

Registered Research Scholar In Research Centre (TIT-MBA)

SN	NAME OF THE RESEARCH SCHOLAR	NAME OF THE RESEARCH SUPERVISOR	TOPIC NAME	REF.NO.
1	Priya Mewada	Dr. Alka Awasthi	A study on Talent Management Practical in it sector with special reference to Madhya Pradesh	2658/Accad/PhD/2024
2	Anshu Kumar Sinha	Dr. Alka Awasthi	A Comparative Study On Consumption Pattern in FMCGs With Special Reference to Food & Beverage Sector in Madhya Pradesh	2764/Accad/PhD/2024
3	Jigyasa Parashar	Dr. Alka Awasthi	A Study on Effect of Digital Payment Practices On Consumer Behaviour With Special Reference to Selected Cities of Madhya Pradesh	2578/Accad/PhD/2024
4	Shantanu Verma	Dr. Sameer Sinha	A Study on Green Marketing Practices in Tourism Industry With Special References to Madhya Pradesh	2673/Accad/PhD/2024
5	Kritika Shrivastav	Dr. Sameer Sinha	A study on the effect of merger on employee productivity in selected public sector Banks	2630/Accad/PhD/2024
6	Viplove Singh	Dr. Sameer Sinha	Healthcare System in India and its effect on stakeholders	
7	Gull Mohd Wani	Dr. Alka Awasthi	A Study of Impact of Behavioural Finance on Investment Decisions	1215/BU/Accad/PhD/2016
8	Sudha Dwivedi	Dr. Alka Awasthi	A study on Employee Retention strategies in IT sector special reference to Madhya Pradesh	1256/BU/Accad/PhD/2016

PhD thesis Submitted by Faculty

SN	NAME OF THE RESEARCH SCHOLAR	NAME OF THE RESEARCH SUPERVISOR	TOPIC NAME	REF.NO.	Status
1	Tripti Mathur	Dr. Sanjay Jain (Research Centre: BHEL)	Impact of digitalization on operation efficiency of banking industry : With Special reference to Punjab National bank and ICICI Bank limited	470/Accad/PhD/2020	To be submitted

Research Scholar Awarded During the Assessment year

SN	NAME OF THE RESEARCH SCHOLAR	NAME OF THE RESEARCH SUPERVISOR	TOPIC NAME	REF.NO.	Date Of Awarded
1	Dr. Anita Vishwakarma	Dr.Alka Awasthi	A study of impact of green marketing on consumers buying behaviour in FMCG Sector in urban Areas	3049/BU/Accad/PhD/2016	Jan-22
2	Dr.Paheli Nigam	Dr.Alka Awasthi	A Study of green Advertisement in India	1409/BU/Accad/PhD/2016	Mar-22
3	Dr.Manoj Gour	Dr.Shalini Sinha	A Study of Work life Balance in the Pharmaceutical Sector in India	1586/BU/Accad/PhD/2016	Apr-23
4	Dr.Abhinav Singh Sisodiya	Dr.Shalini Sinha	A Comparative study of domestic companies with MNC's in Fast Moving Consumer Goods.		May-23
5	Dr.Rachna Katole	Dr.Sameer Sinha	Reduction of Non Performing Assets In Bank	820/Accad/PhD/2023	Feb-24

Research Scholar to be Awarded Ph.D.

SN	NAME OF THE RESEARCH SCHOLAR	NAME OF THE RESEARCH SUPERVISOR	TOPIC NAME	RDC REF.NO.	Ph.D VIVA -VOCE REF.NO.	STATUS
1	Dr. Mohit Shrivastav	Dr. Satish Singh	A study of human resource Audit in print media of Madhya Pradesh	700/Accad/PhD /2016	582/114.0-2022.0/management/PhD/Barkatullah university/2022 Dated 24/11/2022	Viva-voce is pending

Summary of the Cumulative Research conducted by the Faculties

S.No.	Research& publications	2024-25	2023-24	2022-23	Total
1.	Books	4	4	3	11
2.	Chapters in Edited Books.	3	3	3	9
3.	Research papers in National Journals	26	14	9	49
4.	Papers published in international conferences proceedings.	13	8	-	21
5.	Case studies in Journals/ Books	25	14	-	39
6.	Total Publications	70	42	14	126
	Average publication per Faculty.	11.6	6	2.3	21

Publication Details (Journals/Conference)					
S.No.	Name of Author	Title of the Paper	Name of Journals/ Conference	Vol., Issue, Month, Page No., Year of Publication	ISSN No.
1	Dr Alka Awasthi	Impact of MNC	National Journal of Engineering Science and Management	VOL.2, Dec.2012	2249-0264
2	Dr Alka Awasthi	Corporate Governance in Public Enterprises in Indian Context	National Journal of Engineering Science and Management	VOL.2 No.1, July 2012	2249-0264
3	Dr Alka Awasthi	Bank Rates: Banking and Economic Growth An Analytical Study	Manthan, A Journal of Management and Research	Vol-1, Issue-2	2278-5116
4	Dr Alka Awasthi	Contribution of Agriculture Sector in Indian Economy"	Journal of Business Analysis	Vol.3 Dec 2013	2231-1165
5	Dr Alka Awasthi	Impact of Celebrity Endorsement on Consumer Buying Behaviour of Bhopal City	BSSS Journal of Management	Vol: V, Nov. 2014	0975-7236
6	Dr Alka Awasthi	A Study of FDI Outflows from India: Trends and Drivers"	Journal of Business Analysis	Vol.4, Dec 2014	2231-1165
7	Dr Alka Awasthi	FDI inflow and outflow from India an analytical Study"	Journal of Business Analysis	Vol.5, Dec 2015	2231-1165
8	Dr Alka Awasthi	Impact of foreign Direct Investment on Higher Education	International Journal of Research Granthaalayah	Vol.4(Iss.5) June 2016	2394-3629
9	Dr Alka Awasthi	Impact of Women Empowerment in India	International Journal of Recent Trends and Research	Volume 2, Issue 11; Nov 2016	
10	Dr Alka Awasthi	A Comparative Study on Foreign Tourist Arrivals in India	International Journal of Application or Innovation in Engineering & Management (IJAIEEM)	Volume 6, Issue 4, April 2017	2319-4847
11	Dr Alka Awasthi	A Study of Trends and Patterns of Foreign Direct Investment in India	International Journal of Latest Engineering and Management Research (IJLEMR)	April 2017VOLUME 02, ISSUE 4	2455-4847
12	Dr Alka Awasthi	A Comparative study of FDI Inflow and Outflow from India	International Journal of Innovative Science and Research Technology	Volume 2, Issue 4, April-2017	2456-2165
13	Dr Alka Awasthi	Creating a Hunger Driven Smartphone Market by Xiaomi	International Journal of Engineering Science and Computing	Volume 7 Issue No.5, May 2017	2321 3361
14	Dr Alka Awasthi	Uplifting Society by Providing Innovative Solutions: A study of Social Entrepreneurship in India	International Research Journal of Engineering and Technology	Volume: 04 Issue: 05 May -2017	e-ISSN: 2395 - 0056, p-ISSN: 2395-0072

