 1999).

In this research paper certain aspects involved during the application of EKM in a typical IT organisation has been considered, where HRD is visibly one separate department. The impact of Enterprise KM on key business process areas is the focal point of the paper; wherein the survey has been carried out in some of the selected IT companies in and around Pune City.

Literature Review and Problem Description

KM nature and life cycle has several forms of Knowledge and its representations in different contexts and various tools supporting KM practices and various processes. (Iguehi, 2018)

(Edwards, 2016) KM times and their context in the changing business scenarios are prevalent since past 3 decades. KM is now no more a trend or a buzzword; actually it is one of those established terminologies that have endured changing times and this fact is learnt with the help of KM Case studies till date.

RESILIENCE IN CYBERSPACE WITH DATA ANALYTICS FOSTERED KNOWLEDGE MANAGEMENT CAPABILITIES: A DISCOURSE FOR SUSTAINABLE IMPLEMENTATION STRATEGY

Prof. Pradnya Kashikar
Research Scholar – MIT ADT University, Loni-Kalbhor, Pune- India
pradnyakashikar@gmail.com

Dr. Rachana Shikhare
Coach, Consultant and Associate – Samshodhan Trust, Pune-India
rachana.savita@gmail.com

Dr. Vinod Mohite
Assistant Professor, MM's IMERT, Pune-India
vinodbmohite@gmail.com

ABSTRACT

In the Cyber world today managing threats dynamically, is challenging, moreover generation of knowledge and enhancing knowledge management (KM) capabilities is becoming crucial due to the dynamics of technological advancements. In this context a regulatory mechanism is essential; this resilience required is achieved through data analytics which bridges the gaps between the challenges faced in cyber space and implementable realistic solutions.

Along-with the technological advancements it becomes imperative to optimally utilize and align knowledge management capabilities. A need was foreseen to reconsider KM capabilities in the fields of computer security, data management, also legal and risk management. The researchers have attempted to work on the aspect of sustainability, in handling challenges and solutions in implementing effective cyber security and in building better KM infrastructures; through innovative enabler such as Data analytics. In the proposed effort to elaborate this review study, assessment and quantitative analysis is recommended.

Keywords: Knowledge Management Capabilities, Cyber Security, cyber threat management, Data Analytics.

Introduction

In today's highly competitive world, IT infrastructures are preferred to be equipped with Cyber security mechanisms to curtail down the cyber threats. Protecting sensitive data, computer systems, networks and software applications from cyber attacks generates a large amount of data which can be analyzed substantially to form information security resources for better knowledge management around cyber security. Such protecting mechanisms are used by individuals and enterprises to deal with the challenges such as tampering and/or unauthorized access to vital resources and other computerized systems. Every organization has these important resources which are called as intellectual assets that include hardware, software, and data. With the continuous increase in the number of cyber threats and its effects on the organization due to the complexity of the cyber attacks; organizations are struggling to protect the information in an upcoming highly dynamic business environment. It has become essential and important to secure the intellectual assets including digital processes, information and IT systems from tampering systems and data stored within, exploitation of resources via attacks. These intellectual assets should be legally protected to achieve security of confidential information of an organization such as source code, solution manual, executable, live databases of clients, passwords and other confidential information stored on servers, financial data, and employee details etc.

The security of organization's data has become inevitable for the effective management and utilization of information generated by an organization as all organizations are driven by technology and technology is evolving very dynamically. The systems that are not aligned in coordination with information security mechanisms and policies may result into challenges such as unauthorized access, user authentication concerns, hacking, virus and worm dissemination, intrusion into company's private network and so on. People and group of people, that is employees and teams; work for an organization using intranet and extranet. Intranet is a type of network in which data and information is shared and is circulated within the organizations confined area. Extranet is nothing but company's private network at different locations where in data transfer and information sharing happens from one location to the other using virtual private networks.

Gap Analysis and Problem Description

With the rapid advancements in the technology and possibility of successful yet undetected cyber-attacks, organizations must adopt innovative methods, to derive dynamic strategies to manage threats effectively. This can be done seamlessly without loss of credibility, value and security of information which is managed by the

DPU

Dr. D. Y. PATIL VIDYAPEETH, PUNE

(Deemed to be University)

GLOBAL BUSINESS SCHOOL & RESEARCH CENTRE

Mumbai-Bangalore Highway, Tathawade, Pune- 411 033

4th INTERNATIONAL RESEARCH CONFERENCE

ON


“Leading Digital Disruption”


[04th & 05th November 2022]

CERTIFICATE

This is to certify that **Dr. Vinod Mohite** Associate Professor, MM's IMERT, Pune has presented research paper “A comparative study of selected E-commerce portals with relation to website traffic in post pandemic duration” at the **4th International Conference** (Online Mode) on “Leading Digital Disruption” organized by **GLOBAL BUSINESS SCHOOL & RESEARCH CENTRE, PUNE**


Dr. Kasturi Shukla
Co-Convener


Dr. Shripad Joshi
Convener


Dr. Chetan Chaudhari
Director, GBSRC

Institute Of Management Education Research & Training

S. No.18, Plot No.5/3, Karvenagar, PUNE - 411 052

Accredited with 'A' Grade by NAAC, Recipient of "Best College Award 2019" by SPPU.

Date:- 20/08/2023

To,
The Director,
MMS IMERT,
Karvenagar,
Pune-411052

Subject- Application for reimbursement of Research Papers Conference Exp

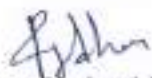
Purpose of the Exp. :- Research Expenses

Respected Sir,
Details of the expenses incurred are as follows

Sr.No.	Particulars of expenses incurred (Bills attached)	Amount Rs.
1	Research paper in Journal of Oriental Inst	1500/-
2	Research Conference D.Y. Patil	855/-
3	FDP at Lexicon	499/-
4		
5		
6		
7		
8		
9		
10		
11		
12		
TOTAL RS.		2,854/-

It is hereby requested to kindly approve the above expenses.

