

Papers published in the Journals

Authors Name	Paper Title	Journal	ISSN No.	Vol.	Page No.
Rocky Sachan and Dr. Prateek Gupta	Multi Level Marketing: An Emerging Industry Waiting for Policy Changes & Regulatory Support to Empower Millions in India	International Journal of Research in Engineering, IT and Social Sciences	2250-0588	Vol-8 Special Issue May 2018	235-244
Dr. Ashutosh Singh and Dr. Ajay Singh	A Cross Sectional Study on Effect of Changing Workplace at Employees in Service Industry	International Journal of Research in Engineering, IT and Social Sciences	2250-0588	Vol-8 Special Issue May 2018	13-21
Dr. Ashutosh Singh, Dr. Ajay Singh & Ms. Shipra Srivastava	Impact of women leadership style on organization performance with special reference to Indian women Entrepreneurs	International Journal of Research in Management and Social Science	2322-0899	Vol-6(3) 2018	99-104
Chahat Siddhu	Significance of Online Marketing in shifting Marketing Scenario	HR Journal of Management	09747737	Vol-10(1) March 2018	73-81
Komal Sharma and Purvi Sangal	E Governance in Indian Perspective	International Journal of Science , Technology and Management	2394-1529	Vol-6(2) Feb. 2017	667-66
Ashutosh Singh	Successful Implementation of Organizational Change	HR Journal of Management	9747737	Vol-9(1) 2017	65-70
Dr. Sandeep Kapoor	A study of the weak form of market efficiency in India with special reference to realty sector	International Research Journal of Management & Commerce (IRJMC)	2348-9766	Vol. 4(2) Feb.2017	99-105
Singh, A., Siddhu, C. & Jain, S.	A glimpse on women entrepreneurship in India	Krishnayan journal of J.P. School of Business	2347-9701	Vol-4 Feb. 2017	13-17

Singh, A., Siddhu, C. & Srivastava, S.	A study on benefits and challenges of E- procurement with special reference to indian railways	International Journal of Science, Technology and Management	2394-1537	Vol-6, Feb, 2017	532-542
Dr. Sandeep Kapoor	Financial frauds and unpredictable environment of India	Gian Jyoti E-Journal	2250348X	Vol-7(4) Oct-Dec, 2017	34-42
Dr Shalini Verma Sheel	Work Life Balance and its Impact on Employee Performance: Empirical Analysis of IT Companies of NCR	Gurukul Business Review	0973-1466	Vol-13, Spring 2017	48-54
Ashutosh Singh	Impact of organizational change and organizational stress towards employees' performance in IT sector	Mangalmay Journal of Management and Technology	9737251	Vol-7, Feb, 2017	20-29
Ashutosh Singh	Employees perception towards organizational change in IT industry	International Journal of Research in Economics and Social Sciences	22497382	Vol-6, Nov-2016	39-50
Dr. Sandeep Kapoor and Rocky Sachan	Search of Power in Power Companies	International Journal of Management, IT & Engineering	2249-0558	Vol-6(2), Feb 2016	183-192
Singh, A., Siddhu, C. & Singh, A.	An empirical study on Customer Relationship practices in Retail industry,	Vidya International Journal of Management Research	2278-2559	Vol-4(1) 2016	71-78
Singh, A., & Kansal, K. K.	Employees perception towards organizational change in IT industry	International Journal of Research in Economics and Social Sciences	2249-7382	Vol-6 Nov 2016	39-50

		(IJRESS)			
Singh, A., & Kansal, K. K.	Impact of organization change on employees' performance in Maruti Suzuki	International Journal of Research in IT and Management (IJRIM)	2231-4334	Vol-6 Nov 2016	16-21
Singh, A., & Kansal, K. K.	Impact of Change Management in Employees' Performance in Banking Sector	Vidya International Journal of Management Research	2278-2559	Vol-4(2) 2016	15-22
Chahat Siddhu	A study on CRM Practices in Retail industry	Vidya International Journal of Management Research	2278-2559	Vol-4(2) 2016	
Dr Shalini Verma Sheel	Study of the impact of OD Interventions on Organizational Performanc	HRIT Journal of Management	0974-7737	2015	
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
Singh, S., Singh, A., Singh, K. and Sharma, A	Academic Motivation in Open Vs Traditional Education System in India	Asian Journal of Distance Education	1347-9008	Vol. 10 no. 1	45-51