15	Dr Alka Awasthi	Demonetization and its impact on E–Wallet players	Vishleshan-International Journal of Engineering and Management (VIJEM),	Volume 2, Issue 3 (Apr.- June, 2017)	ISSN (Online): 2455 - 524X
16	Dr Alka Awasthi	Green Marketing : A Study of Consumer's Buying Behaviour in Relation to Green Products	Naveen Shodh Sansar: An International Peer Review Research Journal, UGC Journal No 64728	July to September 2017	ISSN 2320-8767, E-ISSN 2394-3793
17	Dr Alka Awasthi	A Study of Impact of Green Marketing on Consumers Buying Behaviour in FMCG Sector in Urban Areas	Naveen Shodh Sansar (An International Refereed/ Peer Review Research Journal) ISSN 2320-8767, E- ISSN 2394-3793	January To March 2019, E-Journal, Issue XXV, Vol. IV	ISSN 2320-8767, E- ISSN 2394-3793
18	Dr Alka Awasthi	Role of Strategic Management in Talent Acquisition Process	International Journal of Research in Business Management	Vol.7, issue 3, March 2019,	ISSN(P): 2347-4572; ISSN(E): 2321-886X
19	Dr Alka Awasthi	Impact of Behavioral Finance on Investment Decisions	Mukt Shabd Journal, UGC Care List Group I Journal	Volume IX, Issue VI, JUNE/2020	ISSN NO : 2347-3150
20	Dr Alka Awasthi	A Study of Consumer Awareness for Green Marketing	Unnati International Journal of Multidisciplinary Scientific Research, Peer reviewed Refereed Journal	Vol-2, No.- 11 Dec. 2020	ISSN: 2581-8872
21	Dr Alka Awasthi	Impact of Demographic Factors on Investors Decision in Bhopal	Kala Sarovar, UGC Care Group- I Journal	Vol-24 No. 02 April-June 2021	ISSN: 0975-4520
22	Dr Alka Awasthi	A Descriptive Study on Green Advertising Trends in India	Shodhsamhita, Journal of Fundamental & Comparative Research	Vol. VII, No. 10:2021	ISSN: 2277-7067
23	Dr Alka Awasthi	A Study on the role of Artificial Intelligence on Buying Behaviour of Consumers in India	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT	Vol. 3 Issue 3, December 2023	ISSN(online) 2581-9429
24	Dr Alka Awasthi	Women in educational workplaces: A GIG Economy Study	INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT (IJNRD)	Volume 8 Issue 4, April-2023	ISSN 2456-4184
25	Dr Alka Awasthi	Role of Emotional marketing in shaping consumer behaviour in India	ACCENT JOURNAL OF ECONOMICS ECOLOGY & ENGINEERING	Vol 09, Issue 05, May 2024	2456-1037
26	Dr Alka Awasthi	The role of Digital Transformation in Elevating customer experience in Banking	ANVESAK Publication Sardar Patel Institute of Economic and Social Research UGC CARE GROUP 1 PEER REVISED BI ANNUAL JOURNAL	Vol 54, Issue 02, (X) July –Dec 2024	ISSN 0378-4568

Publication Details (Journals/Conference)

Dr. Jyoti Pachori

S.No.	Name of Author	Name of Co-Authors	Title of the Paper	Name of Journals/ Conference	Vol., Issue, Month, Page No., Year of Publication	ISSN No.
1	Dr Jyoti Pachori	Dr Sajid Khan	“The Impact of Artificial Intelligence and Chatbots on Research Integrity and Publication Ethics ”	Juni Khyat Journal, Maru Bhumi Shodh Sansthan	Vol-13, Issue-07, No.03 July 2024	2278-4632
2	Dr Jyoti Pachori	Dr Sajid Khan	“The Influence of Artificial Intelligence on Strategic Decision-Making and Organisational Performance: A Literature Review ”	Education and Society Journal published by The Indian Institute of Education	Vol-47, Issue-3, No-04, April-June 2024	2278-6864
3	Dr Jyoti Pachori	Dr Sajid Khan & Dr Shaizal Batra	“The Role of Human Resource Management in Attracting and Retaining Top Talent ”	The Indian Journal of Technical Education, published by Indian Society for Technical Education	Vol-47, No—04, January-March 2024	0971-3034
4	Dr Jyoti Pachori	Dr Sajid Khan & Dr Shaizal Batra	<i>“The Impact of Artificial Intelligence (AI) on HRM Practices: A Transformative Force in Human Capital Management”</i>	The Indian Journal of Technical Education, published by Indian Society for Technical Education	Vol-46, No—04, October-December 2023	0971-3034
5	Dr Jyoti Pachori	Dr Sajid Khan	<i>“The Impact of Work-Life Balance Policies on Employee Satisfaction and Performance”</i>	Madhya Bharti- Multi-disciplinary Referred Journal	Vol-83 No. 22 January – June: 2023	0974-0066
6	Dr Sajid Khan	Dr Jyoti Pachori	<i>“The Impact of Social Media Marketing on Consumer Behaviour”</i>	Juni Khyat- Multi-disciplinary Referred Journal	Vol-13, Issue-06, No.02, June 2023	2278-4632
7	Dr Jyoti Pachori	Dr Sajid Khan	<i>“A study on “Quality of Work Life of Employees”</i>	International Journal of Social Science and Managenebt Studies, Jabalpur	Vol-6, No—7, August 2020	2454-4655
8	Dr Sajid Khan	Dr Jyoti Pachori	"Financial Literacy and its impact on our lives ”	Divya Shodh Samiksha, Neemuch (An International Refereed/ Peer Review Research Journal)	Oct to Dec. 2020 E-Journal, Vol. I, Issue XXII	2394-3807, E-ISSN 2394-3513

