

**Research Data- MBA Dept.**

<b>Sr. No</b>	<b>Name of Faculty</b>	<b>Title of The Paper</b>	<b>Name of the Journal/Conference</b>	<b>Year of publication</b>
1	<b>Dr. Vishal B Soni</b>	The Indian Machine Tool Industry: A Case Study	International Journal of Management & Business Studies	2015
1	<b>Dr. Vishal B Soni</b>	A Case Research Paper - Relieve Or Motivate Sales People: The Dilemma Continues.	International Journal of Business and Administration Research Review	2015
1	<b>Dr. Vishal B Soni</b>	Management Information System: Are you missing the Bus? (A Case Research)	International Journal of Advance Research in Computer Science and Management Studies	2015
1	<b>Dr. Vishal B Soni</b>	A Study of Customer Satisfaction & Service Quality of Indian Hotels (A Comparative Study in Indore Region),	IOSR Journal of Business and Management (IOSR-JBM)	2015
1	<b>Dr. Vishal B Soni</b>	A Comparative Study of Service Quality of Selected Indian Banks: A Study In Indore Region	International Journal of Research In Commerce, IT and Management	2014
1	<b>Dr. Vishal B Soni</b>	A Study of Product Quality of Selected Public and Private Sector Life Insurance Companies	IOSR Journal of Business and Management (IOSR-JBM)	2014
1	<b>Dr. Vishal B Soni</b>	Dilemma of an NGO – When The Signal Will Turn Green!	International Journal of Management & Business Studies	2014
1	<b>Dr. Vishal B Soni</b>	Impact of Mobile Marketing In The Current Indian Scenario,	International Journal of Research In Commerce, IT & Management	2014
1	<b>Dr. Vishal B Soni</b>	Is gender wise disproportion seen in impulsive buying behavior?	International Journal of Business and Administration Research Review	2014
1	<b>Dr. Vishal B Soni</b>	A Study of Secondary Factors that Influence Consumer's Buying Behavior (A Study on Talcum Powder and Pizza)	International Journal of Advance Research in Computer Science and Management Studies	2014
1	<b>Dr. Vishal B Soni</b>	A Study on Apparels' Impulse Buying Behavior of Engineering Students in Indore City	Global Journal For Research Analysis	2014
1	<b>Dr. Vishal B Soni</b>	A Study of Factors Having Impact on Impulse Buying Behavior for Chocolates - With Special Reference to Students Aged Between 6 To 13 Years in Indore City	Global Journal For Research Analysis	2014
1	<b>Dr. Vishal B Soni</b>	A Study of organizational dynamics through OCTAPACE culture in IT Companies,	Asian Journal of Management Research	2014

1	<b>Dr. Vishal B Soni</b>	To Study the Impact of Service Quality Variables on Attitudinal Brand Loyalty for Organized Food Retail Outlets in Indore City	Asian Journal of Research in Marketing	2014
1	<b>Dr. Vishal B Soni</b>	A Study of Impact of Product Quality Variables on Attitudinal Brand Loyalty for Reliance Fresh in Indore City	Asian Journal of Research in Business Economics and Management,	2014
1	<b>Dr. Vishal B Soni</b>	A Study of Socio - Economic Variables for Toothpaste Brands in Indore City	International Journal of Research In Commerce, Economics & Management	2012
1	<b>Dr. Sunayna Khurana</b>	Customer expectation and perception: A study of retail sector of Haryana state	ICFAI Journal of Consumer Behavior	2008
2	<b>Dr. Sunayna Khurana</b>	Customer preferences in life insurance industry in India	ICFAI Journal of Service Marketing	2008
3	<b>Dr. Sunayna Khurana</b>	Service quality gap and customers' satisfaction of private sector banks: An empirical study	Redefining Business Horizons	2008
4	<b>Dr. Sunayna Khurana</b>	Customers' preferences and satisfaction towards internet banking: A study in Hissar city	Management Sciences & Arts: A global Perspective ,Macmillan Advanced Research Series	2008
5	<b>Dr. Sunayna Khurana</b>	Managing service quality: an empirical study on internet banking	The IUP Journal of Marketing Management	2009
6	<b>Dr. Sunayna Khurana</b>	Study of mushrooming growth of management education and its impact on quality: A study of Haryana state	ICFAI Journal of Management Research	2009
7	<b>Dr. Sunayna Khurana</b>	Service quality gap and customers' satisfaction of private sector banks: An empirical study	Int. J. of Electronic Customer Relationship Management	2010
8	<b>Dr. Sunayna Khurana</b>	Customer services and preferences: A study of the customers of the public sector and private sector banks"- TGurukul Kangri University , Haridwar-	Gurukul Business Review (GBR),he Journal of Faculty of Management Studies, Gurukul Business Review (GBR),	2010
9	<b>Dr. Sunayna Khurana</b>	An analytical study of customer's preferences and satisfaction in mobile handset industry"	Biz n Bytes, e-journal of Chandigarh Business School	2010
10	<b>Dr. Sunayna Khurana</b>	Analytical study of media mix in life insurance industry	Emerging trends and Various Challenges for Business & Management	2010
11	<b>Dr. Sunayna Khurana</b>	Buying behavior and brand awareness in GSM mobile handset sector: An empirical study	Biz n Bytes, Journal of Applied management & Computer Science	2011
12	<b>Dr. Sunayna Khurana</b>	Analysis of service quality gap and customers' satisfaction in private banks	Gurukul Business Review (GBR	2011

13	<b>Dr. Sunayna Khurana</b>	An analytical study of customer's preferences and satisfaction in credit card industry	The IUP Journal of Bank Management	2011
14	<b>Dr. Sunayna Khurana</b>	Analysis of service quality gap in Indian banking industry	IUP Journal of Bank Management	2013
15	<b>Dr. Sunayna Khurana</b>	Service quality vs. customer satisfaction in banking sector: A literature review"	IUP Journal of Marketing Management	2013
16	<b>Dr. Sunayna Khurana</b>	Relationship of customer preferences, service quality & customer satisfaction in banking sector: Critical analysis of literature review"	Adhyayan:Journal of Management Sciences	2013
17	<b>Dr. Sunayna Khurana</b>	Relationship between service quality and customer satisfaction: An empirical study of Indian life insurance industry	Journal of Research in Marketing,	2005
18	<b>Dr. Sunayna Khurana</b>	Analysis of service quality gap in Indian life insurance industry	European Journal of Commerce And Management Research (EJCMR), FIVE E INTERNATIONAL (FEI) UK LTD, London, United Kingdom.	2013
19	<b>Dr. Sunayna Khurana</b>	Effect of demographic variables on customer satisfaction: An empirical study of Indian life insurance industry	IUP Journal of Marketing Management	2014
20	<b>Dr. Sunayna Khurana</b>	Relationship between service quality and customer satisfaction: An empirical study of Indian banking industry	IUP Journal of Bank Management	2014
21	<b>Dr. Sunayna Khurana</b>	Effect of demographic variables on customer satisfaction: An empirical study of Indian life insurance industry"	IUP Journal of Marketing Management	2014
22	<b>Dr. Sunayna Khurana</b>	E-commerce and Online Consumer Behavior in India: A Literature Review	Biz n Bytes, Journal of Applied management & Computer Science	2015
23	<b>Dr. Sunayna Khurana</b>	Relationship of Service Quality & Customer Satisfaction in Insurance Industry:A Literature Review	Educator-FIMT Bi-annual Journal	2015
24	<b>Dr. Sunayna Khurana</b>	Effect of Demographic Variables on Customer Satisfaction in Indian Banking Industry	Journal of Business Management, Commerce & Research, International Refereed Journal	2015
25	<b>Dr. Sunayna Khurana</b>	Relationship of Service Quality & Customer Satisfaction in Insurance Industry: A Literature Review	FIMT Bi-annual Journal	2015
26	<b>Dr. Sunayna Khurana</b>	Ethical Ideology: A Review of Literature	Journal of Effective Executive	2016
27	<b>Dr. Sunayna Khurana</b>	Ethical Practices in Indian Banks:An Empirical Study of Northern India	Book on Indian Management, Bloomsbury Publication	2016