Passed for Payment

Bills submitted by 
 Sign & Name :- Praful Sarangdhon
 Designation :- Assistant Professor
 Department :- Marketing


Coordinator


BOD


Accountant


Director

Enclosed :- Original Copy of Approval



To aatish zagade

+91 98239 39483

₹1,500

Pay again

Split with friends

✔ Completed

Aug 8, 2023 12:34 PM



Axis Bank 5176



UPI transaction ID

322012053372

To: AATISH DILIP ZAGADE

aatishz-1@okhdfcbank

From: PRAFUL DEVIDAS SARANGDHAR (Axis Bank)

prafulsarang8978-1@okaxis

Google transaction ID

CICAgND6-4GUCA

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We understand your world

MR. PRAFUL D SARANGDHAR
SUNRISE HSG SOC FL NO 8
CHAUDHARY PARK S NO 127/1/54
NEAR KALAKADHAK WAKAD
PUNE 411057
MAHARASHTRA

JOINT HOLDERS :

Account Branch : KOTHRUD
Address : HDFC BANK LTD GROUND FLOOR
UPPER GROUND FLOOR FIRST FLOOR
S NO 157 A,B,C CTS NO 433
City : PUNE
State : MAHARASHTRA
Phone no. : 1800206161
OD Limit : 0 Currency : INR
Email : prafulsarang8978@gmail.com
Cust ID : 46723791
Account No : 0149114087674 VIRTUAL PREFERRED
A/C Open Date : 08/11/2012
Account Status : Regular
RTGS/NEFT IFSC : HDFC0000149 MICR : 411240009
Branch Code : 149 Product Code : 161

Nomination : Registered

Statement From : 01/04/2022 To : 31/03/2023

28/09/22	ETYMaintenance NEFT DR-UTIB0009073-PRAFUL SARANGDHAR-NE TBANK, MUM-N271222137277514-SALARY TRANS FER	N271222137277514	28/09/22	60,000.00		
28/09/22	NEFT DR-IBKL0000522-GLOBAL BUSINESS SCHO OL AND RESEARCH CENT-NETBANK, MUM-N27122 2137556451-CONFERENCE REGIST	N271222137556451	28/09/22	750.00		
01/10/22	CREDIT INTEREST CAPITALISED	00000000000000	30/09/22		4,102.00	
04/10/22	NEFT DR-IBKL0000522-GLOBAL BUSINESS SCHO OL AND RESEARCH CENT-NETBANK, MUM-N27722 2148915152-GST CHARGES	N277222148915152	04/10/22	135.00		
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06/10/22	MMMS INST OF MGMT EDU RES AND TRAINING S ALARY PAYMENT	000000000035546	06/10/22		63,074.00	
08/10/22	ATW-416021XXXXXX0592-P3ENNZ17-PUNE	000000000009771	08/10/22	6,000.00		
15/10/22	ACH D- DSPIM 15102022 CAMS-590882492383	000008092331288	15/10/22	4,000.00		
15/10/22	POS 416021XXXXXX0592 SHRAVANI CREATIO	0000000000015890	15/10/22	930.00		
15/10/22	POS 416021XXXXXX0592 SUJATA COLLECTIO	000000000003656	15/10/22	2,485.00		
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25/10/22	ACH D- KOTAKMF25102022 CAMS-591201595054	000008122175298	25/10/22	3,000.00		
27/10/22	POS 416021XXXXXX0592 DMART HINJEWADI	0000230009512753	27/10/22	1,432.80		
28/10/22	POS 416021XXXXXX0592 SHREE MURARI PET	0000290105896726	28/10/22	529.90		
30/10/22	FUEL SURCHG 416021*****0592 DT 28/10/22	0000290105896726	30/10/22	2.50		
01/11/22	ATW-416021XXXXXX0592-P3ENNZ17-PUNE	000000000006715	01/11/22	5,000.00		
05/11/22	POS 416021XXXXXX0592 MOOLCHAND SONS	000000000006533	05/11/22	1,169.00		

HDFC BANK LIMITED

*Closing balance includes funds earmarked for hold and uncleared funds.

Contents of this statement will be considered correct if no error is reported within 30 days of receipt of statement. The address on this statement is that on record with the Bank as at the day of requesting this statement.

State account branch GSTIN:27AAACH2702H129

HDFC Bank GSTIN number details are available at <https://www.hdfcbank.com/personal/making-payments/online-tax-payment/goods-and-services-tax>.

Registered Office Address: HDFC Bank House, Sanyal Bagan Marg, Lower Post, Mumbai 400013



To Anju Raheja

+91 *****4415

₹499

Pay again

Split with friends

✔ Completed

Jul 25, 2023 2:36 PM



Bank of India 0495



UPI transaction ID

320695457836

To: ANJU RAHEJA

raheja.anju@okhdfcbank

From: PRAFUL DEVIDAS SARANGDHAR (Bank of India)

prafulsarang8978@okhdfcbank

Google transaction ID

CICAgNCWxMKyHQ

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Journal

of the

Oriental Institute

M.S. University of Baroda

ISSN: 0030-5324

A COMPARATIVE STUDY OF SELECTED E-COMMERCE PORTALS: ANALYZING WEBSITE TRAFFIC AND FACTORS INFLUENCING USER ENGAGEMENT

Mr. Praful D. Sarangdhar, Assistant Professor, MM's IMERT, Pune

Dr. Aatish Zagade, Associate Professor, Indira Global School of Business, Pune

Abstract:

E-commerce has changed the way business is done in India. The Indian E-commerce market from US\$ 46.2 billion as of 2020 is expected to grow to US\$ 111.40 billion by 2025 and by 2030; it is expected to reach US\$ 350 billion (IBEF, 2021). According to a report published by IAMA and Kantar Research, Indian internet users are expected to reach 900 million by 2025 from 622 million internet users in 2020, increasing at a CAGR of 45% until 2025. (IBEF, 2021)

The Indian e-commerce market has benefitted largely because of the pandemic, as the situation has introduced millions to the convenience of online shopping. Social distancing norms during the lockdown, use of smart phone and fast broadband took E-commerce in life of ordinary people and reached towns, creating trust about online shopping. (Peermohamed, 2021). The pandemic has reformed the consumer goods industry, creating long term trends among consumers about how and where they buy, how they work and live (Jaana Remes, 2021). The present research paper is based on quantitative analysis using secondary data considering the digital trends post pandemic duration. The study focuses on status of last six months (post pandemic) of the online portal searched and browsed by consumers for their need of consumer products, it is comparison to popular websites/app Amazon and Flipkart in India.

Statistical data is collected from the website similarweb.com, statista.com, and websites of E-commerce portals used in the study.

Keywords: advertisements, ecommerce, online buying, organic, pandemic, social media, website.

