

Research Profile of SOCM

1. Dean of Department- Dr. Sajeevan Rao

● Publication

1. “Antecedents of espousal of smart booking tourism apps among millennials in the emerging economy: An extension of UTAUT2 with smart pricing, self-efficacy and repeated” submitted to Electronic Commerce Research, The manuscript number is ELEC-D-19-00486R1.
2. “Understanding usage intention in innovative smart tourism app service: millennial generation perspective”, will be submitted to Journal of Retailing of consumer Services.
3. Paper Titled “Extended Expectation-Confirmation Model to Predict Continued Usage of ODR/Ride Hailing Apps: Role of Perceived Value and Self-efficacy”
4. Under review in Information technology and Tourism (B Rated Journal of ABDC)
5. Paper titled “A Comparative Study on the relationship of Funds of firms from Traditional Vs Modern New Taxation Policies towards dividend concerning India” IJABS Volume1, issue 4 pp 17-25.
6. Paper titled “Dividend policy of Indian nationalized banks and share price volatility” Studies in Indian Place Names, volume 40, issue 40.
7. Paper titled “Determinants of Dividend policy and its impact on share prices of Indian nationalized banks” Studies
8. in Indian Place Names, volume 40, issue 50.
9. Paper titled “The Influence of Taxation Objectives Towards Diversifying Profitability For Dividend of The Firm: Business Trends” Journal of Positive School Psychology <http://journalppw.com> 2022, Vol. 6, No. 4, 8232 – 8247
10. Paper titled” Compulsive Buying Behavior of Indian Consumers” Jaipuria International Journal of Management Research, Vol 7, No 1 (2021), Pagination: 64-70
11. Paper titled “Attributes used by young consumers when gauging a fashion product (Denim Jeans)” in AIMS international seminar at IIM Bangalore.
12. Paper titled “Legend & Reality about Call Centres in India ” in International seminar

on BPOs at Department of Business Administration Gauhati University, Gauhati.

13. Paper titled “The Internal Marketing and the Commitment of the Employees – a case study of KHavei Gram Udyog at IPM’s International Seminar, Ghaziabad.
14. Paper titled “Exploring the Library: Marketing Library Services: A Study on Institutes of Modi Group” at IPM’s International Seminar, Ghaziabad.
15. Paper titled “The role of HR in Marketing-A Case study of Nirulas’ Restaurants” at Global HR meet 2004, Amity Business School, Noida.
16. Paper titled “Knowledge Management in Professional Education” in University News Volume 43 issue 34.
17. Paper titled “Political Marketing and the concept of Customer Value” in Atmabodh Vol 1, issue 1 Journal of Rajshri School of Management Technology, Varanasi.
18. Paper titled “The Magnitude of Adoption of retailing in India” in Atmabodh, Vol 2 issue 2 Journal of Rajshri School of Management & Technology, Varanasi
19. Paper titled “Marketing future libraries”. Herald Lib Science 2005, 44(1-2), 60-4.
20. Paper titled “ Determinant of Bank selection in Delhi: A factor Analysis” published in Paradigm Volume XII No. 1 January-June 2008 of IMT Ghaziabad.
21. Paper titled “Customer Expectation from a Cellular in Haryana:A Factor Analysis” published in Strategy:Journal of Management Development, Vol.XI, Dec 2007 Berhampur University
22. Paper titled “SERVQUAL vs. SERVPERF: A Comparison of Techniques for Evaluating Online Service Experience” JIM Quest Jaipuria Institute of Management Jan2010.
23. Paper Titled “Multivariate Analysis of Loyalty programmes in Retail stores in Delhi” Advances in Management December 2009
24. Paper titled “Bank choice decision factors used by PGDBM students in Delhi” IGNOU Dec 2009
25. Paper titled “Empirical analysis of factors for retention in ITES industry” FJIM, Journal of Fortune Institute December `2009
26. Paper Titled “Bank selection criteria employed by MBA students in Delhi” Journal of Business studies International Journal, Franklin University USA, Mar 2010
27. Paper titled “Exploring the Role of Customer Loyalty through the Relationship Between Brand Affect, Brand Quality, and Customers’ Brand Extension Attitude” in Amity Business Review.Vol.10, No.2, July-Dec 2009.

