

Research Publications of Symbiosis Institute of Business Management, Bengaluru

Year 2020-21

Paper Publications:

1. Dr. Rajesh Panda, (4/2020) Cause-brand association (CBA): An empirical investigation into millennials in India. *Journal of Customer Behaviour*, 19(1): 29 - 49 (Google Scholar; ISSN: 1475-3928).
2. Dr. Shubhadeep Mukherjee, (4/2020) Improving recommendation quality by identifying more similar neighbours in a collaborative filtering mechanism. *International Journal of Operational Research*, 38(3): 321 - 342 (Scopus; ISSN: 17457645).
3. Dr. Eliza Sharma*, (4/2020) Women and Politics: A case study of Political empowerment of Indian Women. *International Journal of sociology and social policy*, Vol. 40, 7/8, 607-626 (Scopus; IJSSP-12-2019-0261).
4. Dr. Lavina Sharma*, (5/2020) A scale to measure organizational stress among women workers in the garment industry. *European Journal of Training and Development*, Published, -(-): 01 - 27 (Scopus; ISSN: 20469012).
5. Dr. Rajesh Panda, Ms. Pooja Gupta, Dr. Madhvi Sethi*, (5/2020) The entry of a second generation at SK Enterprises: challenges and future prospects. *The Case Journal*, 1(1): 1 - 9 (Scopus; ISSN: 1544-9106).
6. Dr. John Ben Prince*, Dr. Viswanathan Thangaraj, (5/2020) Enhancing Understanding of Resource based View: Analyzing Impact on Performance of Organizations. *Test Engineering and Management*, 83(-): 12605 - 12613 (Scopus; ISSN: 0193-4120).
7. Ms. Pooja Gupta*, Mr. V. RaviKumar, (6/2020) Determinants of Consumer Acceptance of Robo Advisory Models in India. *Empirical Economics Letters*, 19(6): 631 - 641 (ABDC; ISSN: 16818997).
8. Dr. Rajesh Panda, (6/2020) MSME initiatives to support cloud adoption in India. *International Journal of Indian Culture and Business Management*, 21(2): 225 - 246 (WoS; ISSN: 17530806).
9. Dr. Viswanathan Thangaraj*, (6/2020) Technology Investment and its Effect on the Productivity of Banks in India. *Focus: Financial Technology*, Vol. 61, No. 1, pg no. 1-10 (ISSN: 0032-9924).
10. Dr. Viswanathan Thangaraj*, (6/2020) Investment in Technology: Does It Proliferate the Profitability and Performance of the Indian Banks? *Research in Finance*. *Research in Finance*, Vol 36,1, pg. 19-44 (Scopus; ISSN: 0196-3821).
11. Ms. Saina Baby*, Dr. Vandita Dar, (5/2020) Farm Loan Waivers: A Study of Fiscal Impacts in Selected States in India. *International Journal of Advanced Science and Technology*, 29(9s): 2495 - 2519 (Scopus (discontinued); ISSN: 2005-4238).
12. Dr. Semila Fernandes, (6/2020) Analysing Performance of Company through Annual reports using Text Analytics. *International Conference on Digitization (ICD) - IEEE*, pp. 21-31 (Scopus; ISSN: 978-1-7281-3841-1).
13. Dr. Semila Fenelly Fernandes, (8/2020) Analysing the impact of COVID-19 on over-the-top media platforms in India. *International Journal of Pervasive Computing and Communications*, 16(4): 1 - 19 (Scopus; ISSN: 17427371).
14. Dr. John Ben Prince*, Dr. Viswanathan Thangaraj, (10/2020) Strategic Intent, Growth Mode Thrust, Flexibility and Linkages with Firm Performance: Evidence from India. *International Journal of Modern Agriculture*, 9(3): 1796 - 1808 (Web of Science (ESCI), ISSN: 2305-7246).
15. Dr. Sathish Mahendiran, (11/2020) Impact of Covid 19 on Migrant Labour: A Critical Anaysis. *gis.Science - Die Zeitschrift fur Geoinformatik*, 11(7) : 426 - 431 (Scopus; ISSN: 18699391).