Introduction:

E-commerce has changed the way of business is done in India. The Indian E-commerce market from US\$ 46.2 billion as of 2020 is expected to grow to US\$ 111.40 billion by 2025 and by 2030, it is expected to reach US\$ 350 billion. (IBEF, 2021)

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The pandemic has reformed the consumer goods industry, creating long term trends among consumers about how and where they buy, how they work and live. The pandemic has changed consumer behavior in big and small ways. (Kathy Gramling, 2021) After the COVID-19 pandemic, social distancing and staying home is further expected to push the consumers towards online shopping. (markets, 2021) Post lockdown, e-commerce was a preferred option since people were wary of shopping in crowded malls. While ecommerce had already been growing over the years, the current pandemic has helped truly demonstrate its value. A lot of growth came from first time online shoppers frontier 2 and tier 3 cities. And these shoppers are likely to stick around. (Amazon). The pandemic brought about a "structural shift" in shopping behaviour with more and more customers and businesses relying on e-commerce. Players like Amazon and Flipkart as well as industry watchers noted that the need for social distancing

Journal of the Oriental Institute



CERTIFICATE OF PUBLICATION

This is to certify that the article entitled

A COMPARATIVE STUDY OF SELECTED E-COMMERCE PORTALS: ANALYZING WEBSITE TRAFFIC AND FACTORS INFLUENCING USER ENGAGEMENT

Authored By

Mr. Praful D. Sarangdhar
Assistant Professor, MM's IMERT, Pune

Published in

Journal of the Oriental Institute ; ISSN: 0030-5324

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UGC Care Approved, Group I,
Peer Reviewed and Referred Journal





Lexicon
Management Institute
of Leadership & Excellence

Certificate of Participation

This certificate is awarded to

Mr. Praful Sarangdhar

for attending Faculty Development Program on
**"Excellence in Teaching: Effective Students' Engagement using Flipped
Classroom with Learning Keys"** conducted by Lexicon Management Institute of
Leadership and Excellence, Pune, on 29th July 2023.

Dr. Jitender Kumar Sharma
Director, Lexicon Management Institute of
Leadership and Excellence

Mr. Nasir Shaikh
Group Chief Executive Officer,
The Lexicon Group of Institutes, MultiFit,
EduCrack & EasyRecruit+ and Associate Editor,
Pune Times Mirror and Civic Mirror

Marathwada Mitra Mandal's
Institute Of Management Education Research & Training

S. No.18, Plot No.5/3, Karvenagar, PUNE - 411 052

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Date:- 18/5/2023

To,
The Director,
MM'S IMERT,
Karvenagar,
Pune-411052

Subject- Application for reimbursement of Research Paper & Conference fees

Purpose of the Exp. :- Research Exp

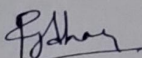
Respected Sir,
Details of the expenses incurred are as follows

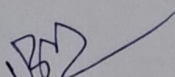
Sr.No.	Particulars of expenses incurred (Bills attached)	Amount Rs.
1	International Conference at D.Y Patil	885/-
2	Global Business School	
3		
4	NEP Conference at Modern Institute	300/-
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6		
7		
8		
9		
10		
11		
12		
	TOTAL RS.	1185/-

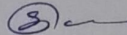
It is hereby requested to kindly approve the above expenses.

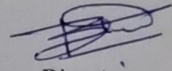
Passed for Payment

Bills submitted by
Sign & Name :- Vivekanand Gaikwad
Designation :- Assistant Professor
Department :- HR.


Coordinator


HOD


Accountant


Director

Enclosed :- Original Copy of Approval

G

To Global business school and research ...

₹885

✔ Completed • 15 October 2022 at 10:47



HDFC Bank XXXXXX6569



UPI transaction ID

228876600228

To

.... 9062

From: VIVEKANAND GAIKWAD (HDFC Bank)

vivekanandygaikwad@okhdfcbank

Google Transaction ID

CICAgJDysreYCA

POWERED BY



G Pay



To Jyoti Pawar
+91 98507 88304

₹300

Pay again

Split with friends

✓ Completed

5 Jan 2023 12:13



HDFC Bank 6569



UPI transaction ID

300525013870

To: JYOTHI MADHUKAR PAWAR

jyothipawar18@okaxis

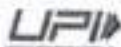
From: VIVEKANAND GAIKWAD (HDFC Bank)

vivekanandygaikwad@okhdfcbank

Google Transaction ID

CICAgJDJitH7Pw

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“A systematic study on the relationship between resilience and employee engagement in Information Technology sector”

Mr. Vivekanand Gaikwad¹ Ms. Aparna Shatri² Dr. Vijaykumar Dhole³

MM's Institute of Management Education Research and Training, Pune India

Savitribai Phule Pune University (SPPU), Pune India.

vivekanandgaikwad@gmail.com, Dr. Vijaykumar Dhole shastri.aparna@gmail.com

Abstract:-

The current study is a review of literature explaining the relationship between resilience and employee engagement in Information Technology sector. This study examined various journals, research papers and other published resources relevant to the resilience and employee engagement in Information Technology sector. There are some issues also discussed in this research on employee engagement and resilience. The author found that the most of the work on resilience and employee engagement were done on manufacturing sector to develop and maintain mental health and well being of the employee's and inculcate employee engagement and other organizational objectives. But there is no research had done on resilience and employee engagement in resilience and employee engagement in an IT sector which is the requirement of an hour. Those companies are operating dynamic, technological and data related operation in the organization, which is becoming more and more difficult in terms of technology, which presents several challenges to the personnel's. The stress is now increasing day by day due to expectations of the organizations, which leads to increase the mental health issues of employees. The researcher suggested that there is great need more work to be done IT sector employee as they operate most technical and technological issues in the organizations and employee resilience.

Key words: - Resilience, Information technology and Employee engagement.

1. Introduction:-

This research explores the relationship between employee engagement and resilience in IT sector employees. Employee engagement is one of the major challenges of the IT Industry which is becoming the burning topic of the research study. In fact we are aware relatively about the employee engagement but not familiar with the relationship between employee engagement and resilience.

Work expectations and work overload which can reduce the level of employee engagement, which generate the tension among the employee and directly and indirectly affect the individual performance, it can also affect on the organizational goals, and target. Due to the overload or overburden tasks employee could not perform as per the expectations of the leaders which leads to degrade their performance meanwhile, various studies shows that employee with too heavy workload reduce the capacity to function well because employees that play multiple roles are more likely to experience stress. Therefore, resilience is an individual strength which is required to maintain higher level of employee engagement. Despite the interest to examine resilience, in association with performance variables, such innovation (Amir, 2014; Rothbard, 2001), and entrepreneurship (Der Foo et al., 2009; Jensen & Luthans, 2006, 2003), and community (Choi & Lee, 2020) there are currently no study specifically focusing on the relationship between resilience and employee engagement in the Information technology sector. Furthermore, we need to asses and understand the relationship between resilience and employee engagement in Information Technology sector. This research explores how IT employee resilience is necessary to contribute towards organizational objectives, which involves the strength to persevere under critical situations in the organizations or bounce-back after challenging tasks, contributes to engagement, and subsequently leads to improvement in technology and advancement. This research contributes to organizational science, management, and leadership in IT sector and also provides valuable inputs for employee to facilitate strategy related to capacity improvement.

Employee engagement is an essential component of the organizational growth and profit, in that high levels of engagement have been positively associated with financial results. Research finding clearly states that effective style of leadership has positive impact on the behavior of employee and their engagement in the long run. According to the Chartered Institute of Personnel and Development, "effective leadership is a key ingredient in strengthening organizational performance and "... At the heart of organizational effectiveness and employee engagement" (Gill, 2009, p1). "Prior to the launch of the government's modernization agenda for the public sector (Gill, 2004), a focus on effective leadership was more prevalent in the private sector due to the competitive and consistently changing nature of the organizational environment compared to the relatively stable environment of the public sector".

