

**School of Management Studies (SOMS)**  
**Research Paper Publication/ Conference Proceedings**

S. No.	Authors Name	Title of the publication	Type	Year of Publication	ISSN/ISBN/Volume No./Issue/ Year	Name of Journal
1	Shukla, S. & et al.	Employee Ethics Scale: Development And Validation Of a Situational Judgment Tool For Organisations	International	2023	34 S1: 210-231 , 2023	Journal of Namibian Studies
2	Vakeel, S., Kaushik, R., Dwivedi, P.	Advanced Learning and Teaching in Higher Education in India: A Policy-technology-capacity Enabled Approach,	International	2023	pp. 115-125, 10.1504/IJPSPM.2024.10054401, 2023	Technology-enabled advanced learning resources
3	Vakeel, S., Shukla, S., Singh, V.	Impact of workplace happiness on employee engagement: a comparative study of IT and non-IT sector employees	International	2023	12(4), pp. 482–496, 2023	International, International Journal of Public Sector Performance Management,
4	Misra, A. K.	Impact of Capitalistic Economic System on Business Process Technology	National	2023	Vol.52, No. 2 (1), 2023	Anveshak bi annual journal (UGC CARE Group-1)
5	V., Shrivastava, S. & Misra, A. K.	Action Ready Research Proposal: East Indian Women’s Collectives for Uplifting Sustainable Economic Livelihood.	National	2023	2023	In book: Indian Economy Achievements, Prospects and Challenges, Chapter: 4, Bharti Publications
6	Sana Vakeel & Rashmi Kaushik	Digital Marketing Insights	National	2022	978-9394779471, Jan 2022	Search Marketing and PPC
7	Sana Vakeel & Rashmi Kaushik	"Sustainability in the Fashion Industry" in book "Circular Economy and Re-Commerce in the Fashion Industry"	International	2020	9781799827283, June 2020	

<b>8</b>	Rashmi Kaushik and Sana Vakeel	A Study on the Effect of COVID Pandemic on E-Banking Services Adoption	International	2020	1309-4653, July 2020	Turkish Journal of Computer and Mathematics Education
<b>9</b>	Rashmi Kaushik and Sana Vakeel	A STUDY ON SERVICE QUALITY GAPS IN INDIAN BANKS USING SERVQUAL MODEL INDELHI/NCR	International	2020	2394-7780, 1/1/2020	International Journal of Advance and Innovative Research
<b>10</b>	Dr. Kamal Gupta	INVESTMENT PERFORMANCE & RISK ADJUSTED MEASURES : AN EMPIRICAL STUDY ON OPEN ENDED EQUITY SCHEMES	International	2019	VOL 1, 1, JUNE 2019	International Journal of Business Research & Excellence (IJBRE).
<b>11</b>	Dr. Kamal Gupta	Asset pricing Models and Stock Selection Ability of Mutual Fund Managers: An Empirical Study on Open-Ended Equity Schemes	International	2019	ISSN (online) – 2521-1242 ISSN (print) – 2521-1250, VOL3, ISSUE 3, 2019	Financial Institutions, Markets and Risks" by ARMG Publishing, Summy State
<b>12</b>	Prof. Parul Aggarwal	Green HRM: An approach towards Sustainability	International	2019	ISSN 2394-7780, Volume 6, Issue 2, April-June 2019	International Journal of Advance and Innovative Research
<b>13</b>	Dr. Sunita Shukla	Teaching Management Graduate: Balancing Learning Style And Teaching Methodology With Flipped Classroom	National	2019	ISSN 0972-8686, Volume -17, Issue 1, June 2019	Review of Professionl Management
<b>14</b>	Dr. Sunita Shukla	Importance of behaviour in organisations	National	2018	978-93-85504-92-1, 2018	Proceedings of Issues and Challenges for HR Professionals in the 21st Century, Wisdom Publication
<b>15</b>	Dr. Prashant Dev Yadav	Issues and Challenges for HR Professionals in the 21st Century	National	2018	978-93-85504-92-1, 2018	Proceedings of Issues and Challenges for HR Professionals in the 21st Century, Wisdom Publication

