

## List of Publications by Faculty

S. No.	Research Paper Title	Name of Journal (Refereed)	Year of Publication	Name of the Faculty Member	Academic Year
1	An empirical analysis of working capital decision and profitability of Indian corporate sector	Anvesha-A Journal of IES Management College & Research Centre. Vol. 12 Issue 1	17-Aug-19	Silky Vigg	2020-2021
2	AN EMPIRICAL STUDY ON STUDENT ENGAGEMENT TOWARDS ONLINE LEARNING DURING COVID -19 PANDEMIC	Wesleyan Journal of Research , Vol.13 No4(IX)	Oct-Dec 2020 Published	Teena Singh	2020-2021
3	STUDY OF IMPACT OF DEMONETIZATION ON INDIAN BANKS USING GARRETT'S RANKING METHOD	Wesleyan Journal of Research , Vol.13 No4(IX)	Oct-Dec 2020 Published	Sharmila Agnihotri	2020-2021
4	CASE STUDY: BETI BACHAO BETI PADAO' CAMPAIGN: ADDRESSING TWIN ISSUES OF SKEWED GENDER RATIO & WOMEN DISEMPOWERMENT.	Indian Case Research Centre (AIMA)	September 28, 2020	Sushma Muralie	2020-2021
5	VUCA World and its impact on Human Resource Function: A roadmap for HR Leaders to navigate the current challenging times	PalArch's Journal of Archaeology of Egypt/Egyptology, ISSN: 1567-214X	2nd November 2020	Teena Singh	2020-2021
6	Women Empowerment: A Literature Review & Research Agenda	PalArch's Journal of Archaeology of Egypt/Egyptology, ISSN: 1567-214X	3rd November 2020	Teena Singh	2020-2021
7	Women Empowerment: A Literature Review & Research Agenda	PalArch's Journal of Archaeology of Egypt/Egyptology, ISSN: 1567-214X	3rd November 2020	Silky Vigg	2020-2021
8	A Bend in the Ganges: A novel of partition, violence and vengeance: A reinterpretation.'	The Journal of Critical Reviews, ISSN- 2394-5125 VOL 7, ISSUE 14, 2020	8th July 2020 (Published)	Vidushi Sharma	2020-2021
9	Study and issues of migrant workers during pandemic.	international conference : Paris : international Conference on COVID-19 studies on 26-27 August. ISBN: 988-625-7139-34-2.	26-27 August 2020. Published	Ritu Talwar	2020-2021

10	Role of employee attitude and perception.	international conference :Turkey : INTERNATIONAL MARDİN RESEARCH CONGRESS 7-8 August 2020, MARDİN , on 7 august.Social and Human Sciences - Natural Sciences - Educational Sciences	7-8th August 2020, Published	Ritu Talwar	<b>2020-2021</b>
11	Exploring Relationship between Self-compassion, Self-esteem and Adjustment among College Students in Delhi	Journal of the Indian Academy of Applied Psychology (JIAAP)	July 2020 (selected for publishing)	Sombala Ningthoujam	<b>2020-2021</b>
12	Exploring Relationship between Self-compassion, Self-esteem and Adjustment among College Students in Delhi	Journal of the Indian Academy of Applied Psychology (JIAAP)	July 2020	Teena Singh	<b>2020-2021</b>
13	Relationship between CSR motivations and corporate social performance: a study in the power industry in India	Employee Relations, ISSN: 0142-5455: Emerald publishing	30th June 2020 (published)	Moumita Acharyya	<b>2020-2021</b>
14	The Effect of Credit Rating Announcements on Stock Returns of Banks in India.	Afro-Asian Journal of Finance and Accounting	(accepted 2020)'Published online: 31 Jan 2023	Silky Vigg	2022-2023
15	The Effect of Credit Rating Announcements on Stock Returns of Banks in India.	Afro-Asian Journal of Finance and Accounting	Published online: 31 Jan 2023	Manav Vigg	2022-2023
