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### Research Paper for the Academic Year 2022-2023

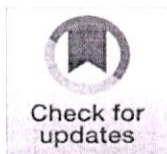
Sr. No.	Name of the Author/s	Title of the paper	Link to website of the Journal
1	Asst. Prof. Swapnil Kamble	People places and posts: Exploring digital identities of Urban Youth of Pune	<a href="https://www.researchgate.net/publication/372664842_PEOPLE_PLACES_AND_POSTS_EXPLORING_DIGITAL_IDENTITIES_OF_URBAN_YOUTH_OF_PUNE">https://www.researchgate.net/publication/372664842_PEOPLE_PLACES_AND_POSTS_EXPLORING_DIGITAL_IDENTITIES_OF_URBAN_YOUTH_OF_PUNE</a>
2	Asst. Prof. Dr.Sandip Anpat	IOT Based soil Monitoring for Precision Agriculture	<a href="https://www.scopus.com/authid/detail.uri?authorId=57223015728">https://www.scopus.com/authid/detail.uri?authorId=57223015728</a>
3	Asst. Prof. Dr.Kalpana Vaidya	Application of EKM in the Key Business Process: A Survey Study in selected it Companies in Pune Region	<a href="https://tojdel.net/journals/tojdel/articles/v11i01c02/v11i01-31.pdf">https://tojdel.net/journals/tojdel/articles/v11i01c02/v11i01-31.pdf</a>
4	Asst. Prof. Yogita .S. Renuse	A Study on Measuring E-Service Quality and users Satisfaction of Indimedo E-Pharmacy Application Pune City	<a href="https://ugccare.unipune.ac.in/Apps1/User/WebA/ViewDetails?JournalId=101002193&amp;flag=Search">https://ugccare.unipune.ac.in/Apps1/User/WebA/ViewDetails?JournalId=101002193&amp;flag=Search</a>
5	Dr. Devidas Golhar	Synergizing Corporate Communication and Employee Engagement: A Comprehensive Review	<a href="https://www.eurchembull.com/issue-content/synergizing-corporate-communication-and-employee-engagement-a-comprehensive-review-14041">https://www.eurchembull.com/issue-content/synergizing-corporate-communication-and-employee-engagement-a-comprehensive-review-14041</a>

6	Dr. Devidas Golhar	The role of perceived security, perceived compatibility, and perceived user experience in intentions to use mobile payment services by Generation Z consumers	<a href="https://www.researchgate.net/publication/362882746">https://www.researchgate.net/publication/362882746</a> The role of perceived security perceived compatibility and perceived user experience in intentions to use mobile payment services by Generation Z consumers
7	Dr. Devidas Golhar	"A study of Employee satisfaction of central prison of Vidarbha division"	NA
8	Dr. Devidas Golhar	"The linkages among both psychological capital and correctional (prison) officers' engagement at the correctional facility (prison)"	NA
9	Dr. Devidas Golhar	Measuring the Impact of COVID-19 on Performance of Co-Operative Shops in Pune Farmers' Perspective",	NA

# PEOPLE PLACES AND POSTS: EXPLORING DIGITAL IDENTITIES OF URBAN YOUTH OF PUNE

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## ABSTRACT

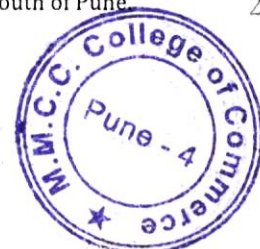
Identity is a vast and slippery term. It is used mostly in social sciences and related sub-disciplinarian's cultural studies, sociology, and psychology. 'Youth' as a stage is an extremely critical period in terms of identity formation. Identity is developed by self, but it must be validated by others. Identity is central to digital communication technologies because the internet allows the user to change the real social identity (offline) and create a new or recreated identity online. The Internet allows us to alter self-micro narration and authority and the way society shapes identity. Identity is the most crucial element of digital communication because an identity is a context of interpersonal communication. Online culture is a parallel culture for offline or the real culture. The Internet offers a new platform of identity in which real identity can be hidden and it can be reshaped or recreated as per the user's interest hence Internet is a context free medium. We assume that the individual forms their identity meanings from society's culture. The *self-sentiment* is a crucial aspect. Mobile media usage facilitates the users to develop their self-sentiment related identities in the internet space. Social media usage and getting *likes* and posts can be associated with the self-sentiment.

