

Aanvikshiki Research Cell

Objectives of the Research Cell are:

1. To promote excellence in research among the teachers.
2. To develop a research culture among the students.

Committee Members of Research Cell:

1. Dr. Tanusree Chaudhuri
2. Dr. Malathi Iyer
3. Dr. Shefali Naranje
4. Dr. Maya Hande
5. Prof. Mayur Shah
6. Prof. Tenzie Thomas
7. Prof. Lubina Gonsalves

Activities

- Aanvikshiki, Research Cell & IQAC of Vivek College of Commerce, in Association with M.O.P Vaishnav College for Women (Autonomous) Chennai, organized a National-Level Online Research Methodology Workshop on 'Research Methodology Workshop on Research Metrics in Academic Research and Publication Ethics' on 16 September 2023. A total of 222 participants attended the workshop, including Faculty members and research scholars from various colleges and universities in different parts of the country.

Session 1 was on 'Importance of Research Metrics in Academic Research.' Dr. S. Pujar, Chief Librarian of IGIDR, Mumbai, led the session. He emphasized the critical role of research metrics in academic research, covering topics such as the various types of research metrics (citation metrics, h-index, etc.) and how to use these metrics to evaluate research impact and quality effectively.

Session 2 was on 'Understanding Research Ethics and Plagiarism-Free Research Writing.' The session was conducted by Dr. B. Chinna Muthu, Assistant Professor of Commerce at Christian College, Madras. His session focused on: i) The fundamental principles of research ethics. ii) The significance of maintaining integrity and honesty in research. Iii) Ethical guidelines for publication and the role of peer review in ensuring research quality.

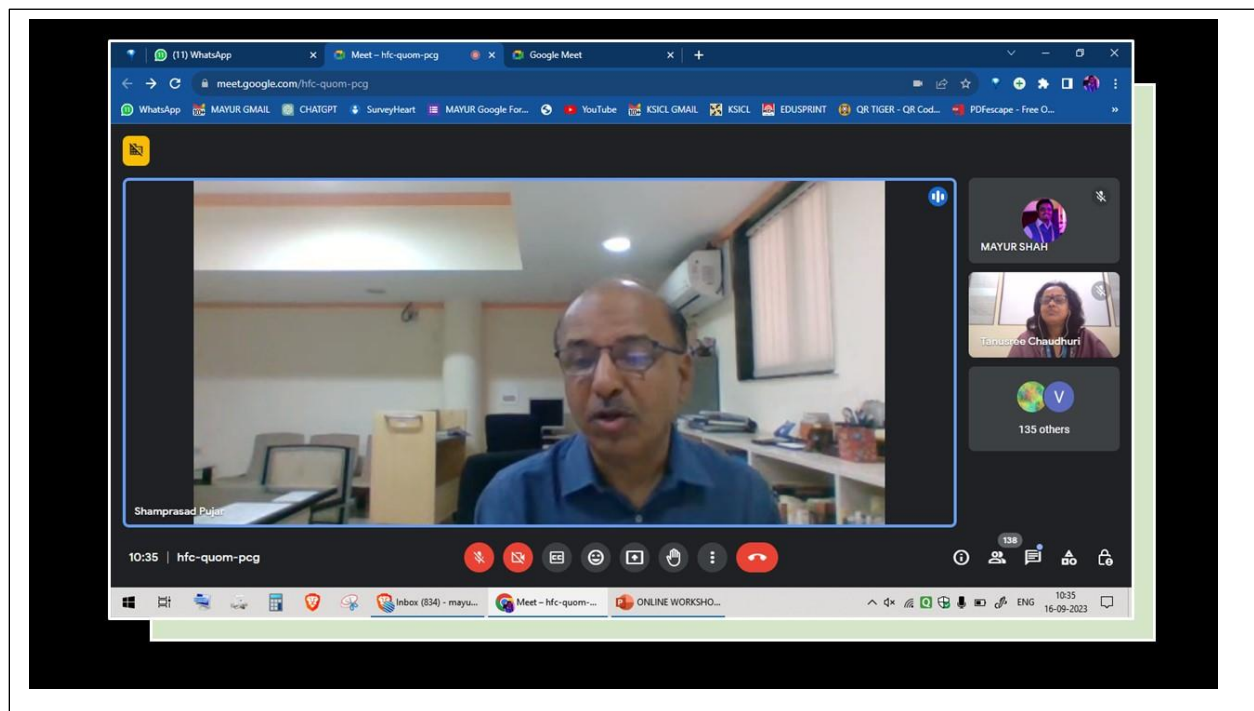
Participants comprehensively understood research metrics and their application in academic research. They also learned the importance of adhering to ethical standards in research and publication.