16	Analysis of the Consumer Perception towards Green Marketing: A Study	International Journal of Advanced Science and Technology Vol. 29, No. 03, (2020), pp. 12884 - 12892	2020 Published	Rinku Sharma Dixit	<b>2020-2021</b>
17	Analysis of the Consumer Perception towards Green Marketing: A Study	International Journal of Advanced Science and Technology Vol. 29, No. 03, (2020), pp. 12884 - 12892	2020 Published	Shailee Choudhary	<b>2020-2021</b>
18	Cyber crimes - Trends and awareness: A study on youth	BULMIM Journal of Management & Research (BJMR) Vol. 5 Issue 2 (2020),	published 27th Oct 2020.	Vinita Sharma	<b>2020-2021</b>
19	Indian Culture, Core Cultural Values and Marketing Implications	Published in Confarence: NATIONAL WEBINAR ON MULTIDISCIPLINARY APPROACHES TO FOLKLIFE: CHALLENGES AND PERSPECTIVES organized by Department of Modern Indian Languages and Literary Studies University of Delhi	22nd october 2020 Published in DU Conference	Ritu Talwar	<b>2020-2021</b>

20	Green Marketing: A Descriptive Study	Journal of Critical Reviews, ISSN- 2394-5125, VOL 7, ISSUE 19, 2020	August, 2020	Rinku Sharma Dixit	2020-2021
21	Green Marketing: A Descriptive Study	Journal of Critical Reviews, ISSN- 2394-5125, VOL 7, ISSUE 19, 2020	August, 2020	Shailee Choudhary	2020-2021
22	Cinema, Politics Avam Shiksha: Ek Jathil Rishta	DCRC Synthesis of Delhi University	August 2020 published	Anil Kamboj	2020-2021
23	Cinema, Politics Avam Shiksha: Ek Jathil Rishta	DCRC Synthesis of Delhi University	August 2020 published	Ritu Talwar	2020-2021
24	The determinants of foreign direct investment: a VECM approach	International Journal of Accounting and Business Finance IJABF	December 2020 (published)	Silky Vigg	2020-2021
25	Evaluating the performance of Indian domestic banks through the lens of Pareto–Koopmans efficiency (online)	Evaluating the performance of Indian domestic banks through the lens of Pareto–Koopmans efficiency <a href="https://doi.org/10.1177/0972150920970358">https://doi.org/10.1177/0972150920970358</a>	3rd Dec 2020 (Published)	an Khati (Not Ndim Affilia	2020-2021
26	Factor Structure and measurement invariance of the oneness behaviours Scale Across India and Turkey	The Journal of General Psychology, Vol. 147, 2020 Issue 3.	2020	Radha Sharma	2020-2021
27	Influence of culture in brands	Newyork conference ISBN- 978-625-7914-95-6	Accepted for publishing	Ritu Talwar	<b>2020-2021</b>
28	A Review Of Private Sector Participation In Building A Solar Energy Based Micro-Entrepreneurial Ecosystem In Rural India	Academy of Marketing Studies Journal Volume 26, Issue 1, 2022. ISSN: 1528-2678)	February, 2022 (published)	Sushma Muralie	2021-2022
29	A Review Of Private Sector Participation In Building A Solar Energy Based Micro-Entrepreneurial Ecosystem In Rural India	Academy of Marketing Studies Journal Volume 26, Issue 1, 2022. ISSN: 1528-2678)	February, 2022 (published)	Teena Singh	2021-2022
30	A Review Of Private Sector Participation In Building A Solar Energy Based Micro-Entrepreneurial Ecosystem In Rural India	Academy of Marketing Studies Journal Volume 26, Issue 1, 2022. ISSN: 1528-2678)	February, 2022 (published)	Parveen Kaur	2021-2022
31	Exploring Workplace Dignity from Managerial Lens,	Management Research Review Emerald.	5th August 2021	Radha Sharma	2021-2022
32	Editorial: Women and Entrepreneurship	Frontiers in Psychology	24-Sep-21	Radha Sharma	2021-2022
