

**2013-14**

S.No	Name of the Faculty Members	Research paper	Year of Publication	Name of journal	Volume Number of Journal	√ Whether Peer reviewed/Index ed journal	√ National	Impact factor, if any
1	Dr. Shallu Singh Ms. Anjali Sharma Dr. Neetu Jain	Customer engagement through sensory branding	Excel International Journal of Multidisciplinary Mgt Studies (EIJMMS), Vol 3 (9), Sep 2013			√	√	
2	Dr. B. R Bhardwaj Ms. Supreet Wahee Mr. A. R Deshmukh	Contribution of ICT for Stimulating Cyber Entrepreneurship: A Model of Financial Inclusion	2013	Review of Business and Technology Research, USA	Vol. 9, No. 1, ,	√	√	
3	Ms. Seema Chaudhary	The key role of communication in the corporate world, How it is affected by socio – economic background of the people and how to manage crisis communication?		ELT voices-India An international electronic journal for teachers of English ;		√	√	
4	Ms. Seema Chaudhary	Gender Hostility in Jane Austen's novels		ELT voices-India An international electronic journal for teachers of English	Vol. 3, Issue 5;	√	√	
5	Ms. Geetu Tuteja	Demographic Variables: Optimum Stimulation Level	July-September 2012	SCMS Journal of Indian Management	Vol IX, Number III	√	√	
6	Mr. Sanjoy Roy	A Comparative Study on Various Attributes of Corporate and Kirana Stores For Grocery Shopping	November-April 2013,	MIAMT - Journal of IT & Management	Volume 6, No.2, N	√	√	

7	Dr. Madhumita Nayak	Growing Corporate Complexities & competition foresees change in Future HRM		Abhijit Kadam Institute of Management and Social Sciences- National Journal of Research in Management Computer Applications and social sciences.	Vol. 1 Issue-3; pg 98-118	√	√	
8	Mr. Atul Kumar Anoop Pandey Dr.	Green Marketing Initiatives by Indian Corporate Sector – Prospects and Confronts in Facing Global Competition	VIRTUE- Journal of Management			√	√	
9	2. Dr. Anoop Pandey Dr. Navneet Gera	Role and Impact of Internet on Indian Tourism Industry		Educator: The FIMT Journal		√	√	
10	3. Mr. Sanjoy Roy Mr. Atul Singh Anoop Pandey Dr.	A Comparative Study on Various Attributes of Corporate and Kirana Stores for Groccessary Shopping		MAIMT: Journal of IT and Management		√	√	
11	4. Dr. Anoop Pandey, Ms. Anjali Sharma Mrs. Shallu Singh	Impulse Buying, Shopping Spree and Retailing: An Empirical Study Conducted in Delhi NCR		“Advances in management”	Vol.6, Issue 4	√	√	
12	Mr. Atul Kumar Singh Dr. Anoop Pandey	To Buy or Not to Buy Impact of celebrity Endorsement A study in Delhi/ NCR	Jan-13	Management Insights by Galgotias	Vol 5	√	√	
13	Dr. Shallu Singh	Compensatory Consumption	April-June, 2013	Anukriti ;	Vol 3	√	√	
14	Dr. Anoop Pandey Ms. Anjali Sharma Dr. Shallu Singh	Impulse buying, shopping spree and retailing : An empirical study conducted in Delhi & NCR	; April- June, 2013	Shodh Drishti	Vol 3	√	√	
15	Mr. Ajay Sahni	Empathy in Management Education		DCAS Journal of Management and IT Application	Volume:III No.1	√	√	

16	Mr. Ajay Sahni	The Cooperative Language Learning Process- A Springboard to Successful Management Career	(2013),	Shree Ram Institute's Journal of Commerce & Management,	Volume No.1	√	√	
17	Dr. R K Sharma	Commodity Transaction Tax: Necessity for Tax Base		Educator the FIMT Journal		√	√	
18	Dr. R K Sharma	Cash Management Policies: A Case Study of Hunyani products,	, Jan – June 2013,	“Advances in management”	Vol: III	√	√	
19	Dr. R K Sharma	Budget 2013 – Amnesty Scheme in Service Tax	, January 2013	Management Insights by Galgotias	Vol 5	√	√	
20	Dr. Anoop Pandey and Mr. Sanjoy Roy	E-induction Program: Inductor – driven to an inductee- driven	July- December 2013	NICE Journal of Business	Volume 7 – No.2	√	√	
21	Dr. Vikas Nath & Mr. Atul Kumar Singh	A comparative study between North – South India consumers with spl. Ref to Hofstede cultural dimensions		DSM Business Review	Vol.5 No. 2	√	√	
22	Dr. Vikas Nath & Dr. Nimit Gupta	Technology Enabled Permission Marketing Practices driving Indian consumers through innovation		Trinity Journal of Management IT & Media	Vol. 4	√	√	
23	Ms. Poornima Tejpal and Dr. Vikas Nath	Diversity at Workplace: Creating an Inclusive Culture		National Journal Anveshnam bearing	ISSN, Print 2279-0012". Vol.-2,,	√	√	