



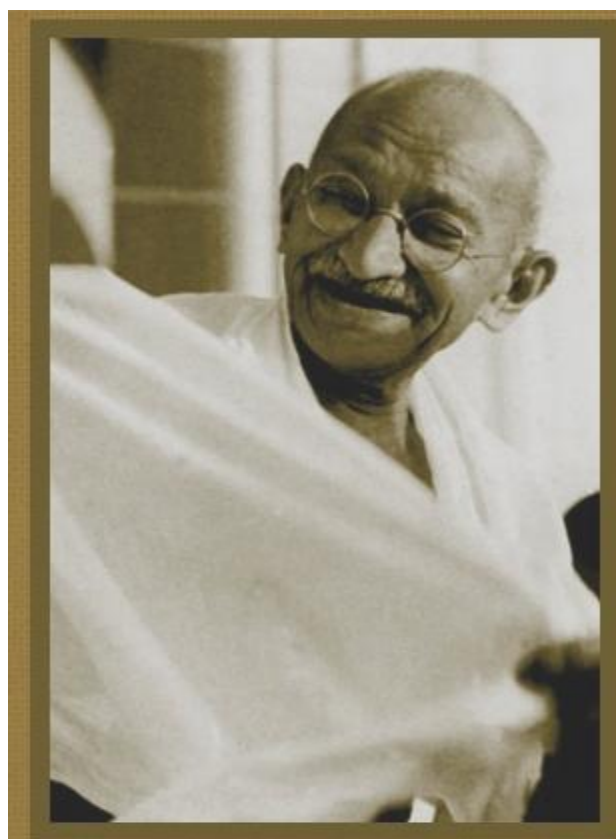
# **Mahatma Gandhi Mission Institute of Management**

**N-6, CIDCO, Aurangabad-431001**

(Affiliated to Dr. Babasaheb Ambedker Marathwada University, Aurangabad and Approved by  
AICTE & DTE)

**NAAC Accredited - Grade 'A'**

ISO 9001:2008



**‘Without action you aren’t going anywhere’ .....Mahatma Gandhi**

## **Annual Research & Publication Report Academic Year 2016- 2017**

**Prepared by: Prof. (Dr.) Pooja Deshmukh-Coordinator Research**

## **Preface:**

*This report provides details of research and publication activities at Mahatma Gandhi Mission Institute of Management from 1 July 2016 to 30 June 2017. This year, MGMIOM faculty members have published 35 papers in National and International journals. In addition, faculty members have attended and presented 8 papers in National and International Conferences.*

*The research culture at MGMIOM is enriched by State/National level Conferences/Seminars at which researchers from various academic institutes and research organizations share their research work. Over fifty researchers from across the Marathawada region visited MGMIOM and presented their papers. Our students have contributed by the way of presenting papers and doing excellent project studies in the industry.*

*MGMIOM faculty members have gained national recognition for their outstanding research achievements during this period. We are proud of our achievements and look forward to a period of increased research output in the next year as well.*

*Though the program is good but the way to excellence is airways long. So, best wishes to all colleagues and students. Let us nurture the culture of research by all means.*

**Prof. (Dr.) Pooja Deshmukh**

Research Coordinator

MGM Institute of Management

## **Director's Page:**

*We at MGM Institute of Management have very well realized that institutes of higher education have a bigger responsibility on their shoulders and that responsibility is to carry out an addition to the treasure of knowledge for the benefit of immediate stakeholders in particular and the society in general. Having realized this, we will have to now concentrate on the quality of research.*

*The purpose of research is to inform action. Thus, our area of enquiry should seek to contextualize its findings within the larger body of research. Furthermore, the results of our study may have implications for policy and future project implementation. Thus, as researchers, it is imperative to take steps to ensure the accuracy and applicability of research.*

*Ultimately, the key to a successful research project lies in iteration: the process of returning again and again to the research questions, methods, and data, which leads to new ideas, revisions and improvements. Oftentimes, by discussing the research project with advisers and peers, one will find that new research questions need to be added, variables need to be omitted, and other changes need to be made. As a proposed study is examined and reexamined from different perspectives, it may begin to transform and take a different shape. This is to be expected and is a component of a good research study. In this process, we must encourage young and enthusiastic students for the research activities and they can not only assist and learn the methodology of research but also relieve you for other academic work.*

*In conclusion I would like to say that our beginning is good but we have to leave many more footprints for advancing the culture of research and take long strides to make MGM IOM visible on the research horizons of the country!*

*I appreciate the efforts made by all faculty members and the students in carrying out the research activities in the institute. Efforts of Dr. Pooja Deshmukh are appreciated for encouraging the research, recording all events and for running 'Manthan' in a befitting manner.*