33	Mining ESI competencies from ancient scriptures & evolving 'triple s' model	International Journal of Sanskrit Research 2022; 8(3): 362-371 ISSN: 2394-7519	14-05-2022	Radha Sharma	2021-2022

34	A Case of Family Business Strategy of Expansion	Global Business Review.	June, 2021	Radha Sharma	2021-2022
35	Causal linkages between Exchange Rate and Stock Price: Evidence from an Emerging Market	Empirical Economics Letters A Monthly International Journal of Economics. Vol. 20 Special Issue 5, July 2021, ISSN 1681-8997	Jul-21	Shagun Arora	2021-2022
36	A Study of Awareness and Perception of Augmented Reality in Education Sector	IEEE Xplore, 2021 9th International Conference on Reliability, Infocom Technologies and Optimization (Trends and Future Directions) (ICRITO)	3-4th Sept 2021	Monika Nijhawan	2021-2022
37	Collaborating Technologies for Autonomous and Smart Trade in the Era of Industry 4.0: A Detail Review on Digital Factory	Conference Paper Springer, Singapore. Print ISBN 978-981-33-4366- Emerging Technologies in Data Mining and Information Security pp 633–644	5th May 2021	Monika Nijhawan	2020-2021
38	Effects of Online Consumer Reviews on E-Commerce Sales	Empirical Economics Letters A Monthly International Journal of Economics. Vol. 20 Special Issue 5, July 2021, ISSN 1681-8997	Jul-21	Sonal Gulati	2021-2022
39	Effects of Online Consumer Reviews on E-Commerce Sales	Empirical Economics Letters A Monthly International Journal of Economics. Vol. 20 Special Issue 5, July 2021, ISSN 1681-8997	Jul-21	Abha Grover	2021-2022
40	Indian Rural MSMEs and their perception towards innovation and creativity in uplifting their business	Acta Universitatis Bohemiae Meridionalis, Vol 24, No 3 (2021), DOI 10.32725/acta.2021.016, ISSN 2336-4297 (online)	October, '2021	Silky Vigg	2021-2022
41	Are Women Entrepreneurs Really Empowered in India? An Empirical Analysis	Empirical Economics Letters A Monthly International Journal of Economics. Vol. 20 Special Issue 5, July 2021, ISSN 1681-8997	Jul-21	Silky Vigg	2021-2022
42	Are Women Entrepreneurs Really Empowered in India? An Empirical Analysis	Empirical Economics Letters A Monthly International Journal of Economics. Vol. 20 Special Issue 5, July 2021, ISSN 1681-8997	Jul-21	Teena Singh	2021-2022

43	CONTRIBUTION OF INDIAN ECONOMIC SECTORS TOWARDS DIRECT CARBON EMISSIONS AND FOOTPRINTS: AN ENVIRONMENTALLY EXTENDED INPUT OUTPUT ANALYSIS	The Journal of Oriental Research Madras. ISBN-0022-3301	October 2021 (published)	Atul Rawat	2021-2022
44	WOMEN EMPOWERMENT AND ENTREPRENEURSHIP SUPPORT LEADING TOWARDS IMPORVED MARKETING COMMUNICATION: AN ANALYSIS OF INDIAN WOMEN	Academy of Marketing Studies Journal Volume 25, Issue 6, 2021	Volume 25, Issue 6, 2021	Silky Vigg	2021-2022
45	WOMEN EMPOWERMENT AND ENTREPRENEURSHIP SUPPORT LEADING TOWARDS IMPORVED MARKETING COMMUNICATION: AN ANALYSIS OF INDIAN WOMEN	Academy of Marketing Studies Journal Volume 25, Issue 6, 2021	Volume 25, Issue 6, 2021	Teena Singh	2021-2022
46	ROLE OF ENTREPRENEURSHIP SUPPORT IN WOMEN EMPOWERMENT: AN EMPIRICAL ANALYSIS	Academy of Entrepreneurship Journal Volume 27, Special Issue 4, 2021	Volume 27, Special Issue 4, 2021	Silky Vigg	2021-2022
47	ROLE OF ENTREPRENEURSHIP SUPPORT IN WOMEN EMPOWERMENT: AN EMPIRICAL ANALYSIS	Academy of Entrepreneurship Journal Volume 27, Special Issue 4, 2021	Volume 27, Special Issue 4, 2021	Teena Singh	2021-2022
