

### Research Publication - SIBACA Faculty Year- 2012-13

Title of paper	Name of the authors	Department of the teacher	Name of journal	Year of publication	ISBN/ISSN number	National / International
To Study the reasons for changing Buying Behaviour of Rural Womens in Raigad District	Rashmi Dhongade	MBA	IJICTM- .International Journal for Information, Communication Technology and Management	2012-13	ISSN :2026-6839	International
Strengths of India In Economic Recession	Dr.Anil Nagtilak	MBA	Strengths of India In Economic Recession	2012-13	ISSN: 2319-2429	International
Recent Economic Downturns and Foreign Direct Investment Relationship with Economic Growth of India	Rakesh Kumar Bhati (With Punni R)	Management	Apotheosis – Tirpude’s National Journal of Business Research (TNJBR) Volume I, Issue II	2012-13	ISSN: 2249 – 1589	National
Quality of Work Life for Faculty, Industrial Engineering Journal	Dr.Sachin Borgave	MBA	Industrial Engineering Journal, Vol. 3 Issue 1, January 2012	2012-13	ISSN: 0970-2555	National
Product Patent Regime posed Indian Pharma companies to change their marketing strategies: A Systematic Review	Prof. Prashant Kalaskar	MBA	VSRD International Journal of Business & Research, Vol.-2(6)	2012-13	ISSN: 2231-248X	International
Effective Marketing Strategies Makes All the Difference: A study with reference to Mankind Pharma	Prof. Prashant Kalaskar	MBA	International Journal of Business & Management Tomorrow, Vol.-2, No.-4	2012-13	ISSN-2249-9962	International
Doctor's expectations from pharmaceutical products (medicine) which will influence their prescription behavior	Dr. Irfan Inamdar	MBA	Abhinav Journal (Commerce & Management) Vol. No.1, Issue No.4	2012-13	ISSN 2277-1166	National
Doctor's expectations from pharmaceutical companies: which will influence their prescription behavior	Dr. Irfan Inamdar	MBA	International Journal of business and Management tomorrow ) Vol.2, issue No.1	2012-13	ISSN: 2249-9962(Online) 2277-176X(print)	International
Analysis of hair care products with reference to shampoo market in India	Dr. Khawaja Mubeenur Rahman, Dr. Roshan Kazi, Mr. Sandeep Saurav	MBA	Abhinav, National monthly Referred Journal of Research in Commerce & Management	2012-13	ISSN 2277-1166	National

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<b>An Analytical study of Independent Business Owners Involvement in MLM Business: A case study of Amway India In</b>	<b>Dr. Rajendra Bhadale</b>	<b>MBA</b>	<b>ETHOS A Journal of Research Article in Management Science and Allied areas (Refereed).</b>	<b>2012-13</b>	<b>ISSN:0974 - 6706</b>	<b>National</b>
<b>An analytical Study of Independent Business Owner's Involvement in MLM Business</b>	<b>Dr.Sachin Borgave</b>	<b>MBA</b>	<b>A Case of Amway India in Pune, Ethos, Issue 2. 2012,Volume 5</b>	<b>2012-13</b>	<b>ISSN:0974-6706</b>	<b>National</b>
<b>A Study of Foreign Direct Investment Role in Boosting Export Growth in India</b>	<b>Bhati Rakesh Kumar</b>	<b>Management</b>	<b>International Journal of Advances in Management, Technology &amp; Engineering Sciences (IJAM TES)</b>	<b>2012-13</b>	<b>ISSN 2249 – 7455</b>	<b>International</b>
<b>A Study of Factors Affecting Performance of Medical Representatives in Pharmaceutical Industry</b>	<b>Prof. Prashant Kalaskar</b>	<b>MBA</b>	<b>International Conference on Management, Engineering &amp; Entrepreneurship (ICMEE-2012)</b>	<b>2012-13</b>	<b>ISSN: 2249-7455</b>	<b>International</b>
<b>“A Study of Agricultural And Rural Development In Era Of Information And Communication Technology”</b>	<b>Bhati Rakesh Kumar (with Dr. Kalyankar S.P)</b>	<b>Management</b>	<b>ASM Business Review Vol.2, No.2</b>	<b>2012-13</b>	<b>ISSN 0974-9136</b>	<b>National</b>
<b>Venture Capital is A Financial Instruments For Business.</b>	<b>Manisha Badgujar, Reena Nath</b>	<b>MBA</b>	<b>ASMs Internations e-Journal of Ongoing Research in Management and IT</b>	<b>2012-13</b>	<b>ISSN:2320-0065</b>	<b>International</b>
<b>Venture Capital is A Financial Instruments For Business.</b>	<b>Manisha Badgujar, Reena Nath</b>	<b>MBA</b>	<b>ASMs Internations e-Journal of Ongoing Research in Management and IT</b>	<b>2012-13</b>	<b>ISSN:2320-0065</b>	<b>International</b>
<b>Use of Management Information System in an Organisation for Decision Making</b>	<b>Reena Nath, Manisha Badgujar</b>	<b>MBA</b>	<b>ASMs International e-Journal of Ongoing Research in Management and IT</b>	<b>2012-13</b>	<b>ISSN:2320-0065</b>	<b>International</b>