**Dr. (Col) Pardeep Kumar**

21 Aug 2017

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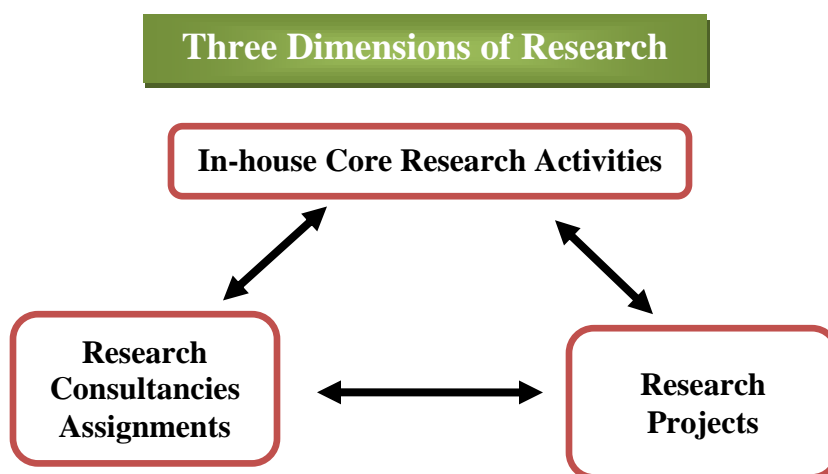
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## 1. Introduction

Faculty members at MGM Institute of Management (MGMIOM) make endeavor generate knowledge through cutting-edge research in all functional areas of management that would benefit public and private sector companies, government and the society in general.

The knowledge generated by faculty has appeared in leading academic journals with high citation indexes and impact factors. Research carried out by our faculty is used to augment new courses and executive education programs. MGMIOM has always been a hub of innovative activity and faculty members collaborate with the industry as well as other academic institutions with the region. They are continuously on the lookout for opportunities to add to the body of knowledge in their chosen fields. The mission of our Research domain is to expand knowledge of students as well as faculties of the institute.

**Research has been dedicated to following areas:**



**Objectives of the MGMIOM Research Domain:**

1. To engage in research and practice that would improve the teaching effectiveness of faculty members, leading to the development of better learning abilities of students.
2. To act as a resource for improving the standards of teaching in institutes of higher education.

The aim is to connect those roles for the mutual benefit of MGMIOM and the community it serves. This report pulls together our research work in these three areas.

## Research Committee

**Existing Committee Members:**

- |                                     |                                  |
|-------------------------------------|----------------------------------|
| 1. Dr. (Col) Pardeep Kumar          | - Chair                          |
| 2. Prof. (Dr.) Pooja Deshmukh       | - Research Coordinator, Member 1 |
| 3. Prof. (Dr.) Abhijeet Thakur      | - Member 2                       |
| 4. Prof. (Dr.) Jitendrasinh Jamadar | - Member 3                       |

## 2. Research Center 'Manthan'

'Manthan' Research center at MGMIOM was established in 2014. Its aim is to contribute to the development of business management concepts theories, practices and processes in accordance with the changing corporate landscape in Marathwada region by creating effective business solutions for management problems that businesses face on a daily basis.

In general, the problems in management that businesses actually face are of a practical nature. Therefore, evaluating such problems and creating solutions for them prove to be extremely difficult without proper practical guidance and the support of an empirical base. Since this is the peculiar nature of management, 'Manthan' Research Center acts as a locus for mediation between business and academic sectors and serves as a common ground for in-depth research of management in and outside of academics.

### Objectives:

- Cultivate and augment research culture within the management fraternity and the students
- Provide the different research tools and coordination in order to successfully carry out research activities
- Intensify the coordination of information exchange
- Provide an effective financial management service guided by the principals of accountability, legality and integrity
- Fulfilling MGMIOM's aim of becoming the premier research center in region.

### Facilities at 'Manthan':

1. **IT Support:** Faculties and students can use computers, online support with latest version of SPSS software for data interpretation. Researchers can also refer the different web sites for data collection, literature survey and other related material useful for their own research projects.
2. **Research Paper Procedures:** Systematic procedure (with flow charts) has been displayed at 'Manthan' for the students and the faculties; those who are interested in paper writing and publication.
3. **SPSS Manual:** Detailed guidelines are demonstrated for the ease of students for their statistical data interpretation.
4. **Research Journals:** Selected renowned research journals and souvenirs are exhibited on book shelves for the reference purposes.
5. **Project Reports Bank:** Few of the selected project reports of the ex students have been kept in 'Manthan', so that existing students can refer those projects for their works.
6. **E-resources:** Like Dellnet, ProQuest, J-Gate, Emerald, National Digital Library are available through KRC (Library of MGMIOM)

7. **Publications:** In house annual research publication i.e Assimilation is published by MGMIOM to publicize research of the students and faculties.