This research paper explores the variety of online-expressionism of urban youth when they are active on social media platforms like Instagram and Facebook. In context of the social shaping of identities and the negotiating politics in the online space. The paper also comments and explores the gendered identities, and body image negotiations in terms of femininity and masculinity in the digital space. The urban young people, their online posts, and the different places all together forms a collage of different identities.

**Keywords:** People, Place, Post, Identity, Urban, Youth

## 1. INTRODUCTION

Identity is a vast and slippery term. It is used mostly in social sciences and related sub-disciplinarian's cultural studies, sociology, and psychology. Youth as a stage is an extremely critical period of identity formation; identity is developed by self, but it must be validated by others Buckingham (2008). Identity is central to digital communication technologies because the internet allows the user to change the real social identity (offline) and create a new or recreated identity online Caste (1997). The Internet allows us to alter self-micro narrations and authority and the way society shapes identity. Identity is the most crucial element of digital





# IoT Based Soil Monitoring for Precision Agriculture

# 3

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## 3.1 Introduction

Agriculture is an important factor in global development. Healthy, sustainable, and inclusive food systems are vital to achieving the world's development goals. Agricultural development is a key factor in alleviating poverty, raising social and economic standards, and solving the food problem of billions of people. Considering the global population, the number of people who depend on agriculture is higher than that in other sectors (Awokuse & Xie, 2015). Therefore the development in the agricultural sector is complementary to global development. Global climate change is having an adverse effect on agriculture. It shows declining agricultural yields due to declining rainfall, unseasonal rains, hailstorms, and extreme weather conditions (Hendricks et al., 2019). Consequently, there is a need for controlled use of modern tools in agriculture to monitor the soil parameters, water parameters, fertilizer planning, identification of diseases, and proper use of pesticides.

Precision agriculture (PA) is the term for the use of smart tools for monitoring and managing crops in terms of soil, water, nutrients, plant indices, diseases, and pest control (Berry et al., 2003; Delgado et al., 2019). PA is also called satellite





## Chapter 3 - IoT based soil monitoring for precision agriculture

Shafiyoddin Badruddin Sayyad<sup>1</sup>, Mudassar Akhtar Shaikh<sup>2</sup>, Sandip Maruti Anpat<sup>3</sup>, Mangesh Madhukar Kolapkar<sup>4</sup>

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### Abstract

The microlevel monitoring and control in the agricultural fields are the key factors in the growth of quality production. Precision agriculture is the leading trend in this era to encounter the need of increasing human population on planet Earth. The quality and quantity of the agricultural yield depend on certain parameters such as fertile soil, water, and fertilizers. Nowadays the entire agricultural activities suffer due to unexpected environmental changes. Hence, the need for timely monitoring and providing control facilities to crops is essential. Precision agriculture provides management of crop production through smart technology by monitoring the required parameters. The soil is the key factor in the field of agriculture; therefore the study of soil parameters such as pH, electric conductivity (EC), temperature, humidity, and moisture is very crucial.

In the present work, an Internet of things (IoT)-based portable miniaturized advanced microcontroller-based sensor system has been developed to monitor the soil parameters. The sensor nodes are developed for real-time monitoring of soil parameters, such as pH, EC, temperature, humidity, and moisture. The present system is calibrated and standardized with standard laboratory instruments. This sensor system found a wide range of applications in the determination of soil parameters with 99% accuracy.

The extension of this work is to use microwave C band Sentinel-1 satellite data of selected agricultural land and retrieval of soil parameters such as vegetation, soil moisture, dielectric constant ( $\epsilon$ ), and backscattering coefficient ( $\sigma_0$ ) through image analysis techniques. Further, with the help of geometrical properties such as texture and surface roughness of the area of interest, the said parameters can be retrieved.

