

1. Dr. Sonia Munjal

Research Experience

- **Four Ph.D. Degrees awarded** under supervision

Journal Publications

- Malhotra, D. P. ., Munjal, D. S. ., Singh, D. S. ., Sharma, D. ., & Gomathi, D. S. . (2024). QWL Existence and its Impact on Psychological Well being among Academicians: Theoretical Perspectives and Literature Review. *Migration Letters*, 21(S1), 1032–1043.
- Munjal Sonia, (2023), Investigating Factors Affecting Customers ‘satisfaction In Online Shopping: An Analytical Study, Volume:05/Issue:05, ISSN: 2582-5208, *International Research Journal of Modernization in Engineering Technology and Science*
- *Indian Journal of Public Administration*, Vol. 65, Issue 1, 2019, March, 2019, "Associative Impact of Personality Orientation and Levels of Stress on Procrastination in Middle Level Managers", Sage Journals
- *International Journal of Research and Analytical Reviews*, IJRAR/Vol. 6 / Issue 1/ 067, March 2019, “Exploring The Relationship Between Hurdles in Process and Degree of Losses by Developing Value Co-Destruction Model: A Study On Consumers Perspective in Online (E-Commerce) Services Context”
- *Prestige International Journal of Information Technology and Management - Sanchayan*, Vol.4 (2) July - Dec 2015, “A study on procrastination: correlation with Locus of Control and hierarchical positions”
- *South Asian Journal of Marketing and Management Research*, ISSN:2249-877X, July 2014, “A Comparative Study on Locus of Control of Academician and Corporate Employees”
- *European Journal of Commerce and Management Research* (2) 7,168-171, (2013), A Study on Locus of Control, Hierarchical Position and Procrastination,
- *International Academy of Organizational Behavioral Management (IAOBM)* 2013, “The Assassinator of Performance: An Outline of Procrastination”
- *International Journal of Computer Science and Information Technology* Vol. 3, No.1, June 2010, Impact of E-detailing on sales force: A study of Indian Pharmaceutical Industry, IJCSIT,
- *Advances in Management*, Vol. No. 3(4) April 2010, Importance of Corporate Brand for E-Detailing - Study of Indian Physician,
- *Southern Economist*, Vol. 48 Number 9, Sept. 2009, Global Trends in E-detailing
- *Management, Research Link-66*, Vol.-VIII (7), Sept 2009, Page no 12-14, Socio-Psychological Attitude towards Entrepreneurship (A study of budding Engineers and their parents Located in Eastern India)
- *Management, Research Link-65*, Vol.-VIII (6), Aug. 2009, Page no 6-8, Ethical Use of Information Technology for Marketing Pharmaceutical products
- *Advances in Management*, Vol. No. 1(4) July 2008. E-Detailing Possibilities for Physicians Unwilling to Meet Medical Representatives- Study of Indian Physicians.
- *Southern Economist*, Vol. 43, No.1, June 2007 Application of Web Conferencing to detail Pharmaceutical Products.

- Published by Global Institute of Flexible Systems Management, 2006, India ISBN : 81-903397-6-1 (Management of Innovation, Technology, Transfer & Flexibility for Competitiveness in the Globalized World), Application Of Information Technology To Overcome Noncompliance Of Drugs
- Southern Economist, Vol. 44 Number 10, 15th September, 2005, “Role of Information Technology in Launching New Pharmaceutical Products”.
- Southern Economist Vol. 43, Number 1, May 2004 p. 27-28, E-Pharmacies: A few ethical and legal considerations
- “Intellectual Property Rights: Recent Trends”, Compilation of Essays for National Conference supported by DST held from 26th Nov. to 27th Nov., 2004. Sikkim Manipal Institute of Technology.

Conference

- Published in Advances in Communication Devices and Networking, “*Impact of Benefits on Preference for Traditional Detailing*” Online edition 30th August 2022, Springer Publications, Scopus Conference.
- Published in Machine Learning in Information and Communication Technology, Springer Publications, “*Preferences in the Detailing Process Among Young and Senior Physicians*” December 2021, Scopus Conference.
- Department of Management Studies, Indian Institute of Technology Roorkee, International Conference on Global Trends in Business & Sustainability Research, (ICGTBSR'16) Dec 2 - 4, 2016
- International Conference on Evidence Based Management (ICEBM 2015), Birla Institute of Technology & Science, Pilani, “*Work Procastination: A Causative Analysis in Organization*”
- “*Counterproductive work behaviour in organization*” International Conference ICOMBI-2013 at MNIT, Jaipur, in May 2013.
- *Disease Profile of E-detailing in India*, International Conference on Business and Information Technology: The Contemporary Research and Development. IMT Ghaziabad, 24th -26th Feb. 2010
- *Increasing Inclination of physicians towards E-detailing for Accepting Professional Information: A Study of Indian Physicians*, International Conference on Business and Information Technology: The Contemporary Research and Development. IMT Ghaziabad, 24th -26th Feb. 2010
- Organized by Council of Small Industries under sponsorship and association with Planning Commission, Government of India, 27th November 2007. Paper on “*Need for Developing Human Resources To Keep the VSE Sector in the Growth Trajectory in the State of Sikkim and Entrepreneurship Development.*” (Published in the Proceedings)
- National Conference on Current Trends in Communication Devices and Computing Organized by SMIT 26th to 28th Oct. 2007. Paper on “*Application of E-detailing for physicians unwilling to meet medical representatives*”
- International Conference on Sustainable Regional Development in SMIT, 22nd to 24th Feb 2007. Paper on “*Look East Policy and North East India: Synergistic Perspective for Sustainable Development*’ (Published in the Proceedings)

- Paper on “*Creative use of Information Technology to improve drug compliance*” is accepted in Bangkok. 2006
- International Conference on Ergonomics: HWWE, held in IIT Guwahati, 10-12 Dec. 2005 on “*Visual-field Superiority as a Function of Stimulus Type and Content with Respect to Feedback of Knowledge.*” (Published in the Proceedings)
- International Conference on Globalization and Economic Asymmetries, IIM Kozikodhe held on 15th to 17th Dec 2005. Paper “*A Cross Cultural Study of Stress due to Globalization*”

Conferences Chairing Session

- Chaired the session “Health, Socioeconomic Contents” in the International Conference on Globalization and Economic Asymmetries at IIM Kozikodhe held on 15th to 17th Dec. 2005.
- Center for Himalayan Studies North Bengal University, (7th and 8th February). “Wildlife Tourism in State of Sikkim: Problems and Prospects”
- National Seminar on Intellectual Property Rights, St. Anthony’s College, Shillong October 6-8, 2004. Paper Presented “IPR and Indian Pharmaceutical Industry: Problems and Prospects”. (Published in the Proceedings)
- Health World Asia, 2004 International Health Conference, Putra World Trade Center, Kuala Lumpur, Malaysia (2-5 Sep 2004) on “E-detailing: A Revolutionary Approach to Strengthen Health Care System”.