### 3. Assimilation, National Journal

Assimilation, National Journal of Management and IT of MGMIOM. Nine papers were contributed by MGMIOM faculty and three papers were contributed by the faculties of different institutes. Successfully stepping in the 6<sup>th</sup> year and our fifth edition of Assimilation was released in the month of August 2017.

**Editorial committee-** Research committee itself has been deputed for Assimilation along with a few other faculties who are involved in the peer review process-

#### Editorial Committee:

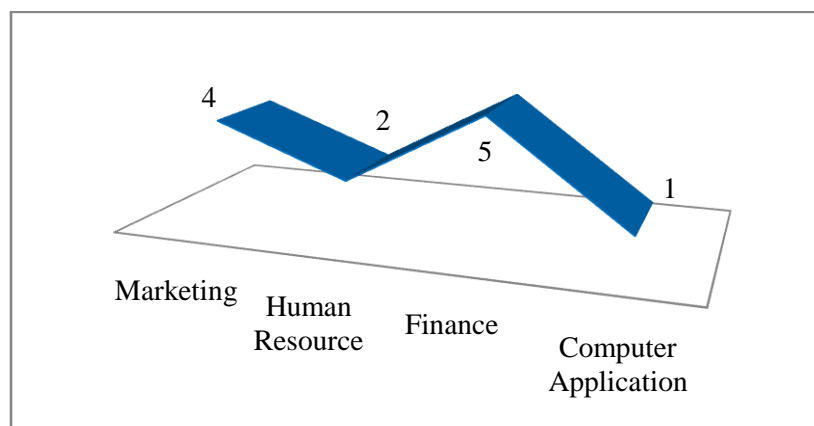
1. Dr. (Col) Pardeep Kumar - Editor in Chief
2. Prof. (Dr.) Pooja Deshmukh - Editor
3. Prof. Ranjeet Kakkad - Member 1
4. Dr. Aparna Kakkad - Member 2
5. Prof. (Dr.) Abhijeet Thakur - Member 4

#### Procedure of Publication:

1. Author is required to send Abstract of the research paper to research coordinator according to the standard format.
2. Authors are requested to send the full length paper after acceptance of the abstract.
3. Full length papers are scrutinized and accepted by the research committee. Selected papers are published in the Journal with an ISSN No.

Details of papers in 'Assimilation' are shown in Graph-1 and Table-2 below:

**Graph-1. Number of Papers Published by Faculties in Assimilation 2016–2017 (Discipline Wise)**



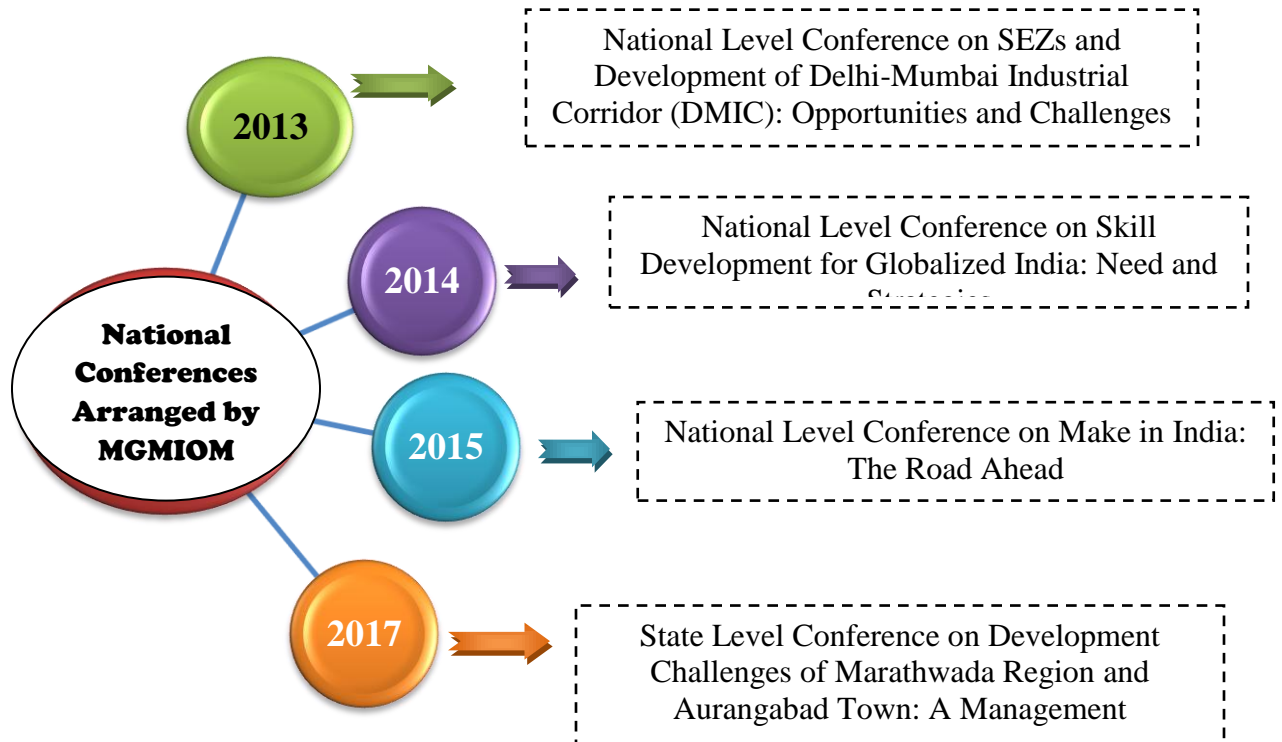
**Table1-Details of Paper Published by Faculties in ‘Assimilation’ 2016–2017**