9	Dr Sajid Khan	Dr Jyoti Pachori	“A Study on Innovative Marketing Practices in Non-Traditional Retail Outlets with special Reference to Rural Mall”	Naveen Shodh Sansar (An International Refereed/ Peer Review Research Journal)	Jan to March. 2020 E-Journal, Vol. I, Issue XXIX	2320-8767, E-ISSN 2394-3793
10	Dr Sajid Khan	Dr Jyoti Pachori	“Marketing Practices in post COVID-19 Era: A guide for Marketing Managers”	Naveen Shodh Sansar (An International Refereed/ Peer Review Research Journal)	July to Sept. 2020 E-Journal, Vol.-I, Issue XXX1	ISSN 2320-8767, E- ISSN 2394-3793
11	Dr Jyoti Pachori	Dr Sajid Khan	<i>“A study on Quality of Work Life and HR practices in Public Sector Undertaking- A Case study of BHEL”</i>	Naveen Shodh Sansar (An International Refereed/ Peer Review Research Journal)	July to Sept. 2017 E-Journal, Vol. III, Issue XIX	2320-8767, E-ISSN 2394-3793
12	Dr Jyoti Pachori	Dr Sajid Khan	“Business Competitiveness: Strategies for Automobile Industry”	Divya Shodh Samiksha, Neemuch (An International Refereed/ Peer Review Research Journal)	Jan to Mar 2020 E-Journal, Vol.-I, Issue XIX	2394-3807, E-ISSN 2394-3513
13	Dr Jyoti Pachori	Dr Sajid Khan	“Impact of Human Resource Management on Business Performance: A Review of Literature”	Divya Shodh Samiksha, Neemuch (An International Refereed/ Peer Review Research Journal)	Oct to Dec 2019, Vol.-I, Issue XVIII	2394-3807, E-ISSN 2394-3513
14	Dr Jyoti Pachori	Dr Sajid Khan	“ The Insurance Industry in India: SWOT Analysis of the players”	Naveen Shodh Sansar (An International Refereed/ Peer Review Research Journal)	Jan to March 2017 E-Journal, Vol. I, Issue XXXIII	2320-8767, E-ISSN 2394-3793

Dr. Amit Thakur

Publication Details (Journals/Conference)					
S.No.	Name of Author	Title of the Paper	Name of Journals/ Conference	Vol., Issue, Month, Page No., Year of Publication	ISSN No.
1	Dr. Amit Thakur	Can India create Fiscal Space?	International Journal of Business policy & Economics, , Serial Publication.	Vol-4 / 2, July- Dec 2011	ISSN: 0973-5801
2	Dr. Amit Thakur	Consumer Behavior in India - A Study	Journal of Business Analysis, Annual Journal of TIT-MBA, Bhopal	Vol-2, April2012	ISSN: 2231-1165
3	Dr. Amit Thakur	Critical Test for Indian Economic Stability	Critical Test for Indian Economic Stability	volume 2, Issue 2	ISSN: 2319-7927
4	Dr. Amit Thakur	Agribusiness scenario in Agrarian State like Madhya Pradesh	Journal of Business Analysis, Annual Journal of TIT-MBA, Bhopal	Vol-3, April-2014	ISSN: 2231-1165
5	Dr. Amit Thakur	Analytical Hierarchical process-A methodology for the best selection among various choices in marketing and operations	International Journal of Engineering Research & Industrial Applications,Ascent Publication	Vol-4, May-2011	ISSN: 0974-1518
6	Dr. Amit Thakur	Green Marketing	International Journal of Engineering and Management on Sustainable development t organized by LNCT	2016	ISSN:2582-6948

Dr. Satish Singh

Publication Details (Journals/Conference)					
S. No.	Name of Author	Title of the Paper	Name of Journals/ Conference	Vol., Issue, Month, Page No., Year of Publication	ISSN No.
1	Dr.Satish singh	An empirical study of consumer behaviour towards the preferences & usage of mobile phone services.	International Journal Current Trends in Technology and Sciences	[Vol I, Issue II, pp 62-70, September 2012]	ISSN: 2279-0535
2	Dr.Satish singh	The current scenario of organised retailing in India	International Journal Current Trends in Technology and Sciences	[Vol I, Issue III, pp 134-135, Nov. 2012]	ISSN: 2279-0535
3	Dr.Satish singh	The growth of organised retailing through shopping malls in India	International Journal Current Trends in Technology and Sciences	[Vol II, Issue I, pp 146-147, Jan. 2013]	ISSN: 2279-0535

4	Dr.Satish singh	Consumer buying behaviour and brand perception in shopping malls- a study of D.B. city mall Bhopal	International Journal Current Trends in Technology and Sciences	[Vol II, Issue II, pp 226-229, March 2013]	ISSN: 2279-0535
5	Dr.Satish singh	Decision making styles of consumers in buying food products- a study of Bhopal city	International Journal Current Trends in Technology and Sciences	[Vol II, Issue II, pp 230-233, March 2013]	ISSN: 2279-0535
6	Dr.Satish singh	Buying behaviour of customer in organised food retailing- a review	International Journal Current Trends in Technology and Sciences	[Vol III, Issue I, pp 5-15, Jan. 2014]	ISSN: 2279-0535
7	Dr.Satish singh	A concentrate on Indian Economy and effect of Coronavirus Pandemic on Indian Economy	International Journal NOLEGEIN Journal of Supply Chain and Logistics Management (NJSCLM)	[Vol 7, Issue 1 Jan.-June. 2024 pp 1-5]	ISSN 2582-0141
8	Dr.Satish singh	A study of covid-19 pandemic effect on human resource management and organisational growth	International Journal of Pharmaceutical Research and Applications (IJPRA) International Journal	[Vol 8, Issue 5 Sep.-Oct. 2023, pp 594-602]	ISSN 2249-7781
9	Dr.Satish singh	A study on pandemic: An opportunity for E-commerce players	International Journal of Health Sciences (IJPRA) International Journal	[6 (S 2) May 18. 2022, pp 10263-10272]	ISSN 2550-6978, E-ISSN 2550-696X
10	Dr.Satish singh	A Study of Work Life Balance and Its impact on performance of Academic Staff in Universities of Madhya Pradesh	International Journal of Scientific Progress and Research (IJSPR) International Journal	[Vol 79, Issue 179, 1st Jan. 2021 pp 22-25]	ISSN 2349-4689
11	Dr.Satish singh	A study of Thematic Appreciation Test as Training and Development test for enhancing the Employee Performance and Skill in State Bank of India	International Journal of Creative Research Thoughts (IJCRT) International Journal	[Vol 8, Issue 8, pp 2929-2935, Aug. 2020]	ISSN 2320-2882
12	Dr.Satish singh	Investment Behaviour and Awareness among Teachers of Private Colleges	Innovare Journal of Business Management International Journal	[Vol VII, Issue IV, pp 1-4, June 2019]	ISSN: 2321-6816
13	Dr.Satish singh	Comparative study of marketing strategy of Patanjali and P&G	Innovare Journal of Business Management International Journal	[Vol VII, Issue III, pp 1-2, March 2019]	ISSN: 2321-6816