Book Published (Edited) and Book Chapter

- Classification of Patients on Patient Empowerment: A Study of Online Patients Supports Groups, Published in Taylor and Francis
- Bio-Cultural Diversity & Sustainable Development: in North East India, Status Vision and Challenges, Readworthy Publications (P) Ltd., Delhi, ISBN 10: 81-89973-67-3, ISBN 13: 978-81-89973-67-4
- Managing Business Organizations, Knowledge and the External Environment, Chapter 15, MACMILLAN Advanced Research Series, ISBN 10: 0230-32940-3, ISBN 13: 978-0230-32940-9

2. Dr. Imran Ali

Journal Publications

- Ali Imran (2020) “Do Trust and Corporate Social Responsibility Activities Affect Purchase Intention? An Examination Using Structural Equation Modeling” Innovative Marketing, ISSN-1816-6326, Volume 16, Issue 4 ([http://dx.doi.org/10.21511/im.16\(4\).2020.06](http://dx.doi.org/10.21511/im.16(4).2020.06))
- Ali Imran (2021) “ A Study of factors Affecting Consumers’ Attitude towards Online Grocery Shopping: An Exploratory Study, Effulgence, Volume 19, Issue 1, ISSN-2456-6675 (<http://dx.doi.org/10.33601/effulgence.ridas/v19/il/2021/38-45>)

- Ali Imran (2021) “Determinants of Customer Satisfaction in Online Grocery Shopping”, International Journal of Data and Network Science, Volume 5, Issue 3, ISSN 2561-8156 doi: 10.5267/j.ijdns.2021.5.005
- Ali Imran (2022) “A Study to Investigate What Tempts Consumers to Adopt Electric Vehicles”. World Electric Vehicle. Journal 2022, 13, 26. <https://doi.org/10.3390/wevj13020026>
- Ali Imran (2022) “Insights on electric vehicle adoption: Does attitude play a mediating role?”, Innovative Marketing , 18(1), 104-116. doi:10.21511/im.18(1).2022.09
- Ali Imran (2023) “ An Study on Employee’s Perception towards Contractual Employment in the Manufacturing Industry in India” Pratibimba Journal of IMIS, Volume 23, Issue I
- Ali Imran (2023) “ Investigating Factors Affecting Customers’ Satisfaction in Online Shopping” International Journal of Modernization in Engineering Technology and Science, Volume 5, Issue 5
- Ali Imran (2023) “Effects of CSR Activities on Customers’ Purchase Intention” Innovative Marketing, Volume 19, Issue 2

Book Published

- Marketing case Studies: Immersive Learning for Marketing Insights, Published by Eliva Press

Book Chapters

- Brand positioning through corporate social responsibility in book titled: Leveraging Intellectual Property for Business Growth, Wisdom Publications.
- FDI in Higher Education in India in book titled: Challenges of Globalization; strategies for competitiveness, Macmillan Publishers India Ltd.
- Role of Micro-finance in Inclusive Growth in India in book titled: India Inc: Managing for Tomorrow.
- Indian Military Modernization: Qualitative Analysis of Agnipath Scheme Using Nvivo12 in a book titled Adaptation Of Technological Advancement In India JSR Publishing House LLP

Conferences

- Paper presentation on ‘An examination of factors affecting customer satisfaction in online grocery shopping’ organized by Indirapuram Institute of Higher Studies, Ghaziabad on 25th Jan, 2020.
- Paper presentation on ‘A Study on the Effect of Personality Traits on Emotional Well Being of Employees of Private Educational Institutions in India organized by Amity University, Noida on 25th and 26th February 2021.
- Paper presentation on ‘Impact on Online Learning on Psychological Disconnect of Budding Professionals during Covid-19 organized by Amity University, Noida on 25th and 26th February 2021.

- Paper presentation on ‘Indian Military Modernization: Qualitative Analysis of Agnipath Scheme’ organized by Gautam Buddha University, Greater Noida held on 26th and 27th August, 2022.

3. Dr. Smita Singh

Book Chapter

- Book Chapter- Metaverse Technology in HR and Evaluating its Impact on Balance Scorecard Metric, Advancements in Business for Integrating Diversity, and Sustainability – Dimitrios A. Karras et al. (eds)© 2024 Taylor & Francis Group, London, ISBN 978-1-032-70828-DOI: 10.4324/9781032708294
- “EMERGING TRENDS AND PRACTICES IN BUSINESS, COMMERCE &MANAGEMENT, VOLUME – 1, Paradox Publishing House ISBN: 978-93-94727-74-8, DOI: 10.25215/9394727744

Journal Papers

- Singh, Smita et.al (2023). World Journal of Management and Economics AN EMPIRICAL STUDY ON INCOME AND INVESTMENT PATTERN OF URBAN HOUSEHOLDS OF MEERUT REGION (UTTAR PRADESH, INDIA).
- Singh, Smita et.al (2022). The Impact on the Psychological Health of Employees through Egotism of Managers Resorting to Workplace Bullying and Destructive Leadership- a Hypothetical Case Study Approach. ECS Transactions. 107. 13139-13146. 10.1149/10701.13139ecst.
- Singh, Smita et.al (2022). A Study on Khadi: A Swadeshi Fabric Among the New Era. ECS Transactions. 107. 15407-15416. 10.1149/10701.15407ecst.
- Employees Perception of HRM Practices: A Comparative study between Cooperative Banks and Public Sector Banks with reference to Bhopal region. , AAYAM-AKGIM Journal of Management, Vol 8, Issue 1, Jan-July 2018, ISSN No.- 2231- 4326, Pg 27-32.

Conferences

- 5th General Management Conference “ KJ Somaiya Institute of management” 2022 “Embracing Technology Enabled Organizational Agility in HR through Metaverse and measuring its impact on drivers of Balance Scorecard”.
- Smita Singh “I3Cmetas International Conference on “Contemporary Challenges in Management, Education, Technology and Applied Sciences” April 2021.
- Singh Smita ,2016, A study of development of Banking Sector in India with special reference to Human Resource Practices, UGC sponsored National Seminar at MLB Girl's Govnt.College, Bhopal, Planning of Social Research, Vol III, ISSN No.- 2278-3377, Pg 178- 183.

