



Patuck Polytechnic Trust's (Estd. 1932)

# PATUCK-GALA COLLEGE OF COMMERCE & MANAGEMENT

(Affiliated to University of Mumbai vide letter No. Aff/Recog/372/dt. 12-08-02)

Re-accredited with B++ grade by NAAC (2.77 CGPA)

## ENCOURAGING ADVANCED LEARNERS FOR JOURNAL PUBLICATION

College has an annual Student Journal "*Prasavidha*" where advanced learners are encouraged to write research papers with the help of project guides.

**AY: 2020-21**

Sr. No.	Name of the Student	Class	Title
1	Abida Siddiqui	T.Y.B.Com. (B&I)	Comparative Analysis of Traditional and Modern Teaching Method from a Student Perspective
2	Mubashira Shaikh*	T. Y. B. Com.	Portrayal of Women in Social Media
3	Rakhi Nishad*	T. Y. B. Com.	Effects of Social Media on Youth
4	Simran Sharma	T.Y.B.Com. (B&I)	Gap Between Academics and Industries Through Quality Education
5	Tehseen Shaikh*	T. Y. B. Com.	Unrevealed Facts in Advertisement and its Impact
6	Vailantina Fernandes	T.Y.BMS	Students' Perspective Towards the Government and Schools / Colleges

\* The students are from Third Year AY: 2019-20 and they had submitted their articles during AY: 2019-20. The Research & Publication Cell published their articles in AY: 2020-21.



*M. S. J.*  
**I/c Principal**  
Patuck - Gala College of  
Commerce & Management  
Santacruz (E), Mumbai-400 055



Patuck Polytechnic Trust's (Estd. 1932)

# PATUCK-GALA COLLEGE OF COMMERCE & MANAGEMENT

(Affiliated to University of Mumbai vide letter No. Aff/Recog/372/dt. 12-08-02)

Re-accredited with B++ grade by NAAC (2.77 CGPA)

AY: 2019-20

Sr. No.	Name of the Student	Class	Title
1	Salman Shaikh	T. Y. BMS	Consumer Attitude Towards E-wallet
2	Aamir Khan	T. Y. BMS	Consumer Attitude Towards Discount and Cashback
3	Waheed Khan	T. Y. BMS	The ITC Growth Revolution
4	Sandeep Baranwal	T. Y. BMS	SWOT Analysis of Britannia Industries Limited
5	Ashwin Sudhir Babu	T. Y. BMS	Single Brand VS Multi Brand Retail
6	Taniya Mahyavanshi	T. Y. BMS	Attitude of Youth Towards E-Sports
7	Sapna Kumavat	T. Y. BMS	Amazon VS Netflix: Who Will the Indian Battleground?
8	Johnson Fernandes	S. Y. BMS	Android VS IOS: Consumer Preference
9	Hrithik Padave	S. Y. BMS	XIAOMI – Success in Online Phone Purchase
10	Shweta Jadhav	T. Y. BMS	Social Advertising
11	Shivani Singh	T. Y. BMS	Censorship on Social Media
12	RuzarioD'souza	S. Y. BMS	Apple's Marketing Strategies
13	Khushal Hunkeri	T. Y. B. Com	Time Wasters in Workplace
14	John Serrao	T. Y. B. Com	Status of Women in the Indian Society
15	Vailantina Fernandes	S. Y. BMS	Book Review – Dare To Be Different



*Melba*  
I/c Principal  
Patuck - Gala College of  
Commerce & Management  
Santacruz (E), Mumbai-400 055



Patuck Polytechnic Trust's (Estd. 1932)

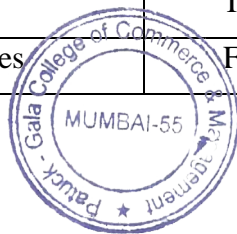
# PATUCK-GALA COLLEGE OF COMMERCE & MANAGEMENT

(Affiliated to University of Mumbai vide letter No. Aff/Recog/372/dt. 12-08-02)

Re-accredited with B++ grade by NAAC (2.77 CGPA)

