

2015-16

S.NO	Name of the Faculty Members	Research paper	Year of Publication	Name of journal	Volume Number of Journal	√Whether Peer reviewed/Indexed journal	√National	Impact factor, if any
1	Dr. Ajay Sahni	“Teaching And Marketing: The Two Sides Of The Same Coin”	2015	(AEMB) Advances in Economic and Business Management	Volume 2,	√	√	
2	Dr. Ajay Sahni	“The Empathy Connect in Marketing”	2015	Conference Proceedings of Conference of Marketing Scholars & Practitioners, Apeejay School of Management, New Delhi			√	
3	Dr. Ajay Sahni, Ms.Gagandeep Kaur	“An Ontological & Phenomenological Dimension of New Age Leadership”	2015	Conference Proceedings of Human Resource Conference			√	
4	Ms. Shradha Vernekar	The growth of travel & tourism: An overview	2015	Journal of Commerce & Management Thought	Volume:6	√	√	
5	Dr.Daljeet Singh Bawa	“ E-Assessment: An Innovation in Evaluation for Educational Systems”	2015	Conference Proceedings of 7thInternational Conference on Quality, Reliability, Infocom Technology & Business Operations (ICQRITBO’ 2015) held from 28th – 30th December, 2015 at Conference Centre, University of Delhi co-organized by Lulea University of Technology, Sweden			√	
6	Dr.AparnaMarwah	“Enterprise Knowledge Management (EKM) as a diagnostic tool to overcome skill-set deficiency in Modern Enterprises”	2015	Conference Proceedings of 7thInternational Conference on Quality, Reliability, InfocomTechnology & Business Operations (ICQRITBO’ 2015) held from 28th – 30th December, 2015 at Conference Centre, University of Delhi co-organized by Lulea University of Technology, Sweden			√	
7	Dr.Daljeet Singh Bawa,Dr. Amit Gupta	“E-Assessment: A Technology Based Solution Towards Better Future For Executive Education in the Higher Educational Scenario”	2015	Academicia- An International Multidisciplinary Research Journal	Volume 5, Issue 3	√	√	
8	Dr.AparnaMarwah,Dr.Lokesh Jindal	“Exploring Attitude in Emotional Labour”	2015	Academicia- An International Multidisciplinary Research Journal	Volume 5, Issue 3	√	√	

9	Dr.Pankaj Saini	“Employee Attrition : Viewing Past with focus to some future problem For IT & ITES Sector”	2015	National Research Journal of Human Resource Management		√	√	
10	Mr.Parul Agrawal	"Innovation Management Tools – An analysis of the anti pollution moves of Delhi’s Chief Minister”	2015	Conference Proceedings of 7 th International Conference on Quality, Reliability, Infocom Technology & Business Operations (ICQRITBO’ 2015) held from 28 th – 30 th December, 2015 at Conference Centre, University of Delhi co-organized by Lulea University of Technology, Sweden			√	
11	Dr. Vikas Nath, Dr.Nimit Gupta	“Interlinkage of FDI Policy in Retail with Make in India Campaign”	2015	“Make in India” – Through Sustainable Development: Achieving Inclusive Growth	Vol.1	√	√	
12	Dr. R.K. Sharma,Amit Chaudhary	“A Study on the Correlation Among Nifty Stock”	2015	“Make in India” – Through Sustainable Development: Achieving Inclusive Growth	Vol.1		√	
13	Ms.Indu Rani,Dr.Lokinder Kumar Tyagi	“Impact of Research and Development Activity on Students”	2015	“Make in India” – Through Sustainable Development: Achieving Inclusive Growth	Vol.1		√	
14	Ms.AarushiKataria,Ms.Hima ni Grover	“Measuring Innovation: Challenges and Best Practices”	2015	“Make in India” – Through Sustainable Development: Achieving Inclusive Growth	Vol.1		√	
15	Mr.Jitendra Singh,Mr. Mahesh Kumar Chaubey	“Cloud Computing, 4G and Digital India: A Business Perspective”	2015	“Make in India” – Through Sustainable Development: Achieving Inclusive Growth	Vol.1		√	
16	Dr. Sanjay Manocha	“Branding in Rural India”	2015	“Make in India” – Through Sustainable Development: Achieving Inclusive Growth	Vol.1		√	
17	Dr. Ajay Sahni	“When Every Class is an Event- A Case Study of Event Management Course in Bachelor of Business Administration at BVIMR.”	2015	“Make in India” – Through Sustainable Development: Achieving Inclusive Growth	Vol.1		√	
18	Dr. Vikas Nath, Dr.Navneet Gera	“ Transformation of Indian Manufacturing Industry Through Make in India and Comparison to the Factory of World-China”	2015	“Make in India” – Through Sustainable Development: Achieving Inclusive Growth	Vol.1		√	
19	Dr.Daljeet Singh Bawa	“E-Assessment: An Emerging Green Paradigm for Higher Educational Structures in the Indian Context”	2015	“Make in India” – Through Sustainable Development: Achieving Inclusive Growth	Vol.1		√	
20	Dr.AparnaMarwah	“Emotional Engagement at Work in the Service Sector- Emotional Labour and Coping Strategies”	2015	“Make in India” – Through Sustainable Development: Achieving Inclusive Growth	Vol.1		√	