Dr. Neerja Nigam

Publication Details (Journals/Conference)					
S.No.	Name of Author	Title of the Paper	Name of Journals/ Conference	Vol., Issue, Month, Page No., Year of Publication	ISSN No.
1	Dr. Neerja Nigam	Scopus Indexed: Research paper on “Maximum Marketing Effectiveness In Economics Standard: Strategies For Driving Business Growth And Market Adaptation	published in <i>The International Journal of Interdisciplinary Organizational Studies</i>	Volume 18, Issue 2, July-December, 2023, Pg 2072	ISSN: 2324-7649 (Print), ISSN: 2324-7657 (Online)
2	Dr. Neerja Nigam	Scopus Indexed: Research paper on The Impact Of Digital Marketing On Business Growth And Branding	published in European Chemical Bulletin	2023,12(Special issue 3), Pg 3496 – 3508.	ISSN 2063-5346,
3	Dr. Neerja Nigam	Scopus Indexed: Research paper on “Measuring gap in expected and perceived quality of ICT enabled customer services: a systematic study of top ten retailers of India	published in Scopus indexed - <i>International Journal of Applied Systemic Studies</i> ,	2020 Vol.9 No.	ISSN: 2249-0558

Dr. Shaizal Batra

S. No	Name of Author	Title	Issue	Vol.	ISBN/ISSN/E-ISSN	Year
1.	Prasann Jain, SanjayPayasi, Shaizal Batra	Influence of kids on purchasing decision in Family	3	1	2250-0863	2013
2.	Prasann Jain, Sanjay Payasi, Shaizal Batra	Attitude of Consumer’s towards TV Advertisement and Understand their Buying Response	3	1	2250-0863	2013
3.	Prasann Jain, SanjayPayasi, Shaizal Batra	A study on employee retention in insurance sector	4	1	2250-0863	2014
4.	Prasann Jain, SanjayPayasi, Shaizal Batra	Turning Human Resource into Key Resource	4	1	2250-0863	2014
5.	Prasann Jain, Sanjay Payasi, Shaizal Batra	A critical study of India’s economic relations with Canada; with special reference to FDI in India and vice-versa	4	1	2250-0863	2014

6.	Amar Singh Rathore, Shaizal Batra	Human Resource Accounting in Indian companies – importance and challenges	2	5	2250-0863	2016
7.	शैजल बत्रा, प्रोफेसर (डॉ.) विकास सराफ	मानव संसाधन लेखांकन भारतीय कंपनियों में – महत्व और चुनौतियाँ	2	5	2250-0863	2016
8.	Shaizal Batra , Mohammad Sajid	Research Topic Exploration: Simple guide to Prime Concern	Paper Submitted			2017
9.	Shaizal Batra & Dr Vikas Saraf	Strategic Planning for Turning Technological and Managerial changes into Opportunities	7	1	2319-5231	2018
10.	Abhay Shankar Mishra, Dr. Vijay Jain, Dr. Shaizal Batra	Gender Disparity and its impact on Job Satisfaction: A Comparative field study	1	1	978-93-86752-09-3	2019
11.	Dr. Shaizal Batra & Dr. Mohammad Sajid	Awareness of Green Marketing and its Influence on Buying Behavior of Consumers: Special Reference to Madhya Pradesh, India	1	2	2394-3793	2019
12.	Dr. Shaizal Batra & Sanjay Payasi	Green Marketing & Its Various Recent Avenues		1	2394-3513	2019
13.	Dr. Prasann Jain & Dr. Shaizal Batra	A Study on Customer Satisfaction on Hot Drinks with Specific Reference to Horlicks in Bhopal Region	XXIX	1	2394-3793	2020
14.	Dr. Shaizal Batra & Dr. Prasann Jain	A Study on Challenges in Human Resource Management	XXIX	1	2394-3793	2020
15.	Dr. Shaizal Batra & Dr. Mohammad Sajid	Human Resource Management and Performance : A Review and Research Agenda	5	6	2454-4655	2020
16.	Dr. Juhi Sharma & Dr. Shaizal Batra	Impact of E-Banking on Traditional Banking Services	9	6	2454-4655	2020
17.	Sanjay Payasi & Dr. Shaizal Batra	A Study of Consumer Awareness for Green Marketing	XXII	1	2394-3513	2020
18.	Dr. Shaizal Batra & Sanjay Payasi	Employee Retention : A Study of Indian Insurance Industry	11	2	2581-8872	2020
19.	Dr. Shishir Shukla & Dr. Shaizal Batra	Human Resource Planning An Analytical Study	1	3	2581-8872	2021

20.	Dr. Shaizal Batra &Dr. Prasann Jain	Recruitment Strategy and Employee Retention in Indian Banking and Insurance Sector	2	7	2454-4655	2021
21	Sanjay Payasi& Dr. Shaizal Batra	Impact of Human Resource Management (HRM) Practices on Employee Performance	XXXIV	1	2394-3793	2021
22	Dr. Shishir Shukla & Dr. Shaizal Batra	Role of Women Entrepreneurs in Indian Environment and its Impact	3	7	2454-4655	2021
23	Dr. Shubham Choudhary, Dr. Durdana Ovais, Dr. Nishtha Tyagi Pachouri, Dr. Shaizal Batra	A study on Strategic Human Resource Management Practices on core Individual Performance in Organization	4	8	8(4):446-458	2021
24	Dr. Shaizal Batra , Sheetal Jain	Human Resource Management in India: Some Issues and Challenges	First Copy	Online	ISBN: 978-93-93577-29-0	2022

Dr. Sapna Vyas

S.No.	Name of Author	Title of the Paper	Name of Journals/ Conference	Vol., Issue, Month, Page No., Year of Publication	ISSN No.
1.	Dr. Sapna vyas	Organizational Culture and Employee's' Productivity "A Study of Pharmaceutical Industry	International Journal of Research and Scientific Innovation (JRSI)	Vol. IV, January 2017, pp 15-20	ISSN No. 2321-2705
2.	Dr. Sapna vyas	Factors of Organizational culture Affecting Employee Performance: An Empirical Approach	International Journal of Research Publication and Review	Vol IV, Issue 10, October 2023	