In summary, in the present study, the agricultural soil parameters have been retrieved by an IoT-based sensor system, the microwave satellite dataset, and with the geometrical module. Results from all the three systems are compared and interpreted for the application in the precision agricultural system.

Recommended articles

References (0)





## APPLICATION OF EKM IN THE KEY BUSINESS PROCESSES: A SURVEY STUDY IN SELECTED IT COMPANIES IN PUNE REGION

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### ABSTRACT

Enterprises run multiple business processes that use and manage knowledge in various forms and context. The knowledge referred and generated; maybe projected or it may simply reside in the tacit form. Managing such knowledge can be relatively within one's capabilities however the real challenge seen in extracting it from the source where it resides. Typical business majorly is driven by strategic and tactical decisions; for which churning of appropriate knowledge base becomes inevitable. The true knowledge is boundless; that demands validating and mapping as per the need of the business processes. To spot the success of Business enterprise, knowledge base competence is one of the most significant aspects among others. Consuming organisational knowledge and maintaining its relevance to the past and present business processes is crucial as it may impact the accomplishment of sustainable competitive advantage.

Knowledge should be able to incorporate within the business processes effortlessly; however in context to the changing business scenarios it has become a challenging story. In this paper the researchers have considered the involvement of Knowledge Management (KM) in enterprises, wherein visible Human Resource Department exist handling the key business processes. The factors affecting the efforts of various KM initiatives have been identified and studied in IT companies in Pune region, considered for this study. Almost all the key business processes measured in the study; showed close connotation with Enterprise Knowledge Management (EKM); which directed to show its strong hold and influence on the key business processes.

**Keywords:** Enterprise Knowledge Management, Key Business Processes, Organizational knowledge

### Introduction

Technological advancements with massive data churning across the economy, managing knowledge is significantly vital. With innovative models coming up to manage the key business process of an enterprise, knowledge base competence to support the systematic execution of Enterprise knowledge management becomes indispensable. Knowledge Management is the management of organisational knowledge (Ermine, 2010). As a matter of fact, growing attention observed in organizational knowledge and KM spins ahead from transition into the knowledge economy, where this dynamic knowledge is observed as the principle source of value creation and sustainable competitive advantage. Enterprise Knowledge Management (EKM) involves many facets of the information systems domain including technical (business processes, flow of information, etc.), organizational and social (policies, structures and work roles, etc.) and teleological (purposes and reasons) considerations. (Petricles and Vagelio, 1999).

In this research paper certain aspects involved during the application of EKM in a typical IT organisation has been considered, where HRD is visibly one separate department. The impact of Enterprise KM on key business process areas is the focal point of the paper; wherein the survey has been carried out in some of the selected IT companies in and around Pune City.

### Literature Review and Problem Description

KM nature and life cycle has several forms of Knowledge and its representations in different contexts and various tools supporting KM practices and various processes. (Iguehi, 2018)

(Edwards, 2016) KM times and their context in the changing business scenarios are prevalent since past 3 decades. KM is now no more a trend or a buzzword; actually it is one of those established terminologies that have endured changing times and this fact is learnt with the help of KM Case studies till date.





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**A STUDY ON MEASURING E-SERVICE QUALITY  
AND USERS SATISFACTION OF INDIMEDO  
E-PHARMACY APPLICATION IN PUNE CITY**

Authored by

**Yogita .S. Renuse**

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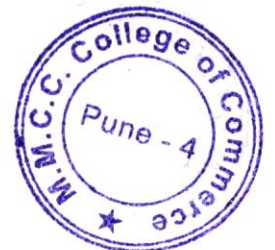
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# A STUDY ON MEASURING E-SERVICE QUALITY AND USERS SATISFACTION OF INDIMEDO E-PHARMACY APPLICATION IN PUNE CITY

Yogita .S. Renuse

Asst. Professor, Marathwada Mitra Mandal's College of Commerce, Pune.

