

**CIBMRD, Nagpur
2025-26**

Research Publication of Faculties

Faculty	Title of Papers	Name of Journal	ISSN No.	Listed in UGC Care list /ABDC/Scopus/Peer
Dr. Amishi Arora	Logistics Performance Monitoring Device is published	Govt. of India	495193- 001	National Patent
	Integrating Marketing Strategy With Business Management: A Roadmap For Competitive Advantage	JAES	1176-8592 Vol. 21 No. 3 (2025) October	ABDC
	Predictive Personalization at Scale: A Reinforcement Learning Approach for Optimizing B2B Customer Journeys in the SaaS Industry	IEEE	979-8-3315-6862-7	UGC CARE
	"Emerging Business Skill Priorities in the Digital Economy: A Comparative Analysis of Employees, Students, and Job Seekers"	CIMC-2026 Youth 2047 & The Future of Work: Skills, Technology & Human Potential	ISBN: 978-93-5692-878-7	BOOK chapter
	"The role of digital literacy in moderating the effectiveness of AI-based financial recommendations on investment decisions"	CIMC-2026 Youth 2047 & The Future of Work: Skills, Technology & Human Potential	ISBN: 978-93-5692-878-7	BOOK chapter
	"Health and Wellness Consumption as a Determinant of Youth Work Potential	CIMC-2026 Youth 2047 & The Future of Work: Skills, Technology & Human Potential	ISBN: 978-93-5692-878-7	BOOK chapter
	"Transformational Leadership which drives sustainable organizational change"	CIMC-2026 Youth 2047 & The Future of Work: Skills, Technology & Human Potential	ISBN: 978-93-5692-878-7	BOOK chapter
	"Growth and Structural Trends of the Gig Economy in India: Eviden from National Labour Market Data"	CIMC-2026 Youth 2047 & The Future of Work: Skills, Technology & Human Potential	ISBN: 978-93-5692-878-7	BOOK chapter

Dr. Athar Ali	Integrating Generative AI and Blockchain in Cloud-Based Collaboration Systems: Transforming Organisational Innovation and Transparency.	Journal of Informatics Education and Research	1526-4726	ABDC
Dr. Ravindra Gharpure	Predictive System for Customer Purchase Trends Using Federated Multichannel Data Processing	Govt. of India	202541109824 A	Published Patent
	AI DRIVEN CORPORATE SUSTAINABILITY AND ESG MANAGEMENT SYSTEM	Govt. of India	202541127738 A	Published Patent
	Beyond the Black Box: An Analytical Study of AI-Generated Content's Impact on Consumer Engagement and Ethical Co-Creation Issues in Maharashtra, India Nagpur, India	International Journal Of Research and Innovation Social Sciences (IJRSS), Volume X Issue XIX February 2026	2454-6186 / DOI: 10.47772/IJRISS.2026.10190008	UGC Care
	Navigating Digital Transformation in Talent Acquisition: Impact of AI Screening Tools on Engineering Freshers' Entry into Industry 5.0 Workplaces A Case Study of Nagpur, India	International Journal Of Research and Innovation Social Sciences (IJRSS), Volume X Issue XIX February 2026	2454-6186 / DOI: 10.47772/IJRISS.2026.10190009	UGC Care
	AI-Driven Marketing Content and Its Effect on Consumer Purchase Behavior: An Empirical Study of Perception and Trust in Urban Maharashtra	Archeo Sciences Journal (ISSN : 1960 - 1360) VOLUME 19 ISSUE 1 2026	ISSN:1960-1360	Web of Science Journal
	AI-Driven Recruitment Readiness Among Indian Graduates: Evidence on Skills, Training, Perceived Difficulty, Confidence, and Screening Outcomes	Minnesota Journal of Business Law and Entrepreneurship Volume 2026, No. 2 , April 2026	ISSN: 1540-3270	ABDC-B
	Workplace Psychological Dynamics in Indian Public Sector Banks: A Comparative Analysis of Anxiety, Identity Crisis, and Resistance to Change	INTERNATIONAL JOURNAL OF VERSATILE RESEARCH AND ANALYSIS (IJVRA) Volume 4, Issue 6, June 2026	ISSN: 2984-8903	Peer-Reviewed
	Ethical AI and Consumer Trust: Evaluating the Role of Transparency and Digital Literacy in the Age of Synthetic Media	Business Management: Insights, Innovations and Impact	978-93-48990-48-8	