- Singh Smita, 2018, Virtual Teams: Managing Global workforce with references to challenges and future prospects
- National Conference on Changing Paradigms for Economic and Sustainable Development, UGC approved journal “International Journal of Research in Management and Social Science”, VOL6, Issue 1, Jan-June 2018, ISSN2322-0899.

4. Dr. Riyazuddin

National Conference/Seminar

- Riyazuddin (October-2019). “An Analytical Study of Income, expenditure and Investment Pattern of Urban Households in Meerut Region.” National Seminar on “4G Gandhi, Ganga, Gou and Gaon.” Organized by Gandhian Study Centre in Ismail National Mahila (PG) College, Meerut, Sponsored by UGC.
- Riyazuddin (October-2019). “A Study on Small Savings and Investment in Meerut.” National Seminar on “Need and Challenges of Intellectual Property Rights.” Organized by IPRC & IQAC, Hindu College, Moradabad, IFTM University, and Moradabad.
- Riyazuddin, (February-2019). "Corporate social responsibility practices in India-An analytical study." National Conference on “Managing Diversity in Business through Social & Digital Media.” Organized by IIHS, Indirapuram (Ghaziabad).
- Riyazuddin, (May-2014). "Innovation in Business-Opportunity & Challenges." National Conference on Challenges and Opportunities in Business. Organized by Lloyad Institute of Management & Technology, Greater Noida.
- Riyazuddin, (February-2011). “Impact of globalization in higher education.” National Conference on Impact of Globalization on Indian Economy. D.N. College, Meerut.

International Conference/Seminar

- Riyazuddin, (17th May-2023). "An Analytical Study on Income and Investment Pattern of Urban Households of Meerut Region (Uttar Pradesh, India)” International Conference on “International Conference on Sustainable and Innovative Solutions for India@ 75: A journey towards Atmanirbhar Bharat” Organized by IMS (University Courses Campus), Ghaziabad.
- Riyazuddin, (3rd June-2020). "Life Ahead with Covid-19." International Conference on “Novel Corona and Novel Challenges.” Organized by UGC Cell.
- Riyazuddin, (January-2020). "An Examination of Factors Affecting Customer Satisfaction in Online Grocery Shopping." International Conference on “Industry 4.0-Architecting Management Practices in Business.” Organized by IIHS, Indirapuram (Ghaziabad).

- Riyazuddin, (February-2016). "Challenges and Problems of small-scale industries in India." International Conference on Latest Advances in Technology, Management and Applied Science. Organized by IIMT College, Greater Noida.
- Dr.Riyazuddin, (July-2023). "An Empirical Study on Income and Investment Pattern of Urban Households of Meerut Region (Uttar Pradesh, India)". ABDC, **WJME - World Journal of Management and Economics.** Volume 16 Issue 6, pp 187-200. July 2023.ISSN: 1819-8643/1998-1392
- Dr.Riyazuddin, (March-2023). "A Study on Income, Savings, Expenditure and Investment Pattern of Urban Households with Special Reference to Ghaziabad District, Uttar Pradesh (India)". ABDC, **KRIS - Korea Review of International Studies.** Volume 16 Issue 44, pp 111-122. March 2023.ISSN: 1226-4741
- Dr. Riyazuddin (Co-Author), (March-2023). "An Assessment of Indian Electronic Use of the Cash on Digital Payment Method for Internet Shopping)". ABDC, **KRIS - Korea Review of International Studies.** Volume 16 Issue 44, pp. 95-110. March 2023. ISSN: 1226-4741

Double Blind Peer Reviewed:

- Dr.Riyazuddin, (June-2023). "Forensic Accounting: A Strategy for Identifying and Terminating Financial Frauds in India". Double Blind Reviewed, Referred and Indexed International Journal of Trade & Commerce." Volume 12, Issue I, pp.166-175. ISSN: 2277-5811, Print: 2278-9065/ Impact Factor 6.318/ISRA-IF 5.135/COSMOS IF 3.721/NAAS Rating 3.55.
- Riyazuddin, (June-2022). "A Study on Islamic Banking's Growth, Challenges and Potential in India". Double Blind Reviewed, Referred and Indexed International Journal of Trade & Commerce." Volume 11, Issue II, pp.211-219. ISSN: 2277-5811, Print: 2278-9065/ Impact Factor 6.318/ISRA-IF 5.135/COSMOS IF 3.721/NAAS Rating 3.55.
- Riyazuddin, (June-2020). "A Study of Investment Behavior in Relation to Middle Class Group Families Towards Different Types of Opportunities."Double Blind Reviewed, Referred and Indexed International Journal of Trade & Commerce." Volume 9, Issue 1, pp.142-152.ISSN: 2277-5811/ Impact Factor 6.318/ISRA-IF 5.135/COSMOS IF 3.721/NAASRating3.55.

- Riyazuddin(Co-Author), (February-2019). "Corporate social responsibility practices in India-An analytical study." International Journal of "Advance and Innovative Research." Volume 6, Issue 1(XV), pp.93-100. (ISSN: 2394-7780).
 - Riyazuddin, (2019). "An Empirical Study on Non-Performing Assets of Commercial Banks in India." A Peer Reviewed National Journal "Hypothesis-National Journal of Research in Higher Studies." Vol. II, Issue-1. (ISSN-2581-8953).
 - Riyazuddin, (December-2012). "Impact of globalization in higher education." National Journal "Impact of Globalization on Indian Economy." Vol.1, pp.280-290. (ISBN-81-7487-794-0).
- Book Publication:**
- Riyazuddin,(Co-Author), (2013). Title of book "Income tax." Publication-Ardent Pub., New Delhi (Edition-First, 2013).

5. Dr. Meenu Chaudhary

Research Paper

- Chaudhary, M., Gaur, L., Jhanjhi, N. Z., Masud, M., & Aljahdali, S. (2022). Envisaging Employee Churn Using MCDM and Machine Learning. *Intelligent Automation & Soft Computing*, 33(2).
- Chaudhary, M., Gaur, L., Chakrabarti, A., & Jhanjhi, N. Z. (2023). Unravelling the Barriers of Human Resource Analytics: Multi-Criteria Decision-Making Approach. *Journal of Survey in Fisheries Sciences*, 306-321.