## Abstract

E-service quality has a significant impact on user satisfaction and user loyalty. The e-pharma facility is beneficial for people who have hectic work schedules or people with disabilities who are immobile. Indimedo is the fastest growing online medicine delivery application in India which has a variety of products like medicines, diabetes monitor machines, personal care products, baby products, health drinks etc. Post pandemic awareness has been generated in the minds of people with respect to the quality of health products. The objective of conducting this research is to measure e-service quality of Indimedo. The technique used in the current study is paired t-Test. The findings of this study indicated that it does not provide 24 x 7 customer services. Also the orders are dispatched from Delhi and it takes 3 to 4 days to reach Pune. There are no language options on the application which is a drawback. Further studies can be conducted building a SEM model (structural equation modelling) and evaluating impact of e-service quality on user satisfaction and user loyalty.

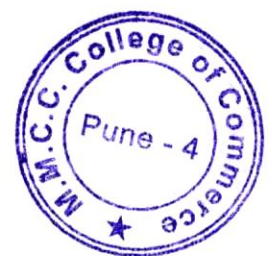
**Keywords:**-service quality, SERQUAL Model, Indimedo, e-pharmacy

## Introduction

An online Pharmacy or e-pharmacy is a pharmacy or a chemist that works over the web through mobile applications and websites. It helps customers order medicines and medical supplies while sitting in the comfort of their homes and getting the medicines delivered to their doorstep. Online pharmacy has no regulatory control or laws precisely drafted for online pharmacies in India. E-commerce growth in India has risen to great lengths, and so has online pharmacy; it is a concept that is being considered by the masses just because of the ease of getting medicines delivered to their homes without having to bother to visit a pharmacy. After the pandemic hit the world, many pharmacies introduced their e-pharma applications and website; even though, it was available in India before the pandemic; the sector grew considerably after the pandemic. This e-pharmacy has become popular because they provide a lot of discounts and reasonable rates towards the purchase of medicines from the application. The e-pharma facility is beneficial for people who have hectic work schedules or people with disabilities who are immobile. Also, the applications usually provide a wide range of medicines and substitute medicines in times of the unavailability of a particular drug. E-pharmacies are increasing in India, and presently, 250 online portals provide medicines online.

### Driving factors of e-pharmacy in India

- Internet penetration
- Digital India
- Government Support
- Changing lifestyle and disease progression
- Booming Indian economy
- Increase in Domestic Demand
- Pandemic Outbreak







## SYNERGIZING CORPORATE COMMUNICATION AND EMPLOYEE ENGAGEMENT: A COMPREHENSIVE REVIEW

Gopa Das<sup>1</sup>, Dr. Shubhangee Ramaswamy<sup>2</sup>, Dr. Devidas Golhar<sup>3</sup>, Dr. Parag Kalkar<sup>4</sup>

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### Abstract

**Introduction:** Communication is the kernel of humans' life. Obviously, it is also having an impact on business. Corporate communications are a set of actions that benefits internal and external communications, to improve faith, trustworthiness, and positive sights of the organization. It plays vital part in the progress and development of any organization. It is about employees, managers, executives, and board members communicating within an organization. It is also had significance to bring desired changes in employee's attitudes and performance which can help any organization to succeed and to achieve desired goals. The role of communication is significant for fostering employee engagement and nurturing the progressive culture in the organization. Effective communication in the organization can upsurge employee engagement, increase productivity, and improve business growth. The assurance and devotion which are vital to the long-time period is illustrated by engaged employees. The simplest way to increase employee engagement is communication. Employees are the assets of every organization. Organizations require to be exceptionally centered and being mindful to guarantee that the employee communication ought to be increased, so that they able to achieve their objectives with greatest utilization of human assets. This research paper outlines the use of corporate communication in organization and also discussed about the impact of same on employee engagement.

**Purpose:** The purpose of this work is to learn more about the impact of corporate communication in enhancing employee engagement.

**Methodology:** This study is based on secondary data. Various high-quality sources, such as Elsevier, Sage Publications, HBR and others were used to review the related research papers and articles.