<b>16</b>	Dr. Pallavi	Motivating Employees by Leading with Values in the Indian Context	National	2018	978-93-85504-92-1, 2018	Proceedings of Issues and Challenges for HR Professionals in the 21st Century, Wisdom Publication
<b>17</b>	Prof. L.K. Verma	Productivity through Employee Empowerment	National	2018	978-93-85504-92-1, 2018	Proceedings of Issues and Challenges for HR Professionals in the 21st Century, Wisdom Publication
<b>18</b>	Prof. Sachin Sinha	Productivity through Employee Empowerment	National	2018	978-93-85504-92-1, 2018	Proceedings of Issues and Challenges for HR Professionals in the 21st Century, Wisdom Publication
<b>19</b>	Dr. Sunita Shukla	An impact of Digitization on HR Transformation	National	2018	ISSN 0972-7361, Volume 16, Issue 1 2018	Synergy
<b>20</b>	Dr. Prashant Dev Yadav	Microfinance: Driving Empowerment of Women	International	2017	ISSN 9729380, Vol. 14 No. 15, 2017	International journal of economic research
<b>21</b>	Dr. Sunita Shukla	The Study on Employee Perception of Performance Appraisal	National	2017	ISSN 0973-1466 , 2017	Journal of FMS, Gurukul Kangri Vishwavidyalaya
<b>22</b>	Prof. L. K. Verma	Justice Delayed is Justice Denied	International	2016	ISBN 97893-81212-80-6, May 2016	International Conference on Changing face of business management
<b>23</b>	Prof. L. K. Verma	Need of the hour for the corporate world to enhance productivity through employee empowerment	International	2016	ISSN-2319-2194, Volume 6, Issue -4, April 2016	International Journal of Business and Management research

24	Prof. L. K. Verma	Beti Bachao-Beti Padhao aur sanskriti Bachao: The need of the hour for women empowerment		2015	ISBN 978-81-928678-1-6, 13-14 February 2015	International Conference on Creating Opportunities in Emerging Markets-A Global Approach
25	Ms. Anuja Shukla	Integrating Social media with education		2015	ISBN 978-81-928678-1-6, 13-14 February 2015	International Conference on Creating Opportunities in Emerging Markets-A Global Approach
26	Mr. Ankur Srivastava	Choosing An Appropriate model for estimating mentha oil future return volatility	International	2015	ISSN 2277-6788. Volume 4, Issue-1, March 2015	International Journal of Marketing Finance Services and Management Research
27	Ms. Anuja Shukla	Critical Analysis of Viral Marketing Case – Why this Kolaveri Di(Viral Fever of India)	National	2014	ISBN- 978-81, 2014	National Seminar on Redefine, Reimagine, Reinvent-Roadmap for New Age Marketing
28	Ms. Pinki Singh	Consumer Awareness on Ebanking- An Empirical Study in Ghaziabad District	International	2014	ISSN-2277-2910, 2014	International Journal of Management and technology and Research
29	Mr. Ankur Srivastava	Are GARCH Specifications Superior Among GARCH Types of Models in Estimating Financial Volatility?: An Experiment		2014	ISSN- 2347-5005, Feb 2014	APEJAY Journal of Management Science and Technology
30	Ms. Pinki Singh	Service Quality of Metro railways in Delhi- A Brief Study of Delhi NCR		2014	ISBN 978-81-924214-6-1, Feb 2014	ICDATPM