AY: 2018-19

Sr. No.	Name of the Student	Class	Title
1	Diksha Yelkar	T.Y.BMS	Comparative Analysis of Flipkart and Amazon as Brands
2	Sameer Pradhan	T.Y.BMS	Online Food Service Industry in India
3	Parvati Rathod	T.Y.BMS	A Study of Consumer Behaviour Towards Maggi After 2015
4	Mahesh Pandya	T.Y.B.Com (B&I)	Mobile Banking in India
5	Mukesh Yadav	T.Y.BMS	Consumer Behaviour Towards Fast Changing Mobile Technology
6	Shahbaz Khan	T.Y.BMS	A Study of Consumer Behaviour Towards Smartphones
7	Suraj Vishwakarma	T.Y.BMS	A Comparative Study of Bajaj and Yamaha
8	Afsiya Shaikh	T.Y.B.Com (B&I)	Evolution of the Indian Banking Sector
9	Sachin Singh	T.Y.B.Com (B&I)	Role of the RBI for Economic Stability
10	SunainaJaiswar	T.Y.B.Com (B&I)	Exemplary Leadership in the Indian Banking Sector
11	Rakesh Durgoli	T.Y.B.Com (B&I)	A Study of Motivation in Indian Banking
12	Naved Ansari	T.Y.B.Com (B&I)	Micro Insurance
13	Sneha Chaurasiya	T.Y.B.Com	Cryptocurrency
14	Sushil Gupta	T.Y.BMS	Cadbury India: A Case Study
15	Valentina Fernandes	F.Y.BMS	Book Review – Happily Successful



**I/c Principal**  
Patuck - Gala College of  
Commerce & Management  
Santacruz (E), Mumbai-400 055



Patuck Polytechnic Trust's (Estd. 1932)

# PATUCK-GALA COLLEGE OF COMMERCE & MANAGEMENT

(Affiliated to University of Mumbai vide letter No. Aff/Recog/372/dt. 12-08-02)

Re-accredited with B++ grade by NAAC (2.77 CGPA)

**AY: 2017-18**

Sr. No.	Name of the Student	Class	Title
1	PreetikaChawan	T. Y. B. Com (B&I)	A Study of Mobile Banking in India
2	SiddheshParab	T. Y. B. Com (B&I)	A Comparative Study of Services Provided by Co- operative, Public and Private Sector Banks
3	Lloyd Pinto	T. Y. B. Com	A Study of Work - Life Balance for a Student
4	Neha Shaikh	T. Y. BMS	Brand Experience
5	Shraddha Pandey	T. Y. BMS	Emotional Marketing
6	GunjalTandkar	T. Y. BMS	Is Jio Ethical or Not?
7	Viraj Vaim	T. Y. BMS	Consumer Perception of Counterfeit Product
8	Shilu Patwa	T. Y. B. Com	Book Review: Fish



*Meeta*  
**I/c Principal**  
Patuck - Gala College of  
Commerce & Management  
Santacruz (E), Mumbai-400 055



Patuck Polytechnic Trust's (Estd. 1932)

# PATUCK-GALA COLLEGE OF COMMERCE & MANAGEMENT

(Affiliated to University of Mumbai vide letter No. Aff/Recog/372/dt. 12-08-02)

Re-accredited with B++ grade by NAAC (2.77 CGPA)

AY: 2016-17

Sr. No.	Name of the Student	Class	Title
1	GunjalTandkar	S. Y. BMS	Ratan Tata: The Stalwart Behind the Tata Group
2	Govinda Vishwakarma	T. Y. BMS	A Study of Consumer Behaviour Towards Patanjali Products
3	Chandni Gupta	T. Y. BMS	A Study of Brand Preference of Packaged Milk Products
4	Rohan Singh	T. Y. BMS	Marketing Strategies of Titan Watches
5	Nidhi Prasad	T. Y. BMS	Industry Role in Curriculum Designing
6	Azim Khan	T. Y. BMS	BREXIT: The Case of TATA Group
7	KainathKeshwani	T. Y. B. Com.	Book Review – Belonging



I/c Principal  
Patuck - Gala College of  
Commerce & Management  
Santacruz (E), Mumbai-400 055