28	<b>Dr. Sunayna Khurana</b>	Innovative HR Practices, Organizational Effectiveness and Performance: A Comprehensive Review	Book on Emerging Trends in Innovations and Sustainable Business Practices, KBD Publication New Delhi	2016
29	<b>Dr. Sunayna Khurana</b>	Power distance and hierarchy in Organizational Context in India: A Review of the Asian Culture in Contrast to the European Culture through Hofstede & GLOBE	Book on Indian Management, Bloomsbury Publication	2016
30	<b>Dr. Sunayna Khurana</b>	Repositioning of Frooti : A case study	Marketing Mastermind	2016
31	<b>Dr. Sunayna Khurana</b>	Understanding E-Shoppers Behavior In Delhi: Based On Risk Dimensions	Effulgence (Refreed bi-annual management journal)	June-Dec 2016
32	<b>Dr. Sunayna Khurana</b>	"A comparative analysis of stock brokers"	Innovative Research for Business & Management	2011
33	<b>Dr. Sunayna Khurana</b>	A Comparative Study of Ethical Practices in Indian Public and Private Sector Banks	Journal of Management Research	2017
34	<b>Dr. Sunayna Khurana</b>	Consumer Socialization of Children : A Study of Major Influence Factors	Biz and Bytes	2017
35	<b>Dr. Sunayna Khurana</b>	Fashion E-Commerce in Delhi: A Study on Antecedents of E-Loyalty	Indian Journal of Commerce & Management Studies	2017
36	<b>Dr. Sunayna Khurana</b>	Gender Awareness towards Green Products	Biz and Bytes	2017
37	<b>Dr. Sunayna Khurana</b>	Impact of HR Practices on Organizational Performance through Employee Engagement: A Review and Research Agenda	The Research Journal	2017
38	<b>Dr. Sunayna Khurana</b>	Components Influencing Stickiness in Mobile Application	Biz and Bytes	2018
39	<b>Dr. Sunayna Khurana</b>	Behavioral Intention to Adopt Mobile Technology Among Delhi students	CPJ Global Review	2018
40	<b>Dr. Sunayna Khurana</b>	The Impact of HR Practices On Creating Learning Organizations: A Comprehensive Review	Biz and Bytes	2018
41	<b>Dr. Sunayna Khurana</b>	Service quality gap and customers' satisfaction of private sector banks: An empirical study	Redefining Business Horizons	2008
42	<b>Dr. Sunayna Khurana</b>	Customers' preferences and satisfaction towards internet banking: A study in Hissar city	Management Sciences & Arts: A global Perspective ,Macmillan Advanced Research Series	2008
43	<b>Dr. Sunayna Khurana</b>	Analytical study of media mix in life insurance industry	Emerging trends and Various Challenges for Business & Management	2010

44	<b>Dr. Sunayna Khurana</b>	Ethical Practices in Indian Banks: An Empirical Study of Northern India	Book on Indian Management, Bloomsbury Publication	2016
45	<b>Dr. Sunayna Khurana</b>	Innovative HR Practices, Organizational Effectiveness and Performance: A Comprehensive Review	Book on Emerging Trends in Innovations and Sustainable Business Practices, KBD Publication New Delhi	2016
46	<b>Dr. Sunayna Khurana</b>	Power distance and hierarchy in Organizational Context in India: A Review of the Asian Culture in Contrast to the European Culture through Hofstede & GLOBE	Book on Indian Management, Bloomsbury Publication	2016
47	<b>Dr. Sunayna Khurana</b>	"A comparative analysis of stock brokers"	Innovative Research for Business & Management	2011
48	<b>Dr. Sunayna Khurana</b>	Marketing Ethical Issues in Banking Industry,	National Conference on "Changing Face of Marketing in Era of Evolving Technologies,"	2017
49	<b>Dr. Sunayna Khurana</b>	Innovative HR practices, Organizational Effectiveness and Performance: A comparative Review	2nd National conference on "Emerging Trends in Innovations and Sustainable Business Practices," by School of Management Studies, Baddi University of Emerging Sciences & Technology	2016
50	<b>Dr. Sunayna Khurana</b>	E-commerce and Online Consumer Behavior in India: A Literature Review	National Conference on "Innovative Strategies of Marketing in Present Era" on	2015
51	<b>Dr. Sunayna Khurana</b>	Marketing Mix Strategies of Depository Participant: A Comparative Analysis	National conference on Changing Marketing Paradigm in Product & Service Sector organized at Chandigarh Business School, Mohali	2012
52	<b>Dr. Sunayna Khurana</b>	Analytical Study of Media Mix in Life Insurance Industry	National conference on Emerging Trends and Various Challenges for Business & Management at Chandigarh Business School, Mohali	2011
53	<b>Dr. Sunayna Khurana</b>	Retraining and Re-skilling the Workforce in Digital Era: A Challenge for HR Leaders	International Conference on , " Skilling For Self-Employment" organized by Colombo Plan Staff College, Manilla, Philippines and National Institute of Technical Teachers Training and Research, Chandigarh	2019
54	<b>Dr. Sunayna Khurana</b>	Make in India: An Overview	International Conference on , " Skilling For Self-Employment" organized by Colombo Plan Staff College, Manilla, Philippines and National Institute of Technical Teachers Training and Research, Chandigarh	2019
55	<b>Dr. Sunayna Khurana</b>	Behavioral Intention to Adopt Mobile Technology Among Delhi students	2nd National Conference on Innovative Realms in Management and Technology by Chanderprabhu Jain College of Higher Studies and School of Law	2018
56	<b>Dr. Sunayna Khurana</b>	The Impact of HRM Practices on Organizational Commitment and Organizational Performance : A Comparative Review	at 1st International Conference on Confluence of Management, Technology and Social Sciences (ICCMTSS-2018) by School of Management Studies, Baddi University of Emerging Sciences & Technology on	2018

