

Research Data- BBA Dept.

| Sr No. | Name of Faculty | Title of The Paper | Name of the Journal/Conference | Date and Year of publication |
|---------------|------------------------|---|--|-------------------------------------|
| 1 | Dr.Shart Sood | Perception of Customers towards the Cellular Services Operators – A Study of Punjab | Biz and Byte Journal | 2013 |
| 2 | Dr.Shart Sood | Impact of MNP On Consumer Services – A Study Of Airtel Punjab | IJBMSR | 2015 |
| 3 | Dr.Shart Sood | Customer Satisfaction towards Mobile Services – A Study of Vodafone in Punjab | IJIF | 2015 |
| 4 | Dr.Shart Sood | Customer Satisfaction towards Cellular Services- A Study Of Idea Cellular “Malwa Market” In Punjab, | International Journal Of Business Management And Scientific Research | 2016 |
| 5 | Dr.Shart Sood | INNOVATIVE HR PRACTICES IN INDIAN BANKING SECTOR -A CONCEPTUAL STUDY | INTERNATIONAL JOURNAL OF BUSINESS MANAGEMENT AND SCIENTIFIC RESEARCH | 2017 |
| 6 | Dr.Shart Sood | INNOVATIVE HR PRACTICES IN INDIAN BANKING SECTOR -A CONCEPTUAL STUDY | INTERNATIONAL JOURNAL OF BUSINESS MANAGEMENT AND SCIENTIFIC RESEARCH | 2017 |
| 1 | Prerna Tikku | SCENARIO OF INFORMAL SECTOR IN INDIA | International Journal of Marketing & Financial Management”, | 2015 |
| 2 | Prerna Tikku | VIOLENCE AT WORKPLACE :REASONS , FACTORS AND STRATEGIES TO LESSEN IT | International Journal of Human Resource & Industrial Research | 2015 |
| 3 | Prerna Tikku | Opportunities and Problems of Rural Marketing in India | BEST: IJMITE Journal | 2016 |
| 4 | Prerna Tikku | GREEN MARKETING- CHALLENGES AND OPPORTUNITIES | International Journal of Marketing & Financial Management | 2016 |
| 5 | Prerna Tikku | IMPACT OF FDI ON INDIAN RETAIL SECTOR | International Journal of Marketing & Financial Management | 2014 |
| 6 | Prerna Tikku | Service Sector: India’s Road to Economic Growth | THE INTERNATIONAL JOURNAL OF BUSINESS & MANAGEMENT BUSINESS & MANAGEMENT | June,2014 |
| 7 | Prerna Tikku | OUTCOMES OF STRESS: A STUDY OF CAUSE & REMEDIAL ACTIONS FOR REDUCING STRESS | INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE AND MANAGEMENT | SEPT,2014 |
| 8 | Prerna Tikku | ROLE OF FDI IN INDIA'S HEALTH CARE SECTOR -SWOT ANALYSIS | IMPERIAL JOURNAL OF INTEDISCIPLINARY RESEARCH | 2017 |

