

## List of Publications

Session Wise details of Publications (Session 2016-2017)					
S. No.	Title of Paper	Publication Details	Name of Authors	Designation	Category
1	A Critical Analysis on Women Participation in Modern-Day Indian Politics	ISSN No: 2249-1880	Mr. Amit Kumar Dr. Somesh Dhamija Dr. Aruna Dhamija	Assistant Professor Professor Associate Professor	National Journal
2	A study on challenges and opportunities of green marketing towards sustainable growth	ISBN No: 978-81-932836-9-1	Mr. Krishanveer Singh Dr. Aruna Dhamija Dr. Somesh Dhamija	Assistant Professor Associate Professor Professor	National Conference
3	Act East Policy: North East India as Strategic Medium to grow up	ISBN No:978-93-84312-34-3	Dr.Preeti Gupta, Mr. Prashant Tiwari	Assistant Professor	National Conference
4	An Analysis on Post Retirement Intention to work: An Emperical Study	ISSN No: 0971-1023	Ms.Preeti Tarkar Dr.Somesh Dhamija Dr. Aruna Dhamija	Research Scholar Professor Associate Professor	National Journal
5	An Exploratory Study on the development of Women Entrepreneur: Indian Cases	ISSN No.: 1471-5201	Ms. Sucheta Agrawal	Assistant Professor	International Journal
6	Assessment of factors for e-learning: an empirical investigation	0019-7858	Dr. Vivek Agrawal Mr. Akash Agrawal Ms. Sucheta Agarwal	Assistant Professor	International Journal

7	Campaigning in the Ascendancy of Political Branding: The Gaining Momentum	ISSN No: 0974-4037	Mr. Amit Kumar Dr. Somesh Dhamija Dr. Aruna Dhamija	Assistant Professor Professor Associate Professor	National Journal
8	Cashless Economy A Mirage for India	Case Centre, London, UK	Mr. Brijendra P Singh Mr. Ashish Chaturvedi	Assistant Professor	Case Study
9	Comprehending the Nuances of Political Marketing vis-à-vis Commercial Marketing: A Case of Permanent Campaign	ISSN No: 0975-749X	Mr. Amit Kumar Dr. Somesh Dhamija Dr. Aruna Dhamija	Assistant Professor Professor Associate Professor	National Journal
10	Demographic Dividend: The Evolving Paradigm of Indian Polity	ISSN No: 0974-7141	Mr. Amit Kumar Dr. Somesh Dhamija Dr. Aruna Dhamija	Assistant Professor Professor Associate Professor	International Journal
11	Effect of Workplace Bullying on Employees Productivity in the Private Organizations with special Reference to Delhi & NCR.	2349-4476	Ms. Shaifali Garg Dr. G. C. Singh Dr. A. K. Srivastav	Assistant Professor	International Conference
12	Emergng Trends in Marketing: The road Ahead	ISBN No: 978-81-932836-9-1	Mr. Ritesh Sharma Dr. Preeti Gupta Dr. Somesh Dhamija	Assistant Professor Assistant Professor Professor	National Conference
13	Forecasting Volatility of Returns of Soy Oil Future Using Garch Models	ISSN No: 0973-824X	Mr. Brijendra Pratap Singh	Assistant Professor	National Journal
14	Intention to purchase hybrid car in India: A study	0973-8703	Dr. Utkal Khandelwal Mr. Naval Bajpai Prof. Vikas Tripathi Mr. Seemant Kumar Yadav	Assistant Professor	National Journal