Dr. Sujata Kapale

Publication Details (Journals/Conference)						
S.No.	Name of Author	Name of Co- Author	Title of the Paper	Name of Journals/ Conference	Vol., Issue, Month, Page No., Year of Publication	ISSN No.
1	Dr. Sujata Kapale	Dr. Suresh Kumar Sharma ,Dr. Satendra Thakur	Comparative study of working capital management Between Indian to bock company(ITC)And Hindustan Unilever limited(HUL)	MM-Journal of Management in Manufacturing & Services	Vol.3,Issue.6,March20I6	ISSN: 2350-1480

Dr. Swapna Mukta Agrawal

Publication Details (Journals/Conference)						
S.No.	Name Of Author	Name Of Co-Author	Title Of The Paper	Name Of Journals/ Conference	Vol., Issue, Month, Page No., Year Of Publication	Issn No.
1.	Dr. Swapna Mukta Agrawal	Dr. Roli Pradhan; Shobhanjali Raghuwanshi	Symbiotic Relation Of Micro-Finance And Micro-Entrepreneurship	International Journal Of Entrepreneurship And Business Environment Perspectives An Indexed And Refereed Quarterly Journal	Volume: 3, Number: 2 (April To June, 2014), Pp. 948-952	ISSN: 2279-0918 ISSN: 2279-0926
2.	Dr. Swapna Mukta Agrawal	--	Impact of Motivational Activities on Employee Job Satisfaction towards selected Banks	Unnati International Journal of Multidisciplinary Scientific Research	Impact Factor – 4.8; Vol:5, May 2023, Pg No. 60	-----
3.	Dr. Swapna Mukta Agrawal	--	Impact of Retention Policies and Practices on Women Professional Job Satisfaction towards Indian IT Industries	International Journal of Social Science and Management Studies	Impact Factor – 5.2; Vol:9, May 2023, Pg No. 35	-----
4.	Dr. Swapna Mukta Agrawal	--	An Effective Approach for allocating VMs to reduce the Power Consumption of Virtualized Cloud Environment	Institute of Electrical and Electronics Engineers Journal (IEEE)	Volume 4, April 2014	-----
5.	Dr. Swapna Mukta Agrawal	--	An Efficient Approach for Software Protection in Cloud Computing	Institute of Electrical and Electronics Engineers Journal (IEEE)	Volume 4, May 2014	-----

Dr. Tilottama Azad

S.No.	Name of Author	Title of the Paper	Name of Journals/ Conference	Vol., Issue, Month, Page No., Year of Publication	ISSN No.
1.	DR. TILOTTAMA AZAD	Stress Management in a Field of Banking Sector: A review of the literature	Published By:- South Asian Academic Research Journal	Vol 6, Issue 3, May 2017 Impact Factor SJIF 2013=2.380	ISSN:2319-1422
2.	DR. TILOTTAMA AZAD	Stress management in the field of banking sector employees of Madhya Pradesh	IJRAR	March 2019	-----
3.	DR. TILOTTAMA AZAD	Stress management in banking sector	IJRAR	Sept.2018	-----
4.	DR. TILOTTAMA AZAD	Managing stress among banking sector employees in Bhopal	IJRSMS	June 2014	-----

Dr. Ambika Saboo Mundra

S.No.	Name of Author	Title of the Paper	Name of Journals/ Conference	Vol., Issue, Month, Page No., Year of Publication	ISSN No.
1.	DR. AMBIKA SABOO MUNDRA	A Study Of Effect Of Stress On Productivity In Industries	A Multidisciplinary Indexed International Research Journal	VOLUME : XIII , JOURNAL : 63012, IMACT FACTOR: 0.75 TO 3.19	ISSN: 2320-3714
2	DR. AMBIKA SABOO MUNDRA	Impact of Stress and Satisfaction on Employees Productivity	A Multidisciplinary Indexed International Research Journal	VOLUME : IX	ISSN: 2320-3714

Dr. Bhanu Sahu

Publication Details (Journals/Conference)						
S.No.	Name of Author	NAME OF CO AUTHOR	Title of the Paper	Name of Journals/ Conference	Vol., Issue, Month, Page No., Year of Publication	ISSN No.
1	DR. BHANU SAHU	--	Computational Model For Fuzzy Cryptography	Irc's International Journal Of Multidisciplinary Research In Social & Management Sciences	VOLUME: 3,ISSUE: 2 APRIL- JUNE 2015	ISSN (E): 2320-8236 ISSN (P): 2395-4833
2	DR. BHANU SAHU	--	Cyber Security Analysis Of E-Commerce In Madhya Pradesh	International Journal Of Information Science And Computing	--	PRINT ISSN: 2348-7437 ONLINE ISSN: 2454-9533
3	DR. BHANU SAHU	Dr. Deepti Maheshwari	Cloud Computing Based Transactions And Services	International Journal Of Theoretical & Applied Sciences	--	ISSN NO (PRINT): 0975-1718 ISSN NO. (ONLINE): 2249-3247
4	DR. BHANU SAHU	Dr. Vijay Yadav, Dr. Deepti Maheshwari	A Study Of E- Commerce And Analysis Of E- Payment Of Reliance Products	International Research Journal Of Commerce Arts And Science	VOLUME : 5, ISSUE: 4 (YEAR- 2014)	ISSN: 2319-9202
5	DR. BHANU SAHU	Dr. Deepti Maheshwari, Dr. Neeraj Sahu	E-Commerce Analysis For Reliance Products In Madhya Pradesh	International Journal Of Academic Research And Development	VOLUME 2 : ISSUE 6 : NOV. 2017: PAGE NO. 139-143	ISSN: 2455-4197 IMPACT FACTOR: RJIF 5.22

Dr. Sujata Kapale

Publication Details (Journals/Conference)						
S.No.	Name of Author	NAME OF CO AUTHOR	Title of the Paper	Name of Journals/ Conference	Vol., Issue, Month, Page No., Year of Publication	ISSN No.
1.	DR. SUJATA KAPALE	Dr. Satendra Thakur, Dr. Satish Singh, Ayushi Agrawal	A Study Of Thematic Apperception Test As Training And Development Test For Enhancing The Employee Performance And Skill In State Bank Of India	International Journal Of Creative Research Thoughts (Ijcrt)	VOUME 8, ISSUE 8 AUGUST 2020	ISSN: 2320-2882