28. Paper titled “Online User Behaviour in Delhi-A Factor Analysis” Indian Journal of Marketing Vol-40 no;7 July 2010.
29. Paper titled “A Multi-Variant Analysis on Choice of Social Networking Websites” in Rai Management Journal Volume8 issue 1 July 2011, pg 144 – 154
30. Paper titled “A Multi Variant Study Of The Bank Selection Of Bank Service In The Selected Banks With Special Reference To National Capital Region (NCR) “ International Journal of Trends in Marketing Management Volume 1 Issue 8 August 2012
31. Paper titled “A Study On The Sustainable Low-Cost Housing Provision In India” International Journal of Trends in Business Administration Volume 1 Issue 8 August 2012
32. Paper titled “An Application Of The Roger’s Diffusion Of Innovation For Automatic Teller Machines Of Indian Banks International Journal of Trends in Commerce and Economics Volume 1 Issue ii June 2012
33. Paper titled “Bank Choice Decisive Factors A Literature Review “ International Journal of Trends in Business Administration Volume 1 Issue 8 August 2012
34. Paper titled “Housing Finance Between Social Needs And Economic Realities The Dilemma Of Policy Transfer Under Neo- Liberalism” International Journal of Trends in Humanities and Social Sciences Volume 1 Issue 6 June 2012
35. Paper titled “Housing Finance Supply In Indian Economies- A Review Of Literature” International Journal of Trends in Commerce and Economics Volume 1 Issue 8 August 2012
36. Paper titled “An Empirical Investigation into the Factors Influencing a Consumer to buy Cereal Processed Food” Anvesha The Journal of Management, Vol. 7 No. 2 April - June 2014
37. Paper titled” A Comparative Investigation of Compulsive Buying Behavior Of Males & Females In Delhi / NCR” in International Journal of Research in Management and Social Science, Volume 3, Issue 3(II) : July - September, 2015

● **Books**

1. Research Methodology with SPSS published by Shreeniwas Publication, Jaipur
2. Business Management published by Dominant Publication, New Delhi
3. Service Marketing published by Dominant Publication, New Delhi
4. Consumer Behaviour published by Wisdom Press, New Delhi
5. A Textbook of Advertising and Public Relations published by Wisdom Press, New Delhi

6. Compensation Management, Published by Random Publication, 2022
7. E-commerce Security Management Strategy In Banking, Published by Random Publication, 2022
8. Advances in banking technology and management Published by Random Publication, 2022

● **Books Editor -**

1. Book review on “Tourism Marketing-A collaborative Approach-Alan Fyall and Brian Garrod(2006) in Asia-Pacific Business review Volume II Issue I of Asia- Pacific Institute of management New Delhi.
2. Case study titled “Test Cum Discussion Series-A Case Study of Sachdeva Colleges ltd” published in JIM-Quest Volume 01 Issue 02 of Jaipuria Institute of Management, Ghaziabad.

● **Conferences , Webinars , FDPs and Workshop**

1. Faculty Development Programme on Research Methodology with SPSS at Bhartiya Vidyapeeth University from 17-19 May 2011.
2. Faculty Development Programme on Research Paper writing for Sunshine Group of Institute Rajkot from 30 Nov -1 Dec 2011.
3. FDP: Multivariate Analysis using SPSS and Structural Equation Modeling – Amos (August 16-18, 2014)
4. All India Management Scholars International Seminar at IIM Bangalore and presented the Paper titled “Attributes used by young consumers when gauging a fashion product (Denim Jeans)”.
5. International seminar on BPOs Department of Business Administration Guahati University, Gauhati and presented a paper titled “Legend & Reality about Call Centres in India.
6. International Seminar, IPM Ghaziabad on “strategic Imperatives and core competencies of Indian Organisation” and presented the Paper titled
 - a) “The Internal Marketing and the Commitment of the Employees – a case study of KHavei Gram Udyog
 - b) “Exploring the Library: Marketing Library Services: A Study on Institutes of Modi Group”.
7. Global HR meet 2004, Amity Business School, Noida and presented a paper titled “The role of HR in Marketing-A Case study of Nirulas’ Restaurants”.