Singh, S., Singh, A. and Singh, K.	Traditional Vs Open Education System: evaluation of level of Academic Satisfaction among students	Indian Journal of open Learning	0971-2690	Accepted	
Singh, S., Singh, A. and Singh, K.	Academic Motivation among Urban & Rural Students: A Study on Traditional Vs Open Education System in India	The Turkish Online Journal of Distance Education	1302-6488	Vol.12, Number 4	133-146
Singh, A. and Gupta, M.	Challenging Child Labour: A review of policies	the Journal of National Development	0972-83090	Vol.24, Number 1	47-60
Singh, A. and Singh, K.	Managing Non Performing Assets: A Study of Indian Commercial Banks	International Journal of Research in Computer Application & Management	2231-1009	Vol.No.1 (2011), Issue No. 6	99-102
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
Singh, A. and Singh, K.	Innovation as the means for Sustained and Sustainable Economic Growth	Innovation and Development (A Social Economic Context) by Babita Agarwal	978-81-8455-356-7	Omega Publisher, New Delhi 2009	83-96
Singh, A., Singh, S. and Singh, K.	Higher Education and Knowledge Transfer: Key to Entrepreneurial Development	Management of Technologies & Information Security by Anurika Vaish et.al.	978-81-8329-375-4	Shree Publishers	89-103
Dutt, R. and Singh, A.	Globalization and its impact on transfer of knowledge- A cultural perspective	Globalization and Change by Sanjeev Mahajan	81-225-0381-0	Kitab Mahal, Allahabad, 2005	182-189

Paper Presented in the Conferences

Author Names	Paper Title	Conference Theme	Venue	Month & Year
Dr. Ashutosh Singh and Dr. Vaishali Goel	Impact of Communication on employees productivity at the time of change	Advance n business and engineering for sustainability	ABES, Ghaziabad	March 2018
Komal Sharma	Organised sector and its impact on Women Entrepreneurship in India”	Development Of Micro & Small Women Enterprises in India	Vidya College of Engineering, Meerut	June 2017
Vikhyat singhal	Schemes of Ministry of Micro, Small and Medium Enterprises for promoting Women Entrepreneurship in India”	Development Of Micro & Small Women Enterprises in India.	Vidya College of Engineering, Meerut	June 2017
Madhubala Sharma	Public Sector Accounting and E-Governance in developing countries: Case of India	E-governance in Digital India: Prospects and opportunities for Entrepreneurship and Innovation	KIET, Ghaziabad	February, 2017
Shipra Shrivastava	Theoretical Perspectives on Innovative Sustainable Human Resource Management	5th Annual International Commerce Conference, 2016	Delhi School of Economics University of Delhi	Nov 2016
Shipra Shrivastava	How to build Organisation image: approach, process & outcomes	Riding the New Tides: Navigating the Future through Effective People Management	Fore school of management, Delhi	Nov, 2016
Shipra Shrivastava	Role of Academic Research in Business Management	International Journal of Business Studies	Indian Research Organisation	April 2016
Vikhyat Singhal	Women Entrepreneurship: A paradigm to Economic Development	Role of Women Entrepreneurship in India: Opportunities and Challenges	CCS University, Meerut	March, 2016
Dr. Vaishali Goel, Shipra Shrivastava, Dr. Sandeep	Motivation: It's Influence On Work In Management Graduates	“Inclusive Growth & Profits with Purpose: New Management Paradigm” - IMRA London & IIM	Bangalore-IIMB	16-18 Dec 2015

Kapoor		Bangalore		
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, Mohanagar	7-8 February, 2014
Sandeep Kapoor & Rocky Sachan	“Impact & Challenges of India’s free trade agreements on FDI” Page No. 92-96	Fostering Growth Through FDI- Opportunities and Challenges	Dewan V.S. Institute of Management, Meerut.	Jan, 2014

	(Proceedings ISBN: 978-93-5156-238-2)			
Zakiya Khan	FDI in banking sector	Fostering Growth Through FDI-Opportunities and Challenges	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	Strategies applied by Indian firms to become Global Player	Strategic Dimensions of Value chain for Sustainable Development	Shri Mata Vaishno Devi University	Sep. 2012
Ashutosh Singh	Opportunities and challenges of communication in rural market	Rural opportunities in India	KIET Ghaziabad	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	Impact of FDI in Indian Retail Sector	National Conference on “Innovative Paradigms in Contemporary Management	IIM Raipur	January, 2012
Ashutosh Singh	Business ethics in the context of globalization of Indian companies	Ethics in business- in the era of cut throat competition	KIET Ghaziabad	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
Dr. Vaishali Goel	Impact of Socio-Demographic Factors and Marketing Strategies on Tourism in India	Tourism in India – Challenges Ahead	IIM-K	May 2008
Dr. Vaishali Goel	Consumer Protection: A Corporate Social Responsibility	Consumer Protection & Welfare	MIET, Meerut	March 2008
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 & Richa Joshi	Key to track rural market in India	Rural Opportunities in India	KIET, Ghaziabad	211-215
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	National Seminar	M. L. Sukhadia University, Udaipur	September 2003
Dr. Vaishali Goel	Media and Human Development	National Seminar	Rajasthan University, Jaipur	October 2003
Dr. Vaishali Goel	Corporate Social Responsibility Practices and Strategies towards Sustainable Development	National Seminar	Gurukul Kangri University, Haridwar	September 2007
Dr. Vaishali Goel	Parent Child Influence on Decision Making	National Seminar	ITS, Ghaziabad	

BOOKS PUBLISHED

Name	Title 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	ISNN; 978-93-81481-77-6