Dr. Bindiya Gupta

Publication Details (Journals/Conference)						
S.No.	Name of Author	NAME OF CO AUTHOR	Title of the Paper	Name of Journals/ Conference	Vol., Issue, Month, Page No., Year of Publication	ISSN No.
1	DR. BINDIYA GUPTA	--	Evaluating Government Financial Incentive Schemes For Girls In Madhya Pradesh	Alochana Chakra Journal	VOLUME IX, ISSUE VI, JUNE- 2020	ISSN NO: 2231-3990
2	DR. BINDIYA GUPTA	--	A Comparative Study On Ratio Analysis Of TCS And Wipro	International Journal Of Management And Social Science Research Review	VOLUME- 6, ISSUE- 5, MAYJ- 2019	E- ISSN - 2349-6746 ISSN - 2349-6738
3	DR. BINDIYA GUPTA	--	A Study On Move Towards Green Environment	Journal Global Values	VOLUME- XIII, NO. 1 2022	ISSN: (P) 0976-9447, (e) 2454-8391, IMPACT FACTOR 8.808(SJIF)
4	DR. BINDIYA GUPTA	--	A Study On New Generation Technologies Artificial intelligence And Internet Of Things	Iosr Journal Of Business And Management (Iosr-Jbm)	VOLUME 18, ISSUE 10. VER. I (OCTOBER. 2016), PP 57-64	E-ISSN: 2278-487X, p-ISSN: 2319-7668.
5	DR. BINDIYA GUPTA	--	A Study Of Stock Market Growth In India	Journal Of Emerging Technologies And Innovative Research	VOLUME 7, ISSUE 8	SSN-2349-5162
6	DR. BINDIYA GUPTA	DR.VIKAS SARAF	Exploring The Benefits Of Government Financial Incentive Schemes For Girls In Madhya Pradesh	Shodh Sarita Journal Of Arts, Humanities And Social Sciences	VOLUME 7, ISSUE 25, JANUARY TO MARCH 2020	ISSN NO: 2231-3990

Dr. Anita Vishwakarma

Publication Details (Journals/Conference)					
S.No.	Name of Author	Title of the Paper	Name of Journals/ Conference	Vol., Issue, Month, Page No., Year of Publication	ISSN No.
1	Dr.Anita Vishwakarma	A Study of Data Privacy and ethics in Digital Marketing'	International Journal of Innovation in Engineering Research and Management(IJIERM), Peer Reviewed - Refereed Journal & Impact Factor 6.33, Journal	Vol. : 11, Issue V, October 2024	ISSN : 2348-4918

2	Dr.Anita Vishwakarma	A Study of Consumer Purchase Behaviour related to Electric Vehicle'	Accent Journal of Economics Ecology & Engineering, Peer Reviewed - Refereed Journal & Impact Factor 8.20, Journal	Vol. : 9, Issue 7, July 2024	ISSN : 2456-1037
3	Dr.Anita Vishwakarma	A Study of Role of Social Media and its impact on Consumer Buying Behaviour in FMCG Sector'	International Journal of Technology, Management and Social Sciences(IJTMSS), Peer Reviewed - Refereed Journal & Impact Factor 8.20, Journal	Vol. : 2, Issue 2, April-June 2024	ISSN : 2583-8482,
4	Dr.Anita Vishwakarma	A Study of Influence of Social Media on Consumer Purchase Intention	Accent Journal of Economics Ecology & Engineering, Peer Reviewed - Refereed Journal & Impact Factor 8.20, Journal	Vol. : 9, Issue 4, April 2024	ISSN : 2456-1037
5	Dr.Anita Vishwakarma	Role of Emotional Marketing in shaping Consumer Behaviour in India'	, Accent Journal of Economics Ecology & Engineering, Peer Reviewed - Refereed Journal & Impact Factor 8.20, Journal	Vol. : 9, Issue 5, May 2024	ISSN : 2456- 1037
6	Dr.Anita Vishwakarma	A Study on Understanding the Effect of Digital Marketing on Consumer Buying Behavior in Indian Scenario, Madhya Bharti- Humanities and Social Science, UGC Care Approved group I	Peer Reviewed, Bilingual, Biannual, Multidisciplinary Referred Journal	Vol- 84, NO. 1, July- December: 2023.	ISSN: 0974-0066 WITH IF=6.28
7	Dr.Anita Vishwakarma	A Study on the Role of Artificial Intelligence on Buying Behaviour of Consumers in India, International Journal of Advanced Research and Science, Communication and Technology IJARSCT International open Access, Double Blind	Peer Reviewed - Refereed Journal & Impact Factor , Journal	Vol. : 3, Issue : 3, Dec. - 2023	ISSN : 2581-9429
8	Dr.Anita Vishwakarma	A Study of Consumer Awareness for Green Marketing,	Unnati International Journal of Multidisciplinary Scientific Research, U.I.J.M.S.R. Peer Reviewed - Refereed Journal & Impact Factor , Journal	Vol. : 2, No. : 11, Dec. - 2020	ISSN : 2581-8872
9	Dr.Anita Vishwakarma	A Study of Impact of Green Marketing on Consumers Buying Behavior in FMCG Sector in Urban Areas	Naveen ShodhSansar (An International Refereed/ Peer Review Research Journal)	January To March 2019, E-Journal	ISSN 2320-8767, E-ISSN 2394-3793

10	Dr.Anita Vishwakarma	Ambush Marketing An off field Competition of sports events	International Journal of functional management	Issue 2 volume 4 April June 2013	Journal no.23191406, .
11	Dr.Anita Vishwakarma	The role of Digital Transformation in Elevating customer experience in Banking	ANVESAK Publication Sardar Patel Institute of Economic and Social Research UGC CARE GROUP 1 PEER REVIEWED BI ANNUAL JOURNAL	Vol 54, Issue 02, (X) July –Dec 2024	ISSN 0378-4568

Dr. Sukhbir Kaur

Publication Details (Journals/Conference)					
S.No.	Name of Author	Title of the Paper	Name of Journals/ Conference	Vol., Issue, Month, Page No., Year of Publication	ISSN No.
1	DR. SUKHBIR KAUR	BUSINESS INNOVATIONS IN INDIAN BANKS FOR FINANCIAL INCLUSION	IOSR JOURNAL OF BUSINESS & MANAGEMENT	2024	ISSN- 2319 – 7668
2	DR. SUKHBIR KAUR	IS BOTTLED WATER A BISLERI	SSBS JOURNAL OF MANAGEMENT RESEARCH	2013	ISSN - 2277-4173
5	DR. SUKHBIR KAUR	FACULTY DEVELOPMENT: A PREREQUISITE	A JOURNAL OF MANAGEMENT & RESEARCH AND PRESENTED IN NATIONAL SEMINAR ON TQM IN MANAGEMENT EDUCATION, SAGAR INSTITUTE OF RESEARCH & TECHNOLOGY BHOPAL	2012	ISSN: 2278-5116)