8. All India Management Scholars International Seminar at IIM Ahmedabad and presented the Paper titled
 - a) An Investigation of Consumer Behaviour in cellular Handset”
 - b) “Cultural Values of Advertising in India”
 - c) “Marketing Library Services”.
9. Case Study Competitions at Jaipuria Institute of Management, Noida and presented Test Cum Discussion Series-A Case Study of Sachdeva Colleges ltd
10. Three day conference at Jiwaji University, Gwalior and presented paper on
 - a) “Role of technology in online higher education: A exploratory study on significant factors for success
 - b) “Finding the critical success factors in distance learning education” in Directorate of Distance Education
11. International conference at Guru Kangri University, Haridwar and presented on “Customer Expectation from a Cellular in Haryana:A Factor Analysis”.
12. Conducted an international seminar on “Strategic Imperatives and core competencies of Indian Organisations” at Institute of Productivity and Management, Ghaziabad, 2004.

2. Head of Department and Associate Professor - Dr. Samriti Mahajan

● Awards:-

1. Young Women Educator and Scholar by - National Foundation for Entrepreneurship Development (NFED) 2023
2. Indian Researcher Award by IRA, London, U.K - 2021
3. Motivational Increment for exemplary performance with the rating of “A++” during the year 2022 by external auditor at Lingaya’s Vidyapeeth, Faridabad.
4. Guest of Honour - BNMIT, Bangalore Intellectual Property Right Conclave” 14th - 15th March, 2024
5. Expert for Technical Session - ICSSR Sponsored National Seminar on Reconditioning Indian Tradition and Culture through NEP 2020: Multilingual, Multicultural and Multidisciplinary Educational Approaches, Chhatrapati Shahu ji Maharaj University, Kanpur 1st - 2nd March, 2024
6. Session Chair- International Conference The Myriad Facets of Women: A Celebration of the Extraordinary, Jain University, Bangalore 1st - 2nd March, 2024
7. Session Chair - International Conference on Fostering Industry Academia Partnership for Driving Innovation and Strategizing Trade & Industry, Prestige Institute 6th -7th Jan, 2024
8. Session Chair - International Conference of Project Management, Prestigious 15th -16th Dec, 2023 Bali
9. Convenor - ICSSR Sponsored International Conference on LeadershipX: Innovation and Leadership on 3rd -4th Nov, 2023
10. Chief Guest - Inauguration of IPR Cell in BIT Raipur on 25th July 2023
11. Project Judge - BNMIT, Bangalore 2nd -3rd June, 2023
12. Panelary Session Speaker, World Innovation Patent Conclave, Delhi 2022
13. International - Online panel discussion, Covid-19 Crisis: The Global Economy Reshaping 2020.

● Publications-

1. Examining the Impact of Parental-Education and Socio-Demographic Factors on Career Aspirations in Adolescent Students in Delhi NCR, India: A Cross-Sectional Study, Cogent Business & Management, Vol-11, No. 1, 2024 T&F (Scopus + WoS + CABS) 2024