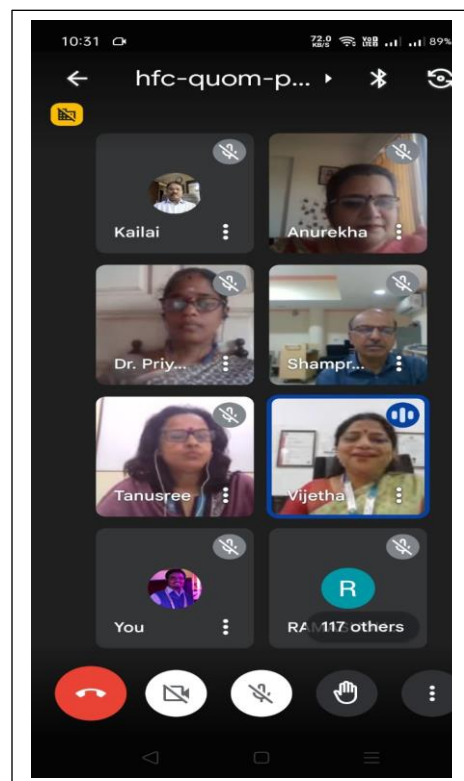
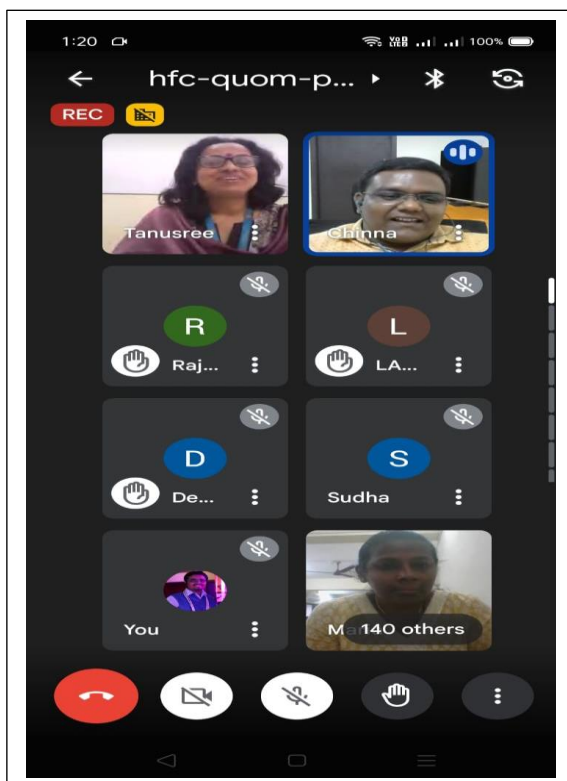
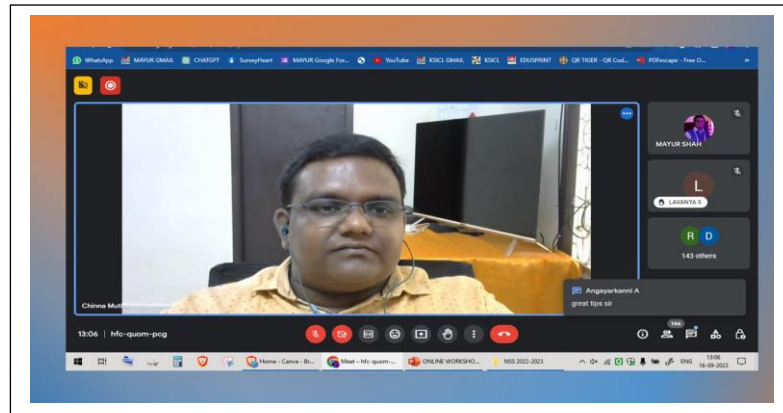
Participants gave positive feedback during the workshop, appreciating the expertise of the resource persons and the relevance of the topics discussed. Many expressed a desire for more such workshops in the future.

- **Faculties Pursuing Minor Research Projects (MRP)**

- 1) Prof. Malvika Shetty, Dept. of Mathematics and Computer, submitted a minor research project proposal on ‘Summarization of Academic Text Using GPT.’ The proposal was reviewed by the Research Cell and approved. The amount of Rs.15,000/was sanctioned by the institution through Mahindra Rural Housing Finance Ltd. for the project.