21	Dr. Rahul Gupta	“A Big Shopping Style Transition: A Case Study of Olx.in Pvt. Ltd.”	2015	“Make in India” – Through Sustainable Development: Achieving Inclusive Growth	Vol.1	√	
22	Prof.Dr.ShivajiraoKadam,Dr. Vikas Nath,Dr. Broto Rauth Bhardwaj	“Product Innovativeness Capabilities: Implications First Strategic Directions for Corporate Entrepreneurship”	2015	“Make in India” – Through Sustainable Development: Achieving Inclusive Growth	Vol.1	√	
23	Mr. A.R. Deshmukh,Dr. Broto Rauth Bhardwaj	“Data Analytics in Balance Scorecard: Influence on Economic Activity”	2015	“Make in India” – Through Sustainable Development: Achieving Inclusive Growth	Vol.1	√	
24	Dr.GeetuTuteja Ms.Minakshi Sati	“A Study on E-Shopping Motives of Gen Y”	2015	“Make in India” – Through Sustainable Development: Achieving Inclusive Growth	Vol.1	√	
25	Ms.NishuMarwah,Dr. Broto Rauth Bhardwaj	“Role of Market Dissemination on Enhancing the Entrepreneurship Firm’s Performance”	2015	“Make in India” – Through Sustainable Development: Achieving Inclusive Growth	Vol.1	√	
26	Ms. Savneet Kaur,Dr. Broto Rauth Bhardwaj,Ms.MeghaSehgal	“Social Media Strategy Adoption by Small and Medium Entrepreneurs”	2015	“Make in India” – Through Sustainable Development: Achieving Inclusive Growth	Vol.1	√	
27	Ms.Gagandeep Kaur,Dr. A.K. Srivastava	“Skill Development for Make in India to Enhance Performance: New Model of Performance”	2015	“Make in India” – Through Sustainable Development: Achieving Inclusive Growth	Vol.1	√	
28	Dr.Lokinder Kumar Tyagi	“Make in India: A Study of Opportunity & Challenges for Human Resource Development in Manufacturing Sector”	2015	“Make in India” – Through Sustainable Development: Achieving Inclusive Growth	Vol.1	√	
29	Dr.Lokinder Kumar Tyagi	“Growth Opportunities & Challenges for Foreign Direct Investment (FDI) Under Make in India on Indian Railways”	2015	“Make in India” – Through Sustainable Development: Achieving Inclusive Growth	Vol.1	√	
30	Ms.PratibhaShinde	“Analysis of Insurance Sector”	2015	“Make in India” – Through Sustainable Development: Achieving Inclusive Growth	Vol.1	√	
31	Dr.Anoop Pandey	“Comparative Study Between Systematic Investment Plans and Lump Sum Investment Plans”	2015	“Make in India” – Through Sustainable Development: Achieving Inclusive Growth	Vol.1	√	
32	Mr.Anuj Kumar	“Glass – Ceiling: Leading Women Issue”	2015	“Make in India” – Through Sustainable Development: Achieving Inclusive Growth	Vol.1	√	
33	Ms.AlkaDhongde, Ms.Sonal Singh	“A Study of Women Health Status in India – Moving from Millennium Development Goals (MDGS) Toward Sustainable Development Goals (SDGS) for Achieving Inclusive Growth”	2015	“Make in India” – Through Sustainable Development: Achieving Inclusive Growth	Vol.1	√	