DR. Anup Suchak	Manpower Development and Employability Challenges: An Exploratory Analysis of Nagpur Division	Enterprise Development & Microfinance	1755-1986	Scopus/UGC
	From Scroll to Spend: An Analytical Study of AI-Driven Social Media Algorithms and Their Influence on Gen-Z Purchasing Behaviour	International Journal Of Educational Research		Scopus/UGC
	Assessment of AI-Driven Sustainable Investment Algorithms and Their Influence on Portfolio Performance	Springer Nature Link	https://doi.org/10.1007/978-3-032-25631-7_1	Scopus
	Consumer Skepticism Towards Green Claims and Brand Switching Behaviour: The Role of Brand Trust among Urban Consumers in Nagpur City	Minnesota Journal of Business Law and Entrepreneurship	1540-3270	Scopus/peer reviewed
Dr. Yogita Sure	Marketing data Visualization Device	Govt. of India	495193-001	Published patent
	Managing Consumer Trust via Marketing Disclosures and Transparency in Insurance Products - title	International Insurance Law Review	0968-2090	ABDC (A)
	An Empirical Study on the Role of Customer Relationship Management in Customer Retention during Economic Uncertainty	International Journal of Computer Information Systems and Industrial Management Applications	2150-7988 Volume 18(4s) 2026	Scopus
	Digital transformation & organisational performance : challenges for contemporary manaers	International Journal of economic, social science & management Law	3070-0558	UGC

	Digital Entrepreneurship & innovative mindset among Indian youth : Opportuniites, challenges & start-up cultural evolution	17 th CIMC- Youth 2047 & The future of work	978-93-5692-878-7	
	Impact of Technology and Skill Evolution on Work-Life Balance of Working Women: A	17 th CIMC- Youth 2047 & The future of work	978-93-5692-878-7	
	FinTech Revolution and Its Influence on Future Job Prospects for Youth”	17 th CIMC- Youth 2047 & The future of work	978-93-5692-878-7	
Dr. Krunal Parekh	Smart Computer Panel for Monitoring and Recourse Utilization for Enterprises		Design number: 653	Granted patent
	Navigating the Middle Ground: A Critical Examination of Specialised Investment Funds in India's Evolving Financial Landscape	International Journal of Commerce and Management Studies (IJCAMS), Vol.11, Issue 2, 2026	ISSN 2456-3684	UGC Care Peer Reviewed
	“API and Algorithmic Trading in the Indian Stock Market: Opportunities, Challenges and Regulatory Framework”	"Research Journey" - International eResearch Journal	ISSN : 2348-7143	UGC Care Peer Reviewed
	The Dual Role of Gold in the Indian Market: HEDGING, SAFE-HAVEN, AND PORTFOLIO DIVERSIFICATION	JAAFR - JOURNAL OF ADVANCE AND FUTURE RESEARCH, Volume 4, Issue 6, page no.d747-d756, June 2026	ISSN: 2984-889X	Peer Reviewed
	The Impact of Green Human Resource Management Practices on Environmental and Organizational Sustainability	Journal of African Development, Volume 7 Issue 1 (None, 2026) Pages 1163 - 1169	ISSN(Print):1060-6076	ABDC
	Risk-Return Analysis of Fixed Income Securities in India: An Analytical Study of Government and Corporate Bonds (2016–2025)	ARCHEO SCIENCES JOURNAL (ISSN : 1960 - 1360) VOLUME 19 ISSUE 1 2026	DOI:20.14118.ASJ.V 19I1.1853	Web of Science

	BEHAVIORAL DETERMINANTS INFLUENCING MUTUAL FUND INVESTMENT DECISIONS AMONG URBAN MIDDLE-CLASS INVESTORS IN INDIA	Business Management: Insights, Innovations and Impact- Innovation Online Training Academy	978-93-48990-48-8	Book chapter
Prof. Virendra Disawal	PROCESSING DEVICE FOR DATA DRIVEN MARKETING MANAGEMENT AND PERFORMANCE TRACKING		Design No. 471431-001 dtd. 27/08/2025	Published Patent
	Green and Smart Irrigation: Farming Inspiring Internet of Agricultural Things (IoT) and Blockchain	IGI Global Scientific Publishing	ISBN13 : 9798337300450ISBN13	Scopus
	An Analytical Study of Customer Satisfaction Related to E-Banking Services in Select Public and Private Sector Banks in Nagpur	IJCAMS Journal, Volume 11, Issue 2, June 2026	ISSN : 2456-3684	UGC Care Peer Reviewed (5.99)
	Role of HR Analytics in Workforce Planning: Opportunities, Challenges and Strategic Implications in Modern Organizations	"Research Journey" - International eResearch Journal	ISSN : 2348-7143	UGC Care Peer Reviewed (6.625)
	Critical Analysis of On-Campus Recruitment Practices in Standalone Engineering and Management Institutions in Nagpur: Challenges, Opportunities and Strategic Interventions	IJVRA Journal, Volume 4, Issue 6, June 2026	ISSN : 2984-8903	Peer Reviewed (9.12)
	A Critical Analysis of Risk Identification, Evaluation, and Mitigation Frameworks in Solar Power Projects	Archeo Sciences Journal (ASJ), Volume 19, Issue 1, June 2026	ISSN : 1960-1360	Web of Science (8.4)