57	<b>Dr. Sunayna Khurana</b>	The Impact of Learning Organizations on Organizational Innovations and Organizational Performance through HRM: A proposed framework and Research Agenda	3rd National Conference on Influence of Social Sciences on Business Management by School of Management Studies, Baddi University of Emerging Sciences & Technology on	2017
58	<b>Dr. Sunayna Khurana</b>	Study of Mush-rooming Growth of Management Education and its Impact on Quality: A Study of Haryana State	2nd International Conference on Management (IBSA - ICON 07) at ICFAI Business School, Ahmadabad	2007
59	<b>Dr. Sunayna Khurana</b>	Customer Preferences in Life Insurance Industry in India	5th International Conference on Business Challenges & Strategies (icbcs'08) at Punjab College of Technical Education ,Ludhiana ,Punjab	2008
60	<b>Dr. Sunayna Khurana</b>	Customers' Preferences and Satisfaction towards Internet Banking : A Study in Hissar City	International Conference on Management Sciences & Arts at Faculty of Management Studies, Gurukul Kangri University, Haridwar	2008
61	<b>Dr. Sunayna Khurana</b>	Service Quality Gap and Customers' Satisfaction of Private Sector Banks: An empirical study"	International Conference on Innovation in Redefining Business Horizons at IMT Ghaziabad, India	2008
62	<b>Dr. Sunayna Khurana</b>	Gender Wise Analysis of Service Quality Gap and Customers' Satisfaction in Private Sector Banks	National conference on Business & Management ,at Haryana School of Business, Guru Jambheshwar University of Science and Technology, Hissar, Haryana	2009
63	<b>Dr. Sunayna Khurana</b>	Consumer attitude towards SMS advertising in India	National conference on Evolving Frontiers in Business & Technology, organized at Chandigarh Business School, Mohali	2011
64	<b>Dr. Sunayna Khurana</b>	Consumer perception toward telecom services	National conference on Evolving Frontiers in Business & Technology, at Chandigarh Business School, Mohali	2011
65	<b>Dr. Sunayna Khurana</b>	A Study on Customer Preferences and Satisfaction With Regard To Retail Services	National conference on Evolving Frontiers in Business & Technology, at Chandigarh Business School, Mohali o	2011
1	<b>Dr.Ramandeep Saini</b>	Brunt of Economic Crisis on HRM	Global Financial Crisis:Likely Impact on Indian Economy	2008
2	<b>Dr.Ramandeep Saini</b>	The Anatomy of MPO- Marketing Process Outsourcing	Innovative Marketing Strategies : Current trends	2009
3	<b>Dr.Ramandeep Saini</b>	Business Process Re-engineering –Old wine in new bottle	Sam Srijan	2011
4	<b>Dr.Ramandeep Saini</b>	All that glitters is not gold	International Management Journal	2011
5	<b>Dr.Ramandeep Saini</b>	Investors' awareness and perception about mutual funds	Journal on Banking Financial Services and Insurance Research	2011
6	<b>Dr.Ramandeep Saini</b>	Analysis of Performance Appraisal Systems practiced in manufacturing industries of Punjab	Prabandhan – Indian Journal of Management	2014

7	<b>Dr.Ramandeep Saini</b>	Evaluation of Job Satisfaction level —A study of Punjab National Bank		2014
8	<b>Dr.Ramandeep Saini</b>	Correlation between Emotional Intelligence and Job Satisfaction - An Empirical Analysis	ShodhGanaga Management Journal	2014
9	<b>Dr.Ramandeep Saini</b>	Effectiveness of Career Development Programs – Empirical study of Manufacturing Sector	Journal of Business Analysis,	2014
10	<b>Dr.Ramandeep Saini</b>	Human Resource Development Scenario - A Study of Manufacturing Sector of Punjab	Management Challenges in Uncertain Environment	2015
11	<b>Dr.Ramandeep Saini</b>	Implementation of HRD Practices - A study of manufacturing sector in Punjab	Global Management Review	2014
12	<b>Dr.Ramandeep Saini</b>	Factors affecting Training and Development Programs- An Empirical Study of Punjab	International Journal of Research in Organizational Behaviour and Human Resource Management	2015
13	<b>Dr.Ramandeep Saini</b>	An Analysis of Performance Appraisal Systems and Career Development Programs in Manufacturing Sector"	The IUP Journal of Management Research	2016
14	<b>Dr.Ramandeep Saini</b>	Organisational Culture and its impact on job satisfaction and turnover intention – A Study of HEI's in Mohali district, India	Innovation, Ict and Education for the next generation	2017
15	<b>Dr.Ramandeep Saini</b>	21st Century Marketing Skills- A Buzzword in Marketing Education	ISBN 978-83-7875-349-0	2005
16	<b>Dr.Ramandeep Saini</b>	Analysis of Performance Appraisal Systems - An Empirical Evidence of Manufacturing Sector in Punjab	IJRDO Journal of Business Management	2017
17	<b>Dr.Ramandeep Saini</b>	Role of Beauty Blogs as a Powerful Marketing Tool - An Empirical Study of Mohali	Biz and Bytes	2018
18	<b>Dr.Ramandeep Saini</b>	Impact of Quality of Work Life on Organisational Commitment	Sumedha Journal of Management	2019
19	<b>Dr.Ramandeep Saini</b>	A Study Of Quality Of Work Life And Organizational Commitment	IAHRW International Journal of Social Sciences Review	2019
20	<b>Dr.Ramandeep Saini</b>	Human Resource Development Scenario - A Study of Manufacturing Sector of Punjab	Management Challenges in Uncertain Environment	
21	<b>Dr.Ramandeep Saini</b>	Organisational Culture and its impact on job satisfaction and turnover intention – A Study of HEI's in Mohali district, India	Innovation, Ict and Education for the next generation	
22	<b>Dr.Ramandeep Saini</b>	War of Thoughts	Muse India	2019

23	<b>Dr.Ramandeep Saini</b>	Brunt of Economic Crisis on HRM	Global Financial Crisis:Likely Impact on Indian Economy	2008
24	<b>Dr.Ramandeep Saini</b>	21st Century Marketing Skills- A Buzzword in Marketing Education		2009
24	<b>Dr.Ramandeep Saini</b>	The Anatomy of MPO- Marketing Process Outsourcing	Innovative Marketing Strategies : Current trends	2017
1	<b>Dr. Monika Gupta Vashisht</b>	Agripreneurial skills for better farming environment	Skilling for Self-employment	2019
2	<b>Dr. Monika Gupta Vashisht</b>	Plagiarism in the Higher Education Research	GGGI Management Review	2016
3	<b>Dr. Monika Gupta Vashisht</b>	Professional Institute Attribute Salience	GGGI Management Review	2016
4	<b>Dr. Monika Gupta Vashisht</b>	Positioning in the Footwear Industry	GGGI Management Review	2015
5	<b>Dr. Monika Gupta Vashisht</b>	Positioning in the Smartphone Market	GGGI Management Review	2015
6	<b>Dr. Monika Gupta Vashisht</b>	Positioning in the Fast Food Sector	GGGI Management Review	2014
7	<b>Dr. Monika Gupta Vashisht</b>	Co-Shopper Preference and Mall Shopping– A Study of Delhi and NCR	GGGI Management Review	2014
8	<b>Dr. Monika Gupta Vashisht</b>	Positioning of Shopping Centres: A Case Study of Shopping Malls in Delhi and NCR	International Journal of Research in IT and Management (IJRIM),	2012
9	<b>Dr. Monika Gupta Vashisht</b>	Consumer Perceptions towards Different Retail Formats in India	Online Journal Social Science Research Network	2011
10	<b>Dr. Monika Gupta Vashisht</b>	Book Review- K. Rama Mohana Rao, Services Marketing, Dorling Kindersley (India) Pvt. Ltd., Noida (U.P.), Licensees of Pearson Education in South Asia	Asia- Pacific Business Review (APBR)	2011
11	<b>Dr. Monika Gupta Vashisht</b>	Book Review-K. Aswathappa, Karminder Ghuman, Management: Concept, Practice and Cases, Tata McGraw Hill Education Private Limited, New Delhi	Asia- Pacific Business Review (APBR)	2010
12	<b>Dr. Monika Gupta Vashisht</b>	Impact of Social Networking Sites on Indian Youth	BIZ AND BYTES-An International Journal Management & Technology/ IKGPTU sponsored Emerging Trends in Disruptive Innovations and Sustainable Business Management	2018