2. **Mahajan, S., & Soni, V.** (2017). Disaster Management – Mitigation of Inevitable Accident. Indian Journal of Science and Technology 2017
3. Conflict Management for Innovation and Top Management Teams, Empirical Economics Letters, Volume 23, Special Issue 2 March 2024, ISSN 1681-8997 (ABDC- C) 2024
4. Impact of Integration of Immersive (Augmented Reality) Technologies into E-Commerce and Customer Engagement: An Exploratory Study, Empirical Economics Letters, Volume 23, Special Issue 2 March 2024, ISSN 1681-8997 (ABDC- C)
5. Mahajan, S., & Gera, R. (2023). Determinant factors influencing green purchase intention of millennials in Delhi/NCR and green consumer needs. International Journal of Public Sector Performance Management, 12(3), 402-422.
6. Shopping Malls of Delhi and Management of the Spaces, Madhya Pradesh Journal of Social Sciences, ISSN: 0973-855X, Vol. 28, No.2, 2023 UGC Care Group -1
7. The Practicality and Means of Leading Healthy Life, Anvesak Vol. 53 (2) (2023) UGC Care -1
8. The Beneficial Aspect of Exercising in a Gym, Madhya Pradesh Journal of Social Sciences A Biannual Journal of M.P Institute of Social Science Research, Ujjain ISSN: 0973-855X, Vol. 28, No.2, 2023
9. How People Buy and What they Buy in the Mall, Anvesak Vol. 53 (2) (2023), UGC Care Group -1
10. An exploratory study on virtual fitting room technologies (augmented reality) and online customer experiences for e-commerce retail, Madhya Bharti - Humanities and Social Sciences, Vol-84, No. 30, Jan-June:2023, ISSN: 0974- 0066, UGC
11. Effect of Augmented Reality on online beauty accessory purchase during covid 19 Pandemic: A study on L'oreal Paris Makeup Genius, Education and Society, Vol-46, Issue-4, No-08, Oct-Dec: 2022, ISSN: 2278-6864 UGC CARE Journal
12. Tech-Life Balance is a new work-life balance of current digital society, Journal of the Asiatic Society of Mumbai, Vol.XCV,No.43, Nov 2022,UGC CARE Group-1
13. Impact of augmented reality technology in creating sustainable education environment during Pandemic: in Delhi NCR, Dogo Rangsang, Research Journal, ISSN: 2347-7180, Vol. 12, Issue. 07, July 2022, UGC CARE GROUP 1
14. Effect of Conflict on the Organization Performance, Shodha Samhita : Journal of Fundamental & Comparative Research, Vol. VIII, No. 1(XXXIII) : 2022, ISSN: 2277-

7067, UGC CARE

15. Conflict Management: A literature Review and Study, International Journal of humanities, Law
16. and social services, Vol No. IX, Issue. II, NO.1 :2022
17. Redesigning experiential fashion to tech-powered refashion in un-normal times: A review of innovative SCM in the apparel industry, Anvesak, Vol. 52, No. 6(I), June 2022 ISSN: 0378-4568, UGC CARE GROUP 1
18. Impact of Artificial Intelligence on Apparels Post Pandemic: Review study of amplified intelligence in H&M, NIU International Journal of Human Rights, Vol. 9 (II) – February, 2022,ISSN: 2394- 0298 UGC CARE GROUP 1
19. The growth and development of shopping malls across the world, Journal of Education: Rabindra Bharati University, Vol. 24, No. 1(III), 2022,ISSN: 0972-7175 UGC CARE
20. Green Consumer: Study of Demographic and Psychographic Behavioural Segments, Journal of Critical Review, Vol.7, No.10, pp. 582-588, 2020, ISSN: 2394-5125 SCOPUS
21. Predictors Patrons of Green Food Product Purchase Behaviour, Studies in Indian Place Names Vol.40, No.86, pp. 296- 315, March 2020, ISSN: 2394-3114 UGC CARE LIST.
22. Mitigation of Inevitable Accident, Indian Journal of Science and Technology, Vol.10, No.35, pp.1- 13, Sep 2017, ISSN (Print): 0974-6846, ISSN (Online): 0974-5645 THOMSON REUTERS

