

Kannada Sangha Pune's



# Kaveri College of Arts, Science and Commerce, Pune

Permanently Affiliated to Savitribai Phule Pune University, Pune

Recognized U/S 2(f) and 12(B) of UGC Act, 1956

Permanently Non-Aided | Linguistic Minority (Kannada)

## Criteria III (Research Publications and Awards)

### Key Indicator 3.3- Research Publication and Awards

3.3.1 Number of Research Papers per teachers in the Journals on UGC website during the last five years


(2019-20)

# List of Research Publications

## AY 2019-20

Serial No.	Name of Authors	Title of the Paper
1	Dr. Shweta Bapat	<a href="#">A study of common People's Awareness about the impact of E-Business on Environment</a>
2	Ms. Pooja Ambole	<a href="#">Green Marketing Practices of Pharma Companies in Maharashtra</a>
3	Dr. Geetanjali Pitre	<a href="#">Corporate Sustainability Culture</a>
4	Ms. Manasi Joshi	<a href="#">A Study of Employee Turnover and Its Causes In Small Scale Industries In Pune</a>
5	Ms. Bhakti Dandekar	<a href="#">An Analysis of Company's Investment Pattern (Other than Fixed Assets) with reference to the Selected Sectors</a>



  
**PRINCIPAL**  
Kannada Sangha Pune's  
Kaveri College of Arts, Science & Commerce

**A study of common peoples' awareness about the impact of e-businesses on  
environment**


**Dr. Shweta Bapat**

HoD Human Resource Management, Kaveri College of Arts, Science and Commerce, Pune

**Abstract:**

There are growing evidences that modern human activities are speedily deteriorating the environmental sustainability. As per new market trends E-businesses are becoming more and more popular day by day. People are shifting from traditional businesses to E businesses since it is convenient, time saving and money saving as well. From digital shopping to digital payment everything is more convenient for the people who are already struggling to have work life balance. Digital literacy is taking people to the more and more comfortable life. The study is required to be undertaken to know if digital literacy is also making people responsible towards environment. It is important to know whether people are aware about the impact of E-Businesses on the environment.



  
**PRINCIPAL**  
Kannada Sangha Pune  
Kaveri College of Arts, Science & Commerce

Mrs. Pooja Ambole



## REVIEW OF RESEARCH

ISSN: 2249-894X

IMPACT FACTOR : 5.7631 (UIF)

UGC APPROVED JOURNAL NO. 48514

VOLUME - 8 | ISSUE - 9 | JUNE - 2019



### GREEN MARKETING PRACTICES OF PHARMA COMPANIES IN MAHARASHTRA

Ms. Pooja Halkude<sup>1</sup> and Dr. Anita Sathe<sup>2</sup>

<sup>1</sup>Kaveri College of Arts, Science and Commerce, Savitribai Phule Pune University, Pune.

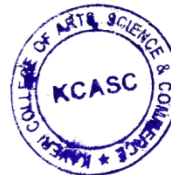
<sup>2</sup>H.V. Desai Arts, Commerce and Science College, Pune.

#### ABSTRACT:

*Environmental Conservation is a great necessity in the present day. The world cannot subsist the issues like rising temperature, melting glaciers, deforestation, erratic rainfall, destruction of the flora and fauna and many more things which are making life difficult on earth. The pharma companies – serving the mankind to maintain and build a healthy life, have adversely affected the environment in many regions of the world. There is a dire need for green marketing (environmental marketing) in the Pharma Industry which can lead the industry towards achieving their environmental objectives and sustainability. This paper focuses the green marketing practices of the top 3 BSE Listed Pharma companies in the State of Maharashtra. These green marketing practices are studied based on the 7p's of the marketing mix. The findings of the paper state that all the three companies (Piramal Enterprises Ltd., Cipla Ltd. and Lupin Ltd.) have well defined practices for all the P's of marketing except Price.*



**KEYWORDS:** Environmental Marketing, Green Marketing, Sustainability, Marketing Mix.



*Anita Sathe*  
**PRINCIPAL**  
Kannada Sangha Pune  
Kaveri College of Arts, Science & Commerce

Mrs. Manasi Joshi



## REVIEW OF RESEARCH

ISSN: 2249-894X

IMPACT FACTOR : 5.7631 (UIF)

UGC APPROVED JOURNAL NO. 48514

VOLUME - 8 | ISSUE - 9 | JUNE - 2019



### A STUDY OF EMPLOYEE TURNOVER AND ITS CAUSES IN SMALL SCALE INDUSTRIES IN PUNE

Mrs. Manasi Joshi<sup>1</sup> and Dr. D. G. Bhawe<sup>2</sup>

<sup>1</sup>Assistant Professor in Commerce, Kaveri College of Arts, Science and Commerce, Savitribai Phule Pune University, Pune.