48	Marketing Innovations in B2B And B2C Post Covid-19 –A Paradigm Shift in Strategies	The 2nd International Conference on Innovative Trends in Business & Technology (iCITBT)	22 & 23rd October 2021	Ritu Talwar	2021-2022
49	Work-Life Conflict and Psychological Health Among Healthcare Sector Employees: A Comparative Study of Employees of Public and Private Hospitals.	IUP Journal of Organizational Behavior . Oct2021, Vol. 20 Issue 4, p293-310. 18p.	October 2021 (published)	Sombala Ningthoujam	2021-2022
50	Work-Life Conflict and Psychological Health Among Healthcare Sector Employees: A Comparative Study of Employees of Public and Private Hospitals.	IUP Journal of Organizational Behavior . Oct2021, Vol. 20 Issue 4, p293-310. 18p.	October 2021 (published)	Teena Singh	2021-2022

51	Perceived Stress and Coping Mechanism of Generation Z Management Students: Empirical Evidence.	IUP Journal of Organizational Behavior . Oct2021, Vol. 20 Issue 4, p265-292. 28p.	October 2021 (published)	Sombala Ningthoujam	2021-2022
52	A Review on GSCM and Green Manufacturing Concepts in Plastic Industry	Published in the Reference Module in Materials Science and Materials Engineering, Elsevier	Published on 2nd August, 2021,	Anand Jaiswal	2021-2022
53	Technological Influences over Factors for Sustainability of Smart Cities	Global Journal of Enterprise Information System Volume 13(1), 26-41, (2021).	March, 2021 (published)	Vinita Sharma	2020-2021
54	Sustainability of Exchange Rates and Crude Oil Prices Connection with COVID-19: An Investigation for BRICS"	Annals Economy Series	Published in Nov-Dec 2021	Parul Bhatia	2020-2021
55	Productive Efficiency and Non-performing Assets of Indian Banks in the Post-global Financial Crisis Period	South Asia Economic Journal	September 3, 2021 (Published)	an Khati (Not Ndim Affilia	2020-2021
56	An empirical investigation of n-11 countries as successors of BRICS using panel data modelling	International Journal of Emerging Markets	February, 2021 (published)	Parul Bhatia	2020-2021
57	Lawful Sequence of Events and Cryptocurrency Anomalies: An Empirical Investigation	FIIB Business Review	October, 2021(published)	Parul Bhatia	2021-2022
58	Day of the Week Bubbles: An Investigation Across Sub-Periods	Empirical Economics Letters	October 2021 (published)	Parul Bhatia	2021-2022
59	Diction And Articulation Difficulties In English As A Second Language Learners In Delhi-Ncr: An Analysis	Vidyabharati International Interdisciplinary Research Journal (Special Issue) ISSN 2319-4979	21st october 2021 (published)	Vidushi Sharma	2021-2022
60	EFFECT OF EXCHANGE RATE TRANSLATION EXPOSURE ON THE FINANCIAL PERFORMANCE OF THE IT COMPANIES WHO HAVE FOREIGN SUBSIDIARIES	Empirical Economics Letters (ABDC Indexed)	Oct-21	Rinku Sharma Dixit	2021-2022
61	EFFECT OF EXCHANGE RATE TRANSLATION EXPOSURE ON THE FINANCIAL PERFORMANCE OF THE IT COMPANIES WHO HAVE FOREIGN SUBSIDIARIES	Empirical Economics Letters (ABDC Indexed)	Oct, 2021	Shailee Choudhary	2021-2022

62	Book Review: Greening The Supply Chain	Review of Professional Management- A Journal of Management	20th July 2021	Anand Jaiswal	2021-2022
63	Impact of Tax Knowledge, Tax Penalties, and E-Filing on Tax Compliance in India	Indian Journal of finance	May-July 2021 (Published)	Silky Vigg	2020-2021
