



# **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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D.S. Road, Asha Nagar, Thakur Complex, Kandivali (East), Mumbai – 400 101. Tel.: 022 69436400

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## 3.3

# Research, Innovation and Extension



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**Link to re-directing to journal  
source-cite website**

Sr. No	Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number	Link to re-directing to journal source-cite website in case of digital journals	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="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</a>	UGC Care list
2	An empirical study on investment preference of working women in Mumbai City	Dr. Poonam Kakkad	BMS & B.Com (A&F)	Our Heritage Journal	2019-20	ISSN 0474- 9030	<a href="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</a>	UGC Care list
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="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</a>	UGC Care list
4	A study on perceptions of borrowers towards loan protection insurance.	DrMegha Somani CA Diya Mukherjee	BMS & B.Com (A&F)	SHODH SARITA	2020-21	ISSN - 2348- 2397 Vol. 7, Issue 26,	<a href="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</a>	UGC Care list
5	The study of social impact of migration in India	Dr. Neha Goel	Business Economi cs	Shodha Prabha	2022-23	ISSN 0974 - 8946	<a href="https://ugccare.unipune.ac.in/Apps1/User/WebA/ViewDetails?JournalId=101002703&amp;flag=Search">https://ugccare.unipune.ac.in/Apps1/User/WebA/ViewDetails?JournalId=101002703&amp;flag=Search</a>	UGC Care list
6	Higher Education - A Pathway for inclusive growth	Dr. Poonam Kakkad	BMS & B.Com (A&F)	Kanpur Philosopher s	2022-23	ISSN 2348- 8301	<a href="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</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="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</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="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</a>	UGC Care list
9	Study on the development and challenges of Banking and Insurance sector in India	Ms. Sneha Santosh Kumar Mishra	B.Com(A&F) & BMS	International Journal of humanities, law and social science	2022-23	ISSN 2348-8301 Vol. X, Issue I (K) : 2023	<a href="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</a>	UGC Care list
10	A Study on Work Life Balance with special reference to Role of Women Entrepreneurs in Economic development of India	Dr.Vijaya Jacqueline Nikshit Suresh Nallapagari	<a href="#">B.Com</a>	International Journal of humanities, law and	2022-23	ISSN 2348-8301 Vol. X,	<a href="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</a>	UGC Care list

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				social science		Issue I (K) : 2023		
11	Role of artificial intelligence in academics for teachers	Mr. Vineet Khamrai	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="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</a>	UGC Care list
12	A Study on Impact of Foreign Direct Investment (FDI) in Media Sector.	Mr. Shubham kambli	<a href="#">B.Com</a>	International Journal of humanities, law and social science	2022-23	ISSN 2348-8301 Vol. X, Issue I (K) : 2023	<a href="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</a>	UGC Care list
13	Comparative analysis on money market V/S capital market	Mr Rahul Gaikwad	B.Com(A&F) & BMS	International Journal of humanities, law and social science	2022-23	ISSN 2348-8301 Vol. X, Issue I (K) : 2023	<a href="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</a>	UGC Care list

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14	A study on consumer preferences towards online shopping of Fast Moving Consumer Goods	Ms. Nilam H. Goradiya	B.Com(A&F) & BMS	International Journal of humanities, law and social science	2022-23	ISSN 2348-8301 Vol. X, Issue I (K) : 2023	<a href="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</a>	UGC Care list
15	Information Security - Cyber-Security in Mobile Apps	Ms. Rucha Patil	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="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</a>	UGC Care list
16	Role of Teachers in Promoting Mental Health among College Students	Ms. Michelle Menezes	B.Com(A&F) & BMS	International Journal of humanities, law and social science	2022-23	ISSN 2348-8301 Vol. X, Issue I (K) : 2023	<a href="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</a>	UGC Care list
17	Safety Hazards with Cryptographic Wallets	Ms. Bhakti Choudhari Ms. Hiral Vishal Sojitra	BSc. I.T & C.S	International Journal of humanities, law and	2022-23	ISSN 2348-8301 Vol. X,	<a href="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</a>	UGC Care list



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				social science		Issue I (K) : 2023		
18	Critical Evaluation of Challenges in Sustainable Development of Indian Banking Sector	Dr. Jignesh Dalal	<a href="#">B.Com</a>	International Journal of humanities, law and social science	2022-23	ISSN 2348-8301 Vol. X, Issue I (K) : 2023	<a href="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</a>	UGC Care list
19	Multiculturalism in Advertising Campaigns across the Globe	Ms. Bhavna Singh Ms. Neelam Patil	BAMM C	International Journal of humanities, law and social science	2022-23	ISSN 2348-8301 Vol. X, Issue I (K) : 2023	<a href="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</a>	UGC Care list
20	Comparative study of ethereum and bitcoin using blockchain technology	Shivkumar Chandey	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="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</a>	UGC Care list

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21	A study on the role of artificial intelligence on consumer buying behavior.	Ms. Bincy Abraham	<a href="#">B.Com</a>	International Journal of humanities, law and social science	2022-23	ISSN 2348-8301 Vol. X, Issue I (K) : 2023	<a href="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</a>	UGC Care list
22	A Study on Consumer Behaviour towards Online Shopping	Ms. Avis D'Cunha	B.Com(A&F) & BMS	International Journal of humanities, law and social science	2022-23	ISSN 2348-8301 Vol. X, Issue I (K) : 2023	<a href="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</a>	UGC Care list
23	A study on transformation of banking industry due to artificial intelligence	Prof. Zeal M. Kanani	B.Com (A&F) & BMS	International Journal of humanities, law and social science	2022-23	ISSN 2348-8301 Vol. X, Issue I (K) : 2023	<a href="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</a>	UGC Care list
24	A Study on Challenges faced by teachers due to the New Education Policy"	Mr. Rishabh Desai	<a href="#">B.Com</a>	International Journal of humanities, law and	2022-23	ISSN 2348-8301 Vol. X,	<a href="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</a>	UGC Care list

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				social science		Issue I (K) : 2023		
25	Group of rational numbers as a sum of squares.	Mr. Vinay Dhukale	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="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</a>	UGC Care list
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28	A study on undergraduate students' perception towards extra-curricular activities of the college.	Dr. Poonam Kakkad, Mrs. Naveena Suresh,	B.Com(A&F) & BMS	International Journal of humanities, law and social science	2022-23	ISSN 2348-8301 Vol. X, Issue I (K) : 2023	<a href="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</a>	UGC Care list
29	ONDC - A game changer of E - Commerce in Rural India?	Dr. Megha Juvekar	<a href="#">B.Com</a>	SOUTH INDIA JOURNAL OF SOCIAL SCIENCES	2022-23	ISSN: 0972 – 8945 Vol. XXI, No.40	<a href="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</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	2022-23	ISSN: 0972 – 8945 Vol. XXI,	<a href="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</a>	UGC Care list

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				SCIENCES		No.40, January – June : 2023,		
32	Role of campus placement as determining factors for selection of college among students	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="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</a>	UGC Care list
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="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</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="https://ugccare.unipune.ac.in/Apps1/User/WebA/ViewDetails?JournalId=101002970&amp;flag=Search">https://ugccare.unipune.ac.in/Apps1/User/WebA/ViewDetails?JournalId=101002970&amp;flag=Search</a>	UGC Care list

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35	A Study on fast-food consumption influencers in Indian X generation by using application of Theory of Planned Behavior	<i>Dr. Poonam Kakkad</i>	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="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</a>	UGC Care list
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="https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList">https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList</a>	UGC Care list