

List of Research Papers Published during 2019-2025

Title of paper	Name of the Author/s	Name of journal	Year of Publication	ISSN number
Technology Readiness and Likelihood to Use Self-Checkout Services Using Smartphone in Retail Grocery Stores: Empirical Evidences from Hyderabad, India	Mukerjee, H. S., Deshmukh, G. K., & Prasad, U. D	Business Perspectives and Research	2019	2394-9937, 2278-5337
A Comprehensive Review of the Research Literature on Social Customer relationship Management	Kataria, Pawan and Indurkar, Susheel Kumar	Paradigm Shift in Business Practices and Technology	2019	978-93-88155-67-0
Social Media Influence Towards Digital India Initiatives.	Deshmukh, G. K.; Goswami, Arijit and Sahu, Asha.	The Indian Journal of Commerce	2020	0019-512X(P), 2452-6801(O).
Investigating Influence of Moderators in Adopting Internet: Indian Seniors Perspective	Mukerjee, H. S., Deshmukh, G. K., Mukherjee, D., & Chawla, N	Global Business Review	2020	0973-0664 (O),
Iron Man of Silver Word- An Enquiry into Alchemy of Shri Vishwakarma Silver House	Bidhyarthi, Jha H. M., Srivastava, A. Dande, P.M. Kuchar and Mishra, S. M	PJMTR Presidency Journal of management Thoughts and Research	2020	2229-5275
Delighted Niche Driven Entrepreneurial Odyssey: A Case Study of Maharaja Masala Udyog	Bidhyarthi, Jha H. M., Srivastava, A. Dande, P.M. Kuchar and Mishra, S. M	International Journal of Entrepreneurship and innovation Management	2020	1368-275X
Risk Management in Global CRM IT Projects	Dr G. K. Deshmukh, Hory Sankar Mukerjee, and U. Devi Prasad	Business Perspectives and Research	2020	2394-9937, 2278-5337
MOBILE BANKING ADOPTION: A REVIEW	Asha Sahu, Dr. G. K. Deshmukh	Journal of Critical Reviews	2020	2394-5125

Mobile Shopping Adoption: Research Insights	Asha Sahu, Dr. G. K. Deshmukh	Journal of Ravishankar University	2020	0970-5910
Factors triggering impulse buying: A study among millennials at Raipur City	Bhavna Prajapati , Dr. G.K. Deshmukh, Arijit Goswami	International Journal of Advanced Science and Technology	2020	2005-4238 (Print) ISSN: 2207-6360 (Online)
A Study on Cyber Crime and Data Breach Management	S. K. Indurkar, Ayush Guha	Research Journal of Engineering and Technology	2020	0976-2973 (Print), 2321581X (Online).
Consumer Perception of Market during Covid-19 : A Study on Indian Perspective towards Grocery Products	Saket Ranjan Praveer, Ashish Kumar Srivastava	World Trade after Covid-19	2021	9789390965-05-2
Social Media Platform As Information Source : An Empirical Assessment	Namit Sahu, Sanskriti Joesph, and Susheel Kumar Indurkar	Shodh Sanchar Bulletin, An International Bilingual Peer Reviewed Refereed Research Journal	2021	2229-3620
An Empirical Study On Awareness Level Of The Subscribers Of The NPS And CPF Schemes In India	Dinesh Kumar Lalwani and Susheel Kumar Indurkar	Shodh Sanchar Bulletin, An International Bilingual Peer Reviewed Refereed Research Journal	2021	2229-3620
Are MSME Employer of Choice? - An Empirical Enquiry	Sanskriti Joesph and S. K. Indurkar	IOSR Journal of Business and Management	2022	e-ISSN: 2278-487X, p-ISSN: 2319-7668
National Pension System vis-a –vis Contributory Provident Fund: A Statistical Study on Two Social Securities in Indian Scenario	Dinesh Kumar Lalwani, Susheel Kumar Indurkar and Sanskriti Joseph	VSRD International Journal of Technical & Non-Technical Research	2022	e-ISSN: 0976-7967, p-ISSN: 2319-2216
Neuromarketing: Emerging Trend in Consumer Behavior	Dr. G. K. Deshmukh and Arijit Goswami	Developing Relationships, Personalization, and Data Herald in Marketing 5.0	2022	13: 9781668444962, ISBN10: 1668444968
Discomfort of Websites Design in Online Shopping: A Study on Perceived Irritation as a Mediating Variable	Saket Ranjan Praveer and Ashish Kumar Srivastava	Digital Innovation	2022	978-93-93715-14-2.
Twitter for Customer Engagement: An Enquiry	Susheel Kumar Indurkar and Sanskriti Joseph	Digital Innovation	2022	978-93-93715-14-2.

Green Recruitment Practices: A Study of Selected Banks	Udita Kujur, Sanskriti Joseph and Susheel Kumar Indurkar	Dogo Rangsang Research Journal	2023	2347-7180
Transparency and Accountability in Global Supply Chains: Mitigating Ethical Risks for Multinational Corporations	Jyoti Temre, S. K. Indurkar, Sanskriti Joseph and Gazala Yasmin Asfaf	International Journal of Futuristic Innovation in Arts, Humanities and Management (IJFIAHM)	2023	2583-6196
An Empirical Study on Awareness of Cyber Security in Digital Banking Among College Going Students (With Special Reference To Korba District Of Chhattisgarh)	Susheel Kumar Indurkar, Manharan Anant, and Kalpana Kanwar Upadhyay	International Journal of Innovations in Science, Engineering and Management (IJISEM)	2024	2583-7117.
Brand Association and Consumers Rejoinder Towards Companies of Female Entrepreneurs: An Empirical Enquiry	S. K. Indurkar, Sanskriti Joseph and G. K. Deshmikh	International Journal of Innovations in Science Engineering and management	2024	2583-7117
What makes it Green for the Unified Payment Interface (UPI)?	Udita Kujur, Sanskriti Joseph and S. K. Indurkar	Navigating the New Frontiers of Commerce: Digital Transformation, Sustainability, Global Challenges	2024	978-81-974017-9-4