**Result and findings:** The study's findings all point to the fact that good employee communication leads to higher levels of employee engagement, which is linked to improved organisational growth. Employee engagement is strongly and positively associated with leadership styles. There is a relationship between supervisory communication, employee wellbeing, and employee engagement.

**Implications:** Many researchers will use this study to expand their research, and companies will use it to include corporate communication for improved business performance.

**Keywords:** Corporate Communication, Employee engagement, Human Resource (HR)

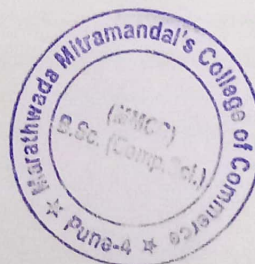
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Article

The role of perceived security, perceived compatibility, and perceived user experience in intentions to use mobile payment services by Generation Z consumers

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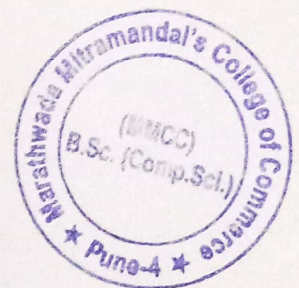
Abstract

Mobile technologies have rapidly expanded across the corners of the world by reaching out to customers and easing their lives. Particularly in emerging economies like India, mobile-based payments services are the fastest-growing services where high acceptance of the same has been seen and predicted in the coming years. In this study, an extended Technology Acceptance Model (TAM) is used for understanding customer acceptance of mobile payment services, describing consumer acceptance of mobile payment services by Generation Z consumers. A total of 463 individuals were surveyed. Structural Equation Modelling (SEM) was used to check the proposed model and also the interrelationships among the constructs. The results showed that perceived usefulness, user experience, and perceived compatibility affect mobile payments' adoption by consumers positively. Amongst all variables studied, perceived compatibility (0.63) ranked highest based on its impact on the adoption of services related to mobile payments.

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## **CERTIFICATE OF PUBLICATION**

This is to certified that the article entitled

**A STUDY OF EMPLOYEE SATISFACTION OF CENTRAL PRISON OF VIDHARB  
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Authored By

**Prof.Dr. Devidas Golhar**

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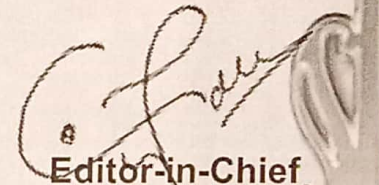
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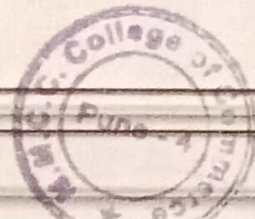
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## A STUDY OF EMPLOYEE SATISFACTION OF CENTRAL PRISON OF VIDHARB DIVISION.

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### ABSTRACT

*In today's competitive world the satisfaction of employees plays a very important role for the well being of an individual. The job satisfaction having potential employees, Organizations in the modern era faces a number of challenges as a result of the dynamic nature of the environment. Any of the Organization faces many challenges just to satisfy its employees in order to cope with an ever-changing and evolving environment, achieve success, and stay competitive. So the organization must Fulfil the needs of its employees by providing nice working conditions in order to increase efficiency, effectiveness, productivity, and job devotion. The purpose of this paper is to know the impact of the workplace on employee job satisfaction.*

**Key words-** Employees, Organization, Job satisfaction, well being, working condition .

### 1.1 Introduction -

Many Organization fail to recognize the importance of a positive working environment for employee job satisfaction, and as a result, employees face numerous challenges at work. As a result of their internal weaknesses, such organizations are unable to help their employees to grow and think some thing new for the organization . Employees are critical to Organizations mission and vision being realized . To ensure the quality of their work, employees must meet the organization's performance criteria. Employees require a working environment that allows them to work freely and without issues that may prevent them from performing to their full potential in order to meet the organization's standards.