DPU

Dr. D. Y. PATIL VIDYAPEETH, PUNE

(Deemed to be University)

GLOBAL BUSINESS SCHOOL & RESEARCH CENTRE

Mumbai-Bangalore Highway, Tathawade, Pune- 411 033

4th INTERNATIONAL RESEARCH CONFERENCE

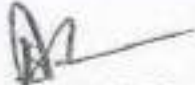
ON

“Leading Digital Disruption”


[04th & 05th November 2022]

CERTIFICATE

This is to certify that **Mr. Vivekanand Gaikwad** *MM's Institute of Management Education Research and Training, Pune, India.* has presented research paper “*A systematic study on the relationship between resilience and employee engagement in Information Technology sector*” at the **4th International Conference** (Online Mode) on “Leading Digital Disruption” organized by **GLOBAL BUSINESS SCHOOL & RESEARCH CENTRE, PUNE**


Dr. Kasturi Shukla
Co-Convener


Dr. Shripad Joshi
Convener


Dr. Chetan Chaudhari
Director, GBSRC



MODERN INSTITUTE OF BUSINESS MANAGEMENT

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Approved by AICTE, New Delhi, Recognized by Government of Maharashtra)
1186, Shivajinagar, Off J.M. Road, Pune-411005

NAAC Accredited

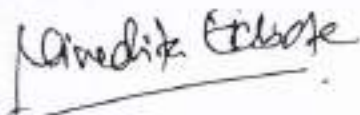
9th National Conference on National Education Policy - Role of Behavioral Sciences
in Management and Implementation of Multi-Disciplinary Education

Certificate Of Participation

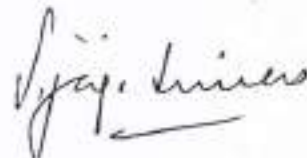
This is to certify that Dr./Prof./Mr./Mrs./Ms. NIVEKANAND GAIKWAD

from MM-IMERT

has presented paper / participated successfully in 9th National Conference on "National Educational Policy - Role of Behavioral Sciences in Management and Implementation of Multi-Disciplinary Education" at PES Modern Institute of Business Management, Pune held on 6th & 7th January, 2023.



Prof. Dr. Nivedita Ekbote
Coordinator
P.E.S.' M.I.B.M.



Prof. Dr. Vijayalakshmi Srinivas
Director
P.E.S.' M.I.B.M.

MIBM



Marathwada Mitra Mandal's
Institute Of Management Education Research & Training

S. No.18, Plot No.5/3, Karvenagar, PUNE - 411 052

Accredited with 'A' Grade by NAAC, Recipient of "Best College Award 2019" by SPPU.

Date:- 18/5/2023

To,
The Director,
MM'S IMERT,
Karvenagar,
Pune-411052

Subject- Application for reimbursement of Conference fee paid

Purpose of the Exp. :- Conference fee paid

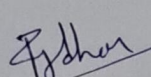
Respected Sir,
Details of the expenses incurred are as follows

Sr.No.	Particulars of expenses incurred (Bills attached)	Amount Rs.
1	D.Y. Patil Global Business School	885/-
2	and Research Centre	
3	Conference Paper Presentation	
4	on 4th & 5th Nov. 2022	
5		
6		
7		
8		
9		
10		
11		
12		
TOTAL RS.		885/-

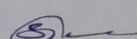
It is hereby requested to kindly approve the above expenses.

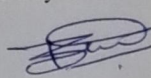
Passed for Payment

Bills submitted by


Coordinator


HOD


Accountant


Director

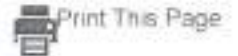
Sign & Name :- S.D. Kshirsagar S.D. KSHIRSAGAR

Designation :- Asstt. Professor

Department :- Management

Enclosed :- Original Copy of Approval

Third Party Funds Transfer



Congratulations, your RTGS/NEFT transaction is completed successfully!

You've won yourself a **Special Offer.**

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*T&C apply



To Other Bank (NEFT)

STEP 1	STEP 2	STEP 3
ENTER DETAILS	CONFIRM TRANSACTION	ACKNOWLEDGEMENT
Reference Number	N277222146919297	
From Account	01491140087674	
Beneficiary Name	Global Business School and Research Cent.	
Beneficiary IFSC Code	IBKL0000522	
Beneficiary Account Number / Credit Card Number	0522104000109062	
Bank Name	IDBI BANK	
Transfer Amount	135.00	
Transfer Description	GST charges	
Mode of Communication	SMS	
Communication detail	8446644462	
<p>Make Another Transfer</p>		

Note:

- The actual time taken to credit the account depends on the time taken by the Payee's Bank to process the payment.
- The money will reach the Payee's bank within the time stipulated by the Reserve Bank of India.
- HDFC Bank is not responsible for any charges / commission of any kind levied/charged by the Beneficiary Bank.

DPU

Dr. D. Y. PATIL VIDYAPEETH, PUNE

(Deemed to be University)

GLOBAL BUSINESS SCHOOL & RESEARCH CENTRE

Mumbai-Bangalore Highway, Tathawade, Pune- 411 033

4th INTERNATIONAL RESEARCH CONFERENCE

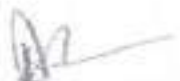
ON


“Leading Digital Disruption”


[04th & 05th November 2022]

CERTIFICATE

This is to certify that **Mr. S. D. Kshirsagar** *Marathwada Mitra Mandal's Institute of Management Education Research and Training* has presented research paper “A study of the students learning experiences in the online method of learning” at the 4th International Conference (Online Mode) on “Leading Digital Disruption” organized by **GLOBAL BUSINESS SCHOOL & RESEARCH CENTRE, PUNE**


Dr. Kasturi Shukla
Co-Convener


Dr. Shripad Joshi
Convener


Dr. Chetan Chaudhari
Director, GBSRC

M

Acknowledgement

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Date:- 18/08/2023

To,
The Director,
MM'S IMERT,
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Subject- Application for reimbursement of RESEARCH PAPER PUBLICATIONS.

Purpose of the Exp. :- RESEARCH

Respected Sir,
Details of the expenses incurred are as follows

Sr.No.	Particulars of expenses incurred (Bills attached)	Amount Rs.
1	RESEARCH PAPER PUBLICATIONS.	₹-8,000/-
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
TOTAL RS.		8,000/-

It is hereby requested to kindly approve the above expenses.

Passed for Payment


Bills submitted by


Coordinator


MOD


Accountant


Director

Sign & Name :- JAYDATTA BANGAR
Designation :- ASSISTANT PROFESSOR
Department :- IMERT.