16. Dr. Viswanathan Thangaraj*, (11/2020) Does Contingent Convertible Bonds Impact Stock Prices? An Empirical Analysis On Stocks. *Solid State Technology*, 63(6): 6301 - 6311 (Scopus; ISSN: 0038111X).
17. Dr. Semila Fenelly Fernandes, (11/2020) Consumer Attitude towards Organic Food for Babies in India. *Solid State Technology*, 63(2s): 6359 - 6377 (Scopus; ISSN: 0038111X).
18. Dr. Madhvi Sethi*, Ms. Pooja Gupta, Dr. Shubhadeep Mukherjee, (11/2020) DO INDIAN STOCK MARKET MESSAGE BOARD DISCUSSIONS REALLY MATTER? A MACHINE LEARNING-BASED APPROACH. *Research in Finance*, 36(1): 201 - 216 (ABDC; ISSN: 01963821).
19. Dr. Aarti Sharma, (9/2020) A Study on the Sentiments of the Indian Public towards the Budget Using a Machine Learning Algorithm. *International Journal of Modern Agriculture*, 9(3): 1164 - 1175(WoS; ISSN:2305-7246).
20. Dr. Semila Fenelly Fernandes, (1/2021) Market Segmentation by Preferred Destination Attributes - An Empirical Study on Religious Tourists. *Journal of Hospitality Application and Research*, 16(1): 37 - 66 (ABDC; ISSN: 09734538).
21. Dr. Madhvi Sethi*, (1/2021) Green Bonds Driving Sustainable Transition in Asian Economies: The Case of India. *Journal of Asian Finance Economics and Business*, 8(1): 723 - 732 (WoS; ISSN: 2288-4637).
22. Dr. Semila Fenelly Fernandes*, Dr. Rajesh Panda, (1/2021) Measurement of factors influencing online shopper buying decisions: A scale development and validation. *Journal of Retailing and Consumer Services*, Volume 59(March 2021, 102394): 1 - 11 (Scopus; ISSN: 09696989).
23. Dr. Semila Fenelly Fernandes*, Dr. Rajesh Panda, (1/2021) Measurement of factors influencing online shopper buying decisions: A scale development and validation. *Journal of Retailing and Consumer Services*, Volume 59(March 2021, 102394) : 1 - 11 (Scopus; ISSN: 09696989).
24. Dr. Viswanathan Thangaraj*, (3/2021) PRE AND POST COVID VOLATILITY SPILL-OVER EFFECTS OF BRICS STOCK MARKETS. *International Journal of Modern Agriculture*, 10(2): 751 - 770 (Web of Science (ESCI); ISSN: 2305-7246).
25. Dr. Semila Fenelly Fernandes, (3/2021) Using preferred destination attributes to segment the religious tourists, visiting sacred cities. *International Journal of Hospitality and Tourism Systems*, 14(2): 92 - 105 (Scopus; ISSN: 0974-6250).
26. Dr. ElizaSharma*, (3/2021) Integrated model for women empowerment in rural India. *Journal of International Development*, 33(3): 1 - 18 (Scopus; ISSN: 0954-1748).
27. Dr. Semila Fenelly Fernandes, Ms. SainaBaby, (3/2021) VALIDATING PURCHASE INTENTIONS FOR GREEN COSMETIC PRODUCTS: APPLYING AND EXTENDING THEORY OF PLANNED BEHAVIOR. *Information Technology in Industry*, 9(1): 773 - 785 (Web of Science (ESCI); ISSN: 2203-1731).
28. Dr. ElizaSharma*, (3/2021) TIPEC model implications for Indian e-learning context. *International Journal of Knowledge Management Studies*, 12(2): 183 - 202 (Scopus; ISSN: 17438276).