15	Irrigation in UP: Issues and Challenges	ISSN No: 0975-2382	Dr. Hari Prapan Sharma	Assistant Professor	National Journal
16	Political Branding & Consumer-Citizen: The New Paradigm of Modern Electorate	ISSN No: 0975-6310	Mr. Amit Kumar Dr. Somesh Dhamija Dr. Aruna Dhamija	Assistant Professor Professor Associate Professor	National Journal
17	Political Branding in India - A Study	ISSN No: 0974-8512	Mr. Amit Kumar Dr. Somesh Dhamija	Assistant Professor Professor	International Journal
18	Political Branding: A Consumer-Behaviour Approach to Politics	ISSN No: 2455-3298	Mr. Amit Kumar Dr. Somesh Dhamija Dr. Aruna Dhamija	Assistant Professor Professor Associate Professor	National Journal
19	Political Branding: An Alluring Proposition	ISSN No: 0973-9181	Mr. Amit Kumar Dr. Somesh Dhamija Dr. Aruna Dhamija	Assistant Professor Professor Associate Professor	National Journal
20	Political Branding: Material and Immaterial cues	ISSN No: 0974-8903	Mr. Amit Kumar Dr. Somesh Dhamija Dr. Aruna Dhamija	Assistant Professor Professor Associate Professor	International Journal
21	Political Branding: The Concurrent Aspects of Politics in India	ISSN No: 2229-3925	Mr. Amit Kumar Dr. Somesh Dhamija Dr. Aruna Dhamija	Assistant Professor Professor Associate Professor	International Journal

22	Political Branding: The New-Age Mantra for Political Leaders and Parties	ISSN No: 0972-9097	Mr. Amit Kumar Dr. Somesh Dhamija Dr. Aruna Dhamija	Assistant Professor Professor Associate Professor	National Journal
23	Political Marketing: The Horizon of Present Era Politics	ISSN No: 0973-3167	Mr. Amit Kumar Dr. Somesh Dhamija Dr. Aruna Dhamija	Assistant Professor Professor Associate Professor	National Journal
24	Practises of Green Marketing in small firms of Northern India	ISBN No:978-93-84312-34-3	Mr.Trilok Pratap Singh Mr.Shiv Kant Tiwari	Assistant Professor	National Conference
25	The impact of automated Banking service Quality on Customer Satisfaction: A SEM Approach	ISBN No: 978-93-84312-34-3	Dr. Aashish Mehra Ms. Kavita Sharma	Assistant Professor	National Conference
26	The Significance of a political Brand in bucking a trend	ISBN No: 978-81-932836-9-1	Mr. Amit Kumar Dr. Somesh Dhamija Dr. Aruna Dhamija	Assistant Professor Professor Associate Professor	National Conference

### Session Wise details of Publications (Session 2015-2016)

S. No.	Title of Paper	Publication Details	Name of Authors	Designation	Category
1	A Comparative Study Between The Implementation of GST And Existing Tax System In India	ISSN:2348-496	Dr. Satendra Kumar Yadav Mr. Yogesh Kumar	Assistant Professor	International Journal
2	A Comparative Study on How Training Practices Affects Employee Efficiency And Productivity"	ISSN 2249- 8834	Dr. Mini jain	Assistant Professor	International Journal

3	A Study on Customer Acceptance and Satisfaction towards e-Banking Services	ISSN 2393- 9451	Dr. Mini jain	Assistant Professor	National Journal
4	A Study on Investment Ideas for Investor's Portfolio Management	ISSN 2349-9443	Ms. Rekha Bawa	Assistant Professor	National Journal
5	A Study on Motivational Factors Influencing Women Entrepreneurs(with specific reference to Ekta Kapoor, Kiran Mazumdar Shaw and Shahnaz Hussain)	ISSN: 2349-1876	Ms.Kavita Sharma	Assistant Professor	International Journal
6	A Study On Policy And Programme to Promote Indian MSMEs	ISSN -2395-1877	Dr. Preeti Gupta, Ms. Shubhra Bhardwaj	Assistant Professor	International Journal
7	An Empirical Study on the Effect of Performance Appraisal: A Tool of HRD Practices in Industrial Organization with Special Reference to Delhi & NCR	ISSN: 2249-1066	Dr. A.K. Srivastava Ms. Shefali Garg	Assistant Professor	National Journal
8	An enquiry of the Indian equity mutual funds	ISSN: 2395-1079.	Ms. Risha Khandelwal	Assistant Professor	International Journal
9	Attitude of Internet surfers' towards Web Advertisin	ISSN 0975-4601	Dr. Mini Jain	Assistant Professor	National Journal
10	Brand Endorsement In The Indian Context	ISSN 2348-8891	Mr. Ritesh Sharma Mr. Amit Kumar Dr. Somesh Dhamija	Assistant Professor Assistant Professor Professor	National Journal
11	Brandiiing: The New Horizon of Indian Polity And Its Ramifications	ISSN 0976-5174	Mr. Amit Kumar Dr. Somesh Dhamija Dr. Aruna Dhamija	Assistant Professor Professor Associate Professor	National Journal
12	Challenges and Changes in adoption of innovations in competency development of future work force	0254-8755	Dr. Sushmita Goswami	Assistant Professor	National Journal