<b>No</b>	<b>Author</b>	<b>Position</b>	<b>Discipline</b>	<b>Title of the Paper</b>	<b>Institute</b>
1	Rajlaxmi Bhosale	Assistant Professor	Marketing	Medical Tourism’ -A Noiseless Revolution	MGMIOM
2	Prof. (Dr.) Pooja Deshmukh	Associate Professor	Marketing	The Role of Government Policies to Promote Entrepreneurship In India	MGMIOM
3	Chitra Deshpande	Assistant Professor	Finance	A Study of Schemes Offered and Promotional Efforts by HDFC Bank	MGMIOM
4	Smita Anant Kulkarni	Assistant Professor	MCA	Stylometric Feature Extraction for Plagiarism Detection In Given Text.	MGMIOM
5	Abhijeet Birari	Assistant Professor	Finance	Stages towards Becoming Successful Trader in Stock Market.	MGMIOM
6	Prof. (Dr.) Khalid Hashmi	Associate Professor	Marketing	Online Marketing: A Tool To Grow ‘Your Business’	MIM, Aurangabad
7	Roma Gehi	Assistant Professor	Finance	Online Marketing: A Tool To Grow ‘Your Business’	MSSCET, Jalna
8	Chitra Kulbhooshan Deshpande	Assistant Professor	Finance	An Analysis of Budget 2016-17.	MGMIOM
9	Priti Mane	Assistant Professor	Finance	Security Frauds and Privacy Risk in E-Banking.	MGMIOM
10	Prof. (Dr.) Kunal Gaikwad	Assistant Professor	Marketing	A Study of Customer Preferences and Market Position of Branded Digital Cameras in Aurangabad City.”	MGMIOM
11	Pradnya Deshmukh	Assistant Professor	Training and Placement Officer	An Effective Implementation of Intellectual Property Rights for Make in India.	MGMIOM



## 4. Conferences and Seminars

National conferences organized by MGMIOM in last four years are shown below-



### State Level Conference-2017

#### Development Challenges of Marathwada Region and Aurangabad Town: A Management Perspective

Inaugural session of the National Conference was held on 07 Nov 14 at 1030 a.m. The session was presided over by Dr. W. K. Sarwade, Dean, Department of Management Science, Dr. Babasaheb Ambedkar Marathwada University, Shri. Pratap Borade, Trustee MGM Trust, key note speaker, Mr. Ram Marlappale, Chairman, National Institute of Personnel Management, (NIPM) Aurangabad Chapter, Mr. Prashant Deshpande, Chairman, CII, Aurangabad Chapter, Mr. Narayanan Sriram, Mr. Ashish Gadekar, all other members of the advisory board, prominent industrialists, members of the press, faculties from different institutions, interested citizens and students were present. The session commenced with a welcome note for the participants and a very terse introduction to the conference. After customary felicitations, Dr. Pardeep Kumar, Convener of the conference gave out his introductory address. Relevance, importance and preliminary information about Skill Development for Globalised India: Need & Strategies and the genesis of organizing the conference on this issue were covered in detail.

Key Note Speaker Mr. Ram Marlappale explained that workplace skills, interpersonal communication and conflict resolution, are becoming increasingly important in the organization. Hard Skills were the important attributes that companies looked for when hiring and promoting their employees. However,

now that multiple studies have shown the importance of soft skills on job performance and the bottom line. Once hired, employees are assessed for promotion, assignments, salary increases and bonuses on their skill quotient. So, your ability to get along with others, sell your ideas, manage your time, completing a project under budget and create an enjoyable workplace environment is now as important- if not more as your technical expertise.