Year 2019-20

Paper Publications:

1. Dr. Madhvi Sethi*, Ms. Saina Baby, Dr. Vandita Dar, (4/2019) Economic Performance Indicators Under Different Monetary Policy Frameworks: Evidence From India. *The IUP Journal of Applied Economics* (previously ICFAI), 18(1): 66 - 82 (ABDC; ISSN: 09726861).
2. Dr. Madhvi Sethi*, Ms. Saina Baby, Dr. Vandita Dar, (8/2019) Monetary Policy Transmission during Multiple Indicator Regime: A Case of India. *Journal of Asian Finance Economics and Business*, 6(3): 103 - 113 (Scopus; ISSN: 2288-4637).
3. Dr. Bandana Nayak*, Dr. John Ben Prince, (10/2019) Employee Retention in the VUCA world: Challenges and Strategies. *International Journal of Recent Technology and Engineering*, 8(3S2): 84 - 88 (Scopus, Index Copernicus, Google Scholar, DOAJ; ISSN: 22773878).

4. Dr. Rajesh Panda, (2/2020) A multidimensional framework for cloud adoption of SMEs in India. *International Journal of Indian Culture and Business Management*, 20(2): 210 - 233 (ABDC, WoS; ISSN: 17530806).
5. Dr. Madhvi Sethi*, (3/2020) Equity market reaction to regulatory reforms: a case study of Indian banks. *Journal of Financial Regulation and Compliance*, 1(1): 1 - 34 (Scopus, ABDC, WOS; ISSN: 1358-1988).
6. Dr. Semila Fenelly Fernandes*, Mr. Vidyasagar Alur, (3/2020) Key Account Management: Decisions Sciences in Practice. *International Journal of Recent Technology and Engineering*, 8(6): 4545 - 4550 (Scopus, Index Copernicus, Google Scholar, DOAJ; ISSN: 22773878).
7. Dr. Madhvi Sethi, (1/2020) Leveraging Fintech for Sustainable Development in Emerging Economies A Policy Perspective. *International Journal of Innovative Technology and Exploring Engineering*, 9(3): 421 - 426 (Google Scholar, Scopus; ISSN: 2278-3075).
8. Dr. Shubhadeep Mukherjee*, (2/2020) Do words reveal the latent truth? Identifying communication patterns of corporate losers. *Journal of Behavioural and Experimental Finance*, 26(2): 1 - 18 (Scopus; ISSN: 22146350).
9. Ms. Pooja Gupta*, (1/2020) Advanced IT Systems Limited: Case of Ethics and Conflicts of Interest. *Asian Journal of Management Cases*, 17(1): 16 - 23 (Scopus; ISSN: 09728201).
10. Dr. Lavina Sharma*, (1/2020) Impact of fear of "Victimization" on online shopping among Millennials. *NMIMS MANAGEMENT REVIEW*, XXXVIII (1): 36 - 51 (WoS; ISSN: 0971-1023).
11. Dr. Lavina Sharma, (6/2019) VUCA World: The Road Ahead for HR *NHRD Network Journal*, 12(2): 151 - 158 (Google Scholar; ISSN: 2631-4541).
12. Dr. John Ben Prince*, D Subramaniam, (10/2019) Can firms market performance be explained better? Role of strategy, sustainability levers. *International Journal of Recent Technology and Engineering*, 8(3S2): 52 - 57 (Scopus, Index Copernicus, Google Scholar, DOAJ; ISSN: 22773878).
13. Dr. Lavina Sharma*, (8/2019) Teachers' motivation to adopt technology in higher education. *Journal of applied research and higher education*, -(-): 1 - 20 (Scopus; ISSN: 20507003).
14. Ms. Pooja Gupta*, Mr. Ravi Kumar, (9/2019) Hong Kong-Zhuhai-Macau Bridge – An Infrastructural Marvel but?. *International Journal of Innovative Technology and Exploring Engineering*, 8(11S): 246 - 251 (Google Scholar, Scopus; ISSN: 2278-3075).
15. Dr. Semila Fenelly Fernandes*, Dr. Aarti Mehta Sharma, Mr. Vidyasagar Alur, (9/2019) Determining Customer Perceptions using Text Mining for an FMCG Product "Maggi" In India. *International Journal of Innovative Technology and Exploring Engineering*, 8(11): 1437 - 1444 (Google Scholar, Scopus; ISSN: 2278-3075).
16. Ms. Pooja Gupta*, (7/2019) Signalling role of 2G scam investigation on stock market returns of select telecom companies in India. *International Journal of Public Sector Performance Management*, 5(3/4): 370 - 383 (ABDC, Scopus; ISSN: 17411041).
17. Dr. Viswanathan Thangaraj, (6/2019) Entrepreneurial competencies impact on business success: the moderating role of business environment factors. *International Journal of Engineering, Applied and Management Sciences Paradigms*, 54(3): 205 - 211 (Google Scholar; ISSN: 2320-6608).
18. D. Subramaniam*, Dr. John Ben Prince, (4/2019) Deciphering Tourism Value chain-Observations and critical evaluations. *International Journal of Research in Engineering, IT and Social Sciences*, 9(-): 102 - 110 (Google Scholar; ISSN: 2250-0588).
19. Ms. Pooja Gupta, (4/2019) Analysis of Efficiency and Effectiveness of the Indian Banking Sector Application of Data Envelopment Analysis. *Journal of Advanced Research in Dynamical and Control Systems*, 11(-): 1014 - 1022 (Scopus; ISSN: 1943023X).
20. Ms. Saina Baby*, Dr. Aarti Mehta Sharma, (7/2019) Determinants of Foreign Direct Investment in Indias Service Sector. *International Journal of Public Sector Performance Management*, 5(3/4): 260 - 277 (ABDC, Scopus; ISSN: 17411041).

