

# Department of Commerce

## Faculty Publications

### Dr. Chanchal Chopra

#### Authored Books (Single/ Co-authored)

1. Foreign Investment in India: Liberalisation and WTO – The Emerging Scenario in 2003

#### Chapter in book (Single/ Co-edited)

1. “WTO after Cancun”-Future of Indian Corporate Interests” in the book “Report on 8th National Convention on " Creating Corporate Advantage in Global Economy"

#### Article in Peer-reviewed Journal (Single/ Co-edited)

1. Does Foreign Direct Investment Boost Up Women Empowerment: A Panel Data Analysis of Developed and Developing Countries in the journal International Journal of Applied Business and Economic Research in 2019
2. Causality Between Foreign Direct Investment and Economic Development: An Indian Case Study in the journal Business Sciences International Research Journal in 2018
3. Foreign Investment and Environmental, Social and Governance Practices in India in the journal Business Sciences International Research Journal in 2016
4. Standards Compliance in Environmental, Social and Governance Practices in Indian Companies and the Inflow of Foreign Capital in India in the journal The Business and Management Review, Academy of Business and Retail Management, London, the United Kingdom in 2016.
5. Management of Foreign Institutional Investment in India in the journal Indian Journal of Economics and Business, Serial Publications, New Delhi in 2012
6. Determinants of Foreign Institutional Investment in India in the journal International Journal of GSTF Business Review, Global Science and Technology Forum, Singapore in 2011
7. Foreign Direct Investment, Technological Built-Up, and Export Performance: An Indian Case. in the journal Review of Commerce Studies in 2002
8. Sammilit Vikas Ki Aur Ek Kadam in Punjab Kesari in 2018
9. Satat Shahri Vikas Aur Uska Vitiae Prabandh in Punjab Kesari in 2019
10. Is unemployment A Hindrance to the Attainment of Sustainable Development Goals in India in the journal World Economics Journal in 2020

### Dr. Vibha Jain

#### Authored Books (Single/ Co-authored)

1. “Non-Performing Assets in Commercial Banks” By Regal Publications

### Dr. Madhu Gupta

#### Authored Books (Single/ Co-authored)

1. Co-authored a book entitled "Secretarial Practice" for open-school.

#### Edited Books (Single/ Co-edited)

1. Article "Corporate Governance - Role of financial institutions" published in the book "Corporate Governance" edited by Dr. Subhash Garg and Dr. Devi Singh

**Article in Peer-reviewed Journal (Single/ Co-edited) (Please specify whether National or International, UGC Listed)**

1. "Gupta, Madhu and Sinha, Manisha "A Study of Financial Literacy Among Women Residing in Slum Areas of Delhi NCR", IJCRT - International Journal of Creative Research Thoughts (Ijcr), Issn: 2320-2882 "
2. Abstract of the Article "Human Resource Accounting" published in "Indian Journal of Commerce" - volume 57, July-Sept 2004.

**Dr. Neeru Vasishth**

**Authored Books (Single/ Co-authored)**

1. Principles of Management, Taxmann publication

**Article in Peer-reviewed Journal (Single/ Co-edited)**

1. "Tax Incentives and Investment Behaviour: The Impact of Removal of Investment Allowance and Reduced Depreciation Rates." Business Analyst. A Journal of SRCC, Volume 22, Number 2, July-Dec, 2001
2. Analysis of the pattern of alcohol consumption across different market segments (Empirical evidence from Delhi-NCR) published in 'Wesleyan Journal of Research, UGC Care Listed, in January 2021 issue.

**Dr. Anupama Rajput**

**Authored Books (Single/ Co-authored)**

1. Co-Authored reference Book on "Financial Inclusion in India: A Roadmap Towards Economic Prospects, 2018 Synergy Books India, Delhi, India, ISBN: 978-93-82059-45-5.

**Chapter in book (Single/ Co-edited)**

1. Chapter in the Edited Book on "Economic Growth and Economic Development" as Single Author, NIOS, MHRD, Govt. of India, 2015, Book 1 ISBN 978-93-85808-68-5.
2. Chapter in the Edited Book on "The problem of Unemployment, Poverty, and Inequality" as Single Author, NIOS, MHRD, Govt. of India, 2015, Book 1 ISBN 978-93-85808-68-5.

