

PUBLICATION LIST

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1. Research Journal Publications

- 1. Sarfare, M., Shuja, M., & Ingle, Y. (2025).** *"A Study on the Impact of Celebrity Endorsements of Clothing Brands in Advertisements upon Consumer Attitude of Young Adults."* European Economic Letters, 15(1), 4086–4102.
ISSN: 2323-5233. Indexing as recorded in the CV: ABDC, Academia, AcademicKeys, EconPapers, and Bibliothekssystem Universität Hamburg.
Link: <https://eelet.org.uk/index.php/journal/article/view/2810>
- 2. Sarfare, M. (2024).** *"Exploratory Research on the Role of Trust as a Relationship Dimension that exists between the Students and the University of Mumbai."* European Economic Letters, 14(1), 228–236.
ISSN: 2323-5233. DOI: <https://doi.org/10.52783/eel.v14i1.1018>. Indexing as recorded in the CV: ABDC, Academia, AcademicKeys, EconPapers, and Bibliothekssystem Universität Hamburg.
Link: <https://doi.org/10.52783/eel.v14i1.1018>
- 3. Sarfare, M., Shuja, M., & Ingle, Y. (2024).** *"The Impact of Reference Groups on Attitudes Toward Luxury Brands: An Investigation into the Influence of Normative and Aspirational Reference Groups on Young Adult Consumer Attitude."* International Journal of Environmental Sciences, 10(4), 995–1004.
ISSN: 2229-7359. Indexing as recorded in the CV: Scopus.
Link: <https://theaspd.com/index.php/ijes/article/view/12118>
- 4. Sarfare, M. (2023).** *"Impact of Media Coverage of Covid-19 Pandemic on its Risk Perception in Mumbai City."* Empirical Economic Letters, 22(2), 113–130. Special issue on Contemporary Research in Management, Social Science and Technology.
ISSN: 1681-8997. Indexing as recorded in the CV: ABDC, AEA, EconLit, ERA, and ISI.

2. Books and Edited Volumes

- 1. Co-author.** *Fundamentals of Mass Media Research.*
ISBN: 979-8325850905.
- 2. Fifth Editor.** *Evolutions Beyond: Pioneering Science and Technology for Tomorrow.*
ISBN: 978-81-19481-24-8.

3. Conference Papers Presented

- 1. Sarfare, M. (February 2025).** *"A Study on the Impact of Celebrity Endorsements of Clothing Brands in Advertisements upon Consumer Attitude of Young Adults."* International Conference on Emerging Trends in Digital Technologies, Usha Pravin Gandhi College of Arts, Science and Commerce, Mumbai.
- 2. Sarfare, M. (August 2025).** *"The Impact of Reference Groups on Attitudes Toward Luxury Brands: An Investigation into the Influence of Normative and Aspirational Reference Groups on Young Adult Consumer Attitude."* International Conference on Global Trends in Management, Usha Pravin Gandhi College of Arts, Science and Commerce, Mumbai.

- 3. Sarfare, M. (May 2020).** *“A Descriptive Study on the Impact of Media Coverage of Corona Pandemic on its Threat Perception in Mumbai City.”* Interdisciplinary International E-Conference on Covid-19: Nations in Transition, B. L. Amlani College of Commerce & Economics, Mumbai.
- 4. Sarfare, M. (February 2019).** *“A Perception Study on the Credibility Associated by Adolescents with Respect to Social Media Consumption.”* International Conference—Media Summit 2019 on Media Integrity, K.C. College of Arts, Science and Commerce, Mumbai.

4. Scholarly Peer Review

Invited by **Taylor & Francis** to peer-review a scholarly manuscript for the **Journal of Sexual Aggression** (Print ISSN: 1355-2600; Online ISSN: 1742-6545), an international, interdisciplinary peer-reviewed journal published in association with the National Organisation for the Treatment of Abuse (NOTA). **The journal is Q1 indexed in Scopus and the Social Sciences Citation Index (SSCI)**, among other databases.

5. Creative Publications

Sarfare, M. (2020). **The Tonic**. Leadstart Publishing Pvt. Ltd. (Inkstate Books), published 21 October 2020. 358 pages. ISBN: 978-93-90040-26-1 (publisher listing); 978-93-90040-27-8 (ebook listing).

The author’s debut novel received reviews and coverage from national and international media outlets.