

Research Papers published by Faculty Members					
S. No:	Name of the Faculty	Title of the Paper	Date of Publication	Journal Details	Indexing
1	Dr. Fehmina Khaliq, Dr. Neetu Kamra, Dr. Nakshatresh Kaushik & Mr. Shubham Agarwal	Impact of Socio-Technical Factors on Organizational Effectiveness: A Case from Information Technology Sector in India	Jun, 2024	Journal of Informatics Education and Research, 2024, Vol 4 Issue 2	ABDC- C Category
2	Dr. Vandana Pareek	Analyzing human dynamics in M&As through MOBA framework: a systematic literature review and thematic analysis	May, 2024	IUP Journal of Bank Management, 2024, Vol 23, Issue 1, p27	Proquest/Ebsco/Google Scholar
3	Ms. Nilakshi Goel	Data-Driven Decision Making: Participating Big Data Analytics in Business Management	April 2024	10th IEEE Uttar Pradesh Section International Conference on Electrical, Electronics and Computer Engineering (UPCON)	Scopus Indexed
4	Dr. Vandana Pareek	Influence of WOM and e-WOM on Millennials' Purchase Intention Towards Refurbished Consumer Electronics	Apr, 2024	IUP Journal of Marketing Management	UGC CARE
5	Dr. Neetu Kamra	“Role of Digital Transformation and its Impact on Employee readiness for technology changes through measurement of ‘Digital Prowness’”	Apr, 2024	Journal of Informatics Education and Research , Vol 4, Issue 2	ABDC- C Category
6	Mr. Anup Nautiyal	Exploring the Impact of Recent Fintech Trends on Supply Chain Finance Efficiency and Resilience	Jan, 2024	The European Economic Letters, Vol 14, No. 1	ABDC- C Category
7	Dr. Kriti Gulati	Emergence of AI in Marketing and its Implications	Jan, 2024	Lloyd Business Review	Google Scholar
8	Dr. Vandana Pareek	Dynamics of Consumption, Decision and Preferences in Branded Dairy Sector in India	Jan, 2024	Lloyd Business Review	Google Scholar
9	Dr. Pradeep Bhardwaj	HUMAN RESOURCE ACCOUNTING AND DISCLOSURE IN FINANCIAL STATEMENTS: A CASE STUDY OF INDIAN COMPANIES	Jan, 2024	Academy of Humanity and Social Sciences	UGC CARE
10	Dr. Fehmina Khaliq	Impact of Perceived Organizational Support on Employee Work Engagement, Job Burnout and Organization citizenship behavior: An empirical study using Structural Modeling Equation	Jan, 2024	Asian and Pacific Economic Review, Vol 17, Issue 1	ABDC- C Category
11	Dr. Nakshatresh Kaushik	Role of Women Entrepreneurship in Social and Economic Development of India	December, 2023	Journal of Informatics Education and Research Vol3 Issue 2	ABDC- C Category

12	Ms. Nilakshi Goel	The Role of Big Data Analytics in Healthcare: Prospect and Ethical Consideration	December 2023	10th IEEE Uttar Pradesh Section International Conference on Electrical, Electronics and Computer Engineering (UPCON)	Scopus Indexed
13	Dr. Pradeep Bhardwaj & Mr. Sachin Sinha	Reverse Mortgage Loan: A Study on Practicability in Indian Scenario	Dec, 2023	Empirical Economics Letters, Vol 22, Issue 1	ABDC- C Category
14	Dr. Fehmina Khalique	Social Security Schemes – A Boon or a Bane for Socio-Economic Equality: A Study of Workers from Bidi Industry in India	Dec, 2023	European Economic Letters, Vol 13, Issue 5	ABDC- C Category
15	Dr. Fehmina Khalique	Human Capital Management for Individual and Organisational Performance: Theoretical Perspective	Dec, 2023	Journal of Informatics Education and Research, Vol 3, No. 2	ABDC- C Category
16	Dr. Shilpi Sarna	Women Performance effected by Work life Balance - A Demographic Study	Nov, 2023	International Journal of Business and Globalisation, Volume 35, Issue 3	Inderscience & Scopus
17	Dr. Fehmina Khalique	Does Green Marketing Communication Influence The Purchase Behaviour? A Descriptive Study Of Indian Consumers	Nov, 2023	World Journal of Management and Economics, VOI 16, Issue 8	ABDC- C Category
18	Dr. S K Matta	An empirical research on GAIL	Sept, 2023	International Journal of Public Sector Performance Management	Inderscience & Scopus
19	Dr. Kritiy Gulati	A Quantitative Examination of Digital Marketing in the Contemporary Era	Sep, 2023	Journal of Informatics Education and Research, Volume 3 Issue 2	ABDC- C Category
20	Dr. Fehmina Khalique	Tata Sons and the Battle for Control: A Case Study of Family, Trusts, and Shareholders	Sep, 2023	Lloyd Business Review, International Journal	Google Scholar