Online Research Workshop, 16th September 2023





Utkarsh Students Research Cell

The Utkarsh research cell aims to foster a research culture among students by encouraging them to present research papers at different conferences and participate in various research competitions organized by the University of Mumbai and other colleges.

A. Research Paper Presentations

1. **Students of SYB&I and SYBCOM presented research papers at the International Research Conference organized by B.K. Shroff College, Kandivali, held on 26th September 2023.**

Sr. No.	Title of Research Paper	Name and class of Student	Achievement
1.	Attitude of the young population towards purchasing health insurance policies in Mumbai city.	Mr. Prathamesh Jawale SYBBI Ms. Shravani Kadam SYBBI Mr. Akshat Ashok Mane SYBBI	1 st Prize in Best Research Paper Presentation
2.	Reforming Bank Policies to facilitate specially abled and senior citizens.	Ms. Pooja Yadav (SYBCOM) Ms. Aastha Jaiswal (SYBCOM)	2 nd Prize in Best Research Paper Presentation



Students awarded 1st Prize in Best Research Paper Presentation at B.K. Shroff College.



Students were awarded 2nd Prize in Best Research Paper Presentation at B.K. Shroff College.

2. **Students presented research papers at the International Conference organized by the Department of English and Faculty of Languages and Literature of Gujarat Vidyapith, Ahmedabad, on January 5th and 6th, 2024.**

Sr. No.	Title of Research Paper	Name and class of Student
1.	Dynamics of Gandhian Philosophy: Relevance to Modern Indian Education System	Ms.Divya Kedare - TYBCOM Mr.Tanmay Kamble -TY.BCOM
2.	Rejuvenating Gandhian views through Indian Cinema: In Today's Context.	Ms. Ansila Chetty - SYBMS Ms. Panjami Prasad.C.- SYBMS
3.	Gandhian Adage on Healthy life: To develop the three H's (Health, Healing and Harmony).	Ms.Manisha Anandraj - SYB.M.S
4.	Gandhian Transformation of the Local Society.	Ms. Arpita Rawale - SY.BCOM



Students presenting a research paper online at an International Conference organized by Gujarat Vidyapith



Student participants of the International Conference organized by Gujarat Vidyapith

3. **Research paper presentation at the International Conference organized by Pillai HOC College of Arts, Science, and Commerce, Rasayani, on 20th January 2024.**

Sr. No.	Title of Research Paper	Name and class of Student
1.	A study of investors' awareness advertisements using celebrity and non-celebrity endorsements.	Mr. Purva Anil Shirodkar- SYBBI Ms. Gurjar Resham Nanalal- SYA&F

4. **Students of SYBBI presented a research paper at the international conference organized by Ghanshyamdas Saraf College of Arts and Commerce on 3rd February 2024. The paper was published in the Aarhat Multidisciplinary International Education Research Journal.**

Sr. No.	Title of Research Paper	Name and class of Student	Achievement
1.	A Study of Factors Influencing Intention to Avail Pradhan Mantri Jan Arogya Yojana (PM-JAY)	Mr. Prathamesh Jawale - SYBBI Ms. Shravani Kadam - SYBBI Mr. Akshat Ashok Mane - SYBBI	1st Prize in Best Research Paper Presentation



Dr. Maya Hande with students at the International Conference organized by Ghanshyamdas Saraf College



Students won the Best Research Paper Presentation Award at the International Conference organized by Ghanshyamdas Saraf College.

B. Participation in Research Competitions

- Two teams of Students participated in the 18th Avishkaar Research Convention organized by the University of Mumbai in December 2023. Both teams won the zonal round at Thakur College of Commerce on 12th December 2023. One team won the poster presentation round and qualified for the final podium round.

Sr. No.	Title of Research Paper	Name and class of Student	Achievement
1.	A Study of Factors Influencing Intention to Avail Pradhan Mantri Jan Arogya Yojana (PM-JAY)	Mr. Prathamesh Jawale - SYBBI Ms. Shravani Kadam - SYBBI Mr. Akshat Ashok Mane - SYBBI	Won the zonal round and poster presentation round at Finals.
2.	A study of the effectiveness of Investors' Awareness Advertisements using Celebrity and Non-Celebrity Endorsements	Purva Anil Shirodkar - SYBBI Vanshika Akhilesh Gupta - SYBBI Gurjar Resham Nanalal – SYA&F Sayyed Anam Amiruddin - SYBBI	Won the zonal round



Students winning the Zonal Round of the 18th Avishkaar Research Convention organized by the University of Mumbai.