The purpose of this research paper is to look into the

### 1.2 Objectives of the study.

1. To Study the concept of Job Satisfaction

2. To study the parameters of employee Satisfaction in Central Prison.

### 1.3 Research Methodology of the study.

The type of research is empirical and analytical research where investigation into a problem or situation which provides insights to the researcher.

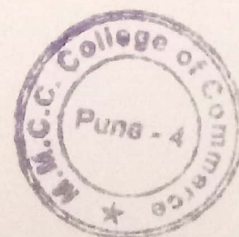
#### 1.3.1 Area selected for the study

Amravati central prison is selected for the study from Vidharb , Maharashtra.

#### 1.3.2 Sample units selected for the study

For the present study sample size is of total 150. The samples are selected in equal proportion from each level of designations i.e 50 samples from Top level, 50 samples from Middle level and 50 samples from Lower level . At every Central prison the population size is more than 350 employees working in different shifts and in different departments.

#### 1.3.3 Sampling procedure





# Certificate

Article Entitled

“  
THE LINKAGE AMONG BOTH PSYCHOLOGICAL CAPITAL AND  
CORRECTIONAL (PRISON) OFFICERS' EMPLOYEE ENGAGEMENT<sup>2</sup> AT A  
CORRECTIONAL FACILITY (PRISONS)

Authored By

**Dr. Devidas Golhar**

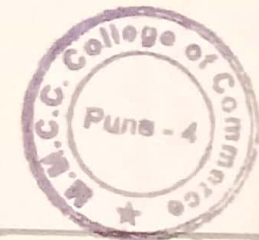
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UGC Care Group 1 Journal



THE LINKAGE AMONG BOTH PSYCHOLOGICAL CAPITAL AND  
CORRECTIONAL (PRISON) OFFICERS' EMPLOYEE ENGAGEMENT AT A  
CORRECTIONAL FACILITY (PRISONS)

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**ABSTRACT:**

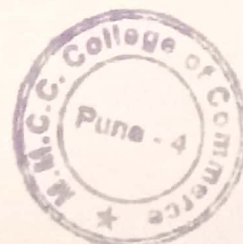
Since there hasn't been much research on the demographic outside of stress-related studies, the correctional institution and in particular the role of the correctional officer continue to be a distinct area of study. Despite being one of the riskiest and most unpredictable workplaces, there are still some correctional officers who are eager to perform their jobs until the day they retire. Studies on correctional officials have tended to be negative in nature, with few studies focusing on the profession's good aspects. Given the recent advances in the study of positive psychology and the characteristics of psychological capital, it is now thought that psychological resources and human resources can help an employee perform better. Currently, psychological capital is recognized as a key idea in assisting people in coping with their work surroundings, which ultimately contributes to the success of the organization.

Additionally, studies have linked a person's psychological capital to how engaged they are at work. The positive development of correctional facilities will be facilitated by the positive workplace engagement of correctional officers, and the Bureau of Correctional Services will be able to fulfill its vision and mission of defending society against dangerous criminals and successfully reintegrating rehabilitated inmates.

**KEY WORDS:** Prison, Psychological Capital, Employee Engagement, Correctional Facility, Prisoners, Maharashtra

**1. INTRODUCTION:**

Correctional officials deal with tense situations on a regular basis at their prisons. Gillan (2001) asserts that antagonistic prisoners, shift work, and frequent required or voluntary overtime define the penitentiary environment. Most prisons are crowded, loud, and devoid of many of the conveniences available in other workplaces. Jail gangs, who have long controlled South African correctional institutions, provide a difficulty for correctional staff there, in particular. The rising prison population is another issue (Dissel, 2002). These unfavorable circumstances offer an intriguing field of research for the study of human wellbeing in the workplace.





## ABDC JOURNAL QUALITY LIST

Journal rankings in the search tool below are current to 6 December 2019, with minor textual corrections. You can download a copy of the complete list through the search tool, or by clicking [here](#).