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+91 97303 38412

₹8,000

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G Pay

A STUDY ON CORPORATE SOCIAL RESPONSIBILITY PRACTICES ADOPTED BY EDUCATION SECTOR IN INDIA

Aditee Huparikar-Shah Research Scholar
Indira College of Engineering & Management, Affiliated to SPPU, Pune
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Prof. Neeta Shinde Research Scholar
RMD, Sinhgad School of Management Science, Affiliated to SPPU, Pune
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Prof. Jaydatta Banger Research Scholar
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Jaibangar09@gmail.com

ABSTRACT

Corporate social responsibility is an important concept which has been discussed academically and applied to businesses. However, in terms of its application to the education sector, little research has been conducted. The purpose of this study was to examine how corporate social responsibility practices are perceived by the management as well as teachers in a higher education institution in Pune city. The objective of the papers is to identify the factors that influence the adoption of CSR practices in the education sector in India. Primary data was collected from 100 teachers and 30 members of the top management who administer the activities of their educational institution. The results of the study indicate that corporate social responsibility practices are perceived to improve employee satisfaction and commitment towards their work. The results also show that

Keywords: Corporate Social Responsibility, education sector, higher education institutions, stakeholders, trust, employee satisfaction, commitment, inclusive society.

Introduction

Corporate social responsibility (CSR) has become a widely discussed topic in both academic and business circles. It is the idea that companies have a responsibility to consider not only their economic performance but also their impact on society and the environment. The concept of CSR has been applied to various sectors, including education. However, there is a lack of research on how CSR practices are perceived and adopted in the education sector in India. The education sector plays a crucial role in the development of individuals and society. It is responsible for providing the knowledge and skills required to create a skilled and capable workforce. In India, education has been considered a priority sector, and the government has implemented various initiatives to improve access and quality of education. However, with the increasing demand for education and the limited resources available, the education sector faces several challenges, including inadequate infrastructure, insufficient funding, and a shortage of trained teachers. These challenges have resulted in unequal access to education, especially for underprivileged sections of society. Hence, it is crucial for the education sector to adopt CSR practices to promote equitable access to education and contribute towards sustainable development.

The aim of this paper is to examine the CSR practices adopted by the education sector in India, particularly in higher education institutions in Pune city. The study focuses on understanding how CSR practices are perceived by the management and teachers in these institutions and how they contribute towards creating a more inclusive society. The paper uses primary data collected from 100 teachers and 30 members of the top management who administer the activities of their educational institution. The data is analysed using statistical techniques to identify the factors that influence the adoption of CSR practices in the education sector and the impact of such practices on various stakeholders.

Review of Literature

Corporate Social Responsibility (CSR) has become an increasingly important concept for businesses and organizations worldwide. It is defined as "the responsibility of enterprises for their impacts on society" (Carroll, 1979). CSR involves voluntarily taking into account the interests of all stakeholders, including shareholders, customers, employees, suppliers, and the wider community.

In India, the education sector is a crucial area for promoting social development and improving the standard of living of the country's citizens. Lopes and Merino (2015) mention that CSR practices in the education sector can be seen as a way of contributing towards sustainable development by promoting social inclusion, reducing

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Date:- 18/8/2022

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MM'S IMERT,
Karvenagar,
Pune-411052

Subject- Application for reimbursement of Research Publications

Purpose of the Exp. :- Research Experience

Respected Sir,
Details of the expenses incurred are as follows

Sr.No.	Particulars of expenses incurred (Bills attached)	Amount Rs.
1	R. Paper on History of Financial Inclusion	1000
2	R. Paper on PMJDY & impact ^{towards} execution	1500
3	R. Paper on Financial Inclusion ^{through} PMJDY	2000
4	one week case writing workshop	500
5	R. Paper in Vishayen Financial Inclusion	885
6	Conference Registration ADYPU	500
7	R. Paper Customer Due Diligence	750
8	R. Paper Empirical study	750
9		
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12		
	TOTAL RS.	7,885/-

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EMPLOYEE DATA MANAGEMENT THROUGH HRIS: A COMPREHENSIVE
BIBLIOMETRIC STUDY

Aparna Shastri*¹, Jitendra Bhandari², Chaitrali Kale³

Assistant Professor*¹, Associate Professor², Assistant Professor³

Marathwada Mitra Mandal's Institute of Management Education Research and Training
shastri.aparna@gmail.com*¹, profjitendra@gmail.com², chaitralikale@mmimert.edu.in³

ABSTRACT-

The present study aims to assess prevailing and past research on the topic human resource information system which is a mean or a tool for complete employee data management based on certain bibliometric parameters. Literature is investigated on the basis of bibliometric indicators like most influential authors, most productive countries, highly cited articles, most powerful keywords, top source titles and yearly publications since 1969 till date. Insights are drawn from a total of 1,299 articles from the most widely used repository, Scopus. Findings of the study discovered that 1st article on HRIS was published in the year 1969. United States is the most contributing country. Majority of the articles published are in English language. This study contributes by way of bibliometric survey which forms a basis for potential avenues for future study to undertake extensive review of literature. Also there is a future scope for comparative bibliometric investigation using both Scopus and Web of Science.

Key words - HRIS, human resource information system, human resource data management, employee data management.

1. INTRODUCTION & THEORETICAL FOUNDATION-

In the present conditions, when a pandemic has fundamentally influenced the economy, it is exceptionally vital to ensure the shield of the association both at the state level and at the enterprise level. Employees of an organization are most weak with regards to wellbeing and security. Since representatives essentially influence the development and supportability of an association, it is important to focus on the arrangements to safeguard their interests by focusing on their management right from their entry in the organization till the time they step out from the organization (Olha P. et al., 2020). Since the time of the advancement of HRIS, there has been a considerable mix of innovation with human asset tasks. This is to the degree that HRIS today are maintained as inside web-based business. This move carries with its critical potential yet in

A STUDY OF FINANCIAL INCLUSION THROUGH PRADHAN MANTRI JAN DHAN YOJANA IN BANKING SECTOR

¹Chaitrali Kale, ²K Rajagopal, ³Anushri Satpute, ⁴Magalgouri Patil

^{1,3,4}Marathwada Mitramandal's Institute of Management Education Research and Training

²Symbiosis International (Deemed University), Pune, India

¹chaitralikale9@gmail.com

Abstract- The goal of this research is to perform a review of the literature on financial inclusion and to critically evaluate the financial inclusion policy, Pradhan Mantri Jan Dhan Yojna [PMJDY], that the Indian government implemented in 2014. This research tries to fill gap for contributing existing literature & motivates us to strive towards our goals of greater financial inclusion inaction. The study's focus is on financial inclusion in general not particular products like financial advice, insurance or credit. It will assist Indian government to identify need for Monetary Education programmes in different areas, assist policymakers and government to build financially inclusive system that reduces income disparity and poverty to prioritize consumer safety and create quality sustainable financial services.