21. Dr. Viswanathan Thangaraj*, (6/2019) An Empirical analysis of Money supply, Inflation and Output: The Case of India. *International Journal of Public Sector Performance Management*, 5(3/4): 516 - 530 (ABDC, Scopus; ISSN: 17411041).
22. Dr. Semila Fenelly Fernandes*, Ms. Pooja Gupta, (7/2019) Relationship between Work motivation scale and TPACK. *Journal of applied research and higher education*, -(-): 1 - 31 (Scopus; ISSN: 20507003).
23. Dr. Semila Fenelly Fernandes*, Dr. Rajesh Panda, (4/2019) Influence of Social Reference Groups on Consumer Buying Behaviour: A Review. *Journal of Management Research*, 19(2): 131 - 142 (ABDC; ISSN: 09725814).
24. Dr. Semila Fenelly Fernandes*, Dr. Rajesh Panda, (7/2019) Product Conspicuousness & Reference group Influence among women: An Empirical Analysis. *International Journal of Public Sector Performance Management*, 5(3/4): 384 - 398 (ABDC, Scopus; ISSN: 17411041).
25. Dr. Biranchi Narayan Swar, (7/2019) A Study on impact of various dimensions of conflict in channel relationship and performance. *International Journal of Public Sector Performance Management*, 5(3/4): 351 - 369 (ABDC, Scopus; ISSN: 17411041).
26. Dr. Rajesh Panda, Dr. Semila Fernandes (09/2019) Comparative and Socio-Demographic analysis among Working Women and Non- Working Women: A study on Reference Group Influence. *European Alliance for Innovation*, Nil pg. 197 - 224 (Scopus, Web of Science; ISSN-2593-7650).
27. Dr. Shubhadeep Mukherjee (03/2020) A New Neighbourhood Formation Approach for Solving Cold-Start User Problem in Collaborative Filtering. *International Journal of Applied Management Science*, Volume 12, Issue 2, 2020, Pages 118-141 (Scopus; ISSN-1755-8913).