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| 9 | Prerna Tikku | Women as entrepreneurs in India | IJTESR | Mar-18 |
| 10 | Prerna Tikku | consumer Behaviour towards FMCG in Rural India - A Literature Review | International Conference on Skill development and Innovations for sustainable economic growth : Issues and Challenges | feb, 2018 |
| 11 | Prerna Tikku | Swot of Patanjali Ayurveda- a Literature Review | National Conference on Transformation of Business through Digitalization and Innovation :Revitalising Economy by 2025 | 9 Oct,2018 |
| 1 | Rupinder Tiwana | IMPACT OF DEMONETIZATION ON FMCG SECTOR | International Journal of Marketing & Financial Management | March,2017 |
| 2 | Rupinder Tiwana | Impact of Demonetization on Payment System | INTERNATIONAL JOURNAL OF MANAGEMENT STUDIES | April, 2018 |
| 1 | Arushi Garg Sethi | customer satisfaction and loyalty in online and offline environment | INTERNATIONAL JOURNAL OF TREND IN SCIENTIFIC RESEARCH AND DEVELOPMENT | |
| 1 | Yuvika Singh | Support Systems In Marketing Decision Making | Biz and Bytes | 2015 |
| 2 | Yuvika Singh | Sustainable Development Through Green Marketing- Opportunities Sustainable Development Through Green Marketing- Opportunities And Challenges | Biz and Bytes | 2015 |
| 3 | Yuvika Singh | Corporate Social Responsibility and Business Ethics for Good Corporate Governance | International Journal of Engineering and Management Research | 2016 |
| 4 | Yuvika Singh | Employee Engagement as a Contemporary Issue in HRM--A Conceptual Framework | International Journal of Engineering and Management Research | 2016 |
| 5 | Yuvika Singh | INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) IN AGRICULTURAL AND RURAL DEVELOPMENT--INITIATIVES BY GOVERNMENT OF INDIA | INTERNATIONAL JOURNAL OF ENGINEERING SCIENCE & HUMANITIES | Jul-05 |
| 6 | Yuvika Singh | Impact of innovation and technology in the changing role of marketing in past few years - A conceptual Framework | Biz and Bytes | 2017 |
| 7 | Yuvika Singh | PERSPECTIVES IN INNOVATION MANAGEMENT | INTERNATIONAL JOURNAL OF ENGINEERING SCIENCE & HUMANITIES | 2013 |
| 8 | Yuvika Singh | INNOVATIVE HR PRACTICES IN INDIAN BANKING SECTOR -A CONCEPTUAL STUDY | INTERNATIONAL JOURNAL OF BUSINESS MANAGEMENT AND SCIENTIFIC RESEARCH | 2017 |

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| 9 | Yuvika Singh | A study of investment pattern and gender differences In Investment behaviour of the Residents - An empirical study in and around mohali | International Journal of Management Studies | 2018 |
| 10 | Yuvika Singh | KEY DRIVERS IN EMPLOYEE ENGAGEMENT AND HOW TO HANDLE THE DISENGAGED EMPLOYEES -A CONCEPTUAL FRAMEWORK | INTERNATIONAL JOURNAL OF INNOVATION IN ENGINEERING RESEARCH & MANAGEMENT | 2016 |
| 11 | Yuvika Singh | IMPACT OF TARIFF AND SERVICES ON THE INTERNET CONNECTION PREFERENCES- AN EMPIRICAL STUDY IN AND AROUND TRICITY | INTERNATIONAL JOURNAL OF BUSINESS MANAGEMENT AND SCIENTIFIC RESEARCH | 2016 |
| 12 | Yuvika Singh | PokA - Yoke- A METHOD OF MISTAKE PROOFING AND QUALITY IMPROVEMENT TOOL | SKILL DEELOPMENT FOR SUSTAINABLE GROWTH - ISSUES AND CHALLENGES | 2005 |
| 13 | Yuvika Singh | STIMULI AFFECTING IMPULSE PURCHASE DECISION - A CASE STUDY OF MOHALI | International Journal of Management and Social Science Research Review | 2016 |
| 14 | Yuvika Singh | SUSTAINABLE RURAL DEVELOPMENT - INITIATIVES TAKEN BY GOVERNMENT OF INDIA | International Journal of Management and Social Science Research Review | 2016 |
| 15 | Yuvika Singh | A study of consumer perception towards Patanjali brand with special reference to Mohali city | Biz & Bytes | 2018 |
| 16 | Yuvika Singh | Process improvement by Poke Yoke: A tool for zero defects | Biz & Bytes | 2018 |
| 17 | Yuvika Singh | Impact Of Innovation And Technology In The Changing Role Of Marketing In Past Few Years-A Conceptual Framework | Biz & Bytes | 2017 |
| 18 | Yuvika Singh | Innovative HR practices in Indian Banking sector | international journal of business management and scientific research | 2017 |
| 1 | Jagmeet Singh | the study of customer perception toward Patanjali ayurveda ltd | IJIRAS | 2018 |
| 2 | Jagmeet Singh | A study of GST and its effect on Jewellers | Emerging trends in disruptive innovation and sustainable business--Biz and Byte | 2018 |
| 3 | Jagmeet Singh | effects of brands on rural market of Punjab | International Journal of Engineering Technology Science and Research | 2017 |
| 4 | Jagmeet Singh | Opportunities and challenges in rural marketing with reference to Punjab | SRIJAN 17 | 2017 |
| 1 | Roopika | A Study of GST and its Impact on Jewelers | Biz and Bytes | 2018 |