Mrs. Tripti Mathur

		Publication Details (Journals/Conference)				
S.No.	Name of Author	Name of Co Author	Title of the Paper	Name of Journals/ Conference	Vol., Issue, Month, Page No., Year of Publication	ISSN No.
1	Mrs. Tripti Mathur		Role of Cashless Money at a time of Lockdown	IJRCM International Journal	Vol 12. (2021) Issue No. 4 April	ISSN No. 2231-1009
2	Mrs. Tripti Mathur		An Assessment of Awareness, Possession, Utilisation. And Experiences of Health Insurance Policies in Bhopal: Analysing Barriers to Purchase among informed Individuals	IJCRT International Journal	Vol 13, Issue 02nd February 2025	ISSN No. 2320-2882
3	Mrs. Tripti Mathur	Mrs. Priyanka Gupta	Impact of Digital payments on consumer spending behaviour: A case study of bhopal city in the context of Digital Transformation and Skill Development	IJCRT International Journal	Vol 13, Issue 03rd March 2025	ISSN No. 2320-2882

Mrs. Priyanka Gupta

Publication Details (Journals/Conference)					
S.No.	Name of Author	Title of the Paper	Name of Journals/ Conference	Vol., Issue, Month, Page No., Year of Publication	ISSN No.
1	Mrs. Priyanka Gupta	A Study of Performance - Based Incentive Systems on Employee Engagement in Pharmaceutical Companies in Bhopal	IJISEM International Journal	Volume04, Issue: 01, February 2025	ISSN No. 2583 - 7117
2	Mrs. Priyanka Gupta	Impact of Digital payments on consumer spending behaviour: A case study of Bhopal city in the context of Digital Transformation and Skill Development	IJCRT International Journal	Volume 13, Issue 03rd March 2025	ISSN No. 2320-2882

Dr. Rahul Jain

Publication Details (Journals/Conference)					
S.No.	Name of Author	Title of the Paper	Name of Journals/ Conference	Vol., Issue, Month, Page No., Year of Publication	ISSN No.
1	Dr.Rahul Jain	A comparative Analysis of Export of Basmati Rice from India		GLRC-2016 (National Level).	
2	Dr.Rahul Jain	Analysis of Export in India	Paper published in an International Research Journal	Jan-17	ISSN-0975-4431, RNI: MIPHIN/2009/29572
3	Dr.Rahul Jain	A Secure banking tool for exporters	Paper published in an International Research Journal	Aug-2018.	ISSN-0975-4431, RNI: MPHIN/2009/29572
4	Dr.Rahul Jain	A comparative Study Banking services on some selected private sector commercial banks in Bhopal		2023/JEASM/4/2023/1837	ISSN 2582-6948
5	Dr.Rahul Jain	The Changing Trends of Business in Relation to the logistics Industry and Their Implication	Vidya Warta International Multilingual Refereed Research Journal.)		ISSN-23199318
6	Dr.Rahul Jain	A Review of successful implementation on Public-Private partnership model with reference to M.P Warehousing and Logistic Corp	Vidya Warta International Multilingual Refereed Research Journal	MAH MUL/03051/2012	ISSN-23199318
7	Dr.Rahul Jain	The Impact of E-Commerce on Consumer Behaviour. A comprehensive Review	---	---	ISSN-23199318

BOOK CHAPTERS AND PATENTS

1. Dr. Alka Awasthi

Books/Book Chapters Details								
S. No.	Title of Chapters	Title of Book	Sole/ Co-Author	Name of Publisher and Country	Year of Publication	Referred/ Non Referred	ISBN/ISSN No.	Page No.
1	"Women Empowerment"	Women Entrepreneurship Challenges and Opportunities	Co Author	Pointer Pub.	2011	Non Ref.	ISBN: 978-81-7132-664-8	Page 208-212
2	"Child Labour in India	Child Labor In India Nature and Issues	Sole	SarupBook Pub	2012	Non Ref.	ISBN- 978-81-7625-853-1	Page 16-23
3	"Contemporary Challenges and Opportunities of Management Education in India"	Management Education Challenges and Opportunities	Sole	Sarup Book Pub	2013	Non Ref.	ISBN-978-81-7625-914-9	Page 17-23
4	"Women Empowerment: A Challenge of 21 st Century"	"Women Empowerment Challenges and Opportunities"	Co Author	Sarup Book Pub	2014	Non Ref.	ISBN: 978-81-7625-937-8	Page 218-227
5	"Corporate Social Responsibility and Corporate Governance"	Ethics in Business and Corporate Governance	Co Author	Excel Pub.	2011	Non Ref.	ISBN: 978-81-7446-944-1	Page No. 365-373
6	"Contribution of Retail Sector in Economic Growth of India"	Emerging Trends in Retail Management	Co Author	Indra Pub.	2012	Non Ref.	ISBN: 978-93-80834-63-4	Page 477-479
7	"Challenges and Opportunities in Service Sector: A case of Telecom Industry";	Global Economic Meltdown "Response, Resilience and Revival Strategies"	Co Author	Indra Pub.	2011	Non Ref.	ISBN 978-93-80834-31-3	Page No. 310-314
8	"Pricing Strategies in Telecom Services"	Services Sector Strategies for India's Leadership	Co Author	Sarup Book Pub	2012	Non Ref.	ISBN -978-81-7625-839-5	Page 164-168
9	"Global Economic Crisis and its Impact in India"	"India Becoming World Leader By 2020"	Co Author	Indra Pub.	2014	Non Ref.	ISBN 978-93-82518-47-1	Page 92-94

