

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


(2021-22)

List of Research Publications

AY 2021-22

Serial No.	Name of Authors	Title of the Paper
1	Dr. Muckta A. Karmarkar	Critical Discourse Analysis of Narendra Modi's Address to US Congress
2	Dr. Muckta A. Karmarkar	Using Twitter to Teach Business Communication Teaching the 7 C's of Communication
3	Dr. Jayashri Bangali	Skills, Strategies and Tools required for expanded leadership in context with the implementation of NEP 2020
4	Dr. Sayee Kulkarni	Investor Attitude Towards Share Markets Post Covid 19 Pandemic



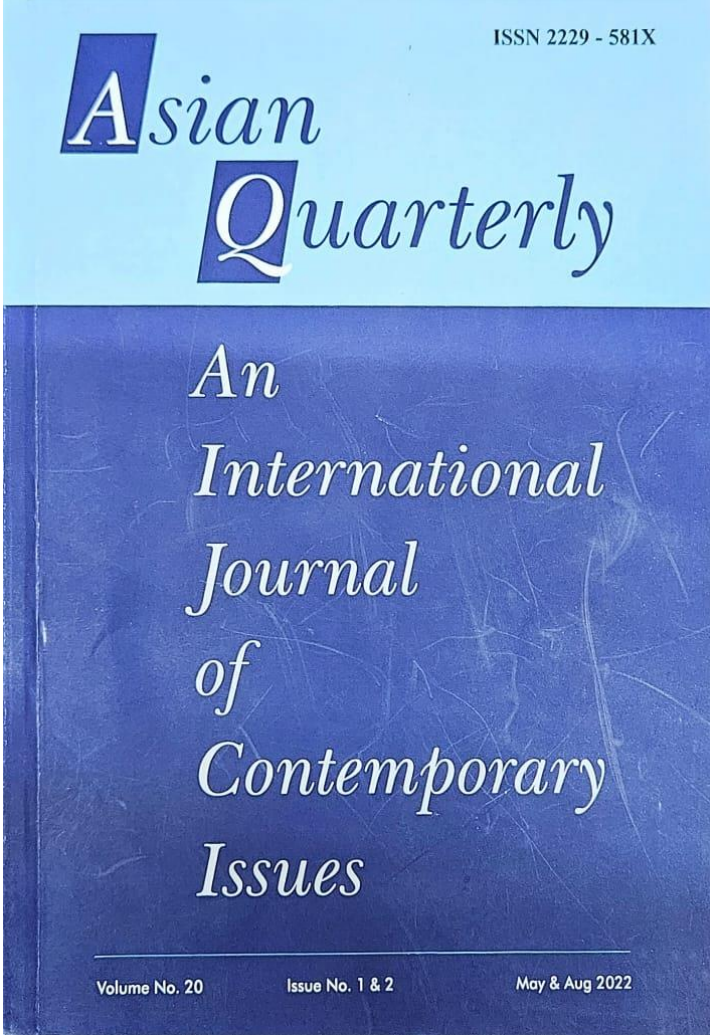

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Dr Muckta A. Karmarkar

Name of the Journal: Asian Quarterly An International Journal of Contemporary Issues

Link to website of the Journal: <https://www.iasepune.in/journals/>
<https://jelt.eltai.in/>

UGC Care list: UGC Approved Journal No. 41576




2 ASIAN QUARTERLY: An International Journal of Contemporary Issues / May & Aug 2022 / No. 20.1 & 20.2

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CRITICAL DISCOURSE ANALYSIS OF NARENDRA MODI'S ADDRESS TO US CONGRESS

Muckta Karmarkar*

The paper examines Indian Prime Minister Narendra Modi's address to the joint sitting of Congress at Capitol Hill in June 2016. This hour long speech received a tremendous response in the form of applause and eight standing ovations from the senators and congressmen. This paper aims at analyzing the speech by using Critical Discourse analysis tools. The paper adopts Fairclough's Socio-Cultural Method for analyzing the speech. The analysis of the speech has been done at all the three levels of discourse namely as a text, as a discourse practice and as a socio cultural practice. The analysis reveals the rhetorical and linguistic strategies used by Modi to generate a favorable response in the audience. It also helps in understanding how Modi creates a perspective by producing various themes, conveying messages and evoking images to influence listeners' perception. The analysis throws light on different strategies used by Modi in leavening the effect of speech.

Key Words: Critical Discourse Analysis, Discourse Practice, Political speeches, CDA of speeches.

Introduction

Narendra Modi, the Prime Minister of India after completing 2 years in his office was invited to address the joint session of the US Congress in June 2016. He delivered the speech to a full US capitol which also

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Name of the Journal: Journal of English Language Teaching

Link to website of the Journal: <http://journals.eltai.in/index.php/jelt/index>

Link to article / paper / abstract of the article:

<http://journals.eltai.in/index.php/jelt/article/view/JELT640403>

UGC Care list: UGC Approved Journal No.156

Using Twitter to Teach Business Communication
Teaching the 7 C's of Communication

Dr Muckta A. Karmarkar

ABSTRACT

In the age of constant information bombardment from different mediums, it is of utmost importance for the communicators to be clear, concise, correct, complete, coherent, concrete, creative and courteous while communicating with others. Communication often remains incomplete when the message of the sender does not reach the receiver in the same form and intention in which it was sent. The barrier to communication occurs due to an inappropriate understanding of the 7 C's of Communication namely Clarity, Conciseness, Concreteness, Correctness, Coherence, Completeness and Courteousness. This paper aims at teaching the 7 C's of communication in the age of Mobile Mediated Communication (MMC). The present paper uses Twitter messages to explain the 7 C's of Communication. The paper tries to throw light on the fact that the teachers while teaching Business Communication can use Twitter messages as an educational tool.