**Article in Peer-reviewed Journal (Single/ Co-edited)**

1. Published a Research Article on "Human Capital, Gender & Economic Growth of India: An Auto-Regressive Distributed Lag Approach" in Journal of Advances and Scholarly Researches in Allied Education (JASRAE) Volume: 15 |Issue: 4 June-2018, ISSN 2230-7540 Approved by UGC 49103 (2017) IIFS: 1.6 (2014) INDEX COPERNICUS: 49060 (2018) IJINDEX: 3.46 (2018).
2. Published a Research Article in Peer-reviewed Journal on "Empirical Evidence on Causality between Financial Inclusion and Economic Growth in India Using Vector Error Correction Model" in International Journal of Scientific Research in Multidisciplinary Studies, Vol.4, Issue.1, pp.28-41, January (2018) E-ISSN: 2454-9312 P-ISSN: 2454-6143.

**Conference Proceedings (or any other form of published content)**

1. Published a Research paper on “Sustainable E-Waste Management in India: Challenges & Strategies” in the UGC Sponsored National Conference proceedings,2020 on “e-Waste Management & Swachh Bharat Mission” with ISBN 978-93-82122-42-5.
2. Published a Research paper on “Women’s Participation in Higher Education: The Indian Perspective” in the UGC Sponsored National Conference proceedings,2020 on “Revamping Higher Education for Girls in India by Exploring Possibilities through Traditional and Innovative Teaching Techniques-Beti Bachao Beti Padhao Perspective” with ISBN 978-93-82122-43-2.

### **Mrs. Sushma Maurya**

1. “Analysing effectiveness of financial inclusion drive with respect to MNREGA Beneficiaries in Moradabad district” in UGC approved Journal of Business Thought ISSN 2231-1734, Vol.3, April 2012- March 2013, pp. 123-140 (**Single Author**)
- 2.“Financial Inclusion in India-Recent trends with Special Reference to Pradhan Mantri Jan Dhan Yojana” in **UGC approved, Peer-reviewed (Refereed) Monthly journal (UGC List No. 64077)** International Journal for Research in Engineering Application and Management’ (**IJREAM**), ISSN 2454-9150, Vol-04, Jan. 2019, pp. 282-291 (**Single author**)

### **Conference Proceedings (or any other form of published content)**

1. Published an abstract entitled “Financial Inclusion in India-Recent trends with Special Reference to Pradhan Mantri Jan Dhan Yojana” in conference Proceedings of International conference on “Strategies for promoting Inclusive development” on 17-18 March 2018.

### **Dr. Amita Charan**

#### **Authored Books (Single/ Co-authored)**

1. **Marketing: An Indian Perspective**, for B.Com Hons. and Management courses, First & Second Edition, 2014, Second Revised edition in 2015 by Galgotia Publication ISBN NO. 81-8218-053-8. (First Author)
2. **Advertising and Brand Management** for B.Com Hons., BBA and other undergraduate courses in Management, First Edition 2018 and Paperback in 2019, ISBN No. 978-93-8546-289-4, Ane Publication. (First Author)

#### **Chapter in book (Single/ Co-edited)**

1. **Security over the Internet** published in an Edited book ‘Information Technology’ by Delhi University Press for a foundation course in Information Technology, University of Delhi, 2013, ISBN 978-81-7371-900-4.
2. **Cyber Crimes** in an Edited book ‘Information Technology’ by Delhi University Press for a foundation course in Information Technology, University of Delhi, 2013, ISBN 978-81-7371-900-4.
3. **Measuring Effectiveness of Mobile Advertising in India** published in an edited book ‘Business Transformation Through Green Growth, Globalization, and Governance.’ New Delhi: JSR Publishing House, 2018, ISBN.
4. **Internet Impact: A study on ill effects of the Internet on user** published in Conference Proceedings of Global Business and Innovative Management: Challenges and Issues, ISSN: 978-93-83263-37-0, Technia Institute, GGSIPU, Dwarka, 2017.

5. **Selection Barriers and Challenges for Marginalized Sections in India** published in an edited book 'Human Resource: People, Process and Technology 2019, ISBN 91995324662.

