

## Dimensions in Research: January 2015

Dimensions in Research 2015 received an overwhelming response. The conference had 18 papers across domains from participants comprising of Doctoral students, Research Associates, Research Practitioners, Members of Faculty and Corporate Executives.

Dimensions in Research was blessed to have **Mr. Rajiv Bagayatkar, Director – Product Specialist at The Nielsen Company** as the keynote speaker and his insights on Contemporary Trends in Research left the audience spellbound and wanting for more.

The Research Paper presentation in the conference across domains were reviewed and adjudicated by the following panel of experts.

<b>Finance</b>	<b>Marketing / IT</b>	<b>Human Resources</b>
Dr. JK Sachdeva	Dr. Nitin Malekar	Dr. Vidya Naik
Prof. S Raje	Prof. Rajesh Vyas	Prof. Pradeep Gogte

The following participants presented their Research Papers in Dimensions in Research 2014.

<b>Marketing / IT</b>		
<b>Sr. No.</b>	<b>Research Paper</b>	<b>Participant</b>
1	Understanding the Role of Public Relations in Creating Awareness about Insurance Products to Retail Customers	Anjali Talreja
2	Understanding Productivity Improvement Using Simulation in Sheet Metal Components Production	Aijaz Jafri
3	Suggestions for Green Maneuvering in the Indian Hospitality Industry	Dr. Papiya Deb & Dr. M.N. Welling
4	Impact of Celebrity Endorsement on Purchase Decision of Youth as Customers	Rahul Madhyani
5	A Comparative Study of Online Learning and Classroom Learning of students from Undergraduate and Post Graduate courses	Mohd. Osaid Koti
6	The Art of Gifting : An Exploration on the Potential of Handicrafts in the Gifting Segment with focus on Generation Y	Dr. Daphne Nair & Dr. Garima Sharma

<b>HR / General Management</b>		
<b>Sr. No.</b>	<b>Research Paper</b>	<b>Participant</b>
1	A Descriptive Study of Organizational Commitment of Indian Doctors with reference to Regional Imbalances	Mrinali Tikare
2	Impact of Role Satisfaction on Work Life Balance among employees in a Private Insurance Company	Susen Varghese
3	Enhancing Employer Branding through Employee Engagement: A Conceptual Model	Sapna Malhotra
4	Solid Waste Management in Greater Mumbai	Shitala Prabhu
5	Thematic analysis of 'Lord of the Flies' for selected management concepts	Soma Tandon
6	Values Based Principle-Centered Leadership in the Positive Ethical Organization: Choosing Service Over Self-interest and Safeguarding our Common Future	Dhanveet Kaur
7	A Study on Soft Skills Expected in Management Students for Employability and Training Interventions Required to Enhance Performance in the Selection Process	Rita Rangnekar & Dr. Ankush Goyal

**Finance**

<b>Sr. No.</b>	<b>Research Paper</b>	<b>Participant</b>
1	A Portfolio Optimisation Model in MS-Excel	Jamil Saudagar
2	Islamic Finance : Panacea for Rising Income / Wealth Inequality	Umar Farooq
3	Analysing the Impact of Cost and Credit Facility on the Use of Solar Water Heaters	Anupamaa S. Chavan & Dr. Madhav N. Welling
4	Determining Historical Volatility in Emerging Markets using Advanced GARCH Models	Bhaskar Sinha
5	Impact of Crude Oil prices on the Russian Economy	Imran Kazi