In his address, Mr. Prashant Deshpande highlighted that many a youth experience difficulties in transition from classroom to the workplace. The individual has to be able to take responsibility for her or his life. In order to do so, the individual needs a good education comprising language skills, quantitative skills and/or practical skills. From early childhood, people need to get an understanding that they are responsible for their lives and that they can shape their lives rather than to expect that others will take care of you and therefore no personal efforts are required to survive. Given that with globalization more change are expected at shorter intervals, the first key skill is openness, openness to new developments, to change, to absorb new impressions and leanings. Individuals need to preserve a sense of curiosity that every student has and that adults tend to lose. A second key skill to acquire is flexibility, i.e. accepting change and being able to cope with change. Individuals need to learn that they will have to learn continuously and need to embrace continuous learning as an attribute that makes their lives more interesting and stimulating. Third key skill is to accept and embrace diversity in your surroundings.

Dr. Walmik Sarwade, Dean, Department of Management Science, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad delivered the Presidential Address. Dr. Walmik Sarwade emphasized that the Government of India is developing the Delhi-Mumbai Industrial Corridor. (DMIC) as a global manufacturing hub and an investment destination. The objective is to increase the share of manufacturing in the GDP of the country and to create smart sustainable cities where manufacturing will be the key economic driver. The plan is to develop new smart cities, logistic hubs and residential townships along the DFC incorporating the philosophy of sustainability, connectivity and development. Each smart city will have world-class infrastructure, convenient public transport, power management and an efficient water and waste management system. This project will open the door for plenty of employment opportunities to the youth. Dr. W. Sarwade also gave a breakup of number of industrial units and the number of jobs generated by the same in Aurangabad MIDC industrial area. He brought out the huge potential of job creation by industry in Aurangabad. This along with many other opportunities has necessitated the requirements of skill development.

The word 'skill' means the ability to do something well, usually gained through experience and training. Interestingly, the acquisition of soft skills also empowers you by allowing you to build flexibility into your future. Most soft skills are regarded as transferable skills, e.g. communication, project management, business and team work, which are needed in nearly all aspects of life, not just for your career alone. You need to grow not just as an employee but also as a person.

Papers were presented by various authors in technical sessions I to IV. List of papers received by the Editorial Board but are not included in this proceedings is attached as Annexure to the proceedings.

Valedictory function was presided over by Mr. CP Tripathi Chairman, Aurangabad Management Association and a senior member of the advisory board of the conference. Mr. Pratap Borade ex Principle, Jawaharlal Nehru Engineering College Aurangabad, Dr. Vihar Rakhunde, Mr. Rajan Umap, Mr. Ashish Gadekar, Prof. Anil Palve, Prof. Abhijeet Thakur and other members of advisory board were also present. Mr. C.P. Tripathi who elaborated that, leadership is anything that enables you to influence others, to pitch ideas, and to successfully persuade others to take action. Skill building can be viewed as an instrument to improve the effectiveness and contribution of workforce to the overall performance. It is as an important ingredient to push the performance possibility frontier outward and to take growth rate of the economy to a higher path. Skill building could also be seen as an instrument

to empower the individual and improve his/her social acceptance or value. Dr. Pooja Deshmukh delivered the vote of thanks.

## 5 Paper Publications/Presentations

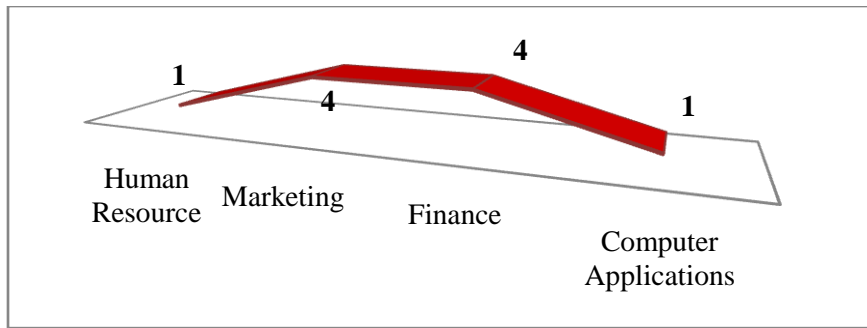
### 5.1 Paper Publication in National & International Journals

MGM IOM has nurtured the research culture of giving high priority to publications in refereed academic journals with high impact factor that are relevant to the current business and management scenario. Over the years, the knowledge generated by faculty at IOM has been appearing in leading academic journals including journals listed in UGC during the academic year 2016–2017. Details are given in Table 3 and 4 and Graphs 2 and 3 below