13	Copy And Paste: Developing A Theoretical Model On Plagiarism	ISBN : 9789384869847	Ms. Deepika Pandoi, Dr Aruna Dhamija, Ms. Preeti Tarkar	Research Scholar, Associate Professor, Research Scholar	International Conference
14	Corporate Governance: Is it an Effective Panacea for ensuring Corporate Governance Ethics	2320-2262	Prof. Anand Mohan Agrawal Dr. Ankit Saxena	Assistant Professor	National Journal
15	DE-Nationlizing the Public Sector Bank	Case Centre, London, UK	Mr.Brijendra P Singh	Assistant Professor	Case Study
16	Eco-Literacy Necessary, to save not only the Environment but to combat Food Crisis & Resource Shortag	ISSN 2395- 1877	Dr. Kapil Bansal Dr. Mini Jain	Assistant Professor	International Journal
17	Ecotourism product And services :Dudhwa National Park-India	Case Centre, London, UK	Mr. Abhinav Chandel Mr.Ashish Chaturvedi	Assistant Professor	Case Study
18	Emerging Opportunities for Green Marketing: Indian Teenager Consumer	ISSN 0976-0431	Mr. Trilok Pratap Singh, Dr. Somesh Dhamija, Mr. Krishanveer Singh	Assistant Professor Professor Assistant Professor	National Journal
19	Emerging Ways For Managing The Issues Of B- Schools Through Knowledge Management	ISSN: 2319-4790	Dr. C.K. Tiwari Mr. Sanjeev Chauhan	Assistant Professor	International Journal
20	Entrepreneurship An economic and financial Framework for the India	ISBN: 978-93-84044-82-4	Ms. Risha Khandelwal	Assistant Professor	National Conference
21	Ethical Leadership and Gender Discrimination: An Empirical Study	978-93-84935-59-7	Dr. Ankit Saxena Mr. Avnish Sharma Ms. Aneesya Sharma	Assistant Professor	National Conference
22	Ethics And Value Based Leadership: A Journey Towards Organizational Excellence	0973-0281	Mr. Avnish Sharma Mr. Sanjeev Chauhan	Assistant Professor	International Journal

23	Evaluating the Impact of Advertisement on Buying Behavior: A study of Financial Service Sector	ISSN: 0974-438X	Ms.Pallavi Kaushal	Assistant Professor	International Journal
24	Evolving Dynamics Of Social Media In Indian Political Paradigm	ISSN 0975-7708	Mr. Amit Kumar Dr. Somesh Dhamija Dr. Aruna Dhamija	Assistant Professor Professor Associate Professor	National Journal
25	Excercising The E-Learning- A Comparative Study Of UG And PG Students	ISSN 2349-6754	Ms. Preeti Tarkar Dr Somesh Dhamija Dr Aruna Dhamija	Research Scholar Professor Associate Professor	International Journal
26	Explaining Intention to Purchase Green Products by University Students	2347-1832	Dr. Utkal Khandelwal Dr. Naval Bajpai Dr. Amit Khandelwal	Assistant Professor	National Journal
27	Green Loyalty : An Indian Perspective	ISSN: 2277-1689	Mr. Trilok Pratap Singh Dr Aruna Dhamija Mr. Prashant Tiwari	Assistant Professor Associate Professor Assistant Professor	International Journal
28	Green trust and its impact on customer buying motive	ISBN 978-93-85000-53-9	Mr. Trilok Pratap Singh, Mr. Shiv Kant Tiwari , Mr. Krishanveer Singh	Assistant Professor, Assistant Professor, Assistant Professor	National Conference
29	Impact Of Digitalization On The Performance Of Political Parties In India : A Study In The Context Of Political Branding	ISBN: 978-93-52549-76-4	Mr. Amit Kumar Dr. Somesh Dhamija Dr. Aruna Dhamija	Assistant Professor Professor Associate Professor	National Conference

