



CARMEL VIDYA BHAVAN TRUST'S  
**CHRIST COLLEGE - PUNE**

(Affiliated to the Savitribai Phule Pune University)

ID-No. PU/PN/ASC/269/2007, College Code-829

26/4A, Sainikwadi, Vadgaon Sheri, Pune 411 014.

Accredited by NAAC with 'B+' Grade

<b>CRITERION III</b>	
<b>KEY INDICATOR</b>	<b>3.3 Research Publications and Awards</b>
<b>METRIC NO.</b>	<b>3.3.1</b>

- *Number of research papers published per teacher in the journals notified on UGC care list during the last five years*

***LINK LANDING TO THE RESEARCH PAPER***

**2022-2023**

Sr. No	Title of paper	Name of the author/s	Name of journal	Link to article / paper / abstract of the article
1	Young Consumers green marketing orientation: role of customer citizenship behaviour in determining real estate purchase intention in India.	Dr.Arun Antony Chully	International Journal of housing markets and analysis	<a href="https://www.emerald.com/insight/content/doi/10.1108/IJHMA-01-2023-0002/full/html?skipTracking=true">https://www.emerald.com/insight/content/doi/10.1108/IJHMA-01-2023-0002/full/html?skipTracking=true</a>
2	Role of Education and Health in Economic Development	Ms. Merin K Varghese	Rabindra Bharati Journal of Philosophy	<a href="https://christcollegepune.org/uploads/userfiles/2022-2023_merged.pdf">https://christcollegepune.org/uploads/userfiles/2022-2023_merged.pdf</a>
3	Significant of Big Data Analytics For Organisational Effectiveness	Ms. Leena Sanu	European Chemical Bulletin	<a href="https://www.eurchembull.com/uploads/paper/c4d6fb6433d926fe9a884db395b6e2e4.pdf">https://www.eurchembull.com/uploads/paper/c4d6fb6433d926fe9a884db395b6e2e4.pdf</a>
4	An Overview of The Principles That Will Govern Cashless Transactions In The Future	Ms Simi Sharma	Madhya Pradesh Journal of Social Sciences	<a href="https://christcollegepune.org/uploads/userfiles/2022-2023_merged.pdf">https://christcollegepune.org/uploads/userfiles/2022-2023_merged.pdf</a>
5	An Overview of The Principles That Will Govern Cashless Transactions In The Future	Dr. Jiji Johnson	Madhya Pradesh Journal of Social Sciences	<a href="https://christcollegepune.org/uploads/userfiles/2022-2023_merged.pdf">https://christcollegepune.org/uploads/userfiles/2022-2023_merged.pdf</a>
6	Decoding The Loss Leader Strategy – A Case Study Analysis of Jio's Marketing Success	Dr. Geetha Rajan N	Madhya Pradesh Journal of Social Sciences	<a href="https://christcollegepune.org/uploads/userfiles/2022-2023_merged.pdf">https://christcollegepune.org/uploads/userfiles/2022-2023_merged.pdf</a>
7	Application Of Ishikawa Diagram On Error Management: With Reference To Infosys Limited, Pune.	Dr. Geetha Rajan N	Madhya Pradesh Journal of Social Sciences	<a href="https://christcollegepune.org/uploads/userfiles/2022-2023_merged.pdf">https://christcollegepune.org/uploads/userfiles/2022-2023_merged.pdf</a>
8	Problems And Challenges Of Moonlighting In Indian It Scenario	Dr. Geetha Rajan N	Madhya Pradesh Journal of Social Sciences	<a href="https://christcollegepune.org/uploads/userfiles/2022-2023_merged.pdf">https://christcollegepune.org/uploads/userfiles/2022-2023_merged.pdf</a>
9	Motivational Factors Of Startup Entrepreneurs: Evidences Form Pune City	Dr. Geetha Rajan N	ANVESAK	<a href="https://christcollegepune.org/uploads/userfiles/2022-2023_merged.pdf">https://christcollegepune.org/uploads/userfiles/2022-2023_merged.pdf</a>
10	A Study Of Problems And Challenges For Earning Sustainable Livelihood: With Reference To Underprivileged Women In Pune.	Dr. Geetha Rajan N	Madhya Pradesh Journal of Social Sciences	<a href="https://christcollegepune.org/uploads/userfiles/2022-2023_merged.pdf">https://christcollegepune.org/uploads/userfiles/2022-2023_merged.pdf</a>
11	Simulated Model By Using Fuzzy Logic Technique For Decision Making Process In Requirement Gathering Methods	Ms. Petericia Leema Roselin	Madhya Pradesh Journal of Social Sciences	<a href="https://christcollegepune.org/uploads/userfiles/2022-2023_merged.pdf">https://christcollegepune.org/uploads/userfiles/2022-2023_merged.pdf</a>

12	Cloud Computing - Data Mangement, Challenges, storage and Security Tools amongs small Scale automobile Industry	Ms. Preeti Brahmane	Madhya Pradesh Journal of Social Sciences	<a href="https://christcollegepune.org/uploads/userfiles/2022-2023_merged.pdf">https://christcollegepune.org/uploads/userfiles/2022-2023_merged.pdf</a>
13	Developing A Strategic Planning Framework For Small And Medium Enterprises	Mr. Santhosh Lal	European Chemical Bulletin	<a href="https://www.eurchembull.com/uploads/paper/746f7a7c955f7b94b41a0375b658ce58.pdf">https://www.eurchembull.com/uploads/paper/746f7a7c955f7b94b41a0375b658ce58.pdf</a>