**Table 2- Publication by Faculties in Academic Year 2016-17 (National Journals)**

No	Author	Title of paper	Name of Journal	ISSN/ISBN	Month / Year
1	Smita Khursale	Stylometric Feature Extraction For Plagiarism Detection in Given Text	Assimilation	978-81-928696-2-9	Aug-16
2	Dr. Pooja Deshmukh	The Role of Government Policies to Promote Entrepreneurship in India	Assimilation		Aug-16
3	Dr. Kunal Gaikwad	A Study of Customer Preference And Market Position of Brand Digital Cameras in A'bad City	Assimilation		Aug-16
4	Chitra Deshpande	An Analysis of Budget 2016	Assimilation		Aug-16
5	Chitra Deshpande	A study of Schemes offered and Promotional Efforts by HDFC Bank			Aug-16
6	Priti Mane	Security Frauds and Private Risk in E-Banking	Assimilation		Aug-16
7	Rajlaxmi Bhosale	Hospitality Going Green with Eco Friendly Hotels	Atithya –A Journal of Hospitality	ISSN:2394-6644	Oct-16
8	Asmita Joshi	Implementation of Total Productive Maintenance (TPM) to Improve the Operational Efficiency of A Plant	National	978-81-928696-2-9	
9	Dr. (Col) Pardeep Kumar & Dr. Pooja Deshmukh	Skill Development Machinery and Inventorisation of Skill Gap in Marathwada	Conference Proceedings		Jan-17
10	Chitra Deshpande	Challenges of Revenue Mobilization and Tax Compliance of Aurangabad Municipal Corporation	Conference Proceedings		Jan-17
11	Rajlaxmi Bhosale	Medical Tourism' -A Noiseless Revolution	Assimilation		Sep-16
12	Pradnya Deshmukh	An Effective Implementation of Intellectual Property Rights for Make in India.	Assimilation		Sep-16

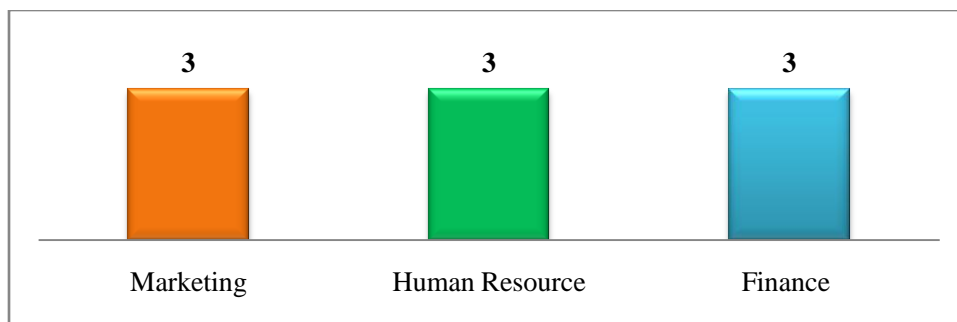
**Graph 2- Publication by Faculties in Academic Year 2016-17 (Discipline wise)**



**Table 3- Publication by Faculties in Academic Year 2016-17 (International Journal)**

No	Author	Title of paper	Name of Journal	ISSN/ISBN	Impact Factor	Google Indexed/ Citation	Month / Year
1	Sayali Deshmukh	Impact of 'Swaccha Bharat Abhiyan' with special reference to A'bad Region	Int. Journal of Mgt (IJM)	2319 – 9202	Nil	Nil	Oct-16
2	Chitra Deshpande	Study of Indicators and Oscillators For Stock Listed on NSE	IJRCM	2231 1009	Nil	Yes	Oct-16
3	Dr. Pooja Deshmukh	Corporate Social Responsibility and Education Sector: Issues and Remedies.	Int. Journal of Mgt (IJM)	Volume 8, pp.137–144	8.9	Yes	Feb-17
4	Tanuja Dubey	A Study on Primary Market in Aurangabad with Refrence to Capital Market	Advanced Research in Eng & Mgt	2456-2033/PP.43-53	Nil	Nil	2017
5	Sayali Deshmukh	A Study on the Awareness and Satisfaction Level of Grievance Handling Mechanism followed at Birla Precision Limited, A'bad	Social Science Research Network	ISSN No. 1556-5068	Nil	Nil	April, 17
6	Sayali Deshmukh	To Study the Employee Satisfaction Level through Employee Welfare Facilities at Badve Autotech P.L.Gujarat	Social Science Research Network	ISSN No. 1556-5069	Nil	Nil	April, 17
7	Dr. Pooja Deshmukh	Exclusion or Withhold of Death Penalty: A Critical Evaluation with Special Reference to Aurangabad City.	Journal of Multidisciplinary Studies UGC Approved		0.67	Yes	June 17
8	Dr. Pooja Deshmukh	Surrogacy Motherhood is Bliss or Curse: A Study of Aurangabad City,	Marketing Research Review UGC Approved	SSN:ISSN : 2321-346(Online)	4.3	Nil	June 17
9	Chitra Deshpande	Study of Factors Responsible for Investments in Life Insurance Product	Scientific Research UGC approved	ISBN : 978-93-86352-49-1	Nil	Yes	Mar-17