30	Impact of Foreign Institutional Investors on Economic Growth	2394-6962	Dr. Satendra Kumar Yadav Mr. Yogesh Kumar	Assistant Professor	International Journal
31	Impact of Green Marketing Tools on Buying Behavior of Indian Consumer	ISSN – 0974-5505	Mr. Trilok Pratap Singh Dr. Somesh Dhamija Mr. Krishanveer Singh	Assistant Professor Professor Assistant Professor	National Journal
32	Impact of Web Advertisement on Customers Perception: A Case of Banking Sector”	ISSN:2348-2869	Mr. Arun Kaushal Ms. Pallavi	Assistant Professor	National Journal
33	Incubating the Incubator	Case Centre, London, UK	Mr. Alok Sahai	Assistant Professor	Case Study
34	Issues and Challenges of Indian Aviation Industry ; A case Study	ISSN 2319-903	Ms. Ruchi V. Dixit	Assistant Professor	International Journal
35	Lola Cabs: Rethinking the strategy	Case Centre, London, UK	Mr.Ashish Chaturvedi Mr.Abhinav Chandel	Assistant Professor	Case Study
36	Marketing strategies for promising advertise companies	ISSN-2350-0891	Mr. Krishanveer Singh	Assistant Professor	National Journal
37	Measuring Consumer Attitude through Marketing Dimensions: A Comparative Study between Metro and Non-metro Cities	2278-6821	Dr. Utkal Khandelwal Mr. Naval Bajpai	Assistant Professor	National Journal
38	Measuring the Effect of Service Quality on Tourist Satisfaction with Hotel Industry in Sagar City of Madhya Pradesh	ISBN: 978-93-85000-53-9	Mr. Shiv Kant Tiwari, Mr. Prashant Tiwari	Assistant Professor Assistant Professor	National Conference
39	Methodology for Evaluating Service Quality of Public Transport: Case of India	2277-1387	Dr. A.M. Agrawal Dr. Vikas Tripathi Dr. Vivek Agrawal	Assistant Professor	National Journal

40	Organizations in 2020: Emerging role of HR practitioner and leaders	2249-152X	Mr. Avnish Sharma Mrs. Aneesya Sharma Mr. Sanjeev Chauhan	Assistant Professor	National Journal
41	Political Branding And Voting Pattern: How They Stack Up	ISSN 2348-8891	Mr. Amit Kumar Dr. Somesh Dhamija Dr. Aruna Dhamija	Assistant Professor Professor Associate Professor	National Journal
42	Predictive Macro- Economic growth and development model	2394-6962	Dr. Rajiv Sikroria	Assistant Professor	International Journal
43	Readings of Cosumer psychology over spiritual and cultural Tourism: An overview	ISSN 2454-342x	Ms.Manisha Goswami Ms.Supriya Jain	Assistant Professor	International Journal
44	Role of Employee Behavior in Managing brand consistency	ISSN – 0975-6280	Mr. Trilok Pratap Singh, Dr. Somesh Dhamija, Mr. Krishanveer Singh	Assistant Professor Professor Assistant Professor	National Journal
45	Role of Green Marketing Innovations in small firms of India	ISBN 978-93-85000-53-9	Mr. Trilok Pratap Singh Mr. Shiv Kant Tiwari MR. Prashant Tiwari	Assistant Professor	National Conference
46	Skilling The Youth Through Professional Education: A Gateway Towards Corporate Social Responsibility	ISBN: 978-93-52549-76-4	Dr.Aruna Dhamija Dr. Somesh Dhamija Mr. Amit Kumar	Associate Professor Professor Assistant Professor	National Conference
47	Social Media Marketing: An Effective Marketing Tool	ISBN: 978-93-84869-97-7	Mr. Pragalbh Sharma Mr. Vijay Kumar Mr. Ankur Paliwal	Assistant Professor	National Conference
48	Students perception towards teacher's ethical leadership behavior: An empirical study.	ISBN-978-93-85000-31-7	Dr. Ankit Saxena Mr. Avnish Sharma Mrs. Aneesya Sharma	Assistant Professor	National Conference

