

**Indian Education Society's  
Management College and Research Centre  
Mumbai**

**Other Publications Published of Faculty Members  
In Academic Year[1<sup>st</sup> June, 2014 to 22nd May, 2015]**

Sr. No.	Faculty Name	Month and Year of paper published	Title of /Book Review/ Chapter/Paper/Article	Name of Book /Journal /Abstract/ with Publisher /No	Issue and Volume with page no where paper published	Publisher's Details	Receive Documents	Date / Month in which copy received by the faculty
1	Dr. Suchismitaa Sengupta	April,2014	Impact Of organized food Retail On customer Buying Behaviour in india	Managing Services in competitive Environment ISBN-978-81-924713-3-4	PP - 136-140	AIMS international	1.Report 2.Photocopy of Journal	11 th April 2014
2	Dr. Minu Mehta	May,2014	Case Published on , "A case of melta -spa from impairment to empowerment".	Entrepreneurship in the Era of globalization - ISBN-978-93-82606-09-03	PP -353	Sunmarg Publishers and distributor Delhi-68	1.Report 2.Photocopy of Journal	16th May 2014
3	Prof. Ritu Sinha	27th October,2014	Exploring the relationship between the eco-labels abd green buying behavipur with reference to Mumbai city	Stratigic Marketing in Fragile Economic Conditions. Volume-Book Chapter,September,2014 ISBN No. 978146662322	Volume-Book Chapter	Stratigic Marketing in fragile economic conditions ISBN No.978146662322		27th October,2014
4	Dr. Chandrashekar Kaushik	Jan-15	Study on Impact of Organized Pharmacies on Community Pharmacies in Mumbai and Nashik	Seminar Proceedings on "Technique of writing Research Paper" ISBN NO.: 978-93-5196-569-5	PP -1	Savitribai Phule Pune University Gokhale Education Society's Shri SP Kothari and Smt G.S Kothari Institute of Computer Science and	1. Hard Copy of Journal 2. Study Material 3. Hard Copy of Report	Jan-15

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5	Dr. Richa Chaudhary	12th June'2014	Employee Variables and Gender based difference in their importance	Research and Sustainable Business Excel India Publishers ISBN:978-93-83842-19-3		Excel India Publishers	1. Hard Copy of Journal	June, 2014
6	Dr. Suchismitaa Sengupta	Jan-15	IS YOUR ENTERPRISE CREDITWORTHY???	Small Business News Express RNI No-MAHBIL/2012/47251	Volume -3, Issue-2, January 2015	Small Business News Express.Reigniting Manufacturing in India	1.Hard Copyof articleand 2. Report	Jan-15
7	Dr. Suchismitaa Sengupta	Jan-15	The Impact of GST on SME	Small Business News Express RNI No-MAHBIL/2012/47251	Volume -3, Issue-2, January - 2015	Small Business News Express	1.Hard Copyof articleand 2. Report	Jan-15
8	Dr. Suchismitaa Sengupta	Feb - March 2015	Mentoring Potential Entrepreneurs	Small Business News Express	Small Business News Express, Vol : 3, Issue - 4,February - March 2015, RNI NO-MAHBIL/2012/47251	Small Business News Express	1. Hard Copyof article and Report	Mar-15
9	Prof. Ritu Sinha	July- Sept 2014	Book Review, Contagious: Why Things Catch On	Anvesha The Journal of Management ISSN 0974-5467	Volume - 7, Issue 3 PP - 70-71	IES Management College and Research Centre	1. Report 2. Hard Copy of Book Review	10th December, 2014