Year 2018-19

1. **Prof. Semila Fernandes, Dr. Rajesh Panda(04/2018)**, Social Reference Group Influence on Women Buying Behaviour: A Review, *Journal of Commerce and Management Thought- Vol 9 Issue 2a*,(J-Gate,EBSCO Discovery,Summon(Proquest),Google Scholar,Indian Science Abstracts,ISSN- 0975-623X)
2. **Bandana Nayak, Chandra Madhab Mohapatra, Bibhuti Bhusan Mahapatro & Padma Charan Mishra(04/2018)**, Does leadership style affect organizational effectiveness? A study on food processing industry in Odisha-India, *Revista ESPACIOS*, Vol 39 (no.33),(ISSN-7981015)
3. **Neha Chhabra Roy, Dr. T Viswanathan(08/2018)**, Workforce challenges in Indian banking Scenario - Journey from identification till mitigation, *Current Science*, Vol. 115, No.4,(Scopus, Web of Science, Current Contents, Geobase, Chemical Abstracts, IndMed,ISSN-0011-3891)
4. **Mohan Gopinath, Aswathi Nair, Dr. T Viswanathan,(10/2018)**, Espoused and Enacted Values in an Organization: Workforce Implications, *Management and Labour Studies*, Vol 43(4),(DeepDyve J-Gate Indian Citation Index (ICI) (RePEe),ISSN- 23210710)
5. **Prof. Pooja Gupta, Prof. Semila Fernandes and Manish Jain(11/2018)**, Automation in recruitment: a new frontier, *Journal of Information Technology Teaching Cases*, Vol 8(2),(Scopus, ABS,ISSN- 2043-8869)
6. **Sudarsan Sahoo, Ganesh Prasad Das & Dr. Bandana Nayak(2018)**, A Study on HRD Practices in Indian PSUS with Special reference to Paradeep Refinery, *International Journal of Applied Business and Economic Research- Volume 16,Number 3*,(ISSN- 0972-7302)
7. **Dr. Rajesh Panda, Dr.Madhavi Sethi ,Shivam Agarwal(12/2018)**, Sustainable Development Goals and India: A Cross-Sectional Analysis, *OIDA International Journal of Sustainable Development - Vol 11(11)*, pp. 79-90,(ISSN- 1923-6654)
8. **Dr. Madhvi Sethi, Prof.Saina Baby, Dr.Vandita Dar (01/2019)**, Economic Performance

- Indicators Under Different Monetary Policy Frameworks: Evidence from India, The IUP Journal of Applied Economics - Vol.XVIII(1),pp 66- 82,(ISSN - 0972-6861)
9. **Prof. Lavina Sharma** (3/2019), Employer Attractiveness dimensions: A study of perceptions of the Management Students, International Journal of Innovative Science and Research Technology- Vol 4(3), pg no 419-425,ISSN - 2456216
 10. **Dr. T Viswanathan, Neha Chhabra Roy**(03/2019), Disruptive Technologies and its effect on the workforce in banks: A Framework of Assessment for Mitigation, The Empirical Economics Letters,Vol-18(3) pg: 267-281,ISSN - 1681 8997
 11. **Dr. T Viswanathan, R. Sriram ,Prarthana Mukherjee**(03/2019), Efficiency of Indian Option Market: Estimation of Future Market Volatility Using Implied Volatility, SDMIMD Journal of Management, Vol 10(1), pg no: 11 – 20,ISSN -23207906
 12. **Prof. Pooja Gupta, Prof.Anand Deshpande**(12/2018), Lighting the Lean Spark in Silver Spark, Asian Case Research Journal-Vol: 22 Iss: 02 pg: 299-323 , ISSN -0218-9275 online: 1793-6772
 13. **Dr.Mallika Srivastava** (09/2018), To Study the Relationship between Service Encounter and Retail Experience on Customer Satisfaction and Customer Loyalty with Impact of Loyalty Program Membership. Indian Journal of Commerce and Management Studies, Vol 9(3), pg no. : 66 – 77,ISSN - 22490310