**Graph 3- Publication by Faculties in Academic Year 2016-17 (Discipline wise)**



## 5.2 Paper Presentation in National & International Conferences

**Table 4- Paper Presentations by Faculties in Academic Year 2016-17 (National Conference)**

No	Author	Title of paper	Conference	Venue	Month / Year
1	Dr. (Col) Pardeep Kumar & Dr. Pooja Deshmukh	Skill Development Machinery and Inventorisation of Skill Gap in Marathwada	State Level	MGMIOM	Jan-17
3	Sayali Deshmukh	Voiceless Marathwada – An impact on growth in Marathwada region.	State Level	MGM IOM	Jan-17
4	Dr. Kunal Gaikwad	A Study of Development of Marathwada: State Domestic Product and Road Development	State Level	MGM IOM	Jan-17
5	Asmita Joshi	A Study of Implementation and Benefits of Kaizen	National, Pune	Sinhgad School of Business Management	Feb- 17
6	Chitra Deshpande	Challenges of Revenue Mobilization and Tax Compliance of Aurangabad Municipal Corporation	State Level	MGMIOM	Jan-17

**Table 5- Paper Presentation by Faculties in Academic Year 2016-17 (International Conference)**

No	Author	Title of paper	Conference	Venue	Month / Year
1.	Sachin Hatole	Brand International Strategy Beyond the adaption dichotomy in India	International	N. S. Patil & M.F.M.A. Commerce College.	2017
2.	Chitra Deshpande	Innovations & Sustainable Development in Sciences, Management & Technology	International, Raipur, Chhattisgarh	Shri Shankaracharya Institute of Professional Management and Technology	2017

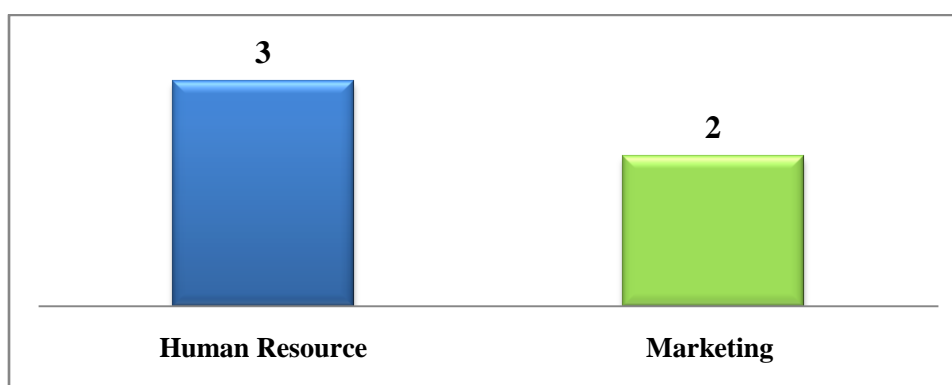
### 5.3. National, International, State & Local seminars/ Workshops

Details of Seminars attended by Faculty members conferences academic year July 2015 to July 2016 is given below-

**Table 6- Seminar Attended by the Faculties**

No	Name	Workshop	Level	Venue	Month/ Year
1	Dr. (Col.) Pardeep Kumar	English Proficiency	Local	Einstein Hall	March 17
2	Dr. Pooja Deshmukh	English Proficiency	Local	Einstein Hall	March 17
3	Rajlaxmi Bhosale	English Proficiency	Local	Einstein Hall	March 17
4	Bhakti Banwaskar	English Proficiency	Local	Einstein Hall	March 17
5	Sayali Wable	English Proficiency	Local	Einstein Hall	March 17

**Graph 4- Seminar Attended by the Faculties (Discipline Wise)**



## 6. Consultancy Services

At MGMIOM, we recognize that each industry has its own requirements whether, management practices, functional knowledge, technical expertise, hiring practices and companions norms. Hence, we have developed multiple domain practices to provide industry specific solutions.

We at MGMIOM proudly brand our self as a best consultancy services amongst Marathwada region.