64	Novel Deep Learning-Based Model Pipeline For Any Lung Disease Using Chest X-Ray Images- A Case Of Covid Detection	Journal of Information Technology in Industry, Vol. 9, No.3, 2021. ISSN (Online): 2203-1731	Published Online 04-05-2021	Sharmila Agnihotri	2020-2021
65	A mathematical model for pollution and cost optimised logistics based on environmental vehicle standards for SMEs	International Journal of Services and Operations Management (IJSOM), Vol. 39, No. 2, 2021	27th May 2021 Published	Anand Jaiswal	2020-2021
66	Online Education During Covid 19 Pandemic: Challenges and Solutions	Turkish Online Journal of Qualitative Inquiry (TOJQI) Volume 12, Issue 3, June 2021: 1188 -1193	3rd June 2021 (Published)	Vidushi Sharma	2020-2021
67	The Role of Government Initiatives on Women Empowerment: The Case of Women Entrepreneurs in India	International Journal of Annals of the Romanian Society for Cell Biology, Volume. 25, No. 4.	Published in April 2021	Silky Vigg	2020-2021
68	The Role of Government Initiatives on Women Empowerment: The Case of Women Entrepreneurs in India	International Journal of Annals of the Romanian Society for Cell Biology, Volume. 25, No. 4.	Published in April 2021	Teena Singh	2020-2021
69	PARADIGM SHIFT IN RETAIL EXPERIENCE AND PREFERENCE OF CUSTOMERS IN INDIA" to Sustainable Humanosphere	Academy of Marketing Studies Journal	Published 23rd March 2021	Madhu Jasola	2020-2021
70	A study on challenges faced by working women in maintaining Work –Life Balance at personal, family and organisational level	Pacific Business Review International (ISSN 0974-438X) Volume 13 Issue 8, Feb., 2021	Published Feb., 2021	Parveen Kaur	2020-2021
71	ASYMMETRIC EXCHANGE RATE EXPOSURE AND ITS DETERMINANTS: ANALYSIS OF THE EMERGING MARKET FIRMS	Corporate Ownership & Control / Volume 18, Issue 2	Winter 2021	Shagun Arora	2020-2021
72	Study of corporate governance in government hospitals: A case study of the emerging market	Journal of Governance and Regulation (ISSN – 2220-9352 (printed version), ISSN – 2306-6784 (online version)	14th January 2021 Published	Shagun Arora	2020-2021

73	Carbon Emissions, Economic Growth And Trade: Empirical Evidence From Trading Nations. 61-78.	International Journal of technology management & sustainable development, 20(1),	1st March 2021	Silky Vigg	<b>2020-2021</b>
74	Essential Awareness Of Social Engineering Attacks For Digital Security	Journal of Applied Management-Jidnyasa, Vol 13, Issue 1, 2021	June 2021 Published	Vinita Sharma	2020-2021
75	Urban Cleanliness a Bottom-up Approach: Perspectives from Shopkeepers	American Journal of Environmental and Resource Economics 2021; 6(2): 66-76 ISSN: 2578-787X (Online)	22nd June 2021 (Published)	Gauri Modwel	2021-2022
76	Fuel wastage and pollution due to road toll booth	Global Journal of Environmental Science and Management (GJESM)	April 2021 published	Anand Jaiswal	<b>2020-2021</b>
77	Perceived Stress and Coping Mechanism of Generation Z Management Students: Empirical Evidence.	IUP Journal of Organizational Behavior . Oct2021, Vol. 20 Issue 4, p265-292. 28p.	October 2021 (published)	Teena Singh	2021-2022
78	Cruising in COVID Crisis: How Business is Riding out of COVID-19 Storm	International Conference Preceedings: International Conference on Global Financial and Business Environment (ICGFBE 2021) New Delhi Institute of Management (NDIM), Emerging Issues in Business and Finance Post Covid-19 E-ISBN: 978-81-950136-9-2	23-14th December 2021	Ritu Talwar	2021-2022