49	Study on work-life balance of women entrepreneurs–review and research agenda	0019-7858	Dr. Usha Lenka Ms. Sucheta Agrawal	Assistant Professor	International Journal
50	Talent management strategies within Hospitality Organizations	ISSN -2454-342x	Ms.Manisha Goswami Ms.Supriya Jain	Assistant Professor	International Journal
51	The Bhagavad Gita : The Epic Decision Maker (Part Of Special Issue On The Theme- Leadership Through Spirituality & Indian Wisdom)	ISSN: 2249-5339	Dr.Aruna Dhamija Dr. Somesh Dhamija Mr. Amit Kumar	Associate Professor Professor Assistant Professor	International Journal
52	The Changing Paradigm Of Modern-Day Politics : A Case Of Political Branding And Its Indian Connect	ISSN: 0971-1023	Mr. Amit Kumar Dr. Somesh Dhamija Dr. Aruna Dhamija	Assistant Professor Professor Associate Professor	National Journal
53	The Impact of Training and Development Programs on Employee's Productivity: With Reference to Manufacturing Firms of Mathura Regio	ISSN 2349-4239	Dr. Mini jain	Assistant Professor	International Journal
54	The influence of consumers' past use experience on consumer attitude	2320-2262	Dr. Utkal Khandelwal Mr. Naval Bajpai	Assistant Professor	National Journal
55	Trade offs between risk and returns in commodity markets- An Empirical Approach towards capital asset pricing model	0975-7775	Dr. Rajiv Sikroria	Assistant Professor	National Journal
56	Understanding Impact of E-Service Quality on Customer Satisfaction in E-tailing Services	ISSN 2347-1832	Mr.Shiv Kant Tiwari	Assistant Professor	National Journal
57	Working With Citizens Or Employees: A Modern Approach To Cope With Hr Challenges In It Industry	ISSN: 2320-9704	Mr. Amit Agrawal Ms. Shipra Agrawal	Assistant Professor	International Journal

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S.No.	Title of Paper	Publication Details	Name of Authors	Designation	Category
1	A Conceptual Framework on Review of E-Service Quality in Banking Industry	1307-6892	Dr. Vikas Tripathi Dr. Vivek Agrawal Dr. Nitin Seth	Assistant Professor	International Journal
2	A Conceptual Framework on Women Entrepreneurs: Problems and Prospects	2394-1545	Ms. Sucheta Agrawal Dr. Usha Lenka	Assistant Professor	International Journal
3	A Critical Review on E-Service Quality Dimensions.	2394-1545	Dr. Vivek Agrawal Dr. Vikas Tripathi Dr. Nitin Seth	Assistant Professor	International Journal
4	A study of BPO sector and Factors influencing employees performance during economic slowdown	ISSN : 2394-6962	Mr. Arun Kaushal Ms.Pallavi Dogra	Assistant Professor	International Journal
5	CBLO and its association with Repo Market	0973-824x	Mr. Jitendra Dixit Mr. Sanjeev Gupta	Assistant Professor	National Journal
6	Challenges And Opportunities Of Entrepreneurs In Emerging Economies	2350-2231	Mr. Kushagra Kulshrestha Ms. Gunjan Sharma	Assistant Professor	International Journal
7	Clash Of The 'Titans' : The Management Saga Of 2014 General Election	ISSN: 0976-8602,	Dr.Aruna Dhamija Dr. Somesh Dhamija Mr. Amit Kumar	Associate Professor Professor Assistant Professor	International Journal
8	Consumer Attitude Towards Scents: A Strategic Move of Retail Industry to listen and influence Indian Consumer	978-81-928560-0-1	Mr. Jitendra Dixit Mr. Seemant Yadav	Assistant Professor	International Conference
9	Emotional Labor And Its Impact On Psychological Wellbeing	ISSN 2278-5116	Ms. Ila Mehrotra	Assistant Professor	National Journal