23. E-commerce Evolution: Unveiling Consumer Trends through Dark Data Analysis, ABDC Empirical Economics Letters, 23 (Special Issue 3): (April 2024) ISSN 1681 8997.
24. Analyzing how Demographic Factors Affect Buying Behavior of Face Wash using Dark Data Analytics in South Delhi, ABDC Empirical Economics Letters, 23 (Special Issue 3): (April 2024) ISSN 1681 8997.
25. Published a research paper on “ADOPTING ARTIFICIAL INTELLIGENCE FOR SUCCESSFUL ORGANIZATIONAL CHANGE MANAGEMENT ” in Lingaya’s Journal of Professional Studies. (Vol. 17, Dec. 2023)
26. AN ANALYSIS ON CULTURE & ITS IMPACT ON BUSINESS ETHIC Lingaya’s Journal of Professional Studies Vol.16, No. 2, July-December 2022
27. EXPLORING CONSUMER PERCEPTIONS AND ADOPTION TRENDS OF DIGITAL PAYMENT: A CASE STUDY IN SOUTH DELHI Lingaya’s Journal of Professional Studies Vol. 15, No. 2, July-December 2021
28. The Journal of Interdisciplinary approach, Lingayas Journal of Professional studies, ISSN : 0975-539X “SOCIAL INFLUENCER EFFECTS ON GENERATION Z’S PURCHASING PATTERNS “.
29. IMPACT OF SOCIAL MEDIA ON MENTAL HEALTH Lingaya’s Journal of Professional Studies Vol. 15, No. 2, July-December 2021
30. HIRING & TRAINING – WHY IT IS NEEDED AND HOW TO DO IT Lingaya’s Journal of Professional Studies Vol. 14, No. 1, January-June 2020
31. ELECTRIC CARS AND ENVIRONMENT Lingaya’s Journal of Professional Studies Vol. 14, No. 1, January-June 2020
32. Green Packaging in FMCG: A Comparative Analysis of Consumer Responses and Environmental Impact, Volume 23, Special Issue 3 April 2024, ISSN 1681-8997 (ABDC-C) 2024
33. Intersection of Environmental Coherence and Corporate Governance: Evaluating Strategies in Green Marketing, Volume 23, Special Issue 3 April 2024, ISSN 1681-8997 (ABDC- C) 2024

● **Books Editor -**

1. A multidisciplinary approach in Innovation Paradigm by Swaranjali Publications (ISBN - 978-93-5470-624-0) in 2022
2. Education system challenges in modern perspective by Alpha International Publication, (ISBN - 978-93-95978-95-8) in 2023.

3. Working as Guest Editor in Empirical Economic Letters - ABDC C Category Journal in Bangladesh
4. Heliyon - Elsevier publication (Scopus- Q1) 2023
5. ABCD Indexing- Reviewer

● **Books Chapters -**

1. An Augmented Reality-Based Apparel Purchasing Simulation Guide by A multidisciplinary approach in Innovation Paradigm (ISBN No: 978-93-5470-624-0) in 2022
2. Conversational Commerce for Millennials in Apparel Industry: Chatbots by A multidisciplinary approach in Innovation Paradigm (ISBN No: 978-93-5470-624-1) in 2022
3. Effect of Conflict on the organization Performance by A multidisciplinary approach in Innovation Paradigm (ISBN No: 978-93-5470-624-2) in 2022
4. Innovation and Future Trends in Corporate Cultures by A multidisciplinary approach in Innovation Paradigm (ISBN No: 978-93-5470-624-3) in 2022
5. Paradigm Shift in Business management, chapter Name: Dark Data - A Hidden blessing in Disguise for Organisation , ISBN: 978-81-959202-2-8

● **Patents**

Patent - Indian	
1.	Consumer attitude based behavioral intention in green food product- 2022/11018196 Published
2.	Green Strategies: Adoption, Innovation and Alliances- 2022/11030529A under IPR, Govt. of India Published
3.	Design Patent – GAIT Training exercise equipment – Govt. of India Granted
4.	Women Tribes in transition amid alien environment in urban city – 202211070838

	Published
5.	A method for analyzing the mediating role of reward in job satisfaction and motivating employees performance. 202311045568 Published
6.	A method for analyzing strategies of financial management in e-commerce enterprises. 202311078689 Published

Patent - International	
1.	A method for employees satisfaction that reduces turnover intention of employees and leadership that makes employee growth, Republic of South Africa - 2022/04837 Granted
2. 2022	A system and a method for regulating advertising, Republic of South Africa - 2022/05331 Granted
3. 2022	A Method for critical Incident Stress Management, Republic of South Africa - 2022/05633 Granted
4. 2022	A method for employees satisfaction that reduces turnover intention of employees and leadership - 2022/04837 Granted
5. 2022	Growing popularity of Indian regional OTT platforms 2022/07837 Granted
6. 2022	A novel inclusive educational model for children with disability and severe disability 2022/07611 Granted
7. 2020	A radar system using arduino and ultrasonic sensor for building inspection – 202023100297 Granted
8. 2023	Communication system for broadcasting a live- video through social media and method thereof – 202311026512 Granted
9. 2023	A novel artificial intelligence model to overcome challenges of education for teachers and schools – 202311009968 Granted
10.	Hydroponic Nutrient Prediction Device using Internet of Things – 6291239 Granted
11.	Novel IOT Based Computerised Numerical Control Fibre Laser Composite Material Cutting Machine – 6291241 Granted
12.	A Novel Digital Currency Reader for Blind and Impaired People – 6291629 Granted
13.	System and Method for redesigning development strategies for sustainable growth and well- being – 202311046235 Granted