13	<b>Dr. Monika Gupta Vashisht</b>	Impact of Shopper's Occupation on Mall Shopping	Journal of IMS Group	2014
14	<b>Dr. Monika Gupta Vashisht</b>	Mall Shopper Clustering in Business Intelligence	AIMA e-Journal of Management & Research (AJMR-AIMA)	2012
15	<b>Dr. Monika Gupta Vashisht</b>	Consumers' Response to Online-Retailing	MM University Journal of Management Practices (MMUJMP)	2011
16	<b>Dr. Monika Gupta Vashisht</b>	Book Review-Dawn Iacobucci and Avinash Kapoor, MM Marketing Management, Cengage	MM University Journal of Management Practices (MMUJMP)	2011
17	<b>Dr. Monika Gupta Vashisht</b>	Book Review-Dr. Pankaj Madan, Dr. Amit Mittal and Sh. Hemraj Verma, Marketing Management, Global Vision	MM University Journal of Management Practices (MMUJMP)	2009
18	<b>Dr. Monika Gupta Vashisht</b>	Book Review-Michael A. Hitt, Robert E. Hoskisson and R. Duane Ireland, Management of Strategy: Concepts and Cases, South-Western Cengage	MM University Journal of Management Practices (MMUJMP)	2008
19	<b>Dr. Monika Gupta Vashisht</b>	Book Review-Donald Hislop, Knowledge Management in Organisations, Oxford	MM University Journal of Management Practices (MMUJMP)	2007
20	<b>Dr. Monika Gupta Vashisht</b>	Changing Scenes of Indian Retail Sector	Recent Trends in Management	2013
21	<b>Dr. Monika Gupta Vashisht</b>	Data Mining for Shopping Malls– Customer Loyalty Strategies	Proceedings of National Conference on Advancements in the Era of Multi Disciplinary Systems (AEMDS-2013)	2013
22	<b>Dr. Monika Gupta Vashisht</b>	Positioning in the Apparel Sector	Innovative Research for Business and Management	2012
23	<b>Dr. Monika Gupta Vashisht</b>	An Empirical Study of Customer Evaluation of Loyalty Building Initiatives and Promotional Strategies of Shopping Malls	Emerging Trends and Various Challenges for Business and Management	2012
24	<b>Dr. Monika Gupta Vashisht</b>	Shopping Mall Attribute Saliency	Emerging Trends and Various Challenges for Business and Management	2012
25	<b>Dr. Monika Gupta Vashisht</b>	Perception towards Organised Retail Players: A Case Study	Management: Concepts, Cases & Models	2010
26	<b>Dr. Monika Gupta Vashisht</b>	The IT Revolution-Impact on Society and Individual Behaviour	Soft Skills – A Key to Professional Excellence	2010
27	<b>Dr. Monika Gupta Vashisht</b>	Big Bazaar-The Most Preferred Retail Format for buying in Ambala District of Haryana, India	PCMA National Seminar on New Horizons of Retail Management: Challenges and Opportunities	2010
28	<b>Dr. Monika Gupta Vashisht</b>	E-Banking: A Way to Customer Loyalty	Managing Customer Loyalty	2008

29	<b>Dr. Monika Gupta Vashisht</b>	BPO/ Call Centre Industry and HR issues	Service Management	2008
30	<b>Dr. Monika Gupta Vashisht</b>	The Role of ICT in Higher Education in India	Technological & Management Advancements: Issues and Challenges	2011
31	<b>Dr. Monika Gupta Vashisht</b>	The Future of the Small Independents: Best Practices in the Traditional Retail Sector	Management Next: Paradigms and Innovations	2010
32	<b>Dr. Monika Gupta Vashisht</b>	Current Practices in Consumer Protection in South Asia	PCMA Business Challenges & Opportunities in South Asia	2009
33	<b>Dr. Monika Gupta Vashisht</b>	Customer Loyalty Building Initiatives Adopted by Retail Firms in India	Business Challenges & Opportunities in South Asia	2009
34	<b>Dr. Monika Gupta Vashisht</b>	Represented as 'Publishing Partner' at PHDCCI	Intellectual Property Rights (IPR)	2016
35	<b>Dr. Monika Gupta Vashisht</b>	A Joint Initiative of PHDCCI, Organising Secretary	Startup India Summit	2016
36	<b>Dr. Monika Gupta Vashisht</b>	Digital Marketing and Social Media	Contemporary Issues and Challenges in Business Environment	2016
37	<b>Dr. Monika Gupta Vashisht</b>	Customer Retention: A Big Challenge in the Indian Shopping Malls	Recent Developments in Business Management	2013
38	<b>Dr. Monika Gupta Vashisht</b>	Kirana Stores: A Challenge in Retail Sector in Indian Market	Challenges in the Retail Sector in Indian Market	2013
39	<b>Dr. Monika Gupta Vashisht</b>	Rural Retail Ventures: Case Studies in the Indian Rural Retail Markets	Agriculture: The Backbone of Indian Economy	2011
40	<b>Dr. Monika Gupta Vashisht</b>	Electronic Customer Relationship Management–A Mantra of Success for Corporate	Emerging Facets of Management–Issues and Challenges	2008
41	<b>Dr. Monika Gupta Vashisht</b>	Consumer Perception towards Reliance Fresh Retail Outlets in Jagadhri and Yamuna Nagar	Retail Management in Indian Scenario: Issues and Challenges	2009
42	<b>Dr. Monika Gupta Vashisht</b>	A Study on Tourism and Hospitality Business Potential in Yamuna Nagar District of Haryana–A Case Study	Hospitality Industry in India– Developments and Challenges	2009
43	<b>Dr. Monika Gupta Vashisht</b>	Emerging Paradigms in Management Education	Emerging Paradigms in Commerce and Management Education	2009
44	<b>Dr. Monika Gupta Vashisht</b>	A Study on Faculty Retention Management in Private Self-Financed Engineering Colleges in Haryana	Service Management	2009

45	<b>Dr. Monika Gupta Vashisht</b>	Student and Faculty Perception Regarding use of latest Communication Tools for Teaching Learning Process in Engineering Colleges in Haryana– A Case Study of YIET	Emerging Trends in Communication	2009
46	<b>Dr. Monika Gupta Vashisht</b>	Stress Management - Strategy and Techniques	Occupational Stress and its Remedies in the 21st Century	2008
1	<b>Dr. Tanuj Sharma</b>	Emergence of Online Banking System: An Indian Perspective	New Paradigms in Management Theory and Practice	2010
2	<b>Dr. Tanuj Sharma</b>	Workshop on Effective Teaching in Higher Technical Education	Effective Teaching in Higher Technical Education	2010
3	<b>Dr. Tanuj Sharma</b>	Attended sessions on RM using SPSS	Research Methodology using SPSS	2010
4	<b>Dr. Tanuj Sharma</b>	Green Marketing: An Emerging Trend	Managing Global Business in Turbulent Times	2014
5	<b>Dr. Tanuj Sharma</b>	Emerging Issues in Green Marketing	Changing Perspectives and Paradigms in Business & Behavioural Sciences	2014
6	<b>Dr. Tanuj Sharma</b>	Green Marketing as Social Responsibility in Changing Scenario	Business Innovation & Management	2014
7	<b>Dr. Tanuj Sharma</b>	Green Marketing: An Environment Protection Tool	International Business Conference	2014
8	<b>Dr. Tanuj Sharma</b>	Strategic Management in Contemporary Global Environmen	Strategic Management in Contemporary Global Environment (7th-14th December, 2012)	2012
9	<b>Dr. Tanuj Sharma</b>	7 Day Residential Workshop with Different Themes Related to HVPE	Human Values And Professional Ethics (14th – 21st December, 2012)	2012
10	<b>Dr. Tanuj Sharma</b>	Two Day workshop on Case Writing and How to Publish a Case	How to write, use and publish Traditional, Short and Mini Cases	2015
11	<b>Dr. Tanuj Sharma</b>	Green Revolution In marketing	Stimulating India's Growth under uncertainties and challenging environmental issues	2016
12	<b>Dr. Tanuj Sharma</b>	Digital Marketing in India: An Emerging Trend	Changing Business Dynamics in Era of Technological Disruptions	2018
13	<b>Dr. Tanuj Sharma</b>	Green Marketing Initiatives in India	B&B Journal of Business Management	2015
14	<b>Dr. Tanuj Sharma</b>	Green Marketing in Indian Perspective	GK Journal of Business Management	