**Article in Peer-reviewed Journal (Single/ Co-edited)**

1. **Technological Reforms and Mobile Banking** in India contributed in Journal of Marketing and Communication, NIILM, UGC Indexed, EBSCO, Cabell's Directory, Roughened Press Delhi, ISSN 09372330, Volume II, Issue 1, 2015.
2. **Digital Marketing and online Consumer Behaviour** in India published in Anveshak *International Journal*, UGC Indexed, 2015, Volume 4, No. 2, Print ISSN 2278-8913 ONLINE 2350-0794, IF 4.2.
3. **Impact of Digital Marketing Communication through Facebook Vs. Twitter:** A comparative study of Indian consumers, published by (UGC Indexed, Pro-Quest USA Indexed) NDIM *International Journal*, Review of Professional Management, 2016, Volume 14, 2, 52-65, Print ISSN:0972-8686, Online ISSN: 2455-0647.
4. **Social Media Marketing and Cognitive Development** in Indian Youth published in Delhi Business Review an *International Journal*, Pro-Quest, EBSCO, UGC Indexed, Cabell's Directory, Index Copernicus Value (ICV) - 65.33(2015), Journal of DSPSR, ISSN (Print) 0972-222X: ISSN (Online) 2277-7725, Volume 18, No-1, Jan – July 2017.
5. **Cybercrime and Cyber education among Youth** in India, published in Journal of Management Research and Insight, ISSN 24561088, Volume 3, Issues 1, BCIPS, GGSIPU, Dwarka, Jan- Dec 2018.
6. **Customer's Perception of Green Banking Practices in India.** Think India Multidisciplinary Journal, ISSN 0971-1260, UGC CARE Journal, Vol. 22, Issue 4<sup>th</sup> October 2019: 3653-3665.
7. **Wealth distribution and Income inequality among various social classes in India.** *Think India Multidisciplinary Journal*, ISSN 0971-1260, UGC CARE Journal, Vol. 22, Issue 4<sup>th</sup> October 2019:3653-3665.
8. **Affirmative Actions in Indian Higher Education System.** Journal of Studies in Indian Place Names, ISSN 2394-3114, UGC CARE Group -I, Vol. 40, Issue 03 Feb 2020.
9. **Coronavirus Disease (Covid-19), Global Recession and Migrants in Indian Economy.** *International Journal* of Advanced Science and Technology, ISSN 2394-3114, Scopus H Index 4, IEEEERCE, Elsevier Publications, Vol. 29, No.8, 20th May 2020.
10. **Characterizing social media contents for regulating hate crimes and cyber racism against marginalized and Dalits,** *International Journal* of Computer Science, Scopus H Index 4, IEEE, Elsevier Publications, June 2020.

**Conference Proceedings (or any other form of published content)**

**Creative Writing**

Poetry Collection Dalitbandi published in 2020 by Natraj Publications

**Ms. Neelu Verma**

**Article in Peer-reviewed Journal (Single/ Co-edited)**

1. Co-Authored a Research Paper "A Study on Human Resource Training as Imperious Exercise in Hospitality Industry." In Journal "Wutan Huatan Jisuan Jishu" Vol XVII, Issue II, Page no. 288-300, ISSN No. 1001-1749 (2021) (UGC Listed).

2. Co-Authored Research Paper “A Study on Social Media and its Consequences in Education System” in Journal “The International Journal of Analytical and Experimental Modal Analysis” Vol XII, Issue II, ISSN no. 0886-9367 (2020) (UGC Listed).
3. Co-Authored a Research paper “Cybercrime and Cyber Education among Youth in India” in “Journal of Management Research & Insight”, Vol 3, ISSN no. 2456-1088 (2018) (Peer-Reviewed Journal).
4. Co-Authored a Research Paper “Status of Sustainable Smart Cities in India” in “Journal of Management Research & Insight”, Vol 1, ISSN No. 2456-1088 (2017) (Peer- Reviewed Journal).
5. Research paper “Destination Marketing: The Competitive Destination of Future” in Journal “International Research Journal of Commerce, Arts and Science” Vol 6, ISSN no. 2319-9202, (2015) (UGC-Listed).
6. Research Paper “Prospects of Digital Marketing in India” in journal “International Research Journal of Management, Science and Technology” Vol 6, ISSN no. 2250-1939 (2015) (UGC Listed).
7. Research Paper “Maharaja Express: A Study on The Indian Railway Catering and Tourism Corporation Ltd.” In Journal “International Research Journal of Management, Sociology, and Humanities” Vol 6, ISSN no. 2277-9809 (2015) (UGC-Listed).
1. Research paper “Information and Communication Technology with Tourism: Confronts and Prospects” in Conference Proceeding for Technology in Advanced Application in Education, ISBN no. 978-93-83334-67-4 (2014)
2. Co-Authored a Research paper “Merger and Acquisition in Civil Aviation Industry: A Strategic Decision or A Quick Fix Solution” in Journal “International Research Journal of Management, Science and Humanities” Vol 5, ISSN no. 2277- 9809 (2014) (UGC Listed)