14.	IOT based Fibre optic Blanket Phototherapy Jaundice treatment – 6291240 Granted
15.	AI-Enabled Aquaculture fish disease prediction device - 6304592 Granted
16.	Eye-Tracking device enables handsfree neuro- computer interaction – 6310190 Granted

● Conference , Webinars , FDPs and Workshop

1. International conference on Fostering Industry Academia Partnership for driving innovation and strategizing trade and industry, 6th -7th Jan, 2024
2. International conference on Global business strategies for sustainability, Dark data- A hidden blessing in disguise for organization, Amity University, Jan 19-20, 2023
3. International Conference on multidisciplinary approach to Innovation and Design of Thinking, IEC, 23-24th June 2022
4. International Entrepreneurship Summit ‘AVLOKAN 2.0’ , “Beyond Sustainability – Trends in Regenerative, Socially Responsible, Community Ventures” 2022
5. International Conference on “Resetting Strategies and Building Resilience in Global Business Ecosystem for Covid Crisis” organized by Research and Development cell of Asian Business School, Noida, 2021
6. International Research Conference attended “Sustainable Development and Education” 26th - 27th August 2021 London School of Management Education U.K.
7. Paper presented on Green Conduct: “Aspect of Price Consciousness and Ecological Concern in Indian Consumer Behavior”, London School of Management Education U.K, Online International Conference on ‘Role of Management, Education and Social Sciences in Responsible Research and Innovations: Challenges and Realities 2020. (Pg. no. 338-352)
8. International Conference attended on “Role of Management, Education and Social Sciences in Responsible Research and Innovations: Challenges and Realities” 2020
9. Conference attended and paper presented on “Determinant Factors Influencing Green Purchase Intention of Millennials in Delhi/NCR”, Global Business Strategies For Sustainability, 2019, ISBN: 978-81-942473-8-8
10. Conference attended and paper presented on “Antecedents of Purchase Behavior of Green Food Product” MRCON 2020 Building Sustainable Competitive Edge.

11. Conference attended and paper presented on “ Indian Green Consumer Behavior and its antecedents” 2019
12. International Conference attended and paper presented “An analysis on culture & Its impact on Business Ethics” ICRTES 2018.
13. Participated in Technology Trends and Revolution in Web and Mobile, organized by BVICAM, New Delhi, 20th Jan, 2024
14. MDP - Emotional Intelligence for leaders, Lloyd Business Schools, 20th Jan, 2024
15. International Faculty development on holistic pedagogy, Don Bosco College 9th – 15th Jan, 2023
16. Entrepreneurship: Business Policies & Practices – Speaker 2022
17. Faculty Development Programme – Qualitative Research Tools and Techniques with special reference to APA Format – 24th September, 2022
18. Global Academic Summit, Strategic Intelligence and Leadership, IMS Noida 1st - 2nd Dec, 2022
19. Participated in Internal Quality Assurance Cell on Unlocking the potentials of Intellectual Property Rights, June, 2022
20. Participated in “Case Teaching & Case Writing” FDP by SDIET, 11th – 18th April, 2022
21. Participated in the International Entrepreneurship Summit "AVLOKAN 2.0" Beyond Sustainability Trends in Regenerative, Socially Responsible, Community Ventures 17- 22 Jan (2022)
22. MDP on “Strategizing and Managing Brand’ by Lloyd Business School, 8th Jan (2022)
23. Participated in International Research Summit AVLOKAN 2021 “Redefining Social Responsibility and Ethical Leadership” 2nd - 10th August 2021. Special session given by Dr. Philip Kotler. (2021)
24. Two-day National Level Faculty Development Programme “Data Analysis using SPSS, AMOS & R.” (2020)
25. Faculty Development Programme “Inquest of Research - SPSS & AMOS (2020)
26. Faculty Development Program “Effective Engagement & Communicate to Connect”