Conference Paper

- Chaudhary, M., Gaur, L., & Chakrabarti, A. (2022, April). Comparative Analysis of Entropy Weight Method and C5 Classifier for Predicting Employee Churn. In *2022 3rd International Conference on Intelligent Engineering and Management (ICIEM)* (pp. 232-236). IEEE.
- Chaudhary, M., Gaur, L., & Chakrabarti, A. (2022, November). Detecting the Employee Satisfaction in Retail: A Latent Dirichlet Allocation and Machine Learning approach. In *2022 3rd International Conference on Computation, Automation and Knowledge Management (ICCAKM)* (pp. 1-6). IEEE.
- Chaudhary, M., Singh, G., Gaur, L., Mathur, N., & Kapoor, S. (2023, November). Leveraging Unity 3D and Vuforia Engine for Augmented Reality Application Development. In *2023 3rd International Conference on Technological Advancements in Computational Sciences (ICTACS)* (pp. 1139-1144). IEEE.
- Chaudhary, M., Gangele, A., Naved, M., Gaur, L., & Singh, G. (2022, November). The Function of Driver Categorisation in the Ride-Hailing Industry: A Study on On-Demand

Transport. In 2022 3rd International Conference on Computation, Automation and Knowledge Management (ICCAKM) (pp. 1-6). IEEE.

- Chaudhary, M., & Gaur, L. (2021). COVID-19 a “BIG RESET”—Role of GHRM in Achieving Organisational Sustainability in Context to Asian Market. In Proceedings of Second International Conference on Computing, Communications, and Cyber-Security: IC4S 2020 (pp. 607-625). Springer Singapore.
- Presented a paper titled “Decoding internet user’s belief, attitude and behavior towards online advertisements” in the International Conference on Multidisciplinary Concepts in Management (ICMCM-2023) organized by GL Bajaj Institute of Technology and Management, Greater Noida in association with California State University, San Bernardino, USA.

6. Dr. Richa Shukla

Book:

Book Titled - “Retail Management” ISBN:978-93-5755-071-0 Publication: Thakur Publication, 2023

Journals:

- “Study on Human Resource Planning Role in Recruitment and Selection Process”, published in Asian Global Research (AGR) (e-ISSN 2349-1574), Vol-1, Issue-6
- “Study of Stress at Work Place Among Management Faculty”, published in International Research Journal of Humanities, Engineering & pharmaceutical Sciences (e-ISSN 2320-2955, p- ISSN-2249- 2569)p. 63-66.
- “Impact of Television Advertising on Youth Purchase Decision / Buying Behavior”, published in International Conference on Innovation Techniques in Engineering and Management (ICITEM) (p- ISBN 978- 1-62951-946-3)
- “Emerging Challenges and Coping Strategies in HRM”, published in International Journal of Engineering Sciences & Management(ISSN2277-5528), vol. 5, Issue 4, p. 18-22.

Conferences:

- Presented paper in International conference ICRAIMMSTEL-2021(online) on Impact of Online Teaching on Higher Education Sector in India at JIMS Engineering Management Technical Campus, Greater Noida on Saturday, 8th May, 2021
- Presented paper in International Conference SICBM (online) on Paradigm Shift In Teaching Pedagogy Of Faculties Of Higher Education Institutions During Covid-19: Challenges & solutions at by Symbiosis Institute of Business Management, Hyderabad in association with - College of Business at Tennessee Tech University, Cookeville, USA, Manukau Institute of Technology ,

Auckland, New Zealand, NWU Business School , North-West University, South Africa on 12-14 February, 2021

- Paper Presented in International Conference on Paradigm shift in teaching pedagogy of faculties of higher education institutions during covid-19 : challenges & solutions in International conference SICBM at SIBM, Hyderabad, 2021 .
- Presented a paper in National Conference (KISG) on A study on impact of social media on young generation on 29 April, 2018 at IILM, Lucknow.
- Presented paper in International Symposium (IDCSC 2018) on Technology and Human Behavior: Ef- fects and Issues at Botanical survey of India, Allahabad on 18-19 March, 2018.
- Presented a paper in National Conference (ABSTSSTD) on Stress Management Techniques to Achieve Business Synergy : Analysis on 24-25 February, 2018 at School of Management Studies, Lucknow.

7. Dr. Priyanka Malhotra

Books/ Book Chapters:

- Authored a book titled “**Psychology for Managers**”, Kalyani Publishers (2017), Revised Edition (2019). ISBN: 978-93-5359-77-02
- Published a chapter titled “**Implication of Commercialisation on Higher Education**” in the book ‘Challenges in Higher Education: An Inclusive Perspective’, ISBN No.: 978-93-83316-0
- Published a chapter titled “**Content Marketing: The New Age Marketing**” in the book ‘A Foresight on Digital Marketing’, VSRD Academic Publications (March 2023), ISBN: 978-93-91462-47-5

Research Papers:

- Nancy, D. S. ., Malhotra, D. P. ., Munjal, D. S. ., Singh, D. S. ., Sharma, D. ., & Gomathi, D. S. . (2024). QWL Existence and its Impact on Psychological Well being among Academicians: Theoretical Perspectives and Literature Review. *Migration Letters*, 21(S1), 1032–1043. Retrieved from <https://migrationletters.com/index.php/ml/article/view/7467> (Scopus Indexed)
- Mishra, T. K. ., Latha, D. ., Malhotra, D. ., P, S. ., Gomathi, D., & Padma, D. . (2023). The Impact Of Job Attrition And Understanding The Factors Affecting Attrition And Intention: A Theoretical Framework. *Migration Letters*, 21(S1), 953–961. (Scopus Indexed)
- Malhotra, P. ., Singh, S. ., Sharma, D. ., & Sharma, S. . (2023). Investigating the Relationship of Organizational Identification, Organizational Citizenship Behaviour and Ethical leadership in Context of College Teachers. *Journal of Advanced Zoology*, 44(S3), 362–371. <https://doi.org/10.53555/jaz.v44iS3.607>
- Published a research paper titled “A Study of Job Satisfaction and Commitment level of Generation X and Y College Teachers towards their institutions” in International Journal

of Early Childhood Special Education, Volume 14, special Issue 03, 2022, ISSN: 1308-5581(ESCI Journal)

- Published a research paper titled “Technology Adoption in Teaching at Higher Education Level: A comparison of Generation X and Generation Y Teachers” in Science, Technology and Development Journal, Volume VIII Issue XII December 2019. ISSN No.: 0950-0707, Impact Factor: 6.1 (UGC Care journal)
- Published a research paper titled “Ethical Behaviour of Teachers: A Comparison of Generation X and Generation Y” in ‘Journal of the Gujarat Research Society’, Volume 21 Issue 13, December 2019 ISSN No.: 0374-858 (UGC Care)
- Research Paper titled “A Study on Identification and Measurement of Stress levels of College teachers with special reference to Gender and Generational Differences” is published in Journal of Innovative Technologies and Research, Volume 5 Issue 11, “November-2018” pp. 10-15, having e- ISSN number 2349-5162 (UGC Care)