Key words- Financial Inclusion, Economic Development, Financial Access

Introduction

"Financial Inclusion" has been distinguished as a powerful methodology by business analysts all around the world for tending to destitution.

Access and utilisation are the two pillars on which financial inclusion is based. The potential of supply-side policies must be fully realised, which calls for a stronger emphasis on requirement restrictions. Financial inclusion must thus concentrate on the issues and constraints brought up by participants.

To help financially excluded populations improve their future financial situations and contribute to development, several countries throughout the globe are pursuing financial inclusion policies. From the perspective of India, the government and the RBI's main objective is to provide financial services to a sizable population. The United Nations Millennium Growth Goals include financial inclusion

This research was conducted to evaluate the PMJDY programme with a focus on customer satisfaction with banking services, financial inclusion, and factors that contribute to poor financial inclusion. The literature on financial inclusion will be reviewed as part of this study.

SCOPE OF THE STUDY

This study will look into the efficiency of PMJDY in a few banks in Pune, Maharashtra. It will also look into the reasons for low financial inclusion and people's satisfaction with banking services, as well as provide solutions and recommendations for effective implementation of PMJDY nationwide.

OBJECTIVES OF STUDY

- To look at how the Micro Finance programme is doing right now.
- To investigate the demand-side (low literacy levels,



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A STUDY ON PMJDY (PRADHAN MANTRI JAN DHAN YOJANA) AND ITS VARIOUS IMPACT TOWARDS ITS EXECUTION- A HISTORICAL STUDY

Chaitrali Kale

Assistant Professor

Marathwada Mitramandal's Institute of Management Education Research and Training
Pune, Maharashtra, India

Abstract

The India's prime minister unveiled the Pradhan Mantri Jan Dhan Yojana (People's Wealth Scheme), the largest financial inclusion effort in the world, with the intention of making India's most intense financial inclusion a national objective. PMJDY is a national mission on financial inclusion that employs a coordinated strategy to achieve full financial inclusion for all families in the nation. The strategy calls for widespread access to banking services, at least one basic bank account for every family, and a significant push toward financial literacy. The provision of banking services to a significant portion of the unbanked population at a reasonable cost is known as financial inclusion (FI). For the financial inclusion strategy in India the Government of India, and the Reserve Bank of India have all taken different actions. The ultimate goal of PMJDY is to engage the local poor in economic activities so they may access official banking channels. This is a secondary data-based exploratory study. Reviewing the advantages and current state of banks' financial inclusion via PMJDY is the goal of this research.

Keywords: Financial Inclusion, PMJDY, Public Sector Banks, Private Banks.

Introduction

Every country is particularly concerned about financial inclusion in order to advance its economy. The ultimate goal of financial inclusion is to engage everyone in financial activities and assist them in generating income, which raises savings and investment levels. In order to protect the lower-income and more vulnerable segments of society from financial hardship, it also creates a platform for thrift among them. This will help the nation's inclusive growth, social development, and commercial opportunities.

Due to research regarding financial exclusion and its link to poverty, the phrase "financial inclusion" has acquired significance since the early 2000s. Financial inclusion is the providing of financial services to large segments of the disadvantaged and low-income group population in a comfortable way and at a reasonable cost. Chakraborty (2011) defines financial inclusion as the process of ensuring that all sectors of society, especially vulnerable groups, have access to relevant financial products and services at an accessible price in a transparent and equitable manner by mainstream financial institutions. Financial inclusion aims to make banking services accessible to everyone without prejudice, whereas financial exclusion provides banking services as a public good.

By launching the "Swabhimaan" campaign in 2011, the Indian government provided the programme a significant boost by providing banking services to more than 74,000 villages with a population of more than 2,000 (according to the 2001 census) (campaign was launched by Smt. Sonia Gandhi, Chairperson UPA, in Vigyan Bhawan, New Delhi). The assignment was to run the ad alongside credit counselling and financial literacy programmes. The expected advantages, however, were not apparent. Honorable Prime Minister Mr. Narendra Modi introduced the Pradhan Mantri Jan Dhan Yojana in 2014 with the primary goal of achieving complete financial inclusion in India. The Pradhan Mantri Jan Dhan Yojana (PMJDY) is a programme that intends to provide every Indian citizen—especially the country's poorest citizens—access to a bank account, credit line, insurance policy, and debit card. The

Financial Inclusion through Pradhan Mantri Jan Dhan Yojana in Banking Sector- An Investigation

¹⁾ Chaitrali Kale.

^[1] *Assistant Professor, Marathwada Mitramandal's Institute of Management Education Research and Training, Pune, India*

Abstract—The purpose of this study is to conduct literature review on financial inclusion & critically assess financial inclusion policy *Pradhan Mantri Jan Dhan Yojna* [PMJDY] introduced by government of India in 2014. This research tries to fill gap for contributing existing literature & motivates us to strive towards our goals of greater financial inclusion inaction. The study's focus is on financial inclusion in general not particular products like financial advice, insurance or credit. It will assist Indian government to identify need for Financial Literacy programmes in different areas, assist policymakers and government to build financially inclusive system that reduces income disparity and poverty to prioritize consumer safety and create quality sustainable financial services.

Keywords— *Economic Development, Financial Access, Financial Inclusion, Financial Literacy*

I. INTRODUCTION

“Financial Inclusion” has been distinguished as a powerful methodology by business analysts all around the world for tending to destitution related issues among different hypotheses for neediness.

Monetary Inclusion gives protection assurance to the under-advantaged part of the general public to assist them with managing shocks like demise, handicap and illness. Other formal monetary administrations incorporate credit, protection, reserve funds, installments and settlement.

Financial inclusion is built on two pillars: access and usage. A greater focus on requirement limitations is needed to fully realize the promise of supply-side policies. As a result, the focus of financial inclusion must be on the problems and limits highlighted by participants.

Several nations across the world are implementing financial inclusion strategies to reach financially excluded groups in order to better their future financial status and contribute to development. From the standpoint of India, the government and the RBI's primary goal is to provide financial services to a vast number of people. Given the importance of financial inclusion for national

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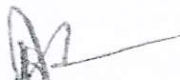
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Authored By

Chaitrali Kale

Published in

SOUTH INDIA JOURNAL OF SOCIAL SCIENCES

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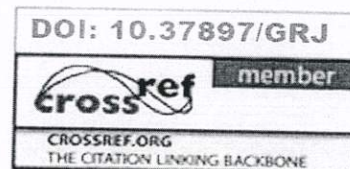
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A Study on History and Conceptual Development of Financial Inclusions in India

Chaitrali Kale

Assistant Professor, Marathwada Mitramandal's Institute of Management Education Research and Training, Pune, India

Abstract-The paper highlights the India's historical progression toward financial inclusion from the pre to post independent period. It discusses the Reserve Bank of India's contribution to financial inclusion, financial inclusion through National Bank for Agricultural and Rural Development and the Government of India's flagship initiative, PMJDY till now.