IOM has got faculty members who are not only qualified in terms of their specialization in various fields but many of them have diverse industry backgrounds as of part of their professional experience apart from academics. This in fact helps IOM to focus on consultancy across industries and cross functional areas of business. IOM is well recognized for their consultancy in large number of private sector organizations, Public Sector Undertakings, Central and state governments, NGOs.

IOM is always focused on value addition to their customers in all their consultancy assignments and our clients do appreciate and support our endeavor for a mutual benefit of both. IOM always works closely as a partner in achieving goals of the customer in the consultancy assignments. IOM always delivers the best quality of consultancy, with consistency in their deliveries.

We do have expertise in-

- Marketing and Sales Management;
- Hospitality Industries and other Services sectors;
- Human Resource;
- Production and operation;
- Finance and Costing;
- A Broad Spectrum of training.

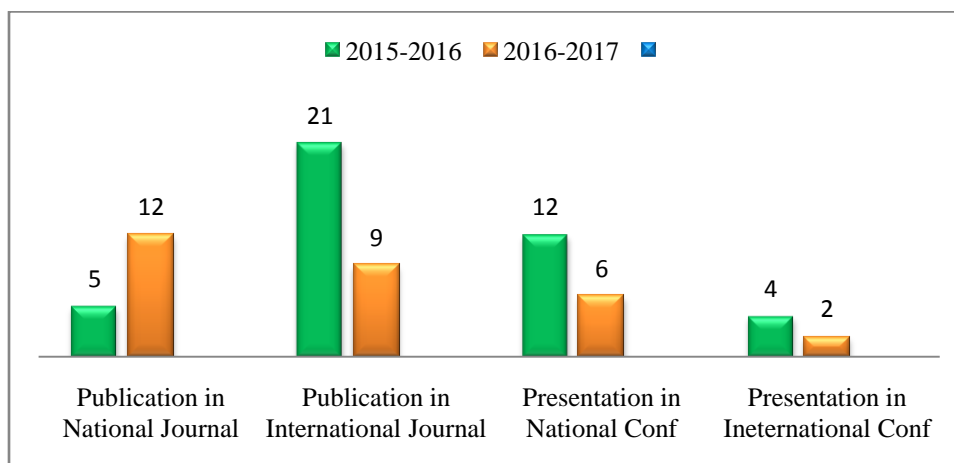
## 7. Cumulative Report

The following table provides “Research Output” for the previous academic years: 2015–16; 2016–17

**Table 7- Cumulative Report of Research Contribution of the Faculties of MGMIOM**

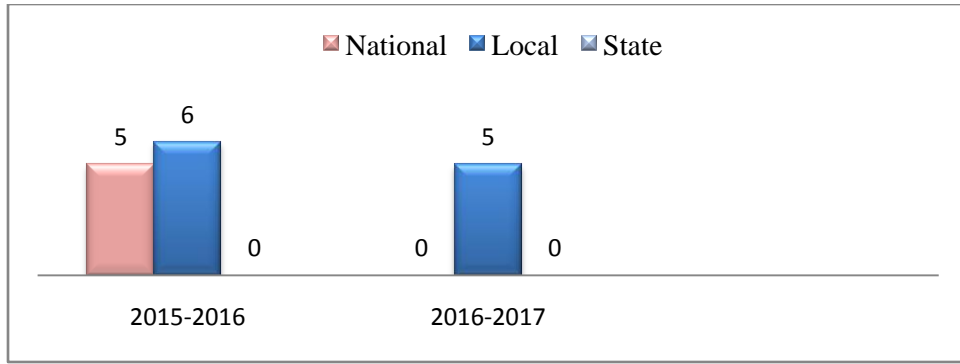
Sr. No	Category	2015-2016	2016-2017	Total
1	<b>Number of Publications</b>			
	a. National Journals	<b>5</b>	<b>12</b>	<b>17</b>
	b. International Journals	<b>21</b>	<b>9</b>	<b>28</b>
2	<b>Number of Presentations</b>			
	a. National Conference	<b>12</b>	<b>6</b>	<b>18</b>
	b. International Conference	<b>4</b>	<b>2</b>	<b>6</b>
3	<b>Seminars</b>			
	a. National	<b>5</b>	<b>-</b>	<b>5</b>
	b. State	<b>-</b>	<b>-</b>	
	b. Local	<b>6</b>	<b>5</b>	<b>11</b>
4	Books	<b>-</b>	<b>0</b>	<b>0</b>
5	Articles	<b>-</b>	<b>-</b>	<b>-</b>
6	Chapters	<b>-</b>	<b>-</b>	<b>-</b>

**Graph-5. The List of Papers Published in Journals and Papers Presented at National and International Conferences**



**Graph-6. The List of Seminars Attended**





*The End.....*