



Profile of the Faculty

1. General Information:

Name of the Faculty	:	Miss. Nilima Ganesh Nimje
Name of the Department	:	Department of Management Studies
Educational Qualifications	:	MMS, UGC-NET (Management)
Present Designation	:	Assistant Professor
Address for Correspondence	:	Department of Management Studies, Changu Kana Thakur Arts, Commerce and Science College, New Panvel (Autonomous), Plot-No.01, Sector-11, Khanda Colony, New Panvel (W), Dist. Raigad, Maharashtra, India- 410206
E-mail	:	nilimanimje2826@gmail.com
Contact Number	:	(022) 27464193, (022) 27455760
Specialization	:	Management (Marketing)
Total teaching experience	:	4 Years 6 Months
Courses taught	:	Business Law, Industrial Law, Business Environment, Indian Knowledge System, Environmental Studies, Production and Total Quality Management, E-Commerce & Digital Marketing, Sales and Distribution Management, International Marketing, Retail Management and Strategic Management
Research experience	:	05
Number of students registered for Ph.D. degree	:	Nil
Number of students awarded Ph.D. degree	:	Nil
Number of students registered for P.G degree by research	:	Nil
Number of students awarded P.G degree by research	:	Nil

2. Publication of Research Papers:

UGC Listed Journal		07
Peer reviewed journals	:	03
Non-peer reviewed journals	:	Nil
Conference proceedings	:	Nil

List of Publication of Research Papers:

1. “Beyond Engagement: Measuring the Effectiveness of Influencer Marketing in driving Consumer Decisions towards Sustainable Business Strategies” in Two Days National Seminar on “Sustainability 5.0: Redefining Business, Technology & Society for the Future” held on 28th February & 1st March 2025, which has been published with ISSN: 2394-7780, Vol.-12, Issue 2, April-June 2025 in Peer Reviewed Journal.
2. “Unleashing Potential: A Longitudinal Study Of Internship Based Learning And Its Contribution In Skill Development Among Graduate Students” in One Day International Conference on “Recent Trends in Social Science, Humanities and Education” held on 23rd February 2024, which has been published with ISSN: 2394-5990, Vol.-06 2024, Sanshodhak in UGC CARE Listed Journal.
3. “Awareness about opportunities and positive impact of green HRM and remote working in turbulent times leading women empowerment” in Two Days Multi-Disciplinary International Conference on “Current Emerging Trends for Advancement in Commerce and Science at Global Level” held on 8th Dec & 9th December 2023, which has been published in ISSN: 0970-9045, Vol.-43, Issue 2 (II), July-December 2023 in UGC CARE Listed Journal.
4. “An Analysis on Internet Literacy of Google Products & Services among the youth in village areas” in Two Days National Seminar on “Accounting Education and Research in Digital Era” held on 6th Jan & 7th January 2023, which has been published with ISSN: 0976-2132, Vol.-36, No.1(III) 2023 in UGC CARE Listed Journal.
5. “An Analysis on Consumer Perspective of Non-Vegetarian towards Vegan Products in Navi Mumbai” in Two Days National Seminar on “Accounting Education and Research in Digital Era” held on 6th Jan & 7th January 2023, which has been published with ISSN: 0976-2132, Vol.-36, No.1(III) 2023 in UGC CARE Listed Journal.

6. “To Study the impact of Russia and Ukraine War on Indian Commodities Market” in Two Days International Seminar on “Accounting Education and Research: Opportunities and Challenges” held on 28th & 29th April 2022 which has been published with ISSN: 0555-7860, Vol. LXIV, No.1(V) 2022 in UGC CARE Listed Journal.
7. “To Understand the Perspective of Small Investors Towards Mutual Funds with reference to Navi Mumbai” in Two Days International Seminar on “Accounting Education and Research: Opportunities and Challenges” held on 28th & 29th April 2022 which has been published with ISSN: 0555-7860, Vol. LXIV, No.1(V) 2022 in UGC CARE Listed Journal.
8. “A Study on the importance of Imparting Education on Accounting Ethics to reduce Accounting Fraud” in Two Days International Seminar on “Accounting Education and Research: Opportunities and Challenges” held on 28th & 29th April 2022 which has been published with ISSN: 0555-7860, Vol. LXIV, No.1(V) 2022 in UGC CARE Listed Journal.
9. “Engagement Marketing – A New Outlook for the Brands to Reach Out to the Customers” in National Level Interdisciplinary Online Seminar on “Population, Society, Development and Environmental Sustainability” held on 19th April 2022 which has been published with ISSN: P-2455-0515 E-2394-8450, Vol-IX, Special Issues-I, March-April 2022 in Peer Reviewed Journal with Impact Factor of 7.717.
10. “A Study on Impact of ORM (Online Reputation Management) of Brands on Customer Buying Mindset” in One Day Multidisciplinary International E-Conference on “Impact of Contactless & Electronically maintained commerce, management, hospitality, education on Indian Economy” held on 26th February 2022 which has been published with ISSN:2394-7780, Vol 9 Issue 1 (XIII), January-March 2022 in Peer Reviewed Journal with Impact Factor of 7.36.

3. Books Authored

International Publisher	:	Nil
National Publisher	:	03
Chapters in Edited Books	:	Nil

4. Minor Research Project Completed:

Title of the project	Date of sanction	Duration	Grant received	Funding agency
“Awareness about opportunities and positive impact of Green HRM and remote working in turbulent times leading women empowerment”	October 2022	01 Year	Rs. 13,000	Changu Kana Thakur Arts, Commerce and Science College, New Panvel (Autonomous)

Patents:

Status	Number/s
Granted	--
Published	--
Filled	--

List of patents:

Sr. No.	Patent Name	Title of Invention	Patent Number	Date & Year of Publication	Date & Year of Grant of Patent
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5. Membership/s:

- NA

6. Faculty Development programmes like Orientation/Refresher courses/ Short term courses etc. attended:

Name of the Course	Place	Duration	Sponsoring Agency
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7. Participation in conferences, symposia, seminars and workshops:

Level	Presented paper	Only attended
International	01	06
National	04	04
State	--	--

University	--	--
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8. Conferences, symposia, seminars and workshops organized as convener/co-convener:

Level	Convener	Co-convener
National	--	--
College	--	--

9. Experience on the various committees at the college

Sr.No	Committee / Department
1	Member of Board of Studies in Management Studies from Academic Year 2020 - 2021 till date
2	Member of NAAC Criteria I from Academic Year 2022 - 2023
3	Member of ABC ID Committee from Academic Year 2022 - 2023
4	Member of Commerce Association from Academic Year 2021 - 2022
5	Member of RUSA Cell from Academic Year 2022 - 2023
6	Coordinator of Academic Council from Academic Year 2025 - 2026

10. Experience on the NAAC/ IQAC of the college

- Member, Criteria I (03 Year)

11. Experience on the Various Committees at the University of Mumbai / Government

- Nil

12. Awards/recognitions received:

Level	Title	Year	Awarding agency
University	--	--	--
State	--	--	--
National	--	--	--
International	--	--	--