Key Words: Pradhan Mantri Jan-DhanYojana, India, Financial inclusion

INTRODUCTION

Financial inclusion policy aims to offer poor and vulnerable populations with affordable financial goods and services. This initiative aims to improve impoverished people's banking understanding, leading to development. India has a long-standing, well-established treasury system that helps with social and economic growth. The Reserve Bank of India governs the banking sector, which includes banks, co-operative banks, foreign banks, rural banks, and other financial organisations. The

AIMS AND OBJECTIVES

1. To find the progress for financial inclusion pre and post Independent India.
2. To explore the role of Reserve Bank of India in financial inclusion.
3. To understand the growth of PMJDY till now.

HISTORICAL PROGRESSION

Traditional financial services for routine transactions include poor banking access. Banks do banking activity and follow RBI guidelines. In India, financial inclusion was developed under British rule. Financial inclusion was initially pushed by the British post service in 1854. The Department of Post started with 889 stations to serve mail and parcel delivery, then added financial services including saving, remittance, post-retirement annuity, life insurance, etc.

Since the nation owns and manages all post offices, they are trustworthy and handy. As a consequence,



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Dear Prof. Chaitrali Kale,

Greetings from IJMER

It is indeed our pleasure to inform you that your article titled “A STUDY ON PMJDY (PRADHAN MANTRI JAN DHAN YOJANA) AND ITS VARIOUS IMPACT TOWARDS ITS EXECUTION- A HISTORICAL STUDY” has been published in our Peer Reviewed and Referred International Journal of Multidisciplinary Educational Research (IJMER) Volume:11, Issue : 8(4), August : 2022, with JISRAF Impact Factor 8.017, Index Copernicus Value 5.16 & International Scientific Indexing Value: 2.286, of IJMER Published by Sucharitha Publications, Visakhapatnam. On behalf of IJMER, we hope to build a life long association with you and expect your continuous support. We hope to receive your contribution in terms of paper submissions and subscriptions as well. It will be our pleasure to collaborate with you for future endeavors and promotion of the initiatives carried out by IJMER. UGC approved Journal: Serial No: 41602(2017) and registered in Publons Group (Web of Science) and Scopus Review ID: A2B96D3ACF3FEA2A (UP).

Thanks & Regards



Sincerely Yours

Victor Babu

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eMail Id..... sum of Rupees One Thousand

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No. : 295

Dated : 29-Sep-2022

Particulars	Amount
Account : Bank Purchase	2,181.00

Through :

H.D.F.C. Bank

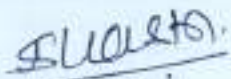
On Account of :

BEING FACULTY DEVELOPMENT PROGRAMME ' POSH ' WORKSHOP OF PREVENTION OF SEXUAL HARASSMENT ON THURSDAY 22.9.2022 AT SHIVAJINAGAR ATTEND PROF. APARNA SHASHTRI THIS AMT REIMBURSMENT

Amount (in words) :

Indian Rupees Two Thousand One Hundred Eighty One Only

₹ 2,181.00



Receiver's Signature:



Director

M.M.'s Institute Of
Management Education Research & Training
Pune - 411 052


Prepared by
Accountant

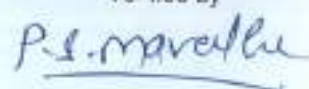
M.M.'s Institute Of
Management Education Research & Training
Pune - 411 052



Checked by
Office Superintendent

M.M.'s Institute Of
Management Education Research & Training
Pune - 411 052

Verified by



Institute Of Management Education Research & Traing

S. No.18, Plot No.5/3, Karvenagar, PUNE - 411 052

Accredited with 'A' Grade by NAAC, Recipient of "Best College Award 2019" by SPPU,

Date:-28/09/2022

To,
The Principal,
MMCOE
Karvenagar,
Pune-411052

Subject- Application for reimbursement of POSTH workshop fee / FDP

Purpose of the Exp. :- Reimbursement of POSTH workshop fees.

Respected Sir,

Details of the expenses incurred are as follows

Sr.No.	Particulars of expenses incurred (Bills attached)	Amount Rs.
1	POSTH workshop (FDP) fee-	2,181/-
2	Organized by Pune Management	}
3	Association.	
4	(1960+221)	
5		
6		
7		
8		
9		
10		
TOTAL RS.		

It is hereby requested to kindly approve the above expenses.

Passed for Payment

Bills submitted by

Coordinator

Sign & Name :- Aparna ShresthaDesignation :- Asst. Prof.Department :- MBA-IMERT

Enclosed :- Original Copy of Approval

Accountant Director

M.M.'S IMERT, PUNE	
Paid & Cancelled :	
Passed For Payment :	
Cash/Cheque No. : 00 200-6	
Date : 29.6.22 Rs. : 2181/-	
Director	



Since 1994

Marathwada Mitra Mandal's
INSTITUTE OF MANAGEMENT EDUCATION RESEARCH AND TRAINING
(IMERT), Pune
S. No. 18, Plot No. 5/3, CTs No. 205, Behind Vandevi Temple, Karvenagar,
Pune - 411052



AY: 2021-22

Date:
20.09.2022

To,

Dr. Shubhangee Ramaswamy
I/C Director, IMERT
Pune - 411004

Subject: Approval request for attending Workshop on POSH and CSR organized by Pune Management Association.

Respected Madam,


With reference to the above-mentioned subject, Pune Management Association (PMA) is organizing workshops on Prevention of Sexual Harassment and Corporate Social Responsibility. We are a member of PMA. We request you for approval of registration fee for both the workshops being Rs.4,200 (Rs. Four Thousand Two Hundred Only). Kindly find below the details about the workshop.

Sr. No	Name of the workshop	Date	Registration Fee (Rs)	Faculty deputed
1.	Prevention of Sexual Harassment (POSH)	22.09.2022	2100/-	Prof. Aparna Shastri
2.	Corporate Social Responsibility (CSR) Conclave	14.10.2022	2100/-	Prof. Pranjal Jadhav

For your kind approval.

Thanking You,
Regards,


Prof. Aparna Shastri


Prof. Pranjal Jadhav

OK

20/09/2022



Pune Management Association requested ...

