

**MGV's Loknete Vyankatrao Hiray Arts, Science & Commerce College,
Panchavati, Dist. Nashik.
Department of Commerce and Research Center,
RESEARCH PUBLICATIONS**

Dr. Ashutosh Vitthal More

SR NO	RESEARCH PAPER TITLE	MONTH AND YEAR	AUTHOR	JOURNAL DETAILS	VOLUME AND ISSUE DETAILS	ISSN / ISSBN	PAGE NO
1	Evaluating the impact of green human resource practices to improve the efficiency of members of the faculty in higher educational institutions	25 th Feb. 2020 Impact Factor 6.3	Dr. Shakeb Ahmed & Dr. Ashutosh More	International Conference on innovations and issues in commerce and management	Organized by PG and research department of commerce, The quaide milleth college for men Chennai	ISSN NO- 2347-6648 Volume- IX Issue II UGC Care Group I Parishodh Journal	80 to 89
2	A Quantitative study of factors determining entrepreneurial growth in India	8 th & 9 th Jan. 2021	Dr. Ashutosh Vitthal More	Proceeding of NAAC Sponsored National Seminar on AQAR, IIQA & SSR preparation under revised assessment and accreditation framework along with challenges & remedies in higher educational institutions of	MGVS arts, Science & commerce college Surgana	ISBN: 978-81-926414-5-4	21 to 25

				tribal area			
3	Impact of social media marketing on customer behavior : An empirical study	March 2021 Impact Factor 5.8	Dr. Ashutosh Vitthal More	Sambodhi. A quarterly peer reviewed referred research journal. VOL-44 NO.1 (XIX) January-March 2021. UGC Care Listed Journal	Sambodhi. Lalbhai Dalpatbhai Institute of Indology- Ahmedabad	ISSN- 2249-6661 VOL-44 NO.1 (XIX) January-March 2021.	81 TO 86
4	Perceptions and practices of environmental problems	March 2021	Dr. Ashutosh Vitthal More	Emerging issue and challenges in social science and environment ERM Publication	Educational research multimedia & publication mirza galib road malegaon Maharashtra	ISBN: 978-81-926414-6-1	73 to 84
5	measuring employee engagement of faculty members of private colleges in nashik city	march 2022	Dr. Ashutosh Vitthal More Dr. GRT Dr. JVB	ATISHAY KALIT a UGC care listed international bilingual research journal.	Shri sadguru gangageer maharaj science Gautam arts and sanjivani commerce college kopargaon college. International level virtual conference on transforming challenges in business opportunities 29 th to 30 th march 2022	ISSN 2277-419X RNI- RJBL01578/2011-TC ROSE JAN to JUN vol 9 pt. A sr. 15 years 2022	333 to 345
6	A critical review of customer engagement	April 2022	DR. Apoorva Prashant Hiray Dr. Ashutosh Vitthal More	Peer Reviewed Journal IJMS vol- IX international journal of management studies	Peer Reviewed Journal IJMS vol- IX international journal of management studies April 2022	EISSN: 2231-2528 ISSN:2249-0302	1 to 5

Book Publications:

Sr no	Book title	Year	Author	publisher	Issn/issbn
<u>1</u>	Retail management	<u>2021</u>	<u>DR.Ashutosh Vitthal More</u>	Bestow Edutrex International	ISBN 978-93-90153-21-3

Patent Publications:

SR NO	Title Of the Invention PATENT	Publication Date	Application Number	Name Of Applicant	National/ International
<u>1</u>	Impact on investment pattern with special reference to small and medium capitalization companies	24/06/2022	202211032841 A	Dr. Ashutosh Vitthal More (On 6 th number)	National
<u>2</u>	Intranasal Drug Delivery Device With Artificial Intelligence Based Controlled administration	15/06/2022	366066-001	Dr. Ashutosh Vitthal More (On 2 nd number)	National