79	Influence of China on India's Neighbours Myanmar, Sri Lanka, and Maldives – New Delhi's Response	World Focus: A Premier Indo-Centric Foreign Affairs Monthly Journal Since 1980. ISSN 2230-5083: E-ISSN 2581-5083.	Sep-22	Anil Kamboj	<b>2022-2023</b>
80	Transition From Traditional TV To OTT: Need of the Hour”,	Empirical Economics Letters, 2022, Vol 21, No. 4, Special Issue, pp 249-254, ISSN: 1681-8997, ABDC C.	Apr-22	Madhu Jasola	2021-2022
81	ATTRIBUTES AFFECTING PSYCHOLOGICAL WELL-BEING AMONG FACULTY MEMBERS IN ONLINE TEACHING ENVIRONMENT	Managerial Challenges of the Contemporary Society, vol. 14 no. 1, 2821-5672. Babes-Bolyai University, Cluj-Napoca, Romania, ISSN: 2069-4229	,2021	Madhu Jasola	2021-2022
82	ATTRIBUTES AFFECTING PSYCHOLOGICAL WELL-BEING AMONG FACULTY MEMBERS IN ONLINE TEACHING ENVIRONMENT	Managerial Challenges of the Contemporary Society, vol. 14 no. 1, 2821-5672. Babes-Bolyai University, Cluj-Napoca, Romania, ISSN: 2069-4229	,2021	Shivani Kapoor	2021-2022



83	Do Home Quarantine Individuals Suffer From Claustrophobia And Anxiety During COVID-19 Pandemic?	Cogent Psychology, 2022, Vol 9, No. 1, Taylor & Francis, UK, Scopus.	15-Sep-22	Madhu Jasola	<b>2022-2023</b>
84	Are capital Market Turning Efficient	International Journal of Financial Engineering	Aug 7 2022	Ruchi Arora	<b>2022-2023</b>
85	The Need for Digital Sustainability for the Growth of Businesses in India	Journal of Positive School Psychology (JPSP) Vol. 6 No. 5 (2022). ISSN: 2717-7564 (Online)	July, 2022	Sonal Gulati	<b>2022-2023</b>
86	The Need for Digital Sustainability for the Growth of Businesses in India	Journal of Positive School Psychology (JPSP) Vol. 6 No. 5 (2022). ISSN: 2717-7564 (Online)	July, 2022	Teena Singh	<b>2022-2023</b>
87	The Need for Digital Sustainability for the Growth of Businesses in India	Journal of Positive School Psychology (JPSP) Vol. 6 No. 5 (2022). ISSN: 2717-7564 (Online)	July, 2022	Abha Grover	<b>2022-2023</b>
88	India's National Solar Program: National Objectives Versus International Commitments	Journal of Contemporary Issues in Business and Government". ISSN: 1323-6903	Apr-22	Savita Gautam	2021-2022
89	India's National Solar Program: National Objectives Versus International Commitments	Journal of Contemporary Issues in Business and Government". ISSN: 1323-6903	Apr-22	Komal J. Khatter	2021-2022
90	AFinancial Integration of Indian and developed market : A DCC GARCH Analysis	The journal of Seybold Report .volume 17 no 6. ISSN number 15339211,	13th June 2022 (published)	Shagun Arora	2021-2022
91	Interlinkages And Volatility Transmission Between The Stock Market Of Developed Countries And India	Journal of Positive School Psychology 2022, Vol. 6, No. 6, 2331-2341	May-June 2022 (published)	Shagun Arora	2021-2022
92	Intelligent Tutoring System in Education for Disabled Learners Using Human-Computer Interaction and Augmented Reality	International Journal of Human-Computer Interaction (SCI, SCIE, Scopus), Sept 2022 published by , Taylor & Francis	Sep-22	Shailee Choudhary	2022-2023
93	Employee Turnover Intention: A Comparative Study Of Public And Private Sector Banking Employees	Manager- TheBritishJournalof AdministrativeManagemement ISSN - 1746 1278 Volume 58 Special Issue	02-May-22	Ritu Talwar	2021-2022
