

L.A.D. & Smt. R.P. College for Women, Nagpur

FACULTY PROFILE

❖ Basic Information

- **Name:** Ms. Vaishnavi Mohurle
- **Designation:** Assistant Professor (Ad-hoc)
- **Department:** Commerce & Management
- **Area of Specialization:** Human Resource Management, Marketing Management, Statistics



❖ Educational Qualifications:

- M.Com., B.Com.
- Pursuing Ph.D. in the subject of Commerce from R.T. M. Nagpur University.

❖ Teaching Experience: 07 Years

❖ Research Publications

(A) Research Papers in National/ International Journals

- Paper Published with the title, “A Study on Stress Management of U.G. Level Teachers in Nagpur City” in “L.A.D. & Smt. R. P. College for Women, Nagpur Research Journal” on 2018. (ISSN-0974-0317)
- Paper Published with the title, “Role of Open Learning Resources and its Impact on E-Learning of Graduate & Post Graduate Students” in “B.Aadhar Peer Reviewed & Referred Indexed Multidisciplinary International Research Journal” on Dated 31 March 2022. (ISSN-2278-9308) (Impact Factor-8.575)
- Paper Published with the title, “Adoption of Digital Banking Services and Its Influence on Online Banking Behavior: Evidence from Nagpur City” in RES Militaries European Journal of Military Studies indexed by SCOPUS Volume 13, 2023. (ISSN:2265-6294)
- Paper Published with the title, “Assessing the Effectiveness of Digital Banking Services in Shaping Online Banking Habits: A City-Specific Study of Nagpur” in Frontiers in Health Informatics indexed by SCOPUS Volume 13, Issue 8, 2024. (ISSN:2676-7104)
- Paper Published with the title, “Technology Acceptance of Digital Banking and its Effect on Online Banking Practices in Nagpur” in Journal of Science Engineering Technology and Management Science International Conference on Engineering,

Management and Social Science (ICEMSS) Volume 2, Issue 3 (S), March 2025.
(ISSN: 3049-0952)

- Paper Published with the title, “Role of Digital Banking in Enhancing Access, Convenience, and Online Banking Behavior: A Nagpur City Study” in International Journal of Economic, Social Science & Management (peer reviewed journal). Volume 6, Issue 3 (S), September 2025. (E-ISSN:3070-0558)

❖ **Administrative Responsibilities**

- Performed academic duties of R.T.M.N.U. paper setting.
- Member of Editorial Board of In-house Publication ‘Busi...B.’ of B.B.A. course.
- Member of Time Table Committee, Student Activity Committee of B.B.A. course.