



Modern Education Society's

NESS WADIA COLLEGE OF COMMERCE

19, Late Prin. V. K. Joag Path, Pune - 411 001. Maharashtra State (India)

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NOTICE

Academic & Research Cell

December 16, 2017

This is to inform all the students of SY and TY B.Com, BBA, BBA (CA) and BBA (IB) that the Academic and Research Cell is initiating the Undergraduate Research Program (URP).

Interested students are requested to meet Ms. Deepa Dani, Coordinator, Undergraduate Research Program, for further details and give in their names latest by December 20, 2017.

Further details/ instructions will be communicated electronically to interested students directly.

Ms. Deepa Dani

URP, Coordinator



Prof. Dr. Girija Shankar

Principal



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NESS WADIA COLLEGE OF COMMERCE, PUNE

Research Studies Compendium
Undergraduate Research Program
Research Centre

Volume I
(2017-2019)



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PRINCIPAL
Professor Dr. Girija Shankar

PROGRAM CO-ORDINATOR AND EDITOR
Dr. Deepa Krishnakumar Dani

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*Due care has been taken to ensure accuracy of the contents of this
Compendium. However, in case there are errors, they are inadvertent.*

Feedback and suggestions can be sent to :
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19, Late Prin. V.K. Joag Path, Pune- 411001, India
nesswadiacollege@gmail.com

FOREWORD

As the college enters the threshold of the second era of the completion of its Golden Jubilee, the myriad activities during the Golden Jubilee year (2018-19) have added luster to its gilded years. All the activities in the college are driven towards 'student' as the focal point. Notwithstanding this, teachers and students have the freedom to innovate. The college is a mélange of different hues- a blend of academia thrives with that of extra-curricular engagements - an experience that metamorphosis an individual completely.

This Research Studies Compendium is the culmination of experiential learning wherein students got the opportunity to interact, explore, network and learn from some of the brightest mentors in the country. The academic environment of the college provides plenty of opportunities and resources to hone one's research skills.

To add a flavor of research to learning, the Research Centre of the College has initiated the URP - Undergraduate Research Program - an application of classroom learning to real life problems in the areas of Economics and Banking, marketing, corporate governance and corporate social responsibilities under renowned senior mentors, some of whom are alumni of the college. The objective has been to produce research with cutting edge insights.

The college is indeed proud and privileged to release this first volume of the Research Studies Compendium on the occasion of the 51st Foundation Day of the College. We acknowledge and appreciate the efforts put in by the students, mentors and the Coordinator towards this venture.

16 July 2019

Professor Dr. Girija Shankar
Officiating Principal
and Head, Research Centre
Ness Wadia College of Commerce, Pune

Undergraduate Research Program

From the Coordinator's Desk...

Research allows higher order learning among students and therefore immense value is placed on research based learning and incorporating the same within the curriculum. The Ness Wadia College of Commerce recognizes the importance of inculcating research capability among undergraduate students.

This program is engineered for students who wish to learn more, dig deeper into relevant areas and are committed to pursuing careers in academics and research. Students with outstanding academic potential got the opportunity to work on measurable research deliverables.

Ness Wadia College of Commerce is rated as one of the Best College in Pune by the India Today. The leadership here is committed to provide the best for our students. Our rich history of learning and mentoring continues with the Undergraduate Research Program.

The Program has enhanced research engagement of undergraduate students. They, in association with mentors have worked within diverse areas of Economics, Commerce, Banking and Finance, Management, Computer Application and Law. Students were encouraged to delve into interdisciplinary research.

Learning has got to be an engaging process, and the management at Ness Wadia College of Commerce is committed to provide the needed environment. We ensure that our students take ownership of their learning journeys. We believe that the Undergraduate Research Program has been a crucial pedagogical tool to develop thinking, reading, writing and research skills among our students culminating into a research deliverable.