₹1,960.45

Instamojo Payments

Completed • September 21, 2022 at 12:18 PM



HDFC Bank XXXXXX5952



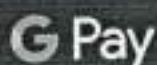
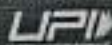
UPI transaction ID
226446047134

To: Pune Management Association
instamojo.6f5d8fd6226e4ebb928c23f39304bce1@
icici

From: APARNA PRAMOD SHASTRI (HDFC Bank)
shastri.aparna@okhdfcbank

Google transaction ID
CICAgJDc-6upFw

POWERED BY



Rs. 1900/- as Registrar charges. Rs. 60/- as convenience charges
Alastor
24/09/2022



aparna shastri <aparnashastri@mmimert.edu.in>

Fwd: Program on POSH

Arundhati's Art <jadhav.pranjal@gmail.com>
To: aparna shastri <aparnashastri@mmimert.edu.in>

Tue, Sep 20, 2022 at 3:16 PM

----- Forwarded message -----
From: **Arundhati's Art** <jadhav.pranjal@gmail.com>
Date: Tue, Sep 20, 2022 at 3:09 PM
Subject: Fwd: Program on POSH
To: aparna shastri <shastri.aparna@gmail.com>

----- Forwarded message -----
From: **PradeepTupe Aspire** <pradeeptupe.rbz@gmail.com>
Date: Mon, Sep 19, 2022 at 7:41 PM
Subject: Fwd: Program on POSH
To: <Secretary@punemanagement.org.in>

Please share with interested Members

Invitation >>

Pune Management Association

Workshop

***POSH* – Prevention of Sexual Harassment**

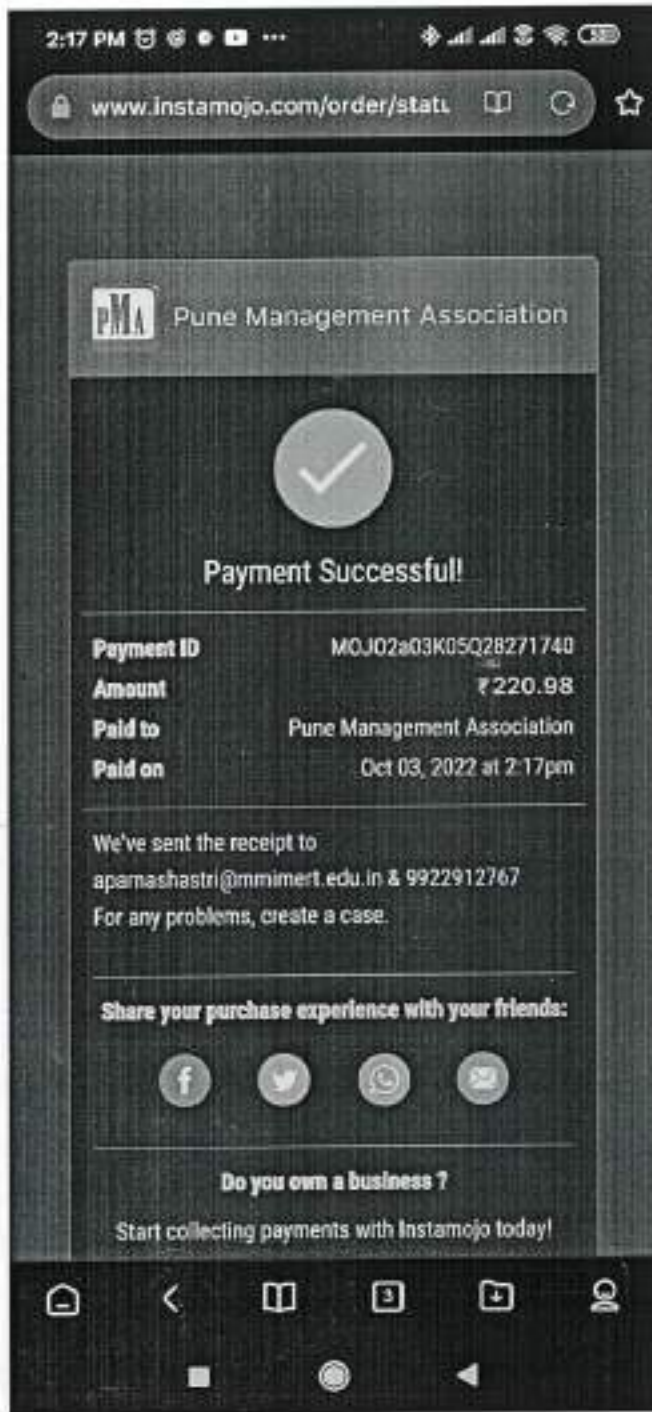
AS

On ***Thursday, September 22*, 2022 at *09:30* to 18:00 hours #**

Hotel at Shivajinagar. Charges *Rs 2100* per person

For Whom – HR Professionals dealing in POSH Act, or want to understand it.

Resource Persons: *Adv Vibhakar Ramtirthkar*





aparna shastri <aparnashastri@mmimert.edu.in>

You have paid for 'POSH workshop balance fee' on Instamojo

Instamojo <support@instamojo.com>
Reply-To: PuneManagementAssociaion@gmail.com
To: aparnashastri@mmimert.edu.in

Mon, Oct 3, 2022 at 2:17 PM

instamojo

₹220.98 Paid

PAYMENT DETAILS

Payment ID	MOJO2a03K05Q28271740
Order Amount	₹210
Convenience Fee	₹10.98
Total Amount	₹220.98
Paid for	POSH workshop balance fee
Paid To	Pune Management Association

Seller Email PuneManagementAssociation@gmail.com

Seller Phone +917666262028

Reply to this email to get in touch with **Pune Management Association.**

[Report an issue](#)

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 [MOJO2a03K05Q28271740.pdf](#)
27K



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(IMERT), Pune**

S. No. 18, Plot No. 5/3, CT5 No. 205, Behind Vandevi Temple, Karvenagar, Pune - 411052



AY: 2022-23

Ref. MMM's/IMERT/2022-23/ PGRC/1177

Date: 15th June 2023

To
Hon.Executive President,
Marathwada Mitra Mandal,
Pune - 411004

Marathwada Mitra Mandal, Pune-4
Inward No. 473
Date 16/6/2023
Sign. [Signature]

Subject: Proposal for sponsorship of Faculty Development Initiatives for A.Y 2022-23.

Respected Sir,

With reference to above mentioned subject, IMERT supports and motivates Faculty members for various initiatives such as:

- 1) Publications of research papers in Scopus Index Journals, UGC Care Journals, International and National Conferences.
- 2) Patents/Book publications/Publications of chapters in book.
- 3) Value added Certifications

Budget for FD Initiatives as follows:

Particulars	No of Faculty	Publication/Participation fee per person	Total
Publication Charges	15	Rs 20,000/-	Rs.3,00,000/-

Sir, We will be highly obliged for your kind consideration and approval

Thanking You,
Regards,

[Signature]

Dr. Shubhangee Ramaswamy
Incharge Director

OK

[Signature]

 Prof. Praful D. Sarangdhar Faculty	 Dr. Shubhangee Ramaswamy Incharge Director IMERT	 Prin. B.G. Jadhav Executive President
Prepared by	Reviewed/Recommended by	Approved by