Search...	1226-4741
-- Field of Research --	C
<b>FILTER</b>	<b>EXPORT FULL LIST</b>

### KOREA REVIEW OF INTERNATIONAL STUDIES

Publisher: Global Research Institute Korea University

Field of Research: 1599

ISSN: 1226-4741

ISSN Online:

Rating: C

## CONSULTATION PAPER: REVIEW OF JQL FREQUENCY, METHODOLOGY, AND SCOPE

18 June 2021

Today the ABDC has opened a consultation on the frequency, methodology and scope of the Journal Quality List.

The ABDC is inviting submissions from:

- Academics with formal affiliations to universities in Australia, New Zealand, and internationally that have a legitimate interest in the disciplines covered by the ABDC list
- Schools or faculties that have a legitimate interest in the disciplines covered by the ABDC list
- Publishers
- Industry and professional associations

Responses are limited to 300 words per question. **Anonymous submissions will not be accepted.** The ABDC will disregard submissions that:

- Propose changes to the 2019 JQL or seek to contest or recontest ratings under the 2019 JQL.
- Propose revised journal ratings, new outlets, or removal of specific outlets in any future review.
- Engage in any commentary directed at individuals involved in, or the process surrounding, previous JQL exercises.

Submissions close at 11:59pm AEST on 18 August 2021.

*BARDsNet Chair, Professor Andrew O'Neil*

### DOCUMENTS FOR DOWNLOAD

- Consultation Paper — ABDC JQL: Review of Frequency, Methodology, and Scope
- Terms of Reference — ABDC JQL: Review of Frequency, Methodology, and Scope

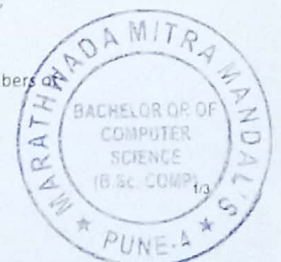
## ANNOUNCEMENT: 2019 ABDC JQL AND REPORT

6 December 2019

Here is the 2019 Australian Business Deans Council (ABDC) Journal Quality List and its accompanying Report.

The 2019 List follows an extensive review conducted by Expert Panels, which assessed journals relating to Business and Taxation Law; Economics; Finance including Actuarial Studies; Information Systems; Management, Commercial Services and Transport and Logistics; Marketing and Tourism; and other areas.

We wish to thank the seven Panel Chairs for their outstanding leadership, the Panel members for their significant work, and the members of the ABDC Steering Group for their important input during the review process.



**MEASURING THE IMPACT OF COVID-19 ON PERFORMANCE OF CO-OPERATIVE SHOPS IN  
PUNE: FARMERS' PERSPECTIVE**

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**ABSTRACT**

The farmers face unforgettable crisis during this time of COVID 19. Every aspect of human life which resulted in shut down of all sectors as well as businesses which ultimately affected their financials. During this unavoidable time period also Co-Operative Shop (Co-Op Shop) is showing positive growth. Under this concept, the co-op shops deal with direct supply of fresh vegetable, fruits and all farm produced product from farm to consumers. Taking into consideration convenience of consumers these shops are located in the premises of housing societies itself due to which the residents are getting fresh vegetables and fruits for their consumption as per their requirement. The COVID 19 pandemic hampered transportation so it became tough for the farm producers to take their products to the market. The Co-Op Shops worked as a link between farmers and the consumers. This concept brought happiness in terms of monetary returns for buyers as well as consumers. This concept can be implemented to raise the financial stability of farmers as they are getting higher income as compared to traditional market.

**Keywords:** Rural Economy, Demand-Supply, Supply Chain, Farm Management, COVID-19 Impact

**1. INTRODUCTION**

The farmers face unforgettable crisis during this time of COVID 19. Every aspect of human life which resulted in shut down of all sectors as well as businesses which ultimately affected their financials. During this unavoidable time period also Co-Operative Shop (Co-Op Shop) is showing positive growth. Under this concept Shops deal with direct supply of fresh vegetable, fruits and all farm produced product from farm to consumers. Taking into consideration convenience of consumers these shops are located in the premises of housing societies itself due to which the residents are getting fresh vegetables and fruits for their consumption as per their requirement.