**Conference Proceedings (or any other form of published content)**

1. Research paper “Social Media and its consequences in Teaching and Education” in the conference proceeding on Quality Enhancement and Employability in Higher Education by Tecnia Institute of Advanced Studies, GGSIP University (2020).
2. Research Paper “Efficacy of E-Recruitment in Hotel Industry” in conference proceeding on Responsible Marketing, Tecnia Institute of Advanced Studies, GGSIPU, Page no. 349-355, ISSN no. 978-93-83334-69-8 (2018).
3. Co-Authored a Research paper “Impact: A study on ill effects of the Internet on the user” in Conference proceedings "Global Business and Innovative management: Challenges and Issues", ISSN No. 978-93-83263-37-0 (2017)

**Ms. Vrinda Kapur**

**Chapter in book (Single/ Co-edited)**

1. “Companies Act, 2013: An Initiative towards Better Corporate Governance”, *Innovative Financial Practices and Developments*, ISBN No. 978-93-84935-63-4, January 2016, Apeejay School of Management, Published by Excellent Publishing House (EPH), pp 66-73

**Article in Peer-reviewed Journal (Single/ Co-edited)**

1. "Women and Corporate Social Responsibility in Banking Sector", *JIMS 8M: International Journal of Indian Management & Strategy*, ISSN NO. 0973-9335, April-June 2015, Vol. 20, Issue 2, pp 56-62 (**single author**)
2. "Social Shopping: A New Trend in Online Retail", *Journal of Management Outlook*, ISSN No. 2231-1769, June 2015, Vol. 5, No.1, pp 43-47 (**single author**)
3. "The New Companies Act: An Initiative Towards E-Governance", *Indian Journal of Research*, ISSN No. 2231-6655, July-December 2015, Vol. 5, No. 2, pp 63-73 (**single author**)
4. "Women and Entrepreneurship in 21st Century: Challenges and Issues", *JIMS 8M: International Journal of Indian Management & Strategy*, ISSN NO. 0973-9335, April-June 2016, Vol. 21, Issue 2, pp 51-56 (**single author**)

## **Ms. Shilpa Maggo**

### **Article in Peer-reviewed Journal (Single/ Co-edited)**

1. "Determinants of Foreign Institutional Investment in Indian Debt Market", *The Indian Journal of Commerce*, co-author Dr. Vanita Tripathi, ISSN 0019-512X, Vol 67, No. 2, Apr-Jun 2014. (UGC Listed)
2. "Economy-wide Factors and Foreign Institutional Investment in Indian Debt Market: Some Causal Relationships and Impulse Response Analysis", *Journal of Business and Finance*, (The Journal for Business Analyzers & Innovators), co-author Dr. Vanita Tripathi, Vol 7, No 1, Jan-June 2014 ISSN: 0974-3413.
3. "Trend Analysis of FII Flows in India", *The International Journal of Business & Management*, ISSN 2321-8916, Vol 2, Issue 6, June 2014.
4. "Determinants of FII Flows in India: A Literature Review", *International Research Journal of Commerce, Arts and Science*, ISSN 2319-9292, Vol 5, Issue 6, June 2014.
5. "An Empirical Analysis of Foreign Institutional Investments in Equity & Debt Market in India", *Journal of International Economics*, co-author Dr. Vanita Tripathi, Vol 6, Issue 1, pp 107-117, Jan-June 2015, ISSN: 0976-0792. (UGC Listed)

### **Conference Proceedings (or any other form of published content)**

1. "FII Flows in Indian Debt Market and Bond Yield: Empirical Results", *Financial Markets and Economic Development*, co-author Dr. Vanita Tripathi, pp 172- 184, ISBN: 978-93-84898-94-6.

