

## Prof. Roshan Raju – Publications

Sr.No.	Title of the Case	Publication
1	<i>“Green Tokri- Delivering Salads For The Healthy You”</i>	The Case Center ,July 2017
2	<i>“Get Roposo- The Fashionable Social Media”</i>	Selected for publications at Emerald Emerging Markets Case Studies, August 2018

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### *National Conference Paper Published*

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Title of the Paper	National Conference
<i>“E Learning Tools For Training And Development: Opportunities And Challenges”</i>	Human Resource Development for Enhancing Employability at Indrayani Mahavidyalaya, Talegaon Dabhade, Pune, January 2014 (ISBN-978-81-92887-0-5)
<i>“Pradhan Mantri Jan-Dhan Yojana(PMJDY) :A National Mission For Financial Inclusion”</i>	Digital Era – Opportunities and Challenges”, at Dr. D. Y. Patil Institute of Management & Research, Pune, January 2016. (ISSN - 2455-6610)
<i>“Microsoft E learning Suite: A Dynamic Tool For Higher Education Institutes”</i>	In search of Excellence at Sadhu Vaswani Institute of Management Studies for girls ,Pune,October 2017 (ISBN-978-93-84916-90-0)

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### **Journal Publication**

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Sr.No	Title of the Paper	Journal Name
1	<i>“Value Stream Analysis – A Tool Of Lean Manufacturing “</i>	International Journal of Management & Information Technology 2013 (ISSN: 2277-3509)

2	<i>“A Study On Initiative By Ministry Of Tourism For Promotion Of Wellness And Medical As Niche Tourism Product”</i>	International Journal of Research – Granthaalayah Vol.4 (Iss.5)May, 2016 (ISSN -2350 - 0530(O) ;ISSN - 2394 - 3629(P))
3	<i>“Social Media &amp; Talent Acquisition: An Empirical Study”</i>	International Journal of Multidisciplinary Consortium Volume-2 Issue-3 in Sept 2015 (ISSN No-2349-073X)
4	<i>“Swayam : Study Webs Of Active-Learning For Young Aspiring Minds Making A Digital India”</i>	International Journal of Advance Engineering and Research Development Volume 4, Issue 9, September -2017 e-ISSN (O): 2348-4470 p-ISSN (P): 2348-6406
5	<i>“Atal Pension Yojana: A Wealth Management Roadway To Empower The Unorganized Section Of India”</i>	International Journal for Science and Advance Research in Technology (IJSART) - Volume 3 Issue 10 – October 2017 (ISSN [O]: 2395-1052)
6	<i>A Study on “Promotions And Fanbase of Pro Kabaddi on Social Media”</i>	International Journal for Science and Advance Research in Technology (IJSART) Volume 4 Issue 3 – March 2018 - (ISSN [O]: 2395-1052)
7	<i>“Supply Chain Management - Backbone Of E Retailing: Case Of FLIPKART”</i>	International Journal of Current Engineering And Scientific Research ( IJCESR) Volume 5 Issue 5 -May 2018 (ISSN [O]: 2394-0697)

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### International Conference Paper Presented and Published

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Sr.No	Title of the Paper	International Conference
1	<i>“A Review On Microsoft Corp And Nokia Deal: A Case Study Approach”</i>	INCON-IX ,ASM, Pune, January 2014 (ISBN-978-93-5158-008-9)
2	<i>“CSR - Contributor Towards Sustainable Development: A Case Study Of Toyota Motor Corporation”</i>	INCON-IX ,ASM, Pune ,January 2014 (ISBN-978-93-5158-008-9)

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3	<i>“First cry: A Hybrid Store Strategy Creating Big Wonders”</i>	International Conference on Marketing, Technology and Society 2016 “of Indian Institute of Management –Kozhikode, October 2016 (( <b>Emerald Publication</b> ))
4	<i>“Social Media -Road Ahead For Tourism Promotion: A Conceptual Study”</i>	International Conference on Marketing, Technology and Society 2016 “of Indian Institute of Management –Kozhikode, October 2016 ( <b>Emerald Publication</b> )
5	<i>“Hungry? Try Our Stufflette Burger” Rush Hrs- Bon Appétit “</i>	XX Annual International Conference of Society of Operations Management ABV - IIITM, Gwalior December 2016( <b>Emerald Publication</b> )
6	<i>“Mhealth App A Day Keeps The Doctor Away: Are We There Yet?”</i>	Kirloskar Institute of Advanced Management Studies (KIAMS) 10th International Conference Pune , January 2017.
7	<i>“Social Media Trail For Bollywood Movie Promotion: A Case Of Movie “SULTAN”</i>	4th International Communication Management Conference (ICMC) MICA Gujarat, January 2017.
8	<i>“ SBI MINGLE” Social App Hype Or Hope In Digitalized Banking Marketplace?”</i>	SIMSR Global Marketing Conference Mumbai organized by K.J. Somaiya Institute of Management Studies & Research, February 2017.
9	<i>“Tripit Smartphone App: A Pocket Travel Agent”</i>	INCON–XII 2017, ASM, Pune ,January 2017 (E-ISSN-2320-0065)