14	<b>Dr. Tanuj Sharma</b>	Growth and Potential of Renewable Energy Jobs in India	Indian Management Studies Journal	
15	<b>Dr. Tanuj Sharma</b>	Green Marketing: A Social Responsibility in the Changing Scenario	Academy for Global Business Advancement- 16th World level Conference at IIT Delhi	2019
1	<b>Ms. Ruby Sharma</b>	Global financial crisis & credit control	National Conference on global financial crisis :likely impact on Indian economy	2008
2	<b>Ms. Ruby Sharma</b>	E-Banking :Problems and Prospects	International Journal of Management & Business Studies (March 2011)	2011
3	<b>Ms. Ruby Sharma</b>	Micro financing	CMA eMag_March2011 issue	2011
4	<b>Ms. Ruby Sharma</b>	Challenges For Money Market In Present Scenario	International Journal of Multidisciplinary Research Academy	2012
5	<b>Ms. Ruby Sharma</b>	A Correlation of Non Performing Assets, Profitability and Lending Rates of Public sector banks in India	International Conference on research and sustainable business, March 8-9,2014 at IIT ,Roorkee	2014
6	<b>Ms. Ruby Sharma</b>	A Comparative Analysis of NPA Management Between SBI And PNB	International Journal in Management & Social science	2015
7	<b>Ms. Ruby Sharma</b>	An Analysis of Selected Indian Public Sector Banks Using Camel Approach	International Journal of Research, Vol. 5, Issue 13 ISSN 2348-6848	2018
8	<b>Ms. Ruby Sharma</b>	Training the Youth for Innovation and Self-employment	International conference on Skilling for Self-employment At NITTTR	2019
1	<b>Ms. Radhika Giri</b>	determinants of capital flows in India	BIZ AND BYTES	2008
2	<b>Ms. Radhika Giri</b>	IFRS AND INDIA: PROBLEMS AND CHALLENGES	Emerging Trends in Innovations and Sustainable Business Practices	2016
3	<b>Ms. Radhika Giri</b>	The IFRS-Move Towards One Worldwide Language For Financial Reporting	'INFLUENCE OF SOCIAL SCIENCES ON BUSINESS MANAGEMENT'	2017
4	<b>Ms. Radhika Giri</b>	A Study of IFRS in INDIA	The Research Journal (TRJ)	2017
1	<b>Ms. Bhupinder Preet</b>	Current Economic Trena Vs. Human Threats	National Conference on global financial crisis :likely impact on Indian economy	2008
2	<b>Ms. Bhupinder Preet</b>	Emerging Scenario of Intelligent Organizations	I-Society 2012 at IET BHADDAL TECHNICAL CAMPUS , Ropar	2012

3	<b>Ms. Bhupinder Preet</b>	"Managing Organizational Change: A Study of Learning Organizations"	International Conference on Developments in Management, Technology & Science, ICDMTB, ITS, Ghaziabad	2016
4	<b>Ms. Bhupinder Preet</b>	"Innovative HR Practices Organizational Effectiveness and Performance: A Comprehensive Review	"Emerging Trends in Innovations and Sustainable Business Practices" at Baddi University	2016
5	<b>Ms. Bhupinder Preet</b>	Power distance and hierarchy in organizational context in India: A Review of the Asian Culture in Contrast to the European Culture through Hofestede and GLOBE"	International Conference on "Indian Management" at Thapar University	2016
6	<b>Ms. Bhupinder Preet</b>	Impact of HR practices on Organizational Performance through Employee Engagement: A Review and Research Agenda"	2nd International Conference on Interdisciplinary Research for Sustainable Development (IRSD - 2017) to be held at National Institute of Technical Teachers Training and Research (NITTTR), Chandigarh	2017
7	<b>Ms. Bhupinder Preet</b>	The Impact of Learning Organizations on Organizational Innovativeness and Organizational Performance through HRM: A Proposed Framework and Research Agenda	3rd National Conference on "Influence of Social Sciences on Business Management" organized by School of Management Studies, Baddi University	2017
8	<b>Ms. Bhupinder Preet</b>	The Impact of HR Practices on Creating Learning Organizations	National Conference on "Emerging Trends in Disruptive Innovations and Sustainable Business Management" organized by Chandigarh Business School of Administration, Landran, Mohali	2018
9	<b>Ms. Bhupinder Preet</b>	The Impact of HRM Practices on Organizational Commitment and Organizational Performance	International Conference on ' Confluence of Management, Technology and Social Sciences organized by School of Management Studies, Baddi University 2018	2018
10	<b>Ms. Bhupinder Preet</b>	Retraining and Reskilling the Workforce in Digital Era: A Challenge for HR Leaders	International conference on Skillng for Self-employment At NITTTR	2019
1	<b>Ms. Parinita Malhotra</b>	Customer & Relationship Marketing'	International Conference at Gurukul Kangri University, Haridwar.	2007
2	<b>Ms. Parinita Malhotra</b>	Retail Marketing –Oppurtunities & Challenges 2008	Rayat Bahra Group of Institutes .	2008
3	<b>Ms. Parinita Malhotra</b>	Changing Face in Retailing	GYAN jYOTI GROUP OF INSTITUTES	2008
4	<b>Ms. Parinita Malhotra</b>	Small and Medium Size Enterprises in Food Industry'	GYAN jYOTI GROUP OF INSTITUTES	2008
5	<b>Ms. Parinita Malhotra</b>	Women as an Enterpreneur after Liberalization,	Desh Bhagat group of Institutes MandiGobindgarh.	

6	<b>Ms. Parinita Malhotra</b>	Issues in Mergers & Acquisitions	Govt.College Panchkula	2008
7	<b>Ms. Parinita Malhotra</b>	Service Marketing Strategies of Hospitality Industries	M.D.S.D. Girls College,Ambala City	2008
8	<b>Ms. Parinita Malhotra</b>	Online Retailing-The Emergence of World Wide Web'	GuruNanak Institute of Management & Technology Model Town,Ludhiana.	2009
9	<b>Ms. Parinita Malhotra</b>	Knowledge Process Outsourcing'	GLA Group of Institutes , Mathura	2009
10	<b>Ms. Parinita Malhotra</b>	Knowledge Management	Shri Atmanand Jain Institute of Management & Technology Ambala City	2009
11	<b>Ms. Parinita Malhotra</b>	Relationship Marketing	Maharaja Aggarsen Institute of Management & Technology,Jagadhari.	2010
12	<b>Ms. Parinita Malhotra</b>	Woman as an Entrepreneur after Liberalisation	Punjabi University ,Patiala	2011
13	<b>Ms. Parinita Malhotra</b>	Changing trends in Fashion Market in India'	KUrukshetra University	2011
14	<b>Ms. Parinita Malhotra</b>	Innovation As A Modern Business Driver Marketing and HR Prespective	IJRDTM	2016
15	<b>Ms. Parinita Malhotra</b>	A literature Review on Training & Development and Quality of Work Life-Impact on Marketing Professionals	CBSA	2017
16	<b>Ms. Parinita Malhotra</b>	Marketing Strategies for Electronic Goods in Punjab	ICNFESMH	2017
1	<b>Ms. Pallavi Pahuja</b>	A Study on Women as Managers in Modern India	International journal of Research	2018
2	<b>Ms. Pallavi Pahuja</b>	Training the Youth for Innovation and Self-employment	International Conference on Skilling for Self-employment	2019
3	<b>Ms. Pallavi Pahuja</b>	Role of Technology in Skill Development-in Era of AI	International Conference on Skilling for Self-employment	2019
4	<b>Ms. Pallavi Pahuja</b>	Work Culture Marketing - A Case of Vodafone Ltd.	International Journal of Marketing & Financial Management	2018
5	<b>Ms. Pallavi Pahuja</b>	A literature review of training and development and QWL- impact on marketing professionals	Blz n Bytes	2018