Year 2017-18

1. **Lavina Sharma, Dr. Asha Nagendra**(08/2017) Re-looking Recruitment Strategies: Use of Social Media. International Journal of Engineering Technology Science and Research (IJETS), Volume 4, Issue 8(ISSN: 2394 – 3386)
2. **Dr. K. Shivakumar, Babeet Gupta**(10/2017) Changing Consumer Behavior Paradigms: Does Gender and Marital Status Influence Grocery Shopping Behavior? An Exploratory Study (Article). Indian Journal of Marketing, Vol 47, Issue no. 10 (Scopus,ISSN- 0973-8703)
3. **Dr. K. Shivakumar, Ruchi Agarwal**(11/2017) Age and employment status - changing facets of grocery buying behavior: an exploratory study, Research Journal of Social Science & Management-RJSSM, Vol 7, Issue no. 7, (ISSN -2251-1571)
4. **Dr. Biranchi Narayan Swar**(02/2018) An Exploration into the factors driving working professionals buying small cars, Global Business Review- 19(01),(Scopus,ISSN- 0972-1509)
5. **Dr. Rajesh Panda, Deepa Rohit**(01/2018) Cause-Brand Association and Consumer Attitude: A Review, Indian Journal of Commerce and Management Studies (IJCMS), Vol-IX Issue 1,(ISSN-2249-0310)
6. **Dr. Mallika Srivastava, Shubhanshu Naik & Dr. Aumpam Narula**(01/2018) Quantitative Modeling of Customer Retention in Context of Indian Retail Market, Indian Journal of Commerce and Management Studies (IJCMS), Vol-IX Issue 1,(Ebsco,Cabell's directory,GetCITED,Open J-Gate,Ulrich's Web,CrossRef,Indian Citation Index (ICI),ISSN-2249-0310)
7. **A.Vidyasagar, Semila Fernandes & Dr. Mallika Srivastava**(01/2018),Brandwidth: An Influence of Brand Associations in Gift Giving Behavior, International Journal of Research in Computer Application & Management (IJRCM), Vol no.8, Issue no.01(Ebsco,ProQuest,Cabell's directory,Index Copernicus,Open J-Gate,Ulrich's Periodicals Directory,ISSN-2231-1009)
8. **Shubhanshu Naik, Dr. Mallika Srivastava** (12/2017), A Study on Relevance of Professional Training to Healthcare Housekeeping Aide through SAP-LAP Inquiry, Indian Journal of Public Health Research & Development, Vol-8 Issue 4(Scopus,ISSN-0976-0245)
9. **Dr. D. Subramaniam, Dr. John Ben**(02/2018), The relevance of Skill Development in the Indian Context, Arthshastra:IndianJournal of Economics and Research, Vol 7, Issue 1,(ISSN-2278-1811)
10. **Dr. Madhvi Sethi, Parthiv Thakkar, Zahid M. Jamal**(03/2018), A Simulation Model for Pricing the Spread in a Credit Default Swap: Application and Analysis, SDMIMD Journal of Management Vol 9, Issue 1(Ebsco,Open J-Gate,ISSN- 023207906)
11. **Dr. Madhvi Sethi, Akansha Asher, Dipali Krishnakumar**(12/2017), Capital Structure