Keywords: Twitter as an educational tool, Business Communication, 7 C's of Communication

Introduction

It is important to be an effective communicator whether it is in business or in personal life. In the age of information bombardment where every moment we are loaded with a lot of information, empowering the students with the skills of effective business communication is of utmost importance. Due to the constant use of mobile phones and information overload, the attention span of most of the students (who will be a part of the workforce in a year or two) has markedly decreased due to constant distractions. It has been observed in many research studies that attention span has significantly shrunk in the past decade. Due to the decreased attention span, it is difficult for teachers to arrest the attention of the students in the classroom. So they need to

devise new ways to teach to increase student engagement. Today, most of the students in the classroom are digital natives and most of the teachers are digital immigrants. As digital natives, the majority of the students are visual learners. If we want to bring out any change in the classroom, it is important to bridge the gap between the digital natives and the digital immigrants. So in today's classroom, the plain chalk and talk method will not be useful to adopt as a teaching methodology. We need to complement it and should explore new ways of teaching Business Communication in the classroom to the Digital Natives. Thus, the classroom teaching should be according to the Learning Style of the students so that they are able to process and retain the information taught in the classroom.



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Dr. Jayashri Bangali

Name of the Journal: INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS (IJRAR)

Link to website of the Journal: <https://ijrar.org/>

Link to article / paper / abstract of the article:
<https://www.ijrar.org/papers/IJRAR22D2104.pdf>

UGC Care list: UGC Approved Journal No. 43602

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Skills, Strategies and Tools required for expanded leadership in context with the implementation of NEP 2020

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Abstract:

National Education Policy 2020 (NEP 2020) is mainly focused on skills enhancement and multidisciplinary education. The policy allows multiple entry and exit, thus make the education system more flexible. The traditional system will be replaced with high quality liberal education, optimal learning environment and it will provide mobility to students.

The implementation of NEP 2020 is crucial and need a proper plan of action. The leaders of the institutions have to expand their leadership with additional skills and strategic planning.

The paper is mainly focused on skills, strategies and tools required for expanded leadership for the implementation of NEP 2020 in their institutions. The skills required for the leaders of Higher Education Institutes (HEIs) are primarily discussed in this paper. Further, the tentative leadership training plan is proposed along with the training sessions and modules.

Keywords: National Education Policy 2020 (NEP 2020), Higher Education Institutes (HEIs), expanded Leadership, Leadership Training



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Name of the Journal: JOURNAL OF MANAGEMENT AND ENTREPRENEURSHIP

Link to website of the Journal: <https://xime.org/jme/jme-home>

Link to article / paper / abstract of the article: <https://xime.org/jme/php/journaldownload.php?id=75&bkid=24>

UGC Care list: UGC Approved Journal

The screenshot shows the UGC-CARE List page for the Journal of Management and Entrepreneurship. The page is titled "UGC-CARE List" and features a sidebar with navigation options like "Home" and "UGC". The main content area displays "Journal Details" in a table format.

Journal Details	
Journal Title (in English Language)	Journal of Management and Entrepreneurship
Publication Language	English
Publisher	Xavier Institute of Management and Entrepreneurship
ISSN	2229-5348
E-ISSN	NA
Discipline	Social Science
Subject	Business, Management and Accounting (all)
Focus Subject	General Business, Management and Accounting
UGC-CARE coverage years	from October-2021 to Present

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The screenshot shows the UGC-CARE List search results page. The page is titled "UGC-CARE List" and features a sidebar with navigation options like "Home" and "UGC". The main content area displays "UGC-CARE List" and a search result for "JOURNAL OF MANAGEMENT AND ENTREPRENEURSHIP".

You searched for "JOURNAL OF MANAGEMENT AND ENTREPRENEURSHIP". Total Journals : 1

Search:

Sr.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Journal of Management and Entrepreneurship	Xavier Institute of Management and Entrepreneurship	2229-5348	NA	from October-2021 to Present	View

Showing 1 to 1 of 1 entries

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Investor Attitude Towards Share Markets Post Covid 19 Pandemic

Ms. Sayee Kulkarni*
Dr. Vijayalakshmi Srinivas**

A b s t r a c t

The onset of COVID 19 pandemic put a hold to the running economy and led to a downfall in financial markets. After the initial shock on the financial markets, there is a different phenomenon that everyone witnessing these days is that in spite of a fall in economic activity the share markets in India are witnessing unprecedented growth. The paper tries to examine the attitude of the average investor about the share market post-pandemic. A primary study of 116 respondents was conducted through Google forms by way of snowball sampling in the first and second week of October 2021 to know about their opinion about share markets in India post the pandemic. The key findings of the study are that in spite of the pandemic there is optimism among the investors and general public about the economy as well as the share markets. The respondents are aware of financial news and take investment decisions with due diligence. After the pandemic, there is a renewed interest in equity and mutual funds investment. Market intermediaries can take cognizance of this phenomenon and cash in on the opportunity of new and enthusiastic participants in the share markets in India. This enthusiasm in the immediate future can lead to more market penetration and a vibrant capital market.

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