94	Student Perception Of Teaching And Classroom Management During Covid-19 Pandemic	Journal of Positive School Psychology 2022, Vol. 6, No. 6, 2342-2350. ISSN: 2717-7564 (Online)	23rd March 2022	Teena Singh	2021-2022

95	The Impact Of Social Media Platforms On The Growth Of Startups In India	International Journal of Early Childhood Special Education (INT-JECSE). DOI: 10.9756/INT-JECSE/V14I1.260. ISSN: 1308-5581 Vol 14, Issue 01 2022 PP:2240 - 2247	12th March 2022	Sonal Gulati	2021-2022
96	PUBLIC SENTIMENT ANALYSIS OF THE MAJOR COMPETITORS IN THE ELECTRONICS SECTOR IN THE INDIAN CONTEXT	Journal of Management Information and Decision Sciences, Volume 25, Special Issue 3, 2022	April, 2022	Rinku Sharma Dixit	2021-2022
97	Anamolies in Indian Stock Market	Journal of Contemporary Issues in Business and Government Vol. 28, No. 04, 2022	Apr-22	Chand Tandon	2021-2022
98	Dynamics of financial development, innovation, trade, and economic growth: evidence from developed and developing nations	International Journal of Accounting & Business Finance Vol.8, No.1, June 2022 Issue. pp. 102 - 122	Jun-22	Silky Vigg	2021-2022
99	Information Processing and Data Analytics for Decision Making: A Journey From Traditional to Modern Approaches	Information Resources Management Journal Volume 35, Issue 2	26th Feb 2022	Pooja Nanda	2021-2022
100	THE IMPACT OF SOCIAL MEDIA PLATFORMS ON THE GROWTH OF STARTUPS IN INDIA	International Journal of Early Childhood Special Education (INT-JECSE). DOI: 10.9756/INT-JECSE/V14I1.260. ISSN: 1308-5581 Vol 14, Issue 01 2022 PP:2240 - 2247	12th March 2022	Abha Grover	2021-2022
101	Practices In Sustainable Finance: A Neoliberal Marketing Model In Insurance Sector	Academy of Marketing Studies Journal (Print ISSN: 1095-6298; Online ISSN: 1528-2678)	1st March 2022	Silky Vigg	2021-2022
102	ENVIRONMENTAL AND SOCIAL ASPECTS IN PROJECTS: A BOOST TOWARDS SUSTAINABLE MARKETING	Academy of Marketing Studies Journal Volume 26, Issue 1, 2022	February '2022	Silky Vigg	2021-2022
103	Study of Relationship between lean management and organizational performace	TELEMATIQUEISSN: 1856-4194	2022	Ritu Talwar	2021-2022
104	A Pulse Rate-Triggered Wearable Device for Critical Assistance	Hindawi Journal of Sensors Volume 2022, Article ID 9807188, 9 pages	June 2022 (published)	Shailee Choudhary	2021-2022

105	PUBLIC SENTIMENT ANALYSIS OF THE MAJOR COMPETITORS IN THE ELECTRONICS SECTOR IN THE INDIAN CONTEXT	Journal of Management Information and Decision Sciences, Volume 25, Special Issue 3, 2022	2022	Shailee Choudhary	2021-2022
106	Student Perception Of Teaching And Classroom Management During Covid-19 Pandemic	Journal of Positive School Psychology 2022, Vol. 6, No. 6, 2342-2350. ISSN: 2717-7564 (Online)	23rd March 2022	Kamal Kundra	2021-2022
107	Volatility Study in Some of the Emerging Stock Markets: A GARCH Approach	World Review of Science, Technology and Sustainable Development  Vol. 18, No. 3-4	Jun-22	Silky Vigg	2021-2022
108	Financial Information And The Movement Of Stock Prices: An Analytical Study Of Indian Pharmaceutical Companies	Webology (ISSN: 1735-188X) Volume 18, Number 5, 2021	23.11.2022	Shagun Arora	2022-2023
109	Performance of Pharmaceutical Stocks Pre and Post Covid-19	European Economics Letters ISSN 2323-5233 Vol 12, Issue 2 (2022) <a href="http://eelet.org.uk">http://eelet.org.uk</a>	Dec-22	Chand Tandon	2022-2023