- Decisions of Indian Drugs and Pharmaceutical Firms, Indian Journal of Public Health Research & Development-Vol 8, Issue 4,(Scopus,ISSN-09765506)
12. **Dr. Madhvi Sethi, Dipali Krishnakumar, N Chidambaran**(10/2017), Cross-border vs. domestic acquisitions: Evidence from India, Journal of Economics and Business -Vol 95(Scopus,Ebsco,ERIC,RePec,American Business School (ABS),ISSN-01486195)
 13. **Dr. Biranchi Narayan Swar, Hussain Ameer A, and Bhattacharya Rumna**(04/2017), Analysis of Inter-relationship between trust, communication and commitment and its effect on work relationship and performance: With special reference to Indian pump manufacturer and distributors, International Journal of Applied Business and Economic Research, Vol 15, Issue 2(American Economic Association, Scopus (Elsevier),ISSN- 0972 7302)
 14. **Pooja Gupta, Parthiv Thakkar, Disha Chhabaria**(02/2018), Impact of Organization Performance on the Corporate Governance in the Banking Sector in India , International Journal of Research Culture Society, (ICGS/Issue7,ISSN- 2456- 6683)
 15. **Pooja Gupta, Zahid Jamal**(03/2018), The Impact of Analyst Recommendations on BFSI sector stocks, International Research Journal of Business and Management (IRJBM)- Vol.11, Issue 3,(ISSN_ 2322-083X)
 16. **Saina Baby**(03/2018), Current Account Deficit in India: Exploring the Trends and Causes, International Research Journal of Human Resources and Social Sciences, Volume 5, Issue 03(ISSN- 2394-4218)
 17. **Dr. Asha Nadig** (07/2017), Impact of Interim Dividend Announcements on Banking Stock Prices in India, Indian Journal of Finance, Vol 11, Issue 7(Scopus,ISSN- 09738711)
 18. **Dr. Mallika Srivastava**,(03/2018), "Affective Reactions" of Rural and Urban Voters to Government Campaign Commercials in Maharashtra, Indian journal of Marketing- Vol 48, Issue 3(Scopus,ISSN- 09738703)
 19. **Dr. Mallika Srivastava, Krishna Murthy Inumula**(12/2017), A Study on Consumer Behaviour with Reference to Indian Domestic Airlines in Pune, International Journal of Economic Research, Vol 14, Issue 15,(Scopus, Index Copernicus,ISSN-0972-9380)
 20. **Shubhanshu Naik, Dr. Mallika Srivastava**(04/2017), Evolution, Development and Establishment of Political Advertising: A Review Study, Researchers World - Journal of Arts, Science and Commerce, Vol 8, Issue 2(Ebsco, ProQuest, Cabell's directory, Google Scholar, Open J-Gate, Ulrich's Periodicals Directory,ISSN-89-96)
 21. **Dr. Rajesh Panda, Dr. Biranchi Narayan Swar**(12/2017), Customer Satisfaction, Product Quality and Service Quality: An Empirical Analysis for Staple and Luxury Products, International Journal of Applied Business and Economic Research, Volume 15, Number 16 (Part - II),(Scopus,ISSN_ 0972-7302)
 22. **Dr. Rajesh Panda, Dr. Madhvi Sethi**(12/2017), Millennium Development Goals and India: A Cross Sectional Analysis, International Journal of Applied Business and Economic Research, Volume 15, Number 16 (Part - II),(Scopus,ISSN- 0972- 7302)
 23. **Lavina Sharma, Asha Nagendra and Ami Ruparelia**(12/2017), A Study of Women Empowerment through Self-help Groups in the State of Rajasthan, International Journal of Applied Business and Economic Research- Volume 15, Number 16(Part - II),(Scopus,ISSN- 0972-7302)
 24. **Dr. Mallika Srivastava, Semila Fernandes, Aratrika Mallick and Meher Legha**(12/2017), Impact of Ethnocentrism on Indian Consumers' Brand Preferences for Domestic Vs Foreign Products: An Empirical Study, International Journal of Applied Business and Economic Research ,Volume 15, Number 16 (Part - II),(Scopus,ISSN- 0972-7302)
 25. **Dr. Mallika Srivastava, Shubhanshu Naik & Dr. Poornima Tapas**(12/2017), A Study on Relevance of Voters Education through SAP-LAP Inquiry, International Journal of Applied Business and Economic Research ,Volume 15, Number 16 (Part- II),(Scopus,ISSN- 0972-7302)
 26. **Dr. Asha Nadig , Dr. T. Viswanathan**(12/2017), Underpricing of Initial Public Offerings in Indian Capital Market, International Journal of Applied Business and Economic Research ,Volume 15, Number 16 (Part - II),(Scopus,ISSN- 0972- 7302)
 27. **Pooja Gupta, Harisankar Muralidharan**(12/2017), CSR Initiatives as a Means for Enhancing Corporate Reputation, International Journal of Applied Business and Economic Research ,Volume 15, Number 16 (Part - II),(Scopus,ISSN- 0972- 7302)
 28. **Dr. K. Shivakumar, Lakshmaiah Botla**(06/2017), Sustaining Traditional Handmade Designs:

- Laludas Shoe Maker, Journal of Commerce & Business Studies, Vol 4, Issue 1,(ISSN- 2322-0767)
29. **Dr. Rajesh Panda, Dr. Biranchi Narayan Swar**(04/2017), Customer Satisfaction and Online Retail Service Quality: A SEM Approach, International Journal of Applied Business and Economic Research, Volume 15, Number 16 (Part - II),(Scopus,ISSN- 0972-7302)
 30. **Aarti Mehta Sharma, Dr. Swati Subhash Desai**(12/2017), A Study on students' perception of statistics education in Business Schools, Shanlax International Journal of Education, Vol 6, No. 1(ISSN- 23202653)
 31. **Aarti Mehta Sharma, Dr. Swati Subhash Desai**(11/2017), Student Engagement and Statistics Education : A review of Literature and future directions, International Journal of Academic Research and Development, Vol 1, Issue 6,(Ebsco,Google Scholar,Scirus,BASE,Cite Seer'x, DOAJ, Scribd,CrossRef,ISSN- 2455-4197)
 32. **Dr. Rajesh Panda, Deepa Rohit**(01/2018), Cause-Brand Association: A Review, Journal of Management Research- Vol 18,No. 1(ABDC,Indian Citation Index (ICI),ISSN- 9725814)

Year 2016-17

1. **V.G.Venkatesh, Atish Das Gupta** (01/2016) Demand Driven Collaborative People Supply Chains. *APICS Global Magazine*, 26(1) : 41-44 (Ebsco,Cabell's directory,Google Scholar,Scirus; ISSN: ISSN 10560017).
2. **Dr. Rajesh Panda, Pooja Gupta, Dr. Madhvi Sethi** (01/2016) Amarnath Gupta and Sons: The Business in Family Business. ISB-Ivey Case Competition.
3. **D.Subramaniam** (03/2016) Evolving Global Business Trends and India's Challenges. *Prabandhan: Indian Journal of Management*, 9(3) : 43-53 (Scopus; ISSN: 0975-2854).
4. **Dr Madhvi Sethi, Pooja Gupta** (03/2016) Sherlock and the Capital Structure Maze. *Perspectiva: A Case Research Journal* pp, Volume II(1) : 13-20 (ISSN: ISSN: 2394-9961 e ISSN: 2).
5. **Pooja Gupta** (03/2016) Sherlock and the Capital Structure Maze. *Perspectiva: A Case Research Journal*, 2(1) (ISSN: 23949961).
6. **Dr. Asha Nadig** (03/2016) Kotak Mahindra and ING Vysya Bank Merger. *Perspectiva: A Case Research Journal*, 2(1)(ISSN:2394 9961).
7. **Semila Fernandes** (03/2016) Strategic implications and competition of a chocolate brand: XYZ India. *Case studies journal*, 5(2).
8. **Semila Fernandes , Vidyasagar A** (03/2016) Digital marketing – way to significance. *International Journal of Research in Commerce, IT and Management*, volume no. 6 (2016), issue no. 03(ISSN 2231-5756).
9. **Panda Rajesh, Swar Biranchi Narayan**(04/2016) Electronic Retailing: A Review of Determinants of Online Shopping Intentions in India. *Indian Journal of Science and Technology*, 9(15): 1-6 (Scopus, Ebsco, Index Copernicus; ISSN: 0974-6846).
10. **Gupta Pooja** (04/2016) Empirical Study of S&P BSE 100 Index on the Role of Dividend and Earnings Announcements: A Signaling Effect. *Indian Journal of Science and Technology*, 9(15):1-4(Scopus,Ebsco,Index Copernicus;ISSN:0974- 6846).
11. **Krishnakumar Dipali, Sethi Madhavi** (04/2016) Post IPO Mergers and Acquisitions Strategies: Evidence from India. *Indian Journal of Science and Technology*, 9(15) : 1-8 (Scopus, Ebsco, Index Copernicus; ISSN: 0974-6846).
12. **Panda Rajesh, Sethi Madhavi, Kumaran M.** (04/2016) A Study of Bilateral Trade Flows of China and India. *Indian Journal of Science and Technology*, 9(15) : 1-7 (Scopus, Ebsco, Index Copernicus; ISSN: 0974-6846).
13. **Rajesh Panda, Madhvi Sethi** (05/2016) Gold as an Investment Option in India : Myth and Reality, *Indian Journal of Finance* Volume 10(5) : 13-20 (ISSN: 0973-8711).
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