## **Ms. Mamta**

### **Article in Peer-reviewed Journal (Single/ Co-edited)**

1. Published an article "Green Building: A New Wave in India" in *International Journal of scientific research and management*, Vol. 3, NO. 12, Dec 2015, pp. 3781– 3790, ISSN 2321-3418
2. Published an article " Sanitation: An Alarming Situation in India " in *International Journal of Management Research*, Vol. 3, No. 6, June 2015, pp. 64 - 70; ISSN 2321-1709
3. Published an article " Product Placement: Strategy for Wise Marketers " in *International Journal of Management Research*, Vol. 3, No. 6, June 2015, pp. 260 - 264; ISSN 2321-1709

4. Published an article "Top Social Media Updates 2015: - A Review of Popular Global Social Platforms" in International Journal of Advance and Innovative Research, Vol. 2, No. 3, July- September 2015, pp. 63 - 68; ISSN 2394 – 7780 (Co-author)
5. Published an article "Digital Marketing: A Success Mantra For 21st Century Marketers " in International Journal of Research in Management & Social Science, Vol. 3, No. 3, July-September 2015, pp. 105 - 109; ISSN 2322 – 0899 (Co-author)
6. Published an article "Green Marketing: The Emerging Trend in India" in International Journal of Innovation and Scientific Research, Vol. 6, No. 1 Aug. 2014, pp. 68-70; ISSN 2351-8014

## **CA Shweta Gupta**

### **Publications Profile**

1. Research paper titled "The Role of Financial Management in Modern Organisations: Importance of HRM for Organisational Success" in peer-reviewed International Journal "Vinayaka International Research Journal of Management and Technology (VIRJMT)" ISSN – 2277 – 9973.
2. Research paper titled "Rural Micro-Finance in India: Rural Microfinance Services for Financial Management System" in peer-reviewed International Journal "Vinayaka International Research Journal of Management and Technology (VIRJMT)" ISSN – 2277– 9973.
3. Research a paper titled "Application of Software License Management as Financial Management Software for IT Financial Management" in peer-reviewed International Journal "Vinayaka International Research Journal of Management and Technology (VIRJMT)" ISSN – 2277 – 9973.
4. Research a paper titled "Dominating Social Media Marketing Trends 2014" in UGC Listed International Journal of Research In Management And Social Science ISSN-2322-0899.
5. Research a paper titled "Consumer Orientation Towards Online Buying Via Social Media Platforms" in peer-reviewed International Journal of Scientific Research and Education ISSN-2321-7545.
6. Research a paper titled "Impact of Online Promotion Via Social Media on Women's Buying Behaviour Attitude – A Study Made On Apparel Products" in UGC Listed International Journal Of Research In Management And Social Science ISSN-2322-0899.

## **Ms. Ekta Bansal**

### **Article in Peer-reviewed Journal (Single/ Co-edited)**

1. Article was written on the topic "Digital marketing: A success mantra for 21<sup>st</sup>-century marketers" as the main author published in International Journal of Research in Management and social science, volume-3 issue 3 (1), July-September 2015, ISSN- 2322-0899.
2. Article was written on the topic "Impact of Social media on Rural India" as the main author published in International Journal of Management Research and business strategy, volume-4 issue-3, July 2015, ISSN-2319-345X.
3. Article was written on the topic "Top Social Media Updates 2015: A review of popular global social platforms" as the main author published in International Journal of Advance and Innovative research, volume-2 issue-3 (1), July- September 2015, ISSN-2394-7780.

