

Book Chapters and Book Reviews Published

S.NO	NAME	Name of the Book	Title of the Paper	YEAR	AUTHORS	STATUS
1	Dr.Shruti Traymbak	Book Chapter	Emotional intelligence as a tool to manage conflict, emotions, and behavior of human beings during the pandemic covid-19	2023	Traymbak, S., Sharma, M., Aggarwal, S., Gulati, K.	SCOPUS
2	Dr.Shruti Traymbak	A Practitioners Guide to Work, Workforce, and Workplace	Role of Employees' social media stories in Employer branding: A Qualitative Study	2022		

International Journal Publication/National Journal Publication

S.NO	NAME	Name of the Journal	Title of the Paper	YEAR	AUTHORS	JOURNAL SCOPUS STATUS
1	Dr.Navneet Gera	The Indian journal of commerce	Factors influencing consumer perception towards Electronic Payment System	2022	Lakshay Sharma, Navneet Gera(2)	Scopus
2	Dr.Navneet Gera	Apeejay Journal of Management and Technology.	Integrated Model of UTAUT2 and TRI to Assess the Perception of Users towards EPS	2022		
3	Dr.Navneet Gera	Gender in Management	Antecedents of economic empowerment: an empirical study of working women in Delhi-NCR	2023	Rohatgi, S., Gera, N., Dana, L.-P.	Scopus

4	Dr.Navneet Gera	Journal of Management and Governance	Has digital banking usage reshaped economic empowerment of urban women?	2023	Rohatgi, S. , Gera, N. , Nayak, K.	
5	Dr.Navneet Gera	International Journal of Business Information Systemsthis link is disabled,	Determinants for adoption of new products: an empirical study on smart phone customers in Delhi NCR	2023	Gera, N., Yadav, S., Dana, L.-P., Mittal, A.	SCOPUS
6	Dr.Shruti Traymbak	Annals of Neuroscience	A Study of Reliability and Validity of Constructs of Neuromarketing Among Indian Consumers	2023	Dr Shruti Traymbak, Dr Anju Shukla and Dr Mili Dutta	SCOPUS
10	Dr.Shruti Traymbak	International Journal of E-Business Research,	Motivation and social media influencing online purchase intention in India	2022		SCOPUS
11	Dr. Navneet Gera	,International Journal of Global Business and Competitiveness	Consumer Ethnocentrism in Indian Air-Conditioner Market: A Social Identity Theory Perspective	2022		C category
Conference Paper Presentation						
S.NO	NAME	Name of the conference	Title of the Paper	YEAR	AUTHORS	STATUS

1	Dr. Navneet Gera	National Conference Strategic Intelligence: Driving India's Growth	Bibliometric Analysis of Global Research Trends on Women's Economic Empowerment	2023		Best Paper
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Patents Published

S.NO	NAME	Name of the Patent	Title of the Paper	YEAR	AUTHORS	STATUS
1	Dr Shruti Traymbak	PATENT	Patent published on 24th Feb,2023 and tile of invention is "System and Method For Smart Weather Assistant With IOT Based Enhanced Security Prediction Device"	2023	Dr Anju Shukla and Dr Shruti Traymbak	