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To Study the reasons for changing Buying Behaviour of Rural Womens in Raigad District	Rashmi Dhongade	MBA	IJICTM- .International Journal for Information, Communication Technology and Management	2012-13	ISSN :2026-6839	International
The Effect of Inflation on Foreign Direct Investment and Its Relationship with Economic Growth of India	Bhati Rakesh Kumar	Management	International Journal of Multidisciplinary Research Vol.1, Issue 3(II)	2012-13	ISSN 2277 – 9302	International
Reasons and Expectations of Customers Towards Shampoo Brands	Dr. Khawaja Mubeenur Rahman, Dr. Roshan Kazi	MBA	International Journal of Research in Commerce & Management	2012-13	ISSN 0976-2183	International
Pharmaceutical Medical Representative Information & its Impact on Prescription Pattern of Physicians in Aurangabad & Pune Cities: Exploratory Study	Prof. Prashant Kalaskar	MBA	VIIT research Journal, Vol.-1 (I)	2012-13	ISSN-2278-6112	National
Issues & Challenges of Micro Finance in India	Dr.Anil Nagtilak	MBA	Yadavrao Tasgaonkar International Journal of Management,Technology & Engineering.Vol.- 2 Issue 2	2012-13	ISSN: 2277-4726	International
Factors Influencing Prescription Behavior of Physicians-A study with reference to Marathwada Region	Prof. Prashant Kalaskar	MBA	Indian Stream Research Journal, Vol-2, Issue-4	2012-13	ISSN: 2230-7850	National
Empirical Study of Customer Satisfaction Level with Special Reference to AMUL Flavored Milk in Pune City.	Dr. Rajendra Bhadale	MBA	International Conference on Management Arena Innovations,Opportunities and Challenges Organized by MGVs Institute of Management & Research, Nasik.	2012-13	ISBN:978-93-5067-163-4	International
Comarative study of cost benefit analysis by ICICI and IDBI Bank	Dr.Anil Nagtilak	MBA	VIIT Research Journal	2012-13	ISSN: 2278-6112	International

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<b>Bollywood vs. Hollywood: A comparative analysis of consumer preferences of selected determinants in India</b>	<b>Siddharth Shimpi, Irfan Inamdar, Sunita Shah</b>	<b>MBA</b>	<b>Epoch strategies for marketing, Family Business and Entrepreneurship</b>	<b>2012-13</b>	<b>ISBN: 978-93-81361-68-9</b>	<b>National</b>
<b>Banking Practices in Current Scenario.</b>	<b>Dr. Rajendra Bhadale</b>	<b>MBA</b>	<b>National Colloquium on Novel Approaches in Computing Technology Organized by Indira College of Engineering &amp; Management.</b>	<b>2012-13</b>	<b>ISBN:978-93-5067-163-4</b>	<b>National</b>
<b>An analytical study of causes of stress among management students</b>	<b>Sunita Shah</b>	<b>MBA</b>	<b>'Zenith International Research Journals'</b>	<b>2012-13</b>	<b>ISSN-ONLINE-2231-5780</b>	<b>International</b>
<b>A study of Training &amp; development policies with reference to 'IT' industries in Pune city</b>	<b>Sunita Shah</b>	<b>MBA</b>	<b>HORIZON -12</b>	<b>2012-13</b>	<b>ISBN-978-93-5087-462-2</b>	<b>National</b>
<b>A Study of Pharmaceutical Retailers Expectations From Pharmaceutical Companies</b>	<b>Irfan Inamdar, Mohammed Waheed Abdul Hameed, Dr. Parag Kalkar</b>	<b>MBA</b>	<b>International Journal of Marketing, Financial Services &amp; Management Research Vol.2, No. 12</b>	<b>2012-13</b>	<b>ISSN 2277- 3622</b>	<b>International</b>
<b>A Study of Pharmaceutical Retailers Expectations From Pharmaceutical Companies</b>	<b>Irfan Inamdar, Mohammed Waheed Abdul Hameed, Dr. Parag Kalkar</b>	<b>MBA</b>	<b>International Journal of Marketing, Financial Services &amp; Management Research Vol.2, No. 12</b>	<b>2012-13</b>	<b>ISSN 2277- 3622</b>	<b>International</b>
<b>A Comparative study of Selections Financial Institutions with regards to housing Loan in Pune</b>	<b>Manisha Badgujar</b>	<b>MBA</b>	<b>YTIJ Of Management ,Technology and Engineering</b>	<b>2012-13</b>	<b>ISSN 2277-4726, Vol- 3 , Issue 2</b>	<b>National</b>
<b>“A Study On Effect Of FDI On Bilateral Trade With Reference To India”</b>	<b>Bhati Rakesh Kumar</b>	<b>Management</b>	<b>ASM’s International E-Journal of Ongoing Research in Management &amp; IT</b>	<b>2012-13</b>	<b>e-ISSN 2320-0065</b>	<b>National</b>
<b>“A Study Of Pricing Strategy Followed In Hotel Industry During Post Recession Period In India”</b>	<b>Bhati Rakesh Kumar (with Dr. Kalyankar S.P)</b>	<b>Management</b>	<b>ASM’s International E-Journal of Ongoing Research in Management &amp; IT</b>	<b>2012-13</b>	<b>e-ISSN 2320-0065</b>	<b>National</b>