8. Dr. Veena Grover

In International & National Journals

1. “Innovations for Low Income Markets”, Global Journal of Finance & Management, ISSN: 0975-6477, Peer Reviewed Journal, Vol.5, No.13 (2013), pp.61-66.
2. “Innovation Strategy Dimensions: Analysis & Implications”, South Asian Journal of Marketing & Management Research, South Asian Journal of Marketing & Management Research, Peer Reviewed Journal, Vol.2, Issue 7 (July 2012), pp.168-184
3. “Web Conferencing: An important Tool of Knowledge Management- case study of ABB Ltd.”, Lingaya’s Journal of Professional Studies, ISSN 0975-539X, Peer Reviewed Journal Vol.4, Issue 1 (Dec 2010), pp 63-65.
4. “Aligning Business Strategy & Technology Policy.”, Lingaya’s Journal of Professional Studies, ISSN 0975-539X, Peer Reviewed Journal, Vol. 6, Issue 1 (Dec 2012), pp 80-83.
5. “Determinants of Innovation Strategy” International Journal of Business & Management, ISSN 2321–8916, Peer Reviewed Journal, Vol. 4, issue 8 (Nov.2016), 187-195.
6. “Alignment of Business Strategy and Innovation Strategy: Strategic Benefits”, Imperial Journal of Interdisciplinary Research, 2454-1362 (online), Peer Reviewed Journal, Vol. 3. Issue 1 (Dec 2016), pp 544-547.
7. “Innovations for Low Income Markets: A Proposed Model of Disruptive Innovation”, International Journal of Advanced Trends in Technology, Management & Applied Science, ISSN 2454–5678, Peer Reviewed Journal, Vol.2, Issue 7 (July 2017), pp 1-16.
8. “Unpacking the relationship between Innovation Strategies and Firm’s Performance: The moderating role of Business Strategy”, Journal of The Social Sciences, ISSN: 0253-1097, (Scopus Indexed). Vol.48, Issue 4 (Oct. 2020), pp 3129-3143.

9. "Web Conferencing: An Important tool of knowledge management-A Case study of ABB Ltd.", Mukta Shabad Journal, ISSN:2341-3150, (UGC CARE) Volume IX, Issue VIII, AUGUST/2020, pp 1200-1203.
10. "Impact and sustainability of SHGS Bank Linkage Programme on MFIs", Wesleyan Journal of Research, ISSN:0975-1386' (UGC CARE)' Vol.13, issue 78, pp 91-101.
11. "Impact Assessment of Self-Help Group Bank Linkage Programme on Women Empowerment in The State of Bihar", The Journal of Oriental Research, Madras, ISSN: 0022-3301(UGC CARE), Vol.11, issue 2, pp 89-98.
12. "Evolution and Sustainability of Microfinance Institutions in India", The Empirical Economic Letters, ISSN:1681-8997' (ABDC list Journal). Vol.21, issue 2, pp 680-692.
13. "The Catastrophic Incumbrance of Social Media in Escalating and Subsiding Various Manoeuvres of Corruption: An Assessment" Turkish Online Journal of Qualitative Inquiry (TOJQI), ISSN 1309-6591, (Scopus Indexed). Volume 12, Issue 7, July, 2021 :13900 – 13910
14. Grover, V., Nandal, M., Balusamy, B., Sahu, D., & Dogra, M. (2024). Proposed hybrid Model in Online Education. *EAI Endorsed Transactions on Internet of Things*, 10. <https://doi.org/10.4108/eetiot.4770> (Scopus Indexed)
15. Nandal, M., Grover, V., Sahu, D., & Dogra, M. (2024). Employee Attrition: Analysis of Data Driven Models. *EAI Endorsed Transactions on Internet of Things*, 10. <https://doi.org/10.4108/eetiot.4762> (Scopus Indexed)
16. Grover, V., Anbarasi, A., Fuladi, S., & Nallakaruppan, M. K. (2023). Decision Tree Based Crowd Funding for Kickstarter Projects. *EAI Endorsed Transactions on Scalable Information Systems*, 11(2). <https://doi.org/10.4108/eetsis.4639> (Scopus Indexed)
17. iswal, A. K., Avtaran, D., Sharma, V., Grover, V., Mishra, S., & Alkhayyat, A. (2023). Transformative Metamorphosis in Context to IoT in Education 4.0. *EAI Endorsed Transactions on Internet of Things*, 10. <https://doi.org/10.4108/eetiot.4636> (Scopus Indexed)
18. Fatima, I., Grover, V., Raza Khan, I., Ahmad, N., & Yadav, A. (2023). Artificial Intelligence in Medical Filed. *EAI Endorsed Transactions on Pervasive Health and Technology*, 9. <https://doi.org/10.4108/eetpht.9.4713> (Scopus Indexed)
19. Tomar, P., & Grover, V. (2024). Transforming the Energy Sector: Addressing Key Challenges through Generative AI, Digital Twins, AI, Data Science and Analysis. *EAI Endorsed Transactions on Energy Web*, 10. <https://doi.org/10.4108/ew.4825> (Scopus Indexed)

In International Conferences Proceeding

- 1) A. Bansal, M. K. Nallakaruppan, F. A. Mon, V. Grover and B. Balusamy, "Heart Disease Prediction with Hyperparameter Analysis," *2023 International Conference on Computer Science and Emerging Technologies (CSET)*, Bangalore, India, 2023, pp. 1-6, doi: 10.1109/CSET58993.2023.10346721.(Scopus Indexed)
- 2) M. A. Ali, R. K. Dhanaraj, A. K. Sharma, B. Balusamy, G. V and V. Grover, "Multi-Module Deep Learning and IoT-Based Pest Detection System Using Sound Analytics in

Large Agricultural Field," *2023 International Conference on Electrical, Electronics, Communication and Computers (ELEXCOM)*, Roorkee, India, 2023, pp. 1-6, doi: 10.1109/ELEXCOM58812.2023.10370552. **(Scopus Indexed)**