31	Ms. Himani Goswami	Issues and Challenges in Connecting the Virtual Work force	International	2014	ISBN 978-81-928678-0-9, March 2014	International conference , Symbiosis Noida
32	Ms. Neelam	Branding Globally and Acting Globally (The Glocal Strategy for Global Brands)	International	2014	ISBN 978-81-928678-0-9, March 2014	International conference , Symbiosis Noida
33	Ms. Anuja Shukla	Go viral on social Media with Applied Memetics	International	2014	ISBN 978-81-928678-0-9, March 2014	International conference , Symbiosis Noida
34	Prof. L. K. Verma	Interpretation of Legislation and need for carrying out reforms in Judicial System	International	2014	ISSN 2249-555X, Volume -4, Issue -8, August 2014	Global Journal for Research Analysis
35	Prof. L. K. Verma	An Empirical study on the problems faced by women in India and need of the hour to empower them	International	2014	ISSN-2231-248X, p-ISSN:2319-2194, Volume 4, Issue-8, August 2014	VSRD International Journal of Business and Management Research
36	Prof. L. K. Verma	Barrier to women literacy in rural India and suggestion to improve their literacy rate	International	2014	ISSN-2347-9043, Volume 2, Issue -4, April 2014	Masters International Journal of Management Research and Development
37	Mr. Ankur Srivastava	Examining the superiority of Garch(p,q) specifications over garch type of specifications	International	2014	ISBN 978-81-928678-0-9, March 2014	International conference , Symbiosis Noida
38	Mr. Ankur Srivastava	Estimating Volatility in crude oil futures market with assymetric garch specifications	National	2014	ISSN 2250 1673 Vol 4, June 2014	Asian Journal of Research in Business economics & Mgmtt
39	Mr. Ankur Srivastava	Choosing a suitable Garch specification for predicting the crude oil Future return "I"	International	2014	ISSN-2319-7064, Volume :3 Issue 5 May 2014	International Journal of Science and Research (IJSR)

40	Ms. Anuja Shukla	A Conceptual Study on Diffusion Process of Viral Idea	National	2014	ISSN 2347-6680 (E), Vol.02, Issue: 03/06 May- June 2014	PISER Journal
41	Prof. L. K. Verma	A Study to Enhance Productivity through Employee empowerment	International	2014	ISSN No 2277-8160, Vol 03, Issue 5, May 2014	Global Journal for Research Analysis
42	Prof. L. K. Verma	A study on the Role of HRM in Developing Women Education in India in Rural Sector	International	2014	ICFBM- July 2014	IX International Conference on Finance and Business Management ( ICFBM-14) held
43	Ms. Anuja Shukla	A study of Changing Consumer Behaviour towards Convenience stores by Entrance of Malls in India	International	2013	ISSN 2249-8826, Vol 3, Page 287-302, April 2013	Zenith International Journal of Business Economics and Management Research
44	Nellam Sheoliha	Ethical and social issues in Marketing	International	2013	ISSN 22253467, Vol 1 , Number- 4- October 2012	Journal of Applied Management and Investments Ukraine.

**School of Management Studies (SOMS)**  
**Books/ Book Chapter Publications**

S.No.	Name of the teacher	Title of the book/chapters published	National / International	Year of Publication	ISBN/ISSN number of the proceeding/ Book	Name of the publisher
1	Dr. Deepak Sharma	Business Data Analytics	International	2024	978-3-031-80778-7	Springer, Cham

2	Ms. Shalu Tyai	Business Data Analytics	International	2024	978-3-031-80778-7	Springer, Cham
3	Ms. Shalu Tyagi & Mr. Shardendu Bhushan Sinha	"Marketing Innovation: Crafting Iconic Brands and for Strategic Growth"	National	2024	ISBN 9788119820641	Chyren Publication
4	Dr. Anju Bala	Financial Fundamentals: A Beginner's Handbook to Financial Management	National	2024	978-81-19674-92-3	National Press Associates
5	Dr. Sunita Shukla, Sana Vakeel & Rashmi Kaushik	Reimagining Global Marketing: Innovations Focused on the Digitalized World	International	Jan-22	<a href="https://www.amazon.in/Reimagining-Global-Marketing-Innovations-Digitalized-ebook/dp/B09QVNQVSV">https://www.amazon.in/Reimagining-Global-Marketing-Innovations-Digitalized-ebook/dp/B09QVNQVSV</a>	Book Bazooka Publication
6	Dr. Sunita Shukla, Dr. Pallavi Bhardwaj & Dr. Kamal Gupta	MARKETING TO CENTENNIALS IN DIGITAL WORLD	International	Apr-19	978-93-86895-57-8	Book Bazooka Publication
7	Dr. Sunita Shukla, & Dr. Kamal Gupta	Future of Fintech : Innovative Business Model for Financial Inclusion	International	Nov-19	978-93-86895-70-7	Book Bazooka Publication
8	Dr. Sunita Shukla & Dr. Prashant Dev	ISSUES AND CHALLENGES FOR HR PROFESSIONALS IN THE 21ST CENTURY	National	2018	978-93-85504-92-1	Wisdom Publication