

Authors Name	Paper Title	Journal	ISSN No.	Vol.	Page No.
Ashutosh Singh	Managing Employees in the changing environment with special reference to Banking Sector	International Journal of Research in IT & Management	2231-4334	Vol 5, Issue 5 (May 2015)	52-57
Dr. Sandeep Kapoor & Rocky Sachan	Impact of FDI & FII on Indian Stock Markets	International Journal of Research in Finance and Marketing	2231-5985	Vol. 5 Issue 4 (April 2015)	9-17
Ashutosh Singh, Dr. Vaishali Goel & Shipra Shrivastava	CRM: A Winning Approach for Tourism Sector	International Journal of Engineering and Management Research, Impact Factor - 2.216	2394-6962	Vol 5, Issue 2, (April-2015)-	321-325
Dr. Vaishali Goel & Shipra Shrivastava	“Competency Mapping – Necessity for Employees as well as employers”	“International Journal Of Research in Management & Social Science”, impact Factor – 1.142	2322-0899	Vol – 3,(Jan-March, 2015)	58-64
Akanksha Dubey	From Corporate Social Responsibility To Adaptation Of Sustainability: The Comprehensive Pinnacle	ABHINAVAN	ISBN: 978-93-81791-39-4	Volume 3 (February 2015)	61-68
Akanksha Dubey	Investment Management Services of National Banks In India: An Emergent Vision	SIT Journal of Management	ISSN: 2278-9111,	Vol. 3(June 2013)	167-180
Akanksha Dubey	Income Inequalities: The Rationale of Demarcation amid Growth and Development”, Journal of Management and Science	Journal of Management and Science	ISSN 2250-1819	Vol.3. No.1.March 2013.	69-76
Sandeep Kapoor & Dr. Vaishali Goel	Knowledge management in education sector: An empirical investigation	International Journal of Research in IT & Management	2249-7382	Volume 3, Issue 5 (May 2013)	12-21

Akanksha Dubey	Globalization, Regional Integration & Cross Cultural Management : Challenges and steps forward”	Contemporary Social Sciences	ISBN 978-81-8407-695-0	Volume 21, Number 3 (July), 2012	63-72
Singh, S., Singh, A. and Singh, K.	Education Systems and Academic Satisfaction: A study on Rural and Urban students of Traditional Vs Open Education System in India	The Turkish Online Journal of Distance Education	1302-6488	Vol.13, Number 3 (July 2012)	390-406
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Singh, A. and Singh, K.	NPA Recovery Mechanism: An Evaluation	Journal of Business and Finance (The Journal for Business Analyzers & Innovators)	0974-3413	Vol.3 No.1	56-65
Sandeep Kapoor & Vaishali Goel	Value Addition in Mobile Services & MMS	Journal of Commerce & Trade	09773-4503	Vol 4. no.2	20-24

Sandeep Kapoor	Internet Marketing in India	Endeavour Quarterly Magazine of MMA	-	Vol.4	6
Sandeep Kapoor & Rocky Sachan	Factors of Production vis-à-vis Profitability in Textile Industry in India	International Journal of Research in Finance & Marketing	2231-5985	Vol.1, issue 3	47-54
Sandeep Kapoor	Knowledge management in education sector: An empirical investigation	International Journal of Research in IT & Management	2231-4334		Accepted
Ashutosh Singh	Recession: Role of monetary and fiscal policies		978-93-82420-10-1,2013		65-67
Ashutosh Singh	Brand relationship and switching behaviour for highly used product in young consumer	A journal of social science	0975-5535	Vol.-2,July 2011	47-54

In Edited Book

Authors Name	Paper Title	Book	ISBN No.	Publisher	Page No.
Singh, A. and Singh, K.	Hunger, Agriculture, Sustainable Development and Food Security: India's Position	Rural Development in India: A new perspective by Ravindra Tripathi & Dr. Rajesh Kumar Shastri	978-93-83842-21-6	Excel India Publishers, New Delhi	102-109
Singh, A. and Singh, K.	Rural Consumers: emerging Prospects for Indian companies	Role of Rural Consumer Awareness in Development of Rural Marketing Strategies	978-81-89972-86-8	Manglam Publishers & Distributors, Delhi. 2012	131-143
Singh, A. and Singh, K.	Crop Biotechnology: A way to sustainable solution" published in Structural Reforms and Agriculture	Structural Reforms and Agriculture by Thakur, A.K. and Sinha, M. K.	978-81-8450-358-6	Deep & Deep Publications Pvt. Ltd. New Delhi 2011	77-91

Singh, A. and Singh, K.	Rural Concerns: Obstacles in Indian Economic Growth	Changing Rural India by Babita Agarwal	978-81-8376-226-7	ABD Publisher, Jaipur 2010	75-92
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Paper Presented in the Conferences