<sup>2</sup> Assistant Professor, Sanskar Mandir Sanstha's Arts and Commerce College, Savitribai Phule Pune University, Pune.

#### ABSTRACT:

Employee turnover is an integral and important aspect of any organization. A great care is to be taken by any management to protect them. There are various reasons for employee turnover like bad working conditions, wage rates, Domestic troubles and Family responsibilities, Lack of security of employment, Lack of proper training, Unsympathetic attitude of the management etc. This research paper discusses about the reasons of employee turnover in 20 small scale engineering industries in Pune. This becomes necessary to study in which positions employee turnover rate is high in order to take care of them. It is not possible for small business organization to incur much amount for filling the vacancies existed because of heavy labour turnover. The study found that industries are monitoring labour turnover. There is a significant difference in the causes for high labour turnover and Labour turnover rate varies position wise in small scale industries.



**KEYWORDS:** Small Scale industries, engineering, labour turnover, managerial, workers level, finding better job of good salary.



  
**PRINCIPAL**  
Kannada Sangha Pune  
Kaveri College of Arts, Science & Commerce





## OUR HERITAGE

ISSN: 0474-Vol-67, Special Issue-13

International Conference on

Multidisciplinary Research in Sustainable Development ICMRSD 2019

Organised by: Brihan Maharashtra College of Commerce, (Autonomous), Pune,  
Maharashtra

Held on 14, 15, 16 November 2019



### Corporate Sustainability Culture

**Dr. Geetanjali Govind Pitre**

Assistant Professor, Kannada Sangha, Pune's  
Kaveri College of Arts, Science and Commerce, Pune

E mail - [geetanjali.pitre@gmail.com](mailto:geetanjali.pitre@gmail.com)

#### Abstract


Sustainable development has become the need of the hour. In the corporate world it becomes essential to take every step which will lead towards Sustainable development. Only the paper planning is not sufficient but it is necessary to inculcate sustainability in the culture of the organisation. From top to bottom, everyone should think about sustainability before taking any action. The behaviour and approach of people of the organisation can define sustainability culture.

In this research paper, the author will elaborate various aspects related to creating, spreading and penetrating sustainability culture in business organisation. The author will also design model questionnaire which will help any organisation to understand breadth & depth of sustainability culture in the organisation and will suggest the ways to improve it further.

This research paper will provide guideline to newly established organisations to establish sustainability culture in the organisation from the beginning. It will provide bench mark for comparison to the established and practising organisations.

Keywords: Corporate Sustainability, Human Resource, Sustainability Culture,  
Sustainable Development



  
**PRINCIPAL**  
Kannada Sangha Pune's  
Kaveri College of Arts, Science & Commerce

# An Analysis of Company's Investment Pattern (Other than Fixed Assets) with reference to the Selected Sectors

Submitted by:-

Prof. Bhakti Dandekar, Assistant Professor, Kannada Sangha Pune's - Kaveri College of Arts, Science and Commerce, Pune

And

Dr. Ashutosh Gadekar, Professor in Financial Management, Sinhad Institute of Management and Computer Application, Pune.

Abstract :-

**An Analysis of Company's Investment Pattern (Other than Fixed Assets) with reference to Selected Sectors**

A transaction that generates future income can be termed as 'Investment' in layman's language. Investment can be done by the companies as well as individuals for future income in terms of capital appreciation, dividend and interest or even in non-monetary terms. Companies utilize their internal or external sources of funds for investment in various alternatives in the capital market, money market instruments. Investment pattern will be decided on the basis of expectations, risk appetite, requirements and company objectives. This research paper attempts to analyse the investment pattern adopted by companies from selected sectors for the year 2014. Researcher have considered top fifty companies on the basis of market capitalization. This research will be based published and unpublished secondary data for the selected companies. Findings and conclusions will be given on the basis of the analysis of the data collected for the same.

**Key Words : Corporate Investment, Investment Pattern, IT sector, Pharmaceutical Sector, Indian Capital Market**



*[Signature]*  
**PRINCIPAL**  
Kannada Sangha Pune's  
Kaveri College of Arts, Science & Commerce