4. Article written on the topic “5 social media trends and strategies 2015” as the main author published in International Journal of Applied Research, IJAR 2015, 1(8),39-62,ISSN-2394-5869.
5. Article was written on the topic “Sanitation: An alarming situation in India” as co-author published in GE-International journal of management research, vol-3 issue-6, June 2015, ISSN-2321-1709.
6. Article was written on the topic “Social media marketing: Prerequisites for effective content success” as the main author published in international journal of scientific research and education, volume-3 issue-7, July 2015, ISSN-2324-7545.
7. Article was written on the topic “Dominating Social media trends-2014” as the main author published in International Journal of Research in Management and social science, vol-3 issue-4, October December 2015, ISSN-2322-0899.
8. Research paper wrote “A literature review: Impact of social media on consumer behavior in Apparel industry” as the main author published in international journal of scientific research and education, volume-3 issue-7, ISSN-2321-7545.
9. Research paper was written on the topic “Consumer orientation towards online buying via social media platforms” as co-author published in international journal of scientific research and education, volume-4 issue-01, January- 2016, ISSN-2321-7545.
10. Research paper was written on the topic “Impact of online promotion via Social media on women’s buying behavior attitude- A study made on apparel products” as the main author published in international journal of Research in Management and social science, volume-3 issue-4, October-December 2015, ISSN-2322-0899.
11. Research paper wrote “Impact of Digital Marketing through Face book and Twitter: A Comparative Study on Indian Consumers” as co-author in A journal of New Delhi Institute of Management, Volume- 14, Issue 2, 2016, Online ISSN: 2455-0647, Print ISSN: 0972-8686
12. Research paper was written on the topic “Social media marketing and cognitive development in Indian youth” as co-author in Delhi Business Review, Volume18, No.1(January-June 2017), ISSN (Print):0972-222X, ISSN:2277-7725
13. Research paper wrote “Digital dilemma, Cyber frauds and mobile banking in India” as co-author in Trinity journal of management, IT and Media (TJMITM), Volume8, December 2017, ISSN:2320-6470
14. Bansal, Ekta, and Chaturvedi, K.R "Social Media Impact on Agricultural Prices and Consumer Buying Behavior" International Journal of Agricultural and Statistics sciences Volume 16, Supplement 1, pp. 953-957, September 2020.
15. Dagar, Vishal and Bansal, Ekta "Stochastic Frontier Analysis to Measure Technical Efficiency: Evidence from Skilled and Unskilled Agricultural Labour in India" International Journal of Agricultural and statistics sciences, Volume 16, No. 2, pp. 647-657, October 2020.

### **Ms. Bhawna Pal**

#### **Article in Peer-reviewed Journal (Single/ Co-edited)**

1. Pal, Bhawna. "What makes up happy workplaces?" ACADEMICIAN: An International Multidisciplinary Research Journal, 9.8 (2019): 42-53.

### **Mrs. Richa Dani**

### **Authored Books (Single/ Co-authored)**

1. Co-authored a book on Foundation course of the University of Delhi on **Business Entrepreneurship and Management**, published by INTERNATIONAL BOOK HOUSE P. LTD., Delhi, 2014, ISBN 978-93- 83283-10-1.

### **Article in Peer-reviewed Journal (Single/ Co-edited)**

1. Authored Research Paper Titled “Valuation Practices in Emerging Markets: Issues Involved in Various Areas”, Published in The Chartered Accountant, January 2010, Issn 0009-188x, Pp. 1134-1139.
2. Co-Authored A Research Paper Titled “Corporate Buy Back of Shares – Indian Experience and International Comparison” Published In Business Analyst, Issn 0973-211x, October 2010-March 2011, Vol 31, Issue 2, Pp.81-100.
3. Co-Authored A Research Paper Titled “Private Equity: Is There Need for Regulatory Framework?”, Published In International Journal Of Applied Financial Management Perspectives, Print Issn:2279-0896, Online Issn:2279-090x, July- September 2012, Vol .1, No .1.
4. Co-Authored A Research Paper Titled “Does Sebi Requires a Super Regulator for Capital Market Stability? (An appraisal)”, Published in Journal of Business Studies, Issn: 0975-0150, Vol. V, 2012-2014, Pp. 211-224.
5. Authored A Research Paper Titled “A Comparative Assessment of Export Concentration: Bric Countries”, Published in Journal of International Economics, Issn 0976-0792, Vol. 6, Issue 1, January-June 2015.

## **Ms. Meghana Surana**

### **Article in Peer-reviewed Journal (Single/ Co-edited)**

#### ***National***

1. “Factors affecting consumers buying online.” International Journal of Research in Humanities and Social Sciences. 3.8. Aug-Sept 2015: 10-14. ISSN 2347-5404
2. “Demands of social marketing.” International Journal of Research in Humanities and Social Sciences. 3.3. March 2015: 13-17. ISSN 2347- 5404
3. “Consumer perception of comparative advertising and its impact on brand evaluation.” International Journal of Innovative Research and Studies. 1-22. 4.1. January 2015. ISSN no.2319-9725
4. “Comparative Advertising Effectiveness with Legal and Cross-Culture Framework.” International Journal for Research in Management and Pharmacy (IJRMP). 3.3. April 2014; 54-61. ISSN: 2320-0901 (e-journal)
5. “Issues and Remedies in Services Marketing.” International Journal for Research in Management and Pharmacy (IJRMP). 3.7. Sept.-Oct 2014: 20- 23. ISSN: 2320-0901. (e-journal)