Author Names	Paper Title	Conference Theme	Venue	Month & Year
Dr. Vaishali Goel, Shipra Shrivastava, Dr. Sandeep Kapoor	Motivation: It's Influence On Work In Management Graduates	“Inclusive Growth & Profits with Purpose: New Management Paradigm” - IMRA London & IIM Bangalore	Bangalore- IIMB	16-18 Dec 2015
Nidhi Bhatia	Big Basket Marketing Strategies for fruits and vegetables.	International conference Agro Supply Chain Conference	University of Petroleum & Energy Studies, Dehradun	3-Oct-15
Dr. Vaishali Goel & Shipra Shrivastava	Talent Management – Retaining the best talent in organisation and matching the needs of employers and employees	International HR Summit	IIM Raipur	21-22 Aug 2015
Nidhi Bhatia	Showcasing Make in India products: Prospects and problems of MSMEs	International conference on Make In India: MSME growth and Innovation	NIESBUD, Noida	10-11 Jan 2015

Nidhi Bhatia	Innovation, economic growth and new employment generation pillars of MSME	International conference Growth & prospects of MSME sector in emerging scenario	CII, New Delhi	8-9 Jan 2015
Nidhi Bhatia	CSR : Brand new spirit to Leverage Business	Leveraging Business: Discovering New Horizons	Department of Commerce University of Delhi	12-13th April 2014
Madhu Sharma	Problems & Challenges in first time adoption of IFRS	Economic Reforms in India	Government PG College, Dharamshala H. P.	9-10 MARCH ,2014
Nidhi Bhatia & Zakiya Khan	Impact of Financial sector reforms on MSMEs sector with special reference to Banking	INDIA 2020 Vision for financial sector	Guru Gobind Singh College(DU)	10-11 MARCH 2014
Zakiya Khan	Islamic Banking-A Way to Energise Indian Economy	National Seminar on Managing Finance during crisis	ITS, Mohanager	7-8 February, 2014
Sandeep Kapoor & Rocky Sachan	“Impact & Challenges of India’s free trade agreements on FDI” Page No. 92-96 (Proceedings ISBN: 978-93-5156-238-2)	Fostering Growth Through FDI- Opportunities and Challenges	Dewan V.S. Institute of Management, Meerut.	Jan, 2014
Zakiya Khan	FDI in banking sector	Fostring Growth Through Fdi- Opportunities and Challanges	Dewan V.S. Institute of Management, Meerut.	JAN, 2014

Dr. Vaishali Goel & Ashutosh Singh	“FDI –An opportunity for indian Retailing” Page No. 143-147 (Proceedings ISBN: 978-93-5156-238-2)	Fostering Growth Through FDI- Opportunities and Challenges	Dewan V.S. Institute of Management, Meerut.	Jan, 2014
Dr. Vaishali Goel & Ashutosh Singh	Environmental Degradation enhancing problems in India	Economic upgradation Environmental degradation	OIMT Rishikesh	25-26 Jan 2014
Akanksha Dubey Ashutosh Singh	Strategies applied by Indian firms to become Global Player Opportunities and challenges of communication in rural market	Strategic Dimensions of Value chain for Sustainable Development Rural opportunities in india	Shri Mata Vaishno Devi University KIET Ghaziabad	Sep. 2012 18 Aug 2012
Ashutosh Singh	Importance of change management in reforming customs	Creating value by embracing change	KITE Meerut	31 March 2012
Ashutosh Singh	Financial inclusion: A big growth driver	Financial inclusion & cycle of poverty	Neelkanth institute Meerut	17 March 2012
Ashutosh Singh	Management education in india : Some issues	Management education in 21st century; the experience of first decade	OIMT Rishikesh	11-12 Feb 2012
Akanksha Dubey Ashutosh Singh	Impact of FDI in Indian Retail Sector Business ethics in the context of globalization of Indian companies	National Conference on “Innovative Paradigms in Contemporary Management Ethics in business- in the era of cut throat competition	IIM Raipur KIET Ghaziabad	January, 2012 17 Sept 2011
Akanksha Dubey	Defining Investment: Elucidating a Different Perspective	2nd International Conference of Management and Behavioural Science	Society of Management and Behavioural Science (SMBS)	June, 2011