10	Contemporary Challenges and Opportunities of Management Education in India	Management Education Challenges and Opportunities	Sole		2013,	Non Ref.	ISBN-978-81-7625-914-9	pg 17-23.
11	Women Empowerment: A Challenge of 21 st Century	Women Empowerment Challenges and Opportunities”	Co-author		2014	Non Ref.	ISBN-978-81-7625-937-8,	pg 218-227.
12	Challenges Pricing Strategies in Telecom Services	Services Sector Strategies for India’s Leadership			2012	Non Ref.	ISBN -978-81-7625-839-5	pg 164-168
13	Child Labor in India	Child Labor in India Nature and Issues	Sole author		2012	Non Ref.	ISBN- 978-81-7625-853-1	pg 16-23.
14	Contribution of Retail Sector in Economic Growth of India	Emerging Trend in Retail Sector,	Co-author		2012	Non Ref.	ISBN-978-93-80834-63-4	pg 477-479
15	Corporate Social Responsibility and Corporate Governance	Ethics in Business and Corporate Governance,	Co-author	Excel Pub	2011	Non Ref.	ISBN: 978-81-7446-944-1	pg 365-373
16	Challenges and Opportunities in Service Sector: A case of Telecom Industry	Global Economic Meltdown “Response, Resilience and Revival Strategies	Co-author	Indra Pub	2011	Non Ref.	ISBN 978-93-80834-31-3	
17	Women Empowerment	Women Entrepreneurship Challenges and Opportunities	Co-author	Pointer Pub	2011	Non Ref.	ISBN: 978-81-7132-664-8	
18	India Becoming World Leader By 2020:Needs and Strategies, A Management Perspective	Global Economic Crisis and Its Impact in India	Co-author	Indra Publishing House	2014	Non Ref.	ISBN: 978-93-82518-47-1	
19	Role of Corporate Governance in Leading Corporates of India	Evolving Management Strategies for India’s Economic Growth	Sole Author		2016	Non Ref.	ISBN No. 978-93-84535-41-4.	
20	Environment and Agriculture in the U.N. Sustainable Developments Goals	Environment and Agriculture in the U.N. Sustainable Developments Goals	Co-author			Non Ref.	ISBN No 978-93-5265-673-8	International proceedings 150-154

21	Strategic Management	Usable, Deliverable and Updatable Research (UDUR) Model	Co-author	Excel India Publishers, New Delhi	Jun-17	Non Ref.	ISBN No. 978-93-86256-92-8	Pg. 188-189.
22	Future Prospects of Technical Education in India	Technical Education Future and Prospects		Sudit Publication's, Bhopal	2017	Non Ref.	ISBN: 8190288598	Pg 14-23.
23	Role of Environment for a Peaceful Society	Science and Environment Sustainability for a Peaceful Society				Non Ref.	ISBN 978-93-5321-737-2	
24	An explorative study on factors impacting Educational Entrepreneurs to adopt Technology based teaching with special reference to central state: M.P	Co authors Effectiveness of Digital Media for Business and Education			2023	Non Ref.	ISBN: 978-81-953948-5-2.	
25	The impact of social media on consumers buying behaviour in an emerging era	Innovative & Best Management Practices, Ethics & Values			(IBMPEV-2023)	Non Ref.	ISBN – 978-81-967545-2-5	
26	Consumer Behaviour in Emerging Market	World Economic Growth India as a Growth Stimulus,	co-author		29 June 2024, conference proceedings	Non Ref.	ISBN; 978-93-89947-59-5	
27	Replacing Legacy Databases with Book chain in Education IT infrastructure	Revitalizing Multidisciplinary Researches in Higher Education : Industry 4.0	co-author	Tamil Nadu-India	Aug-24	Non Ref.	ISBN 978-93-95151535	
28	Finance 4.0: Embracing the Changing Role of Finance in Digital India	Conference Proceedings, “Samarth Bharat Udyog 4.0”		Jabalpur, MP	6-7 Sept 2024	Non Ref.		
29	Role of Higher Educational Institutions in Building an Entrepreneurship Ecosystem	Conference Proceedings ‘Vikshit Bharat Role of Indian Business’		Amity University, Madhya Pradesh	22-Nov-24	Non Ref.	ISBN 978-81-979308-6-7	

BOOK/BOOK CHAPTER DETAILS						
S. No.	Title of Book	Sole/ Co-Author	Name of Publisher and Country	Year of Publication	ISBN/ISSN No.	Page No.
1	‘Talent Management And Employee Engagement’	Dr.Anita Vishwakarma	Sri Bharani Publication	Edition 1 March 2024	ISBN: 978-81-971844-1-3	
2	‘Retail Marketing’	Dr.Anita Vishwakarma	Sri Bharani Publication	Edition 1 January 2025	ISBN: 978-81-983544-2-6	
3	‘Business Marketing’	Dr.Anita Vishwakarma	Sri Bharani Publication	Edition 1 October 2024	ISBN: 978-81-980743-9-3	
4	“Impact Of Covid 19 On India: A Study On Economy Of Madhya Pradesh	Dr. Amit Thakur	Indira Publication, Technological Advancements & Innovations In Business, Management And Entrepreneurship,Sage Manthan	Vol-1, Sep-2021	ISBN: 978-93-90700-37-0	
5	Business Confidence Index In India: Reflection Of Business Sentiment	Dr. Sukhbir Kaur	Managing Innovation And Talent In Highly Competitive Global Business	2013	ISBN: 978-93-5126-043-1	
6	Business Confidence Index In India: Necessity For Capturing Key Trends Of The Economy	Dr. Sukhbir Kaur	Tenth International Conference On Management Organized By Iimb And Aims	2013	ISBN: 978-81-924713-1-0	
7	Management Perspectives: Strategies For Business Continuity, Growth And Sustenance	Dr. Sukhbir Kaur	-----	2012	ISBN: 978-93-82062-53-0	
8	World Economic Recovery: Opportunities And Challenges For Business	Dr. Sukhbir Kaur	-----	-----	ISBN: 978-93-82163-50-3	
9	Marketing Mosaic: Elements Driving Consumers And Business	Dr.Rahul Jain	-----	-----	ISBN: 9789-38622-1216	

10	“Digital Marketing”	Dr. Neerja Nigam	Taran Publication, New Delhi	-----	Issbn: 978-81-19295-03-6, Edition 2022-23.	
11	”Effectiveness Of Digital Media For Business And Education	Dr. Neerja Nigam	Published By Makhanlal Chaturvedi National University Of Journalism & Communication, Bhopal	-----	ISBN:978-81-953948-5-2,	Page 61-70.

2. Dr. Anita Vishwakarma

Patent Details					
S.No.	Name of Author	Title of the Paper	Name of Journals/ Conference	Vol., Issue, Month, Page No., Year of Publication	ISSN No.
1	Dr. Anita Vishwakarma	Patent Registered On “Medication Management And Monitoring Device”	In Pursuance Of And Subject To The Provisions Of The Design Act, 2000 And The Design Rules, 2001.	Date Of Issue 07/06/2024	ISSN 419247-001
2	Dr. Anita Vishwakarma	Patent Registered On “Training And Performance Monitoring Ai Device	In Pursuance Of And Subject To The Provisions Of The Design Act, 2000 And The Design Rules, 2001	Grant Date 11/12/2024	ISSN 435398
3	Dr. Anita Vishwakarma	Patent Registered On “Ai-Based Device For Hr Operations	In Pursuance Of And Subject To The Provisions Of The Design Act, 1949 And The International Design Classification: Version 14-2023.	Grant Date 11/12/2024	ISSN 6409733