- 3) Johri, I., Nallakaruppan, M.K., Balusamy, B., V. G., Grover, V. (2023). Application of Neural Networks and Genetic Algorithms in Establishing Logical Rules for Evaluating the Edibility of Mushroom Data. In: Shaw, R.N., Paprzycki, M., Ghosh, A. (eds) *Advanced Communication and Intelligent Systems. ICACIS 2023. Communications in Computer and Information Science*, vol 1920. Springer, Cham.
https://doi.org/10.1007/978-3-031-45121-8_18 **(Scopus Indexed)**
- 4) T. Seetharaman, V. Sharma, B. B. V. Grover and A. Agnihotri, "An Efficient and Robust Explainable Artificial Intelligence for Securing Smart Healthcare System*," *2023 Second International Conference On Smart Technologies For Smart Nation (SmartTechCon)*, Singapore, Singapore, 2023, pp. 1066-1071, doi: 10.1109/SmartTechCon57526.2023.10391664. **(Scopus Indexed)**
- 5) Attended International Conference on "Achieving inclusive and sustainable industrialization by promoting SMEs" from 30 Nov – 01 Dec, 2017 at India Habitat Centre, New Delhi, India, organized by World Association for Small and Medium Enterprises (WASME).
- 6) Presented paper entitled, "Innovations for low-income markets" at the World Congress organized by Krishi Sanskriti, held at Jawaharlal Nehru University (JNU), New Delhi on 25th and 26th May, 2013.
- 7) Presented paper entitled, "Innovations for low-income markets" at the International Conference on Innovations in Management & Information Technology organized by Institute of Management & Technology, Faridabad on 7th April, 2012.
- 8) Presented paper entitled, "Contemporary Human Capital Practices" at the International Conference on Entrepreneurship & Innovation: The New Age Mantra, organized by Jagan Institute of Management Studies, Rohini, Delhi on 5th February, 2011.
- 9) Presented paper entitled, "Privatization of Higher Education" at the International Conference organized by University School of Management Studies, held at Guru Gobind Singh Indraprastha University, New Delhi, on 6th and 7th November, 2009.

In National Conferences Proceeding

- Presented a paper entitled, "Retaining the Right Man- A HR Challenge" at National Conference on Human Resource Development held at Aggarwal College, Ballabgarh, Haryana on 20th and 21th November, 2010
- Presented a paper entitled, "Role of Media in the Era of Globalization" at National Conference sponsored by UGC held at DAV Centenary College, Faridabad on 14th and 15th March, 2008.

- Presented a paper entitled, “Globalization of Higher Education’ at National Conference on Role of Private Participation in Higher Education, sponsored by UGC held at DAV Centenary College, Faridabad on 28th and 29^h March, 2006.

1. .Dr. Ajay Gangele

Research Paper

- Gangele, Ajay et.al “Study of web users’ belief, attitudes and behavior towards web advertising: A case study of Lucknow” HR Journal of Management
- Gangele, Ajay et.al “Developing Human Resource Through Techniques of Interpersonal Skills” Commerce Today Journal
- Gangele, Ajay et.al “Green Supply Chain Management” published in an UGC Approved HR Journal of Management (An International Journal)

Conferences

- Chaudhary, M., Gangele, A., Naved, M., Gaur, L., & Singh, G. (2022, November). The Function of Driver Categorization in the Ride-Hailing Industry: A Study on On-Demand Transport. In 2022 3rd International Conference on Computation, Automation and Knowledge Management (ICCAKM) (pp. 1-6). IEEE.
- Presented paper on “Consumer Attitude: Life style & Modernized retail” in national seminar on “Economies of modernized retail & it likely impact on Indian scenario” jointly organized by Reliance retail & ICFAI at ICFAI, National college, Allahabad.
- Presented paper on “Rural Marketing: A Savior” in national conference on “Recession in Global Economy: Impact on Business including IT sector” at Hindustan Institute of Management & Computer Studies (SGI) Agra.
- Presented paper on “New trends in Advertising: Indian Perspective” in national seminar on “Emerging Business issues in current economic scenario” at Dr. K. N. Modi Institute of Engineering & Technology, Modinagar.
- Presented paper on “Rural Marketing: A Siddhi Mantra (Hurdles & Strategies)” in national conference on “Impact of global financial crisis on Indian economy & employment opportunities” at ITM Universe, Gwalior.
- Presented paper on “Segmentation of shopping mall shoppers – A cluster analysis approach” in national conference on “Contemporary management research” at Apeejay School of Management, New Delhi.
- Presented paper on “Ethical Issues: An Interlinking between Social Marketing & Green Marketing” in national conference on “Contemporary Issues & Emerging Trends in Management & Technology” at United Institute of Management, Greater Noida.

- Presented paper on “Economic Escalation in India: Barriers & Prospects” in AICTE sponsored National Seminar on “Growth with Human Face in the Era of Economic Downturn-Challenges Ahead” at HR Institute of Technology, Ghaziabad
- Presented paper on “A Study of Banking Sector in India after Reforms” in AICTE sponsored National Seminar on “Growth with Human Face in the Era of Economic Downturn-Challenges Ahead” at HR Institute of Technology, Ghaziabad
- Presented paper on “A Study on HR Practices in Indian Enterprises and its Impact on overall organizational performances” in International Conference on “Latest Advances in Technology, Management and Applied Sciences (LATMAS-2016)” at IIMT College of Engineering, Gr. Noida.
- Presented a paper titled “Decoding internet user’s belief, attitude and behavior towards online advertisements” in the International Conference on Multidisciplinary Concepts in Management (ICMCM-2023) organized by GL Bajaj Institute of Technology and Management, Greater Noida in association with California State University, San Bernardino, USA.

10. Dr. Desh Ratan

Ratan, D., & Shukla, A. V. (2022). Influence of Intercultural Competence on Academic Adaptation of African Students. *Specialusis Ugdymas*, 1(43), 724-744.

11. Ms. Deepika Sharma

- Nancy, D. S. ., Malhotra, D. P. ., Munjal, D. S. ., Singh, D. S. ., Sharma, D. ., & Gomathi, D. S. . (2024). QWL Existence and its Impact on Psychological Well being among Academicians: Theoretical Perspectives and Literature Review. *Migration Letters*, 21(S1),1032–1043.Retrieved from <https://migrationletters.com/index.php/ml/article/view/7467>
- Malhotra, P. ., Singh, S. ., Sharma, D. ., & Sharma, S. . (2023). Investigating the Relationship of Organizational Identification, Organizational Citizenship Behaviour and Ethical leadership in Context of College Teachers. *Journal of Advanced Zoology*, 44(S3), 362–371. <https://doi.org/10.53555/jaz.v44iS3.607>
- Published a research paper titled “Towards sustainable Green Human Resource Management: Strategies and implications

12. Ms. Mahima Dogra

International Conference

1. Grover, V., Nandal, M., Balusamy, B., Sahu, D., & Dogra, M. (2024). Proposed hybrid Model in Online Education. *EAI Endorsed Transactions on Internet of Things*, 10. <https://doi.org/10.4108/eetiot.4770> (Scopus Indexed)