Ashutosh Singh	Brand management in rural india : An introspection	Rural development & management through IT	JP institute Meerut	28 March 2011
Ashutosh Singh	Green Marketing	Environmental management & biodiversity conservation	OIMT Rishikesh and International Consular For Man And nature	26-27 Feb 2011
Nidhi Bhatia	Study the role of entrepreneurs in developing nation	Nurturing Innovation and Entrepreneurship	Jaypee Institute of Information Technology, Noida	30th October 2010
Ashutosh Singh	Importance of CSR and its disclosure	CSR in current economic scenario	BIT Meerut	18 Sept 2010
Ashutosh Singh	Development of corporation in India and investment issues	Development of corporation in india and investment issues	CCS University Meerut	27 March 2010
Nidhi Bhatia	Exploring opportunities in Rural Markets	Opportunities in Indian Rural Markets for FMCG Rural Markets	Shobhit University	31st october 2009
Nidhi Bhatia	Rural Markets : Existing & Prospective Opportunities in Rural Markets	Opportunities in Indian Rural Markets	Vidya School of Business	19-21st February 2009
Singh, A. and Singh, K.	Banking Sector Reforms and NPA recovery Mechanism: Critical Evaluation of Securitisation	Fifth Annual Conference, Uttar Pradesh-Uttarakhand Economic Association	Govind Ballabh Pant Social Science Institute, Allahabad	24-25 Jan. 2009
Singh, K. and Singh, A.	Sustainable Development: Who's Responsibilities?	91st Indian Economic Association Conference	Mohanlal Sukhadia University, Udaipur	27-29 Dec. 2008
Singh, A. and Bhardwaj, A.	Importance of SSI in Employment Generation	Business Scenario in Rural India (B&RI-08)	BIT Meerut	20-21 Sept. 2008
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Singh, A and Singh, S.	Misleading Advertisement and Consumer Protection	Consumer Protection and Consumer Welfare	MIET Meerut	7-8 March, 2008

Singh, A and Varshney, R.	Gender Violence: A Global Threat to Humanity at Large	Violence against Women	NAS (PG) College, Meerut	15-16 Dec. 2007
Singh, S. and Singh, A.	Information Communication System and Higher Education from ODL system Perspective	Strategies and Innovations in Teaching at Higher Education Level	Vidyawati Mukundlal (P.G) Girls College, Ghaziabad	15-16 Dec. 2007
Singh, A.	Globalization and its Impact on Bank	Globalization & its Impact on Economy and Society	Vidyawati Mukandlal (P.G) Girls College, Ghaziabad	21-22 Sept. 2007
Dutt, R., Singh, A. and Saraswat, S.	Rural Development: Issues and Strategies	Rural Economy at the Doorstep of Economic Revolution	DN College, Meerut	10-11 Nov. 2006
Sandeep Kapoor Nupur, Himanshu & Prachi	Financing of Small Scale Enterprise in India	Micro Solution for Macro Issues: - Role of Micro Finance & Small Scale enterprise in Indian Economy	ITS, Ghaziabad	64-69
Sandeep Kapoor & Rahul Singhal	Working Capital Management: Tool for Managing Current Assets and Liabilities	The Road Map to excellence	IPM, Meerut	-
Sandeep Kapoor Mukul & Himanshu	Unfair and Deceptive Trade Practices in Banking Sector	Consumer Protection & Welfare	MIET, Meerut	12
Sandeep Kapoor & Rocky Sachan	“Effective utilization or Innovative Financial Products for Rural India	Rural Opportunities in India	KIET, Ghaziabad.	29-32
Rashmi Sharma		Visible Trends of Mergers & Acquisitions of different sectors of Indian industry	Shaheed Bhagat Singh college, New Delhi	
Rashmi Sharma	Enhancing Enterprise value & competitiveness		SDIMT, Haridwar (UK)	50
Rashmi Sharma & Richa Joshi	Key to track rural market in India	Rural Opportunities in India	KIET, Ghaziabad	211-215
Rashmi Sharma & Richa Joshi	CSR Issues and Challenges		Kirorimal College, New Delhi	

Rashmi Sharma & Richa Joshi	CSE Issues in PPP Model	Kirorimal College, New Delhi	-
Zakiya Khan	Gems & Jewellery export to USA	Issues & Challenges in trade from India	Jamia Millia Islamia, New Delhi
Zakiya Khan, Nidhi Bhatia & Akanksha Rastogi	Role of Handicraft Industry in Rural Development	Entrepreneurial Opportunities in Rural India	MIET, Meerut 86-88
Dr. Vaishali Goel	Role of Media in Coaching Institutes	M. L. Sukhadia University, Udaipur	September 2003
Dr. Vaishali Goel	Media and Human Development	Rajasthan University, Jaipur	October 2003
Dr. Vaishali Goel	Corporate Social Responsibility Practices and Strategies towards Sustainable Development	Gurukul Kangri University, Haridwar	September 2007
Dr. Vaishali Goel	Parent Child Influence on Decision Making	ITS, Ghaziabad	
Nidhi Bhatia	Challenges faced in managing workforce	Emerging issues in HR	IAMR

BOOKS PUBLISHED

Name	Total of the Book	Publisher	ISBN No.
Nidhi Bhatia	Entrepreneurship Development	Ardent Publication, New Delhi	ISBN : 978-93- 81481-45-5
Nidhi Bhatia	Sales and Distribution Management	Ardent Publication, New Delhi	ISSN; 978-93- 81481-77-6