6	<b>Ms. Pallavi Pahuja</b>	A study on client perception of digitalization in banking.	International Journal of Research Science and management.	2016
7	<b>Ms. Pallavi Pahuja</b>	A paradigm move to modern HR practices of MNC's - A study	International Journal of Human Resource and Industrial research	2017
8	<b>Ms. Pallavi Pahuja</b>	Do ULIPS Meet the aspirations and goals of investors - a study."	International Journal of Research Development, technology and management science.	2014
9	<b>Ms. Pallavi Pahuja</b>	Empirical Study on investor behaviour and decision making towards investment avenues	Journal of Management Information, technology and engineering.	2015
10	<b>Ms. Pallavi Pahuja</b>	Training the Youth for Innovation and self-employment	"Skilling for Self Employment" National Institute of Technical Teachers' Training and Research, Chandigarh, India	2019
11	<b>Ms. Pallavi Pahuja</b>	Role of Technology in skill development – in era of artificial intelligence	International Conference on "Skilling for Self Employment" 21-22 February, 2019	2019
12	<b>Ms. Pallavi Pahuja</b>	"A study on women as managers in modern India"	international journal of research	2018
1	<b>Ms. Manisha Aujla</b>	Consumer Perception Towards Blogs on Beauty Products	BIZ AND BYTES-An International Journal Management & Technology/ IKGPTU sponsored Emerging Trends in Disruptive Innovations and Sustainable Business Management	2018
2	<b>Ms. Manisha Aujla</b>	Co-branding : An Ideal Marriage or A recipe for Disaster	National Conference on "Changing Face of Marketing In Era Of Evolving Technologies," Chandigarh Business School of Administration during 17-18 January, 2017.	2017
3	<b>Ms. Manisha Aujla</b>	Gender Awareness Towards Green Products	National Conference on "Changing Face of Marketing In Era Of Evolving Technologies," Chandigarh Business School of Administration during 17-18 January, 2017.	2017
4	<b>Ms. Manisha Aujla</b>	Application of Advertising Models on Human Thought Process	National Conference on "Changing Face of Marketing In Era Of Evolving Technologies," Chandigarh Business School of Administration during 17-18 January, 2017.	2015
1	<b>Mr. Simerjeet Bawa</b>	Tractor Industry in India. An Analysis (Automobile Sector)	Contemporary Socio-Economic Dimensions in the growth of Business	2013
2	<b>Mr. Simerjeet Bawa</b>	CRM in Retailing : A Behavioural Prospective	Emerging Innovations in Business & Technology	2013
13	<b>Mr. Simerjeet Bawa</b>	Emerging Trends in FMCG Sector	Emerging Horizons in Science & Technology	2014
13	<b>Mr. Simerjeet Bawa</b>	E-Banking Benefits and Challenges in an Indian Economy	Challenges of Paradigm Shift in Business : Role of Innovation & Excellence	2015

13	<b>Mr. Simerjeet Bawa</b>	A study on Impact of Demonetization on Indian service sector with reference to Indian Railways	Impact of Monetary, Fiscal Policy/Demonetization on Various sectors of Economy and Society	2017
13	<b>Mr. Simerjeet Bawa</b>	Impact of Organisation Culture on Employee Performance and Productivity	Happiness & Organization Culture: Enhancing Workplace Effectiveness	2017
13	<b>Mr. Simerjeet Bawa</b>	Role of FDI, A Study on Impact of FDI in Indian Retail Sector	PCMA International Business Conference	2014
13	<b>Mr. Simerjeet Bawa</b>	Impact of Digitilisation on Indian Railways	1st International Conference – SRIJAN'16 on Digital India	2016
13	<b>Mr. Simerjeet Bawa</b>	Environmental Trends and New Paradigm of Management	IKG PTU Sponsored International Conference on New Paradigms in Management & Technology	2017
13	<b>Mr. Simerjeet Bawa</b>	Women – As an Entrepreneur	International conference on “Skilling for Self – Employment	2019
13	<b>Mr. Simerjeet Bawa</b>	Role of Fast Moving Consumer Goods (FMCG) Sector in India: A study towards Growth or Decline	Contemporary Issues in Management	
13	<b>Mr. Simerjeet Bawa</b>	Determinants of Passengers Perception about Service Quality through 5S- A Study on Indian Railways	New Delhi InstD183:D190itute of Management	2015
13	<b>Mr. Simerjeet Bawa</b>	Impact of FDI on Indian Retail sector	PIMT Journal of Research	2016
13	<b>Mr. Simerjeet Bawa</b>	Role of Service Sector and 5s the emerging concept of Service Quality	International journal of Research in Commerce, IT & Management	2016
13	<b>Mr. Simerjeet Bawa</b>	FDI in Retail and its scope in India	International Journal of Research	2017
13	<b>Mr. Simerjeet Bawa</b>	Energizer Sports Private Ltd.: Carving a Niche in the Fitness Industry (Publication Id - 518-0074-1 for case study & 518-0074-8 for Teaching Note)	The Case Centre	2018
13	<b>Mr. Simerjeet Bawa</b>	Decision Making Bias - Problem and the way forward (Publication Id - 319-0046-1 for case study & 319-0046-8 for Teaching Note)	The Case Centre	2019
1	<b>Mr. Neeraj Gupta</b>	Tynor Orthopaedics Pvt Ltd: The Secret of Winning Prescription (Publication Id - 619-0010-1 for case study & 619-0010-8 for Teaching Note)	The Case Centre	2019
2	<b>Mr. Neeraj Gupta</b>	Decision Making Bias - Problem and the way forward (Publication Id - 319-0046-1 for case study & 319-0046-8 for Teaching Note)	The Case Centre	2019



