

FACULTY RESEARCH PUBLICATIONS(2023-24)

S.NO	NAME	Name of the Journal	Title of the Paper	YEAR	AUTHORS	JOURNAL SCOPUS STATUS
1	Dr Shruti Traymbak	International Journal of Work Organization and Emotion	A Study of Emotional Commitment and Meaningfulness of Work among Teaching Faculties in India by Using Structural Equation Modelin	2023	Dr Shruti Traymbak(1)	B Category
2	Dr Shruti Traymbak	Journal of System Assurance Engineering and Management . (Scopus Indexed)	"Chatbot Technology in the Education Sector 驪."	2024	Shruti Traymbak, Meghna Sharma, Aastha Anand & Anju Shukla (4)	
3	Dr.Navneet Gera	Management Decision	The impact of education on the transition from university students to entrepreneurs: a theory of planned behaviour perspective	2024	Gera, N., Vesperi, W., Rohatgi, S., Jain, N.(4)	
4	Dr Shruti Traymbak	Re-envisioning Organizations through Transformational Change	Role of Employees' Social Media Stories in Employer Branding: A Qualitative Study	2024	Dutta, M., Traymbak, S. Sharma, M. , Deka, J.	Scopus

5	Dr Shrutii Traymbak	Empirical Economics Letter	Impact of Job Characteristics and Role Stresses on Job Satisfaction among Software Employees: An Empirical Study Based on Structural Equation Modeling	Feb 2024 Special Issue 1 , Volume 23	Dr Shrutii Traymbak ,Meghna sharma,aastha anand	C Category
6	Dr.Navneet Gera	FOCUS: Journal of International Business	Analysing India's Export Competitiveness in Gems and Jewellery Sector	2023	Navneet Gera	Journal Press India
7	Dr.Navneet Gera	Parikalpana: KIIT Journal of Management	Examining Social Media Usage, Brand Image and E-WOM (Quantity, Quality and Credibility) as Determinants of Purchase Intention	2023	Alisha Kumar, Navneet Gera	KIIT School of Management, KIIT University
8	Dr.Navneet Gera	MANTHAN: Journal of Commerce and Management	Assessing Purchase Intention of Consumers towards Fashion Products: Mediation and Moderation Analysis	2023	Teena Agarwal, Navneet Gera	Journal Press India
9	Dr.Navneet Gera	International Journal of Business Innovation and Research	Antecedents of Customer Satisfaction in Fine Dining Restaurants: Mediating Role of eWOM between Satisfaction and Brand Image	2023	Anjali Garg, Navneet Gera, Alisha Kumar, Jorge A. Wise	Inderscience Publishers
	Dr.Navneet Gera	International Journal of Management PracticeThis link is disabled.,	Determinants of emotional brand attachment in casual dining restaurants	2024, 17(3), pp. 279–302	Gera, N., Garg, A., Rohatgi, S.	SCOPUS

Conference Paper Presentation (2023-2024)

S.No.	NAME	Name of the conference	Title of the Paper	YEAR	AUTHORS	JOURNAL SCOPUS STATUS
1	Dr Palak Verma	International Conference on "Digital Transformation in Business: AI, Sustainability, and Economic Resilience (DIGITBASE-2024),	Analyzing Interconnected Barriers to Technological Empowerment in Education: A Fuzzy DEMATEL-based Framework	2024		

Patent Published (2023-2024)

S.No.	NAME	Name of the Patent	Title of the Paper	YEAR	AUTHORS	Patent STATUS
1	Dr Shruti Traymbak	Patent	A system and Method for Sustainable Business Development in Promoting Business Financial Management Techniques	2024	Dr Shruti Traymbak	Patent

Book Chapters and Book Reviews Published 2023-2024

S.NO	NAME	Name of the book	Title of the Paper	YEAR	AUTHORS	BOOK STATUS
1	Dr Sanjeela Mathur		Creating and Leading Entrepreneurial Organisations	2023		ISBN - 978-81-960482-2-8.
2	Dr. Nilima Thakur	Preparing Young India for Industry 5.0	Amrit Kaal of Knowledge Economy – India towards Trillion Dollar Economy	2023		
3	Dr. Nilima Thakur	D.Y. Patil IMCAM Conference Edited Book on Book Title: Achieving Sustainability in Management and Technology	“Technological Revolution towards Sustainable BUSINESS Organization: Industry 4.0”	2024		e-ISBN: 978-81-970159-0-8, DOI:10.17492/jpi.DYI CAM.062401

International Journal Publication/National Journal Publication 2023-2024

S.No.	NAME	Name of the Journal	Title of the Paper	YEAR	AUTHORS	JOURNAL SCOPUS STATUS
1	Dr. Palak Gupta	HR Analytics in an Era of Rapid Automation	HR Analytics: An Effective Tool for Performance Management and Business Development	14-Aug-23	Dr. Palak Gupta(1)	Published in IGI Global & Scopus Indexed

2	Dr. Neelam	International Journal of Applied Systemic Studies	Does inventory contribute to performance? An analysis of an Indian steel plant	2023, 10(4), pp. 329-332	Panigrahi, R.R., Mishra, P.C., Jena, A., Samantaray, A., Tandon, N.(5)	
3	Dr. Jyoti	Internal Marketing and Employee Motivation Builds Psychological Ownership in Fintech Emotional Intelligence in Industry 4.0	Revolutionary Challenges and Opportunities of Fintech, 2024, pp. 153-167	2024	Dr. Jyoti	SCOPUS
4	Dr. Jyoti	Digipreneurs: A part of or apart from online education?	Reshaping Entrepreneurial Education Within an Industry 4.0 Context,	2024	Kukreja, J., Srivastava, S.	SCOPUS
5	Dr. Jyoti	Unlocking innovation: Exploring gendered differences in neural activity during creative tasks	Neuroleadership Development and Effective Communication in Modern Business, 2024, pp. 119-139	2024	Morande, S., Tewari, V., Amini, M., Gul, K., Kukreja, J.	SCOPUS
6	Dr. Jyoti	A study of influence of leadership with effective communication in educational institutions	Neuroleadership Development and Effective Communication in Modern Business, 2024, pp. 214-227	2024	Manoharan, G., Rao, B.S., Ashtikar, S.P., ...Durai, S., Kukreja, J.	SCOPUS

