



# **Nirmala Memorial Foundation College of Commerce and Science**

**Permanently Affiliated to University of Mumbai  
Accredited by NAAC, ISO 9001-2015 Certified  
Recognised under section 2(f) & 12(B) of the UGC Act 1956**

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## 3.3

# Research, Innovation and Extension



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Sr. No	Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number	Link to the uploaded papers on the institutional website	Is it listed in UGC Care list/Scopus/Web of Science/other, mention
1	Perception of Indian Investor towards investment in Mutual Funds with special reference to Mumbai investors	Dr. Neha Goel Dr. Jignesh Dalal	B.Com	AJANTA- ISSN - 2277- 5730	2018-19	ISSN 2277 - 5730	<a href="#">Click Here</a>	UGC Care list
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3	Consumer preference for e payments - A way for sustainable Development in Commerce	Dr. Poonam Kakkad	BMS & B.Com (A&F)	Studies in Indian Place Names	2019-20	ISSN - 2394 - 3114 Vol. 40- Issue 73	<a href="#">Click Here</a>	UGC Care list
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7	An empirical study on factors influencing investment decision for Crypto currency	Dr. Poonam Kakkad	B.Com(A&F) & BMS	Journal of the Asiatic Society of Mumbai	2022-23	ISSN 0972-0766 Vol.96, No.12, December 2022	<a href="#">Click Here</a>	UGC Care list
8	BlockChain Technology	Vaishali Mishra	BSc. I.T & C.S	International Journal of humanities, law and social science	2022-23	ISSN 2348-8301 Vol. X, Issue I (K) : 2023	<a href="#">Click Here</a>	UGC Care list

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29	ONDC - A game changer of E - Commerce in Rural India?	Dr. Megha Juvekar	B.Com	SOUTH INDIA JOURNAL OF SOCIAL SCIENCES	2022-23	ISSN: 0972 – 8945 Vol. XXI, No.40	<a href="#">Click Here</a>	UGC Care list



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31	Studying the pull and push factors influencing students' decision in selecting a college	Dr. Poonam Kakkad	B.Com(A&F) & BMS	SOUTH INDIA JOURNAL OF SOCIAL SCIENCES	2022-23	ISSN: 0972 – 8945 Vol. XXI, No.40, January – June : 2023,	<a href="#">Click Here</a>	UGC Care list
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33	A study on the drivers influencing generation Y's online shopping behaviour in Mumbai	Ms. Swiddle D'Cunha	Department of Commerce	Journal of the Asiatic Society of Mumbai	2022-23	ISSN 0972-0766	<a href="#">Click Here</a>	UGC Care list
34	Examining the social media engagement of millennials for online purchases in Mumbai	Ms. Swiddle D'Cunha	Department of Commerce	Education and Society	2022-23	ISSN 2278 - 6864	<a href="#">Click Here</a>	UGC Care list
35	A Study on fast-food consumption influencers in Indian X generation by using application of Theory of Planned Behavior	Dr. Poonam Kakkad	B.Com(A&F) & BMS	Journal of The Asiatic Society of Mumbai	2022-23	ISSN : 0972-0766 UGC-CARE List Group I Impact Factor: 5.29	<a href="#">Click Here</a>	UGC Care list

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36	A study on employee friendly strategies adopted by Indian companies across industries to support work life balance.	<i>Dr. Poonam Kakkad</i>	B.Com(A&F) & BMS	International Journal of Creative Research Thoughts (IJCRT)	2022-23	ISSN: 0972 – 8945 Vol. XXI, No.14, UGC CARE Approved,	<a href="#">Click Here</a>	UGC Care list