Dr. Nilu Khosla and Prof. Anuja Narvankar with students at the Final round of the 18th Avishkaar Research Convention organized by the University of Mumbai.

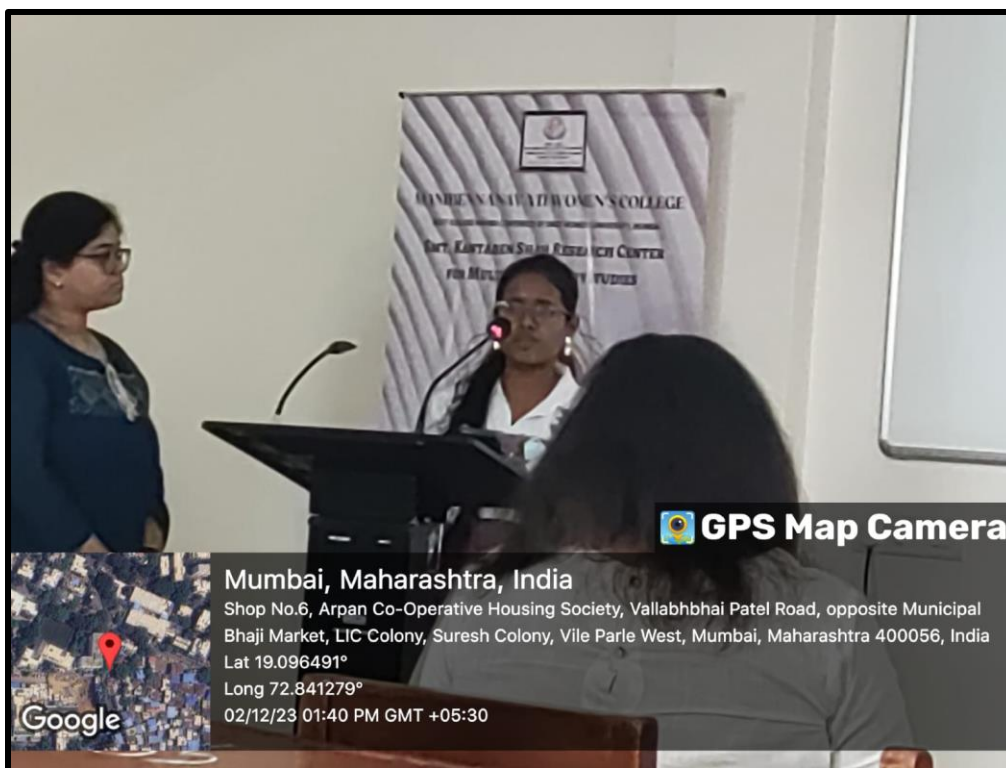
2. Students participated in an Inter-Collegiate Research Paper Competition organized by Smt. Kantaben Shah Research Centre (An initiative of Maniben Nanavati Women's College), Departments of Food & Nutrition and English in collaboration with Laadli initiative of Population First & United Nations Population Fund [UNFPA] on 2nd December 2023.

Sr. No.	Title of Research Paper	Name and class of Student
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1.	Women and Real society: shades of Indian society- case study acid Attack	Ms. Priya Nair - SYBCOM Anagha Kasbekar - SYBCOM
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Students at the Inter-Collegiate Research Paper Competition organized by Maniben Nanavati Women's College.



Students presenting a research paper at the Inter-Collegiate Research Paper Competition organized by Maniben Nanavati Women's College.

3. Students of SYB&I participated in a research paper presentation competition organized by the M.COM Banking and Finance department of Thakur College of Commerce and Science on 29th January 2024.

Sr. No.	Title of Research Paper	Name and class of Student	Achievement
1.	Determinants of Intention to Avail Pradhan Mantri Jan Arogya Yojana in Mumbai – An Exploratory Study.	Mr. Prathamesh Jawale - SYBBI Ms. Shravani Kadam - SYBBI	Awarded 2 nd Prize



Students won 2nd prize at a research paper presentation competition organized by the M.COM Banking and Finance department of Thakur College.

We sincerely thank the management, principal, teaching, and non-teaching staff for their support and encouragement. We aim to encourage more teachers and students to participate in research activities.