## **Ms. Anuradha Goel**

### **Article in Peer-reviewed Journal (Single/ Co-edited)**

1. “Women Empowerment through Entrepreneurship in the Era of Digitalisation” (2018). *International Journal of Research in all Subjects in Multi Languages* ISSN: 2321 – 2853.

2. "Financial Statements as per Revised Schedule VI: A Change long overdue" (2015). *International Research Journal of Science Management and Technology* ISSN: 2250-1959.
3. "FDI in India: A Study of Capital Inflow" (2014). *Review of Research Journal* ISSN NO: 2249-894X.
4. "Impact of Regional Economic Integration on Economic Growth- A Review Of Literature" (2014). *Tactful Management Research Journal* ISSN: 2319-7943.
5. "Bond Market in India: Determinants, Development & The Present State of Affairs" (2015). *International Research Journal of Commerce Arts and Science* ISSN: 2319-9202.
6. "Fledgling Corporate Bond Market and The Liquidity Pattern" (2015). *International Research Journal of Management Sociology and Humanity* ISSN: 2277-9809.

## **Dr. Sonal Jain**

### **Article in Peer-reviewed Journal (Single/ Co-edited)**

1. Jain, Sonal (2020). The role of leadership in developing a strong employer brand, *International Journal of Business and Globalisation (IJBG)*, Vol. 26, No. 3, pp. 191-202. ISSN 1753-3635. DOI: 10.1504/IJBG.2020.110952 (UGC listed)
2. Kumar, Vibhash., Jain, Sonal., and Khanna, Swati. (2016). Employer Branding: A study of PSU's, *Ramanujan International Journal of Business and Research (RIJBR)*, Vol. I, pp. 17-33. ISSN 2455-5959 (UGC-listed)
3. Jain, Sonal. (2013). Employer Branding and its impact on CSR, Motivation, and Retention of employees using Structural Equation Modelling. *Delhi Business Review*. Vol. 14, No. 2, pp. 83-98. ISSN 2277-7725
4. Singh, Ajay Kr. and Jain, Sonal. (2013). Employer Branding: A tool for motivating and retaining employees, *Indian Journal of Current Trends in Management Sciences*, April, Vol. VI, No. 1, pp. 1-14. ISSN 0976-1845 (Published as a Lead Article).

### **Conference Proceedings (or any other form of published content)**

1. Kumar, Vibhash., and Jain, Sonal (2017). Employee Engagement: A study of select sectors. *Seminar Proceedings Vol. on 'Social Inequalities and Economic Development*. pp. 83-89. ISBN 978-81-931023-2-9

## **Ms. Richa Sharma**

### **Article in Peer-reviewed Journal (Single/ Co-edited)**

1. Wrote an article on "**Performance Appraisal Effectiveness and Employee Perception In Corporation Bank**" for *International Annual Journal, CPJ – Global Review*, July 2010 issue.
2. Wrote an article on "**Enhancement of Hospitality and Tourism via Education and Training**" for *Niche Tourism and Innovations in Hotel & Tourism Research*.

### **Conference Proceedings (or any other form of published content)**

1. Participated in International Conference on "Sustainable Development and the World Economy" on 4-5 February 2019 organized by Department of Commerce, Janki Devi Memorial College University of Delhi

## **Ms. Amita Yadav**

**Authored Books (Single/ Co-authored)**

1. Co-authored textbook for BA HRM- Commerce entitled “Participative Management”

**Ms. Mansi Anand**

**Chapter in book (Single/ Co-edited)**

1. 2019 - National - Co-authored a chapter called ‘Bitcoin – Cultural Adaptability & Further Implications’ published in the edited book entitled ‘Contemporary Issues in Functional Management’, pp 108-116. ISBN 978-81-941162-7-1
2. 2021 - National – Authored a chapter called “A Introduction to Non-Fungible Tokens” in the book “India’s Financial Markets: Recent Trends”. ISBN 978-93-90847-81-5