10	Green Marketing and Sustainable Development: Marketing Professionals Attitude towards Green Marketing	2277-484X	Mr. Seemant Yadav	Assistant Professor	International Journal
11	Impact of Repo Rate Variation On Banking Sectoral Indices-A VAR Approach	ISBN- 978-93-83842-19-3	Mr. Jitendra Dixit Mr. Sanjeev Gupta	Assistant Professor	International Conference
12	Leadership Par Excellence: Emulating The Epics	ISBN 978-93-83842-82-7	Dr Aruna Dhamija, Ms. Deepika Pandoi	Associate Professor Research Scholar	National Journal
13	Managing during difficulties: Role of leaders in economic downturn.	ISBN-978-81-926819-9-3	Mr. Avnish Sharma Ms. Aneesya Sharma	Assistant Professor	National Conference
14	Managing The Mandate : The Emerging Tool In The Indian Political Scenario	ISSN: 2279-0020	Mr. Amit Kumar Dr. Somesh Dhamija Dr. Aruna Dhamija	Assistant Professor Professor Associate Professor	International Journal
15	Managing Workforce Effectively-The Holy Grail For Organization Today	ISSN 2249-8672	Dr Aruna Dhamija, Dr Somesh Dhamija	Associate Professor Professor	International Journal
16	Market Orientation and SMEs Performance	2277-6850	Mr. Seemant Yadav Dr. Vikas Tripathi	Assistant Professor	National Journal
17	Performance Evaluation Model-A New Breakthrough in Assessment of Performance of Commercial Banks "	ISSN: 2395-4612	Dr. Mini Jain	Assistant Professor	National Journal
18	Role of ethical leadership in managing group performance.	ISSN: 2231-122X	Mr. Avnish Sharma	Assistant Professor	International Journal
19	Scale Development for measuring E-service Quality in Banking	1307-6892	Dr. Vikas Tripathi Dr. Vivek Agrawal Dr. Nitin Seth	Assistant Professor	International Journal

20	Sound Corporate Governance - A ladder to sustainability for India	ISBN-978-93-84869-53-3	Ms.Risha Kahndelwal	Assistant Professor	National Journal
21	Strategies To Counter The Financial Problems Faced By Manufacturing Sector In Punjab - An Empirical Study Of Micro, Small And Medium Enterprises	ISSN: 2278- 6236	Ms. Pallavi Kaushal	Associate Professor Assistant Professor	International Journal
22	Sustainability through environment consciousness and green product marketing	0975-7775	Dr. Rajiv Sikroria	Assistant Professor	National Journal
23	The Impact of Employee's Job Satisfaction on Job Attitude and Behaviour: A study of Academic Sector	ISSN: 2320-8384	Dr. Mini Jain	Assistant Professor	National Journal
24	The Leader Or The Party : Who Won The Mandate Of 2014	ISSN : 2349-6738	Mr. Amit Kumar Mr. Amit Agrawal Mr. Krishanveer Singh	Assistant Professor	International Journal
25	The Ramifications Of Managing A Political Brand: A Perspective On 2014 General Election	ISSN 2249-8672	Dr Somesh Dhamija Dr Aruna Dhamija Mr. Amit Kuma	Porfessor Associate Professor Assistant Professor	International Journal
26	WSA Study on IssuesPrevaling with existing Corporate governance system in India and Scope for its improvement	ISSN:0975-6477	Ms.Risha Kahndelwal	Assistant Professor	International Journal

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S.No.	Title of Paper	Publication Details	Name of Authors	Designation	Category
1	A Study of Employee's Job satisfaction and its impact on their performance	ISSN 2320-7000	Dr. Mini Jain	Assistant Professor	National Journal