2. Nandal, M., Grover, V., Sahu, D., & Dogra, M. (2024). Employee Attrition: Analysis of Data Driven Models. *EAI Endorsed Transactions on Internet of Things*, 10. <https://doi.org/10.4108/eetiot.4762> (Scopus Indexed)
3. Rai, P., Gupta, D., Gupta, M., Sahu, D., & Dogra, M. (2023). Brand Presence on Internet Media: Quantitative and Qualitative Study on Brand Attitude and Brand Attachment. *EAI Endorsed Transactions on Scalable Information Systems*, 10. <https://doi.org/10.4108/eetsis.4724> (e-SCI)

13. Dr. Mohd Iftikhar Baig

Research Papers Published in Journal

2. **Baig, M. I.**, & Das, B. K. (2019). Corporate governance practices in companies listed in NIFTY CPSE index and its relationship with companies' liquidity. *European Academic Research*. 11(6), 6139-6149.
3. **Baig, M. I.**, Das, B. K. & Dey, T. (2019). Does Corporate Governance Affect the Efficiency of a Firm: A Study of Companies Listed in Nifty CPSE Index. *Journal of Governance and Innovation*.5(2), 17-29
4. **Baig, M. I.**, & Das, B. K. (2020). Does corporate governance have an impact on firm's profitability? A study of selected companies listed in S&P BSE SENSEX. *Studies in Indian Place Names*. 40(3), 3833- 3843 (UGC CARE LISTED)
5. **Baig, M. I.**, & Das, B. K. (2020). Impact of Corporate Governance on Banks: A Study of Public Sector Banks in India. *Management Convergence*.2(1), 41-49
6. Sharma, R. K., Rashid, C., Riyazuddin, & **Baig, M. I.** (2023). An Assessment of Indian Electronic Use of the Cash on Digital Payment Method for Internet Shopping. *Korea Review of International Studies*. (ABDC-C)
7. Riyazuddin, **Baig, M. I.**, Sharma, R. K & Shukla, N. (2023). A Study on Income, Savings, Expenditure and Investment Pattern Of Urban Households With Special Reference To Ghaziabad District, Uttar Pradesh In Korea Review Of International Studies. *Korea Review of International Studies*. (ABDC-C)
8. Riyazuddin, **Baig, M. I.**, Kaur & Singh, S. (2023). An empirical Study on Income and Investment Pattern of Urban Households of Meerut Region (Uttar Pradesh, India). Paper accepted in *World Journal of Management and Economics* (ABCD- C) journal.
9. Research article titled "Financial Inclusion and Economic development.: A Cross Country Experienc submitted in Journal of Social Economics Research. (Scopus).

Papers Published as Book Chapters

1. **Baig, M. I.**, & Das, B. K. (2016). Corporate governance in FMCG Compaies listed in BSE: A Comparitive Study of Godrej & Dabur India Ltd. In S. Shah, & S. K. Bansal, *Business and Management, some emerging issues* (pp. 77-93). Kolkatta: Mitram.

2. **Baig, M. I., & Das, B. k.** (2016). Market Base System of Corporate Governance:A Comparative study. In R. G. Singh, *Corporate Governance & Corporate Social Responsibility in India Issues and perspective* (pp. 143-160). New Delhi: Ruby Press & Co.
3. **Baig, M. I., & Das, B. K.** (2018). Level of Corporate Disclosure in selected Automobile Companies Listed in S&P BSE Auto and its Relationship with Firm's Profitability, Liquidity and Efficiency. In W.C. Singh, *Recent Trends in Business and Meangement*(pp. 242-250). Mumbai: Himalayan Publishing House.
4. **Baig, M. I., & Das, B. K.** (2019). Relationship between Coprorate governance and Environmental Disclosures: A Study of selected companies listed in S&P BSE SENSEX. W.C. Singh, L.S. Sharma, *Sustainability and Business Managemnt*(pp.219-226). New Delhi: Excel India Publishers.

Research Papers Presentation in Conference/ Seminar/ Symposium

1. **Baig, M. I. (2015).** Presented a paper titled, “Market based System of Corporate Governance: A Comparative Study”, in a national conference Organized by Department of Management, Mizoram University on 27th – 28th August.
2. **Baig, M. I. (2015).** Presented a paper titled, “Corporate Governance promoting Women Entrepreneurship in India: A Study” in a national seminar on “Women Entrepreneurship in Northeast India: Issues & Challenges”, Organized by Department of Management, Mizoram University .
3. **Baig, M. I. (2017).** Presented a paper titled, “Corporate Governance Practices in Selected Fast Moving Consumer Goods (FMCG) companies listed in Nifty FMCG index”, in a national conference on Management in the current scenario, trends, issues and challenges Organized by Assam Institute of Management on 3rd and 4th March
4. **Baig, M. I. (2017).** Role of E- Governance in Digitalization of India: A study of different government schemes and their impacts” in an international conference on Emerging India and Second-Generation Reforms: Initiatives and Implications, Organized by Dept. of Applied Economics, Lucknow University on 8th and 9th April.
5. **Baig, M. I. (2018).** Level of Corporate Disclosure in Selected Automobile Companies Listed in S&P BSE Auto and its Relationship with firm’s Profitability, Liquidity and Efficiency” presented in international conference on theme “Recent Trends in Business, Management and Sustainable Development” held on 22-24 November 2018 organized jointly by Manipur Institute of Management Studies (MIMS), Mizoram University and North Eastern Management Association (NEMA).
6. **Baig, M. I. (2019).** Relationship between corporate governance and environmental disclosure: A study of selected companies listed in S&P BSE Sensex, International Conference, Sustainable Busines Management, and Information Technology, Organized jointly by Department of Management, Mizoram University and NEMA on 31st October - 1st November.

7. **Baig, M. I. (2019).** “Does Corporate Governance affect the efficiency of a firm: A study of companies listed in Nifty CPSE Index” in 6th International Integrative Research Conference on Governance in Society, Business and Environment, Organized by BARD, Bangladesh on 18th – 19th December.
8. **Baig, M. I. (2021).** Youth Development in Northeast India: Problems and Prospects, Sponsored by RGNIYD, Organized by Department of Management, Mizoram University on 14th – 15th January
9. **Baig, M. I. (2021).** Corporate Social Responsibility and its role in Local Development: A study of Bank in Mizoram, National Conference, Local Governance & Management in Northeast India, Sponsored by RGNIYD, Organized by Department of Management, Mizoram University on 14th – 15th January.
10. **Baig, M.I. (2023).** An Analytical Study on Income and Investment Pattern of Urban Households of Meerut Region (Uttar Pradesh, India), 4th International Conference on “Sustainable and Innovative Solutions for India @ 75: A Journey Towards Atmanirbhar Bharat organized by IMS Ghaziabad on 12- 13 May 2023.