3	<b>Mr. Neeraj Gupta</b>	Thinking Outside the Box - Start-Up in a Box (Publication Id - 819-0004-1 for case study & 819-0004-8 for Teaching Note)	The Case Centre	2019
4	<b>Mr. Neeraj Gupta</b>	Queens Magic Land in Text Book by Fred R David, Forest R David, and Purva Kansal	Pearson India Education Services Pvt. Ltd.	2018
5	<b>Mr. Neeraj Gupta</b>	NPK International, In Text Book by Thomas L. Wheelen, J. David Hunger, Alan N. Hoffman, Charles E. Bamford, Purva Kansal	Pearson India Education Services Pvt. Ltd.	2018
6	<b>Mr. Neeraj Gupta</b>	Role of Creativity and Innovation in Success of Start-Ups - A case study of Padman (Publication Id - 818-0061-1 for case study & 818-0061-8 for Teaching Note)	The Case Centre	2018
7	<b>Mr. Neeraj Gupta</b>	Energizer Sports Private Ltd.: Carving a Niche in the Fitness Industry (Publication Id - 518-0074-1 for case study & 518-0074-8 for Teaching Note)	The Case Centre	2018
8	<b>Mr. Neeraj Gupta</b>	Mobile Advertising: Role of Select Variables in Shaping Attitude and Technology Acceptance'	International Journal of Marketing and Management Research	2017
9	<b>Mr. Neeraj Gupta</b>	Ziva Pharmaceuticals exploring International Markets for Expansion	Pacific Business Review International	2013
10	<b>Mr. Neeraj Gupta</b>	Marketing Strategies of Global Brands in Indian Markets	Journal of Arts, Science & Commerce	2012
11	<b>Mr. Neeraj Gupta</b>	Women - As an Entrepreneur	Colombo Plan Staff College, Manilla Phillipines and NITTTR Chandigarh - Skilling for Self Employment'	2019
12	<b>Mr. Neeraj Gupta</b>	Indian Textile Manufacturers Export Marketing Capabilities and Barriers	National Seminar on Global Issues in Management	2017
13	<b>Mr. Neeraj Gupta</b>	To assess the factors promoting online retailing using SERVQUAL model with specific reference to Flipkart	International Conference on New Paradigms in Management and Technology	2017
14	<b>Mr. Neeraj Gupta</b>	Emotional Intelligence and its Impact on Job Satisfaction in Punjab with special reference to Insurance sector	2nd International conference on Applied Economics and Business'	2016
15	<b>Mr. Neeraj Gupta</b>	Development of a Model to Measure the Impact of Brand-Event Congruence on Consumers' Purchase Intention	Academy for Global Business Advancement- 16th World level Conference at IIT Delhi	2019
1	<b>Mr. Lovedeep Singh</b>	Impact of price on brand loyalty	Journal of Issues and perspective in brand management	2014
2	<b>Mr. Lovedeep Singh</b>	Green Marketing	DAV National Conference on Science, Technology& Management	2014

3	<b>Mr. Lovedeep Singh</b>	Global market place: Environment and Management Challenges	DAV National Conference on Science, Technology & Management	2015
4	<b>Mr. Lovedeep Singh</b>	Employee satisfaction with business outsourcing at Big Bazaar	DAV National Conference on Science, Technology & Management	2016
5	<b>Mr. Lovedeep Singh</b>	Green Marketing in India- opportunities and challenges	Research journal of Information Technology and Management,	2014
6	<b>Mr. Lovedeep Singh</b>	A reflection of Indian women in entrepreneurship	International Advanced research journal in Science , Engineering and Technology,	2014
7	<b>Mr. Lovedeep Singh</b>	Role of IT in Supply chain management	International journal of advanced computer technology	2014
8	<b>Mr. Lovedeep Singh</b>	Information Technology in HRM: A practical evaluation	International journal of advanced computer technology	2014
9	<b>Mr. Lovedeep Singh</b>	Invigorating the function of Management Information system for strategic Human resource management	International journal of advanced computer technology	2015
10	<b>Mr. Lovedeep Singh</b>	Role of Management information system in decision making in an organization	International journal of advanced computer technology	2015
11	<b>Mr. Lovedeep Singh</b>	E-Banking (Benefits and challenges in an emerging economy)	International journal of advanced computer technology	2015
12	<b>Mr. Lovedeep Singh</b>	Information technology, Globalization through research and social development	International journal of advanced computer technology	2015
13	<b>Mr. Lovedeep Singh</b>	Ethics in Advertising- An Indian perspective	International Advanced research journal in Science , Engineering and Technology	2015
14	<b>Mr. Lovedeep Singh</b>	Stress Management	ISTE sponsored national conference on Emerging trends in engineering, science and technology	2016
15	<b>Mr. Lovedeep Singh</b>	Effects of global competitiveness on strategic human resource management	ISTE sponsored national conference on Emerging trends in engineering, science and technology	2016
16	<b>Mr. Lovedeep Singh</b>	Role of Technology in Skill Development-in Era of AI	International Conference on Skilling for Self-employment	2019
1	<b>Ms. Aaruni Batta</b>	Role of Technology in Skill Development-in Era of AI	International Conference on Skilling for Self Employment at NITTTR	2019
2	<b>Ms. Aaruni Batta</b>	E-business and Globalization process- Their interdependency	International Journal of research	2018

3	<b>Ms. Aaruni Batta</b>	A study on women as manger in Modern India	International Journal of research	2018
4	<b>Ms. Aaruni Batta</b>	Research Paper on Organization Development in 21st centuries in context with leadership		
1	<b>Ms.Charu Mehan</b>	Impact of Skill Development with reference to Women Entrepreneurship	Colombo Plan Staff College, Manilla Phillipines and NITTTR Chandigarh - Skilling for Self Employment'	2019
2	<b>Ms.Charu Mehan</b>	Gender Differences and Financial Decision Making: A Behavioral Finance Perspective	International Multi Stream Conference on Technology & Life at CKD Institute of Management & Technology Amritsar, Punjab	2015
3	<b>Ms.Charu Mehan</b>	Behavioral Finance: Study of Personality traits for safeguarding retail investors stake in Financial Market	International Management conference at PCTE Group of Institutes, Baddowal, Ludhiana.	2013
4	<b>Ms.Charu Mehan</b>	Prospects of Indian Students in Australia – Victims of Racial Discrimination and Crime – A Hindrance in Establishing Peace in Democratic World	International Conference on Democracy, Federalism and Peace : Experience of Indian and Other Countries at Dyal Singh College, Karnal	2010
5	<b>Ms.Charu Mehan</b>	Information Security for Online Banking Using Secure Socket Layer	International Conference on Emerging Trends in Electronics and Communications	2009
6	<b>Ms.Charu Mehan</b>	Academia and Industry Liaison for Effectual Manpower	International Conference on Emerging Trends in Electronics and Communications	2010
7	<b>Ms.Charu Mehan</b>	Study of Behavior of Depository Participant & Investors in Scenario of Digitalization & Demonetization	National Conference at Maharaja Agrasen University on "Transforming of Business through Digitalisation and Innovation: Revitalising Economy by 2025"	2018
8	<b>Ms.Charu Mehan</b>	Implications of Computer Software in Research Methodology: An example of Behavioral Finance in Context of Google Forms	National Conference on Issues & Challenges In Computing Techniques at IET Bhaddal Technical Campus, Ropar. 6th – 7th March 2014.	2014
9	<b>Ms.Charu Mehan</b>	Role of Behavioral Finance in Financial Market: An exploration of Personalities of Retail Investor	International Journal of Management & Social Sciences Research	2013
10	<b>Ms.Charu Mehan</b>	Association of Computers & RM: An inference of Google Forms in Context of Behavioral Finance	Journal of Engineering Computers & Applied Sciences, Volume 3, No.6, June 2014	2014
11	<b>Ms.Charu Mehan</b>	Students Attitude Towards Web Based Courses	National Conference Advances in Video, Cyber Learning and Electronics at National Institute of Technical Teachers' Training and Research, Chandigarh	2010
12	<b>Ms.Charu Mehan</b>	Performance of Micro Financing Technique for Endurance of Deprived Business Units: An Explorative Study in J & K Region	National Conference on Strategies and Solutions for Turbulent Economic Scenario	2009
13	<b>Ms.Charu Mehan</b>	Secure Communication over Insecure Networks	National Conference on Information Security and Networks (ISAN 2009) held at Chitkara Institute of Engineering and Technology	2009