2	A Study of Factors Influencing individual's investment decisions	ISSN 2319-6203	Dr. Mini Jain	Assistant Professor	International Journal
3	A Study on Green Advertisement and its Impact on Consumer Purchase Intention	0973-2586	Dr. Utkal Khandelwal Mr. Naval Bajpai	Assistant Professor	International Journal
4	Adoption of IFRS in India: Emerging Financial Paradigm	ISBN-978-81-906991-5-1	Mr. Pragalbh Sharma Mr. Vijay Kumar	Assistant Professor	National Conference
5	Analyzing International Business Cycles on Ancient Indian Mythological Time Scales: Insights of Aadi Puran	2278-5671	Dr. Rajiv Sikroria	Assistant Professor	International Journal
6	Does Consumer conformity affect consumer attitude? A comparative study between metro and non-metro city	2347-1832	Dr. Utkal Khandelwal Mr. Naval Bajpai	Assistant Professor	National Journal
7	Economic Slowdown & Survival of the Fittest: MPFI Survival model for Corporate Executives	0972-7361	Dr. Utkal Khandelwal Mr. Deepak Verma	Assistant Professor	National Journal
8	Emerging markets through social networking sites- An inquiry of online marketing in developing countries ( a case study of Indian Markets)	2278-9359	Dr. Rajiv Sikroria	Assistant Professor	International Journal
9	Emerging Role of Corporate Social Responsibility for Corporate Success: Right Questions, Wrong Answers!!	0975-6310	Mr. Sandeep Singh Sikarwar Dr. Ankit Saxena	Assistant Professor	National Journal
10	Explaining consumer attitude through consumer reference group: a comparative study between metro and non-metro city	0972-7361	Dr. Utkal Khandelwal Mr. Naval Bajpai	Assistant Professor	National Journal
11	Follow my Nose- A Strategic Move of Retail Industry to influence Indian Consumer	978-93-81583-78-4	Dr. Ankit Saxena Mr. Jitendra Dixit	Assistant Professor	International Conference
12	Green marketing and sustainable development: marketing professionals' attitude towards green marketing	2277-484X	Dr. Utkal Khandelwal Mr. Seemant Kumar Yadav	Assistant Professor	International Journal

13	Indian Ethos and Ethical Accounting, Self Governance and CSR by Indian Companies"	ISSN 2279-0020	Mr. Kishnaveer Singh Mr. Amit Agrawal Mr. Amit Kumar	Assistant Professor	International Journal
14	Investor's Preference towards mutual funds in comparison to other investment avenues	ISSN 2320-7000	Dr. Mini Jain	Assistant Professor	National Journal
15	Reality of Triple Bottom Line	2248-9878	Mr. Deepak Tripathi Mr. Arun Kaushal Mr. Vikash Sharma	Assistant Professor	International Journal
16	Reflections on FDI in multi-brand retail industry in India: Issues ahead.	2249-8826	Ms. Gunjan Kulshreshtha Dr. Utkal Khandelwal Mr. Kushagra Kulshreshtha	Assistant Professor	National Journal
17	Relationship between Inflation and GDP - A Study on Indian Prospective	ISSN 0975-6477	Mr. Jitendra Kumar Dixit	Assistant Professor	International Journal
18	Rising weightage of Human Sentiments in Corporate Advancement	ISBN: 978-93-8326-307-3,2014	Dr. Somesh Dhamija Dr. Aruna Dhamija	Professor Associate Professor	International Conference
19	Success is matter of rigrous dive in all three oceans: Blue, Red and White	ISSN: 2278-859X	Ms. Manisha Goswami Ms. Supriya Jain	Assistant Professor	International Journal
20	Sustaining corporate identity through the better public relations.	ISSN: 2328-3734	Mr. Avnish Sharma Ms. Aneesya Sharma	Assistant Professor	International Journal
21	Sustaining success through triangular approach: A lesson from Lord Rama and King Ashoka.	ISSN: 2249-6874	Mr. Avnish Sharma Ms. Aneesya Sharma Mrs. Akansha Chatterjee	Assistant Professor	International Journal
22	The Dark Side of HR: Employee Harassmen.	ISSN: 2328-3734	Mr. Avnish Sharma Mrs. Aneesya Sharma	Assistant Professor	International Journal

23	Understanding green marketing by Indian consumer: A comparative study between metro and non-metro consumers.	978-93-80397-38-2	Dr. Utkal Khandelwal Mr. Seemant Kumar Yadav	Assistant Professor	International Conference
24	Women Entrepreneurs: A surge to break the image of housewives.	ISSN: 2250-0006	Ms. Aneesya Panicker Mr. Avnish Sharma	Assistant Professor	International Journal
25	Women Entrepreneurship in India: Issues and Problems "You can tell the condition of a nation by looking at its women"	ISSN 2278-0637	Ms. Subhra Bhardwaj	Assistant Professor	National Journal

