

### Research Papers published by Faculty Members 2024

S. No:	Name of the Faculty	Title of the Paper	Date of Publication	Journal Details	Indexing	DOI
1	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	<a href="https://doi.org/10.52783/eel.v14i1.1185">https://doi.org/10.52783/eel.v14i1.1185</a>
2	Dr. Kritiy Gulati	Emergence of AI in Marketing and its Implications	Jan, 2024	Lloyd Business Review	Google Scholar	<a href="https://doi.org/10.56595/lbr.v3i1.22">https://doi.org/10.56595/lbr.v3i1.22</a>
3	Dr. Vandana Pareek	Dynamics of Consumption, Decision and Preferences in Branded Dairy Sector in India	Jan, 2024	Lloyd Business Review	Google Scholar	<a href="https://doi.org/10.56595/lbr.v3i1.20">https://doi.org/10.56595/lbr.v3i1.20</a>
4	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	<a href="https://hsssjournal.com/">https://hsssjournal.com/</a>
5	Dr. Fehmina Khalique	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	