14	<b>Ms.Charu Mehan</b>	Security Measures for Online Banking	National Conference on Recent Innovations in Computing and Networking (Con- RICN '09) held at SUSCET, Tangori, Mohali	2009
15	<b>Ms.Charu Mehan</b>	Academia - Industry Convergence for Proficient Manpower in Global Scenario	New Initiatives in Entrepreneurship and Industry Institute Interface held at NITTTTR, Chandigarh	2009
18	<b>Ms. Baljinder Kaur</b>	Tynor Orthopaedics Pvt Ltd: The Secret of Winning Prescription (Publication Id - 619-0010-1 for case study & 619-0010-8 for Teaching Note)	The Case Centre	2019
18	<b>Ms. Baljinder Kaur</b>	Make In India: An Overview	Colombo Plan Staff College, Manilla Phillipines and NiTTTR Chandigarh - Skilling for Self Employment'	2019
18	<b>Ms. Baljinder Kaur</b>	An empirical study of consumer behaviour towards Online Shopping in Tricity"	National Conference on "Changing Face of Marketing In Era Of Evolving Technologies," Chandigarh Business School of Administration during 17-18January, 2017.	2017
18	<b>Ms. Baljinder Kaur</b>	Online Consumer Behaviour Models:A Literature Review	National Conference on "Changing Face of Marketing In Era Of Evolving Technologies," Chandigarh Business School of Administration during 17-18January, 2017.	2017
18	<b>Ms. Baljinder Kaur</b>	E-commerce and Online Consumer Behavior in India: A Literature Review"	National Conference on Innovative Strategies of Marketing In Present Era at Chandigarh Business School of Administration during 29-30 October, 2015.	2015
1	<b>Ms. Surpreet Kaur</b>	Development of a Model to Measure the Impact of Brand-Event Congruence on Consumers' Purchase Intention	Academy for Global Business Advancement- 16th World level Conference at IIT Delhi	2019
1	<b>Mr. Jaskirat Singh</b>	Status of MSME'S in India- Discriptive Study	UGC Sponsored National Seminar on Problems and Challenges of Micro, Small and Medium Enterprises	2014
2	<b>Mr. Jaskirat Singh</b>	The Role of Sports Sponsorship in Sports Marketing	UGC Sponsored National Seminar on Contemporary Issues in Management	2014
3	<b>Mr. Jaskirat Singh</b>	The Impact of Event Image, Sponsor Image and Event Commercialization on Activity Involvement in a Sports Sponsorship Context	5th International Conference on Management Practice and Research (ICMPR-2015)	2015
4	<b>Mr. Jaskirat Singh</b>	The Impact of the event and the Sponsor on Consumer Brand opinion and Purchase Intention: A Case Study of Indian Premier League	UGC Sponsored National Conference on Marketing Brand India Globally: Opportunities and Challenges	2016
5	<b>Mr. Jaskirat Singh</b>	The Impact of Event-Sponsor Fit on Consumer Attitude and Purchase Intention: A Case of Indian Premier League	Emerging Themes in Strategy	2016
6	<b>Mr. Jaskirat Singh</b>	How the Interaction Between Sponsor and Sponsee Influence Attendees Team Involvement and	UGC Sponsored National Seminar on Entrepreneurship: The Road Ahead	2016

		Purchase Intention: A Case Study of Indian Premier League		
7	<b>Mr. Jaskirat Singh</b>	The Impact of Brand-Event Congruity on Consumer's Behavioral Intnetions: A Structural Equation Modeling Approach	International Conference on Management Practice and Research (ICMPR-2016)	2016
8	<b>Mr. Jaskirat Singh</b>	Theoretical and Empirical analysis of a Team and its Sponsor: A Case of Indian Premier League	14th International conference of Academy of Global Business Advancement	2017
9	<b>Mr. Jaskirat Singh</b>	Factors Affecting the Farmers Decision towards Contract Farming: An Emperical Study of Indian Punjab	14th International conference of Academy of Global Business Advancement	2017
10	<b>Mr. Jaskirat Singh</b>	Acceptance and Sustainability issues in Information Technology-Based Banking Services: A review of Literature	14th International conference of Academy of Global Business Advancement	2017
11	<b>Mr. Jaskirat Singh</b>	Development of a Model to Measure the Purchase Intentions of the Viewers of the Indian Premier League	ISDSI International conference- IIM Trichy	2017
12	<b>Mr. Jaskirat Singh</b>	Development of a Model to Measure the Fit between the Brand and the Event: A Case of Indian Premier League	ISDSI International conference- IIM Trichy	2017
13	<b>Mr. Jaskirat Singh</b>	Development of a Model to Measure Attendees' Event Image and Purchase Intention	15th international conference of Academy of Global Business Advancement (AGBA)	2018
14	<b>Mr. Jaskirat Singh</b>	Examine the Fit between the Event and the Sponsor and their influence on Consumer Attitude and Purchase Intention: A Case of Indian Premier League	Advances in Economic and Business Management (AEBM)	2016
15	<b>Mr. Jaskirat Singh</b>	Exploring the Impact of Sport-Sponsor Fit on Cosumers Purchase Intention: A Case of Indian Premier League	International Journal of Science Technology and Management	2017
16	<b>Mr. Jaskirat Singh</b>	The Impact of Event Familiarity and Involvement on Sponsor Brand Image and Purchase Intention: A Case of Indian Premier League	Elixir Marketing Management Journal	2017
17	<b>Mr. Jaskirat Singh</b>	The Impact of Event-Sponsor Congruence on Consumer Brand Attitude and Purchase Intentions: A Case of Indian Premier League	Indian Management Studies Journal	2017
18	<b>Mr. Jaskirat Singh</b>	The Impact of Attendees' Event Association on Sponsor Brand Image: A Case of Indian Premier League	15th international conference of Academy of Global Business Advancement (AGBA)	2018
19	<b>Mr. Jaskirat Singh</b>	The Impact of Attendees Event Involvement on Sponsor Brand Image and Behavioural Intentions: A Case of Indian Premier League	The IUP Journal of Marketing Management	2018

20	<b>Mr. Jaskirat Singh</b>	Development of a Model to Measure the Impact of Brand-Event Congruence on Consumers' Purchase Intention	Academy for Global Business Advancement- 16th World level Conference at IIT Delhi	2019
1	<b>Ms. Seema Saini</b>	A Theoretical Study on Impact of Kishan Credit Card Scheme (KCC)among the short term credit Farmers	Chitkara University Doctoral Consortium-CUDC-2019 (A Colloquium of Doctoral Research Scholars)	2019
2	<b>Ms. Seema Saini</b>	A Literature review on Ffarmers' Perception towards Information & Communication Technology ( ICT)	13th International Conference at GJIMT	2019
1	<b>Ms. Sonam</b>	Investigating the Role of Entrepreneurial Education in Development of Start-Up/Entrepreneurial Ventures	4th National Conference –SRIJAN'18 on Start Up to Scale Up- Management, Technological, Environmental, Policy prospects & Perspectives	2018
2	<b>Ms. Sonam</b>	Role of Financial Institutions in Entrepreneurial Development in Select Banks in Punjab	International Research Journal of Management and Commerce	2018
3	<b>Ms. Sonam</b>	An Evaluation of Supportive Role of Government in Funding of Start-Ups	Start-up India, Stand Up India –The awakening of Asian Tiger	2019