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S.No.	Title of Paper	Publication Details	Name of Authors	Designation	Category
1	Akshaya Patra – Redefining faith a religion : So it a lue ocean?	978-93-80397-38-2	Mr. Anil Kumar Singh Ms. Himani Oberai Ms. Ila Mehrotra Anand	Assistant Professor	International Conference
2	An Insight into tenets of TQM in Management Education in Indian Scenario	2278-5116	Dr. Ankit Saxena Dr. Vikas Tripathi Mr. Arun Kaushal	Assistant Professor	National Journal
3	Analysis of Environmental consciousness and Green Product marketing among consumers	2249-9962	Dr. Rajiv Sikroria	Assistant Professor	International Journal
4	Changing Paradigm of Indian Banking Sector due to impact of Financial Sector Reforms	ISBN-978-93-81102-60-2,2012	Dr. Somesh Dhamija Dr. Aruna Dhamija	Professor Associate Professor	National Conference
5	Contemporary Aspects of India-EU FTA and Their Impact on Indian Banking Scenario	ISBN-978-93-81102-60-2,2012	Mr. Amit Kumar Mr. Amit Agrawal Mr. Krishanveer Singh	Assistant Professor	National Conference

6	Financial Inclusion-Myth and Realities of Indian Rural Consumer	ISSN 2091-1912	Dr. Ankit Saxena Mr. Jitendra Dixit	Assistant Professor	International Conference
7	Glass ceiling syndrome"-A study of Indian women in top management	2249-8826	Ms. Shubhra Bhardwaj	Assistant Professor	National Journal
8	Impression management works in career success: Myth or Reality.	2249-2496	Mrs. Aneesya Sharma Mr. Avnish Sharma	Assistant Professor	International Journal
9	Issues & Challenges of Working Women in the Indian Subcontinent – The Road Ahead	ISBN -978-9382563-44-0, 2012	Dr. Somesh Dhamija Dr. Aruna Dhamija	Professor Associate Professor	National Conference
10	Leading Change through the Scriptures & Epics: A Move Towards Roots	ISBN 0978-93-80397-38-2	Dr. Somesh Dhamija Dr. Aruna Dhamija	Professor Associate Professor	National Conference
11	Management of Credit Risk in Commercial Banks: In Reference to Non-Performing Assets (Npa)	ISSN 0976-8602	Dr. Preeti Gupta	Assistant Professor	International Journal
12	Measuring Relation among E-service Quality, Customer's Satisfaction and Intention to Purchase: An Investigative Study on Customers of Online Air Ticket Service in India.	2249-1058	Dr. Vikas Tripathi Dr. Vivek Agrawal Ms. Sucheta Agrawal	Assistant Professor	International Journal
13	Price Fairness and Its Linear Dependence on Consumer Attitude: A Comparative Study in Metro and Non Metro City	2222-1905	Mr. Naval Bajpai Dr. Utkal Khandelwal	Assistant Professor	International Journal
14	Public Sector Enterprises in India – Journey through the Changing Decades	ISSN 0974-4037	Dr. Somesh Dhamija Dr. Aruna Dhamija Mr. Amit Agrawal	Professor Associate Professor Assistant Professor	National Journal

15	Purchase Intention of Indian Consumers on Online Travel Buying Decision: A Comparative Study on Metro and Non-Metro City.	0947-6250	Dr. Naval Bajpai Dr. J.P. Sharma Dr. Utkal Khandelwal	Assistant Professor	International Journal
16	Shaping Employees Oriented Human Resource Policies Through Analyzing Motivational Needs	2249-9962	Dr. Rajiv Sikroria	Assistant Professor	International Journal
17	Trust, Image and Association, Affecting Loyalty towards Telecom Service Providers in India: A Study on BSNL.	2319-4421	Dr. Vikas Tripathi Dr. Vivek Agrawal Mr. Vivek Tripathi	Assistant Professor	International Journal
18	Understanding Brand Equity by Metro and Non-metro Consumers and its Impact on Consumer Attitude: A Comparative Study in Indian Perspective	0974-7141	Dr. Utkal Khandelwal Mr. Naval Bajpai	Assistant Professor	National Journal