34	Dr. Anoop Pandey	"Make in India: A New Mantra for India's Development"	2015	"Make in India" – Through Sustainable Development: Achieving Inclusive Growth	Vol.1		√	
35	Dr. Daljeet Singh Bawa, Dr. Aparna Marwah	"Sustainability Through E-Waste Management in India"	2015	"Make in India" – Through Sustainable Development: Achieving Inclusive Growth	Vol.1		√	
36	Dr. Neetu Jain	"India's Biggest and Simplest Tax Reform: GST"	2015	"Make in India" – Through Sustainable Development: Achieving Inclusive Growth	Vol.1		√	
37	Dr. R. K. Sharma	"Delhi Metro: Reducing Dependency on Private Transport"	2015	"Make in India" – Through Sustainable Development: Achieving Inclusive Growth	Vol.1		√	
38	Dr. Broto Rauth Bhardwaj	"Influence of Emerging Information Communication Technology (ICT) on Trade Promotion Organisation"	2015	"Make in India" – Through Sustainable Development: Achieving Inclusive Growth	Vol.1		√	
39	Dr. Anoop Pandey	"E-Recruitment: A New Mantra of E-Human Resource Management"	2015	"Make in India" – Through Sustainable Development: Achieving Inclusive Growth	Vol.1		√	
40	Dr. Preety Wadhwa, Mr. Indrani Mutsuddi	"Internal Stakeholder Perception on the Role of HR for Ensuring Organizational Justice and Protecting Human Rights: A Study on Manufacturing Sector Firms in Eastern India"	2015	Advances in Global Business Research – Book of Abstracts	Vol.12(1)	√	√	
41	Dr. Preety Wadhwa, Dr. Bilal Mustafa Khan, Dr. Namita Rajput	"Role of Mediating Factors on Impact of TV Advertising on Children: A Study of Metropolitan Cities in Emerging Countries, w.s.r.t. New Delhi"	2015	IITM Journal of Business Studies (JBS) Abstracts of Papers Presented at the 12th Annual World Congress of the Academy for Global Business Advancement (AGBA) by Faculty of Industrial Management, Universiti Malaysia Pahang (Gambang Campus), Malaysia on Management	Vol 2, Issue 1	√	√	
42	Dr. Anjali Sharma, Dr. Shallu Singh	Factors influencing the buying behaviour towards foreign apparels : An investigation conducted in Delhi & NCR	2015	Saaransh : RKG journal of management	Vol 7, No. 2	√	√	
43	Dr. Shallu Singh	E- learning as a sustainability Model : Revamping the higher education systems in India	2015	Conference proceedings International conference on Innovative Trends in Business practices for sustainable development			√	

44	Dr.Lokinder Kumar Tyagi	"Pilot Study on Application of E-mail Etiquette in FMCG"	2015	Book on Contemporary Issues in Sustaining Business in Emerging Global Market			√	
45	Dr.Sanjay Manocha	"Challenges faced by Indian Women Entrepreneurs"	2015	Conference Proceedings of International Conference Gobichettipalayam			√	
46	Dr.PreetyWadhwa	"Impact of television advertising on children and their subsequent Influence on family decision making: A 15 Year Review of the Research"	2015	Educator – The FIMT Journal"	Vol.10th	√	√	
47	Mr. Parul Agrawal, Dr. N.K. Gupta	"Impact of Dividend on Investment Decisions of Small Investors"	2015	Pratibimba – The Journal of IMIS	Volume 2, Issue 5,	√	√	
48	Dr.AshimaBhatnagar	"Role of Education and Skill Development for Women Entrepreneurship : A model for Women Empowerment"	2015	Innovations & Business : Issues & Challenges		√	√	
49	Dr. Ajay Sahni	"Brand Semiotics – A Strategic Marketing Tool for Psychographic Segmentation"	2015	Advances in Economics & Business Management (AEBM)	Volume 2, Issue 11	√	√	
50	Dr.Pankaj Saini	"Employee Attrition : Viewing Part with focus to solve future problems for IT & ITES in Gurgaon"	2015	National Research Journal of Human Resource Management	Volume 2, Issue 2	√	√	
51	Dr.Neelam Sharma Dr. Broto Bhardwaj	"Relationship between Technology and Social Media: A Study in Indian Context"	2015	Journal of Entrepreneurship Management and Media Management		√	√	
52	Dr.Neelam Sharma,Dr. Broto Bhardwaj	"Antecedents of Sustainable Strategy: Competencies to Create Sustainable Environment through Social Media"	2015	Smart and Sustainable Built Environment	Vol 2(3),	√	√	