Patent

1. Method and System of Generating a Setting Intelligent Recommendation for a Revenue Management System

14. Ms. Menka Sharma

- Title- ‘Trend Analysis of Arrival, Price and Farmer’s Share: A Study of some selected potato markets in India.’ Published with American Scientific Publishers, Journal- Advanced Science, Engineering and Medicine. Vol 11, pg 119-126 (2019)
http://www.aspbs.com/asem/contents_asem2019.htm#v11n1
- Title- ‘Emerging trends and challenges in Human Resource Management’. Published in Kala Sarovar, UGC Care Group – I journal, ISSN: 0975-4520, Vol -24 No.5, October-December 2021
- Title- ‘Financial Economics Risk Analysis on Effective System in Corporate for Marketing.’ Published in World Journal of Management and Economics, Vol 16, Issue 10.

15. Ms. Simran Kaur

Publication Details

- **ABDC Publication:** Emotional intelligence and leadership: A study on the employees of IT sector in Noida, India. Journal of Statistics and Management Systems, Volume 26(Issue 6), 1467–1479. <https://doi.org/10.47974/JSMS-1177>

- **Scopus Publication:** “Personality traits and Emotional Well-being: A study on the employees of educational sector”, “International Journal of Public Sector Performance Management” DOI: 10.1504/IJPSPM.2021.10046390.
- **IIM Shillong Publication:** “Effective Employee Engagement during COVID-19: Driver for Employee Well-being in the long run”, “IIM Shillong Journal of Management Science”, ISSN 0976-030X, e-ISSN 0976-173X, Vol-13, Issue-1, <https://doi.org/10.1177/0976030X221083034>
<https://journal.iimshillong.ac.in/pages/table-of-contents/onlinefirst/>
- “Transformational Leadership: Gaining importance in current scenario”, “Hypothesis-National Journal of Research in Higher Studies”, ISSN-2581-8953, Vol-II, Issue-I, 2019
- <http://theiihs.com/ejournal/wp-content/uploads/2019/07/3.pdf>
- “Intellectual Capital Management”, “NIET Journal of Management”, ISSN 0975-7643), Vol: VII Issue:1, Summer 2015

Conference Publication :

- **“Emotion AI: Integrating Emotional Intelligence with Artificial Intelligence in digital workplace”** Indo-Poland& Romania International Conference on “IICT-2021” , 7-8th November 2020.
- Published in ADVANCES IN SCIENCE, TECHNOLOGY & INNOVATION (Springer Nature) in July 2021 as a Book Chapter.
https://link.springer.com/chapter/10.1007/978-3-030-66218-9_39
- **“A study on the effect of Personality traits on Emotional well-being of employees of private educational institutions in Delhi and NCR”**, Global Leadership Research Conference 2021, 26th February 2021.
- **“Impact of motivation on employee performance and Job satisfaction: A study on employees of academic sector in India”**, International Conference on “Industry 4.0 Architecting Management Practices in Business”, IIHS, Jan-2020.’

16. Ms. Shruti Sharma

Book Chapter:

- “EMERGING TRENDS AND PRACTICES IN BUSINESS, COMMERCE & MANAGEMENT, VOLUME – 1, Paradox Publishing House ISBN: 978-93-94727-74-8, DOI: 10.25215/9394727744

Research paper

- S, Shruti et.al (2022). A Study on Khadi: A Swadeshi Fabric Among the New Era. ECS Transactions. 107. 15407-15416. 10.1149/10701.15407ecst.

- Singh, Smita et.al (2022). The Impact on the Psychological Health of Employees through Egotism of Managers Resorting to Workplace Bullying and Destructive Leadership- a Hypothetical Case Study Approach. ECS Transactions. 107. 13139-13146. 10.1149/10701.13139ecst.
- Malhotra, P. ., Singh, S. ., Sharma, D. ., & Sharma, S. . (2023). Investigating the Relationship of Organizational Identification, Organizational Citizenship Behaviour and Ethical leadership in Context of College Teachers. Journal of Advanced Zoology, 44(S3), 362–371. <https://doi.org/10.53555/jaz.v44iS3.607>

17. Ms. Sonali Sharma

- Paper Titled “Green Human Resource Management-A pace towards Sustainability”published in Test Engineering & Management.
- Paper titled “The Antiquity of CSR-Its impact on Organisation effectiveness published in International Journal of Advance Science & Technology

18. Mr. Vikash Barnwal

- Author of “Financial Management” Book Published by R.K Publication, ISBN No. 978-87-962214-1-6
- Title of the Invention “A systematic Approach to analyze the Profit or Loss Factor of Investor” Application No. 202231030238, Publication Date 24/06/2022 (Patent)
- “Orissa Super cyclone 1999: preparedness strategies for community through CSR Initiative at Pradeep port phosphate Ltd. Pradeep.” Journal of the national Institute of Disaster management, New Delhi volume -9, July to December Issn No. 09736700
- Case study “H.P and Dell Rivalry: what H.P did to outsmart” in May-June 2020 , Test Engineering & Management (Test Journal ,USA) Scopus Q4 , ISSN No. 0193-4120 Page No. 7550 -7553,
- “NRLM and Factors Affecting Inclusion of SHGs at Basantpur (Pakuria Block, Jharkhand)” in December 2019 issue. in ‘Indian Research Bulletin’ (Impact and Index Journal) Volume – XXIV, Issue - IV having ISSN No. 2348-1315, (Prev.) UGC serial No. 64684

19. Garima Singhal

- Singhal, G., & Singh, A. (2024, March). The Large Action Model: Pioneering the Next Generation of Web and App Engagement. In *2024 11th International Conference on Reliability, Infocom Technologies and Optimization (Trends and Future Directions)(ICRITO)* (pp. 1-6). IEEE.
- Singhal, G., Singh, A., & Kaushik, B. The influence of artificial intelligence on the the diverse financial sector. In *Sustainability in Digital Transformation Era: Driving Innovative & Growth* (pp. 390-399). CRC Press.

20. Dr. Pooja Tyagi

- Paper titled “To study the impact of social media marketing activities on consumer buying behavior” has been published in journal International Multidisciplinary E-Journal.
- Paper Titled “a study on brand equity of social media marketing with respect to the fashion industry” has been published in journal IJRDMS