7	Dr. Jyoti	Building organizational resilience with neuroleadership	Book	2024	Saluja, S., Kukreja, J., Sharma, S.	SCOPUS
8	Dr. Sanjeela Mathur	Pacific Business Review (International),	Systems Leadership for Sustainable Development	2024		
9	Dr Anju Shukla	Journal of System Assurance Engineering and Management . (Scopus Indexed)	"Chatbot Technology in the Education Sector 驤."	2024	Shruti Traymbak, Meghna Sharma, Aastha Anand & Anju Shukla (4)	SCOPUS
10	Dr Anju Shukla	Proceedings - International Conference on Computing, Power, and Communication Technologies, IC2PCT 2024, 2024, pp. 1576–1579	Deep Learning for Workplace Communication Analysis and Improvement	2024	Shukla, A., Khaire, R., Neti, M., Singh, B.	SCOPUS
11	Dr Deeksha Arora	Global Journal of Finance and Management	FII's and Volatility: An Indian Evidence	2024		
12	Dr. Jyoti	Neuroleadership development and effective communication in modern business	Book	2024	Kukreja, J., Saluja, S., Sharma, S.	SCOPUS
13	Dr. Jyoti	COVID-19 Influence of Employee Motivation on Internal Marketing in the Banking Sector	HR 4.0 Practices in the Post-covid-19 Scenario, 2024, pp. 237–251	2024	Dr. Jyoti	SCOPUS

14	Dr. Palak Gupta	<i>New Business Frontiers in the Metaverse</i>	Metaverse and industry 4.0: An effective integration for disruption in varied sectors and business services	2024, pp. 67–79	Gupta, P., Verma, M.	SCOPUS
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S.No.	NAME	Name of the conference	Title of the Paper	YEAR	AUTHORS	JOURNAL SCOPUS STATUS
1	Dr Anju Shukla	2023 International Conference on New Frontiers in Communication, Automation, Management and Security, ICCAMS 2023, 2023	Innovation Is the Key For Ai Application	2023	Singh, B., Shukla, A., Bhagyalakshmi, K.	SCOPUS
2	Dr Anju Shukla	2023 International Conference on New Frontiers in Communication, Automation, Management and Security, ICCAMS 2023, 2023	Big Data Analytics - Future Trend	2023	Singh, B., Bhagyalakshmi, K., Shukla, A	SCOPUS

3	Dr.Palak Gupta	Proceedings - International Conference on Computing, Power, and Communication Technologies, IC2PCT 2024,	Enhancement of Potholes Images using Luminosity Based Enhancement Technique	2024	Sengupta, S., Gupta, P., Verma, M.	
4	Dr.Palak Gupta	<i>11th International Conference on Reliability, Infocom Technologies and Optimization (Trends and Future Directions), ICRITO 2024</i>	Metaverse: Shaping the Landscape of Society 5.0	2024	Gupta, P., Sengupta, S., Trinathy, R.	SCOPUS
5	Dr Nilima Thakur	15th&16th Feb 2024 National Conference on Sustainable Development Goals (SDGs): Technology and Management DYPIMCAM, “	“Technological Revolution towards Sustainable BUSINESS Organization: Industry 4.0”	2024		
6	Dr. Nilima Thakur	International Conference on Viksit Bharat 2047: Achieving Sustainable Development through Innovation and Management ,Banasthali Vidyapeeth April 2024,	A Review on Conversational AI-Digital Virtual Assistant Acceptance: A Comparative Study of Millennials and GenZ Usage	2024		

7	Dr. Priya Diwan	XIXth International Conference on Transformation 2024: Integration of People, Technology and the Environment to build	Sustainable Business Organisations, Leadership in Metaverse: A bridge towards the virtual world,2024	2024		
8	Dr. Sanjeela Mathur	." FIIB Conference , Urban Entrepreneurial Motivation for Rural Redevelopment: A Sustainable Paradigm for People, Planet, Profit' , 2024	RETHINK, REIMAGINE, REDESIGN BUSINESSES FOR MEANINGFUL AND MINDFUL IMPACT	2024		

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1	Dr Anju Shukla	Patent	A system and Method for Sustainable Business Development in Promoting Business Financial Management Techniques	2024	Dr Anju Shukla	patent

2	Dr.Sanjeela	International Patent (German)	(An Intelligent System to Improve Understanding of Mutual fund Performance and promote Retail Investment Growth	2023	Das,Kaberi,Dr., Dhole,MadhaviIshwarH eena,Dr.,Mariyankari,Pu rvin,Mathur,Sanjeela,Dr. ,Mehta,Krunal,Prof.,Bha ruch Midha,Shuchi,Dr.,Mishr a,Swetalina,Dr.,Khordha ,Oza,Ankit Dilipkumar,Dr.,Parwani, Ashwin,Dr., Rathod,SeemaBabusing, Prof.,Amravati,Raval,Av ani,Dr. Thakkar,Nilam (13),	patent
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