110	Digital Marketing Strategies: Insurance companies in India	Empirical Economics Letters A Monthly International Journal of Economics, ISSN 1681-8997 Vol. 21. Spl Issue-1	Oct-22	Sonal Gulati	2022-2023
111	Digital Marketing Strategies: Insurance companies in India	Empirical Economics Letters A Monthly International Journal of Economics, ISSN 1681-8997 Vol. 21. Spl Issue-1	Oct-22	Abha Grover	2022-2023
112	Study of Fintech and its impact on Financial performance of Banks (A Case of Selected Indian Banks from 2010 to 2021)	NeuroQuantology  December 2022   Volume 20   Issue 20   Page 1439-1452	December 2022, published	Shagun Arora	2022-2023
113	Strategic Risk Policy: Your Answer to Uncertainty	Asia Society, Economy, Art Education 2022	2022	Nikhil Singh	2021-2022
114	Best time to post and review on Facebook and Instagram: An analytical evidence	South Asian Journal of Marketing (Emerld Journal)	16th February 2023 published	Anand Jaiswal	2022-2023

115	Data-Driven Digital Advertising Techniques for E-Commerce Companies	European Economic Letters Vol. 13 No. 1 (2023) Semi-annual online journal ISSN 2323-5233, ISSN-L 2323-5233 Publisher: European Economics Letters Group Simple Impact Factor: 0.278	Feb-23	Sonal Gulati	2022-2023
116	Data-Driven Digital Advertising Techniques for E-Commerce Companies	European Economic Letters Vol. 13 No. 1 (2023) Semi-annual online journal ISSN 2323-5233, ISSN-L 2323-5233 Publisher: European Economics Letters Group Simple Impact Factor: 0.278	Feb-23	Abha Grover	2022-2023
117	IMPACT OF E- LEARNING ON STUDENTS PERFORMANCE AND EMPLOYABILITY WITH REFERENCE TO DELHI-NCR REGION	Published in publication in the 'Epitome: International Journal of Multidisciplinary Research' at Vol. 9, Issue 3, ISSN: 2395-6968 <a href="http://www.epitomejournals.com/Archive.aspx?IssueID=130">http://www.epitomejournals.com/Archive.aspx?IssueID=130</a>	March 2023	Kamal Kundra	2022-2023
118	A STUDY ON AWARENESS AND ACCEPTANCE OF THE DIGITAL ACCOUNTING SOFTWARES and AI AMONG ACCOUNTANTS	Tecnia Journal of Management Studies' at Vol. 17, No. 2, ISSN: 0975-7104 ( A copy of acceptance is enclosed as it is in Press)	Published in March 2023	Kamal Kundra	2022-2023
119	Strategic Risk Policy: Your Answer to Uncertainty	Asia Society, Economy, Art Education 2022	2022	Richa Sharma	2021-2022
120	Critical Infrastructure-Security & Resilience	Asia Society, Economy, Art, Education 2023, Higashiosaka College, Japan	Submitted: to be published in 2023	Nikhil Singh	2023-2024
121	Critical Infrastructure-Security & Resilience	Asia Society, Economy, Art, Education 2023, Higashiosaka College, Japan	Submitted: to be published in 2023	Richa Sharma	2023-2024
122	Role of Machine Learning In Detection, Prevention And Treatment Of Cancer	International Journal Of Research And Analytical Reviews IJRAR ( www.ijrar.org ). Journal No : 43602 & 7.17 Impact Factor Volume 9 Issue 4 October 2022. (E-ISSN 2348-1269, P- ISSN 2349-5138)	28th October 2022	Arpana Chaturvedi	2022-2023

123	Analysis of Optimization Technique of Same Program Written in Two Different Interfaces i.e. CUI and GUI Using Java and Calculate Their Differences	IJCTT-V69I3P109 International Journal of Computer Trends and Technology 69(3):46, ISSN: 2231 – 2803. doi:10.14445/22312803/IJCTT-V69I3P109, Volume 69 Issue 3, 46-51	March, 2021	Arpana Chaturvedi	2020-2021
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