	An Analytical Study of the Role of Social Media Influencers in Building Brand Loyalty among Generation Z Consumers	Journal of African Development, Volume 7 Issue 1 (None, 2026) Pages 1157 - 1162	ISSN(Print) : 1060-6076	ABDC (total 15)
	Impact of SEBI initiatives on Investor Awareness and Investment Growth in the Indian Mutual Fund Industry.	Business Management: Insights, Innovations and Impact	978-93-48990-48-8	Book chapter
Dr. Sagar Khursange	IOT-ENABLED SUPPLY CHAIN MONITORING SYSTEM WITH REAL-TIME RISK ASSESSMENT FOR BUSINESS LOGISTICS		202521105111 A	Published patent
	The Role of Digital Transformation in Enhancing Corporate Social Responsibility (CSR) Reporting and Stakeholder Engagement	International Journal of Scientific Research in Engineering and Management (IJSREM) Volume 10 IBFE -2026	ISSN: 2582-3930	UGC Care
	Impact of Organised Retail on Local Economy with Special Reference to Vidarbha Region	International Journal of Commerce and Management Studies (IJCAMS)	ISSN 2456-3684	UGC Care
	Exploring the Influence of Ethical Branding and Corporate Social Responsibility on Consumer Buying Decisions: An Empirical Study of the Packaged Food Industry in Nagpur District, Maharashtra	Minnesota Journal of Business Law and Entrepreneurship	ISSN: 1540-3270	ABDC
	Bridging Innovation and Longevity: An Institutional and Relational Trust Framework for User Retention in Emerging Urban Fin-tech Ecosystems	ARCHEO SCIENCES JOURNAL	ISSN : 1960 - 1360	Web of Science
	Viability in Real Estate Project Financing: An Empirical Study on Residential and Commercial Projects in Nagpur city	International Journal of Drug Delivery Technology	ISSN : 0975-4415	SCOPUS

	BEHAVIORAL DETERMINANTS INFLUENCING MUTUAL FUND INVESTMENT DECISIONS AMONG URBAN MIDDLE-CLASS INVESTORS IN INDIA	BUSINESS MANAGEMENT INSIGHTS, INNOVATIONS AND IMPACT	978-93-48990-48-8	Book chapter
	Impact of predictive analytics on consumer buying behavior : An AI-Based Study	'RESEARCH JOURNEY' International E-Research Journal	2348-7143	Peer-Reviewed
Dr. Aarti Kulkarni	EMPLOYEE ATTENDANCE TRACKING DEVICE"		497958-001	Published patent
	Impact of AI-Enabled Information Systems and Management Training on Students' Interview Performance: A Pre- and Post-Training Study	Natural Resources for Human Health	eISSN: 2583-1194	SCOPUS
	Artificial Intelligence and Smart Workforce Development: A Transformative Approach to Human Resource Management	European Economic Letters	ISSN 2323-5233	Peer reviewed
	ADAPTIVE MANAGEMENT IN MODERN BUSINESS ADMINISTRATION: INTEGRATING AGILITY, ANALYTICS, AND HUMAN-CENTRED DESIGN	Innovation Online Training Academy	978-93-48990-63-1	Book chapter
Prof. Diptanshu Graham	From Scroll to Spend: An Analytical Study of AI-Driven Social Media Algorithms and Their Influence on Gen-Z Purchasing Behaviour	International Journal Of Educational Research		Scopus
Prof. Meghraj Pokle	"Evaluating Credit Risk and Financial Sustainability of Microfinance Institutions: Evidence From Nagpur District"	Indiana Journal	0341-8642	Peer reviewed