As a Coordinator of the Program, I had envisaged that the program will become a crucial pedagogical tool to develop critical and analytical thinking, reading, writing and research skills among our students. Believing in the innate ability of my students to think through, enquire and research, the program has culminated into this Compendium.

Planning and executing research studies, managing communications between mentors and students, conducting workshops and handholding each and every research study throughout, has been exhausting but the journey has been thoroughly satisfying.

This issue comprises of four research study reports carried out in the academic year 2017-18 and 2018-19 under External and Internal mentors. The two year journey of the Undergraduate Research Program has been rewarding to all stakeholders, namely students, mentors, society and our esteemed institution.

Dr. Deepa Dani

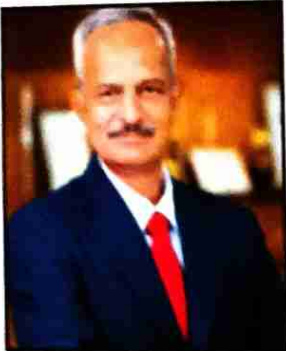
Coordinator

Undergraduate Research Program



About our Mentors

The Mentors for the program are experts in their areas with years of experience of teaching, research and corporate experience. Mentors for the research studies undertaken are as follows :



Dr. K. Ramesha

Dr. Ramesha is the Director of the Indian Institute of Bank Management, Guwahati. He is former Professor and Dean, National Institute of Bank Management. Dr Ramesha is a seasoned academic with more than three decades of experience in teaching, training, research and consulting activities in the area of banking & finance in reputed Universities and national level apex institutions. Currently, Dr Ramesha is also serving as Non-Executive Director on the Board of Union Bank of India and Member, Governing Board, Southern India Banks' Staff Training College.



Dr. Sudhakar Gadam

Dr. Gadam is former Professor and retired as Dean from Gokhale Institute of Politics and Economics, Pune. A sought after econometrician and an expert in Mathematical Economics and Input Output Analysis, he has spearheaded several research studies at the Gokhale Institute of Politics and Economics in the field of rural development. He is an independent research professional and Founder Director, Education and Development Research Centre (EDRC). The organization has carried out several studies in the field of Adult Education mainly for National Literacy Mission (NLM). As a Core group for Institutional Evaluation of NLM, he has carried evaluation studies across 15 states on behalf of the Government of India.



Col. Dilip Sopori

Col. Sopori is an alumni of the Ness Wadia College of Commerce. After a fulfilling stint in the Armed Forces for over 25 years, he shifted to the corporate sector and served as General Manager HR in Cummins India Ltd. He is now engaged with several corporate houses where he advises and consults on strategy, Corporate Social Responsibility and Corporate Governance.



Mr. Saad Shaikh

Mr. Shaikh is an alumni of the Ness Wadia College of Commerce. He was formerly Project Manager at ValueNotes, a business research organization. He is currently on an Entrepreneurial journey in the F&B field.



Dr. Dipak Wayal

Dr. Wayal is Assistant Professor and Nodal Officer of the BBA (Retail Operations) course at the Ness Wadia College of Commerce. He has completed his Doctorate from Dr. Babasaheb Ambedkar Marathwada University, Aurangabad and is an ICSSR grant recipient for research. He is currently Project Director of one major and one minor research projects funded by ICSSR and SPPU respectively. An academician with immense experience of extension work, he was an internal mentor.



Dr. Deepa Dani

Dr. Dani is Assistant Professor and Coordinator, Undergraduate Research Program at the Ness Wadia College of Commerce. A Cambridge Commonwealth Scholar, her research interests include FDI, MSMEs and Development. Dr. Dani has over four year experience of working in National and International academic and research organizations and a recipient of several awards for academic excellence. She has co-authored two books and her write ups, articles and research papers feature in popular media and research journals. As an Internal Mentor, she has acted as a bridge between the External Mentors and undergraduate students, offering her time, advice and inputs in all research studies under the Undergraduate Research Program.

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