(2017)

27. Workshop - Power BI + Tableau 24th Nov, 2022
28. Business Analytics with excel course completion 23rd June, 2022
29. Workshop on “Customer Grievance Redressal Mechanism & Financial Inclusion”
Reserve Bank of India, New Delhi (2017)
30. Workshop on “Capital Markets/Investment Awareness” (2017)
31. One week training Programme on Professional Development of Teachers, “National Institute of Technology Kurukshetra” (2017)

3. Assistant Professor - Dr. Komal Jaiswal

● Publications-

1. A PROGRESSIVE EVALUATION OF DIRECT TAX REVENUE IN INDIA” in journal titled ‘INTERNATIONAL JOURNAL OF EMERGING RESEARCH IN MANAGEMENT AND TECHNOLOGY’ NOVEMBER 2017.
2. AN ANALYTICAL STUDY OF DIRECT TAX STRUCTURE IN INDIA’ in a journal titled ‘THE RESEARCH JOURNAL OF SOCIAL SCIENCES’ FEBRUARY, 2019.
3. A COMPARATIVE STUDY OF DIRECT TAX REVENUE OF INDIA AND CHINA (WITH SPECIAL REFERENCE TO INDIVIDUALS)’ in journal titled ‘INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS’ MAY 2019.
4. AN ANALYTICAL STUDY OF TAX-GDP RATIO OF INDIA AND CHINA’ in a journal titled IJMER, AUGUST 2019.
5. AN ANALYTICAL STUDY OF SHADOW ECONOMY OF BRICS COUNTRIES in journal titled IJIRF, FEBRUARY 2020.
6. A STUDY OF DIRECT TAX STRUCTURE OF BRICS COUNTRIES in Journal titled ‘INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS’ JANUARY 2023.
7. ANALYSIS REPORT ON THE INFLUENCE OF FASHION INDUSTRIES ON MILLENNIALS ‘ Lingaya’s Journal of Professional Studies, June 2020.
8. Human Resource Policies and Procedures of Imperial Auto Company, ‘ Lingaya’s Journal of Professional Studies, June 2022.
9. Integration of AI in Banking Industry: A Comprehensive Study in Empirical Economics Letters (ABDC) April 2024.
10. Structured Finance and Securitization: Inception of Stock Exchanges in Empirical Economics Letters (ABDC) April 2024.

● Books Chapters -

1. Book Titled: Paradigm Shift in Business management , Chapter Name:An Overview of Digital Payment Network in India, ISBN: 978-81-959202-2-8

● Patents

1. Patent: Communication System For Broadcasting A Live- Video Through Social Media And Method Thereof, Indian patent, Application no. 202311026512
2. Patent: Eye Tracking Device Enables Hands Free Neuro Computer Interaction, International patent, Application No. 6310190

● Conference , Webinars , FDPs and Workshop

1. Attended Seven day Faculty Development Programme on “Holistic Pedagogy ” organized by Don Bosco College,Bengaluru in Collaboration with Globethics.net,India from 9th to 15th January 2023.
2. Faculty Development Programme on “Qualitative Research Tools and Techniques with Special reference to APA Format (7th Edition)” held on 24th September 2022,at IPEM ,Ghaziabad
3. Attended International Conference Paradigm Shift in Business and Management: Outcome Based strategic performance Management system with Stakeholders Prospective” IPEM Ghaziabad presented paper entitled” An Overview of Digital Payment Network in India”
4. Attended an International conference on “Technological Transformation & Sustainability : Perspectives & Challenges” organized by DAV Centenary College,faridabad.
5. FDP- Scaling up professional education through new paradigm of entrepreneurship development, 1st Dec, 2022 - 7th Dec, 2022
6. Paradigm shift in Business Environment: Challenges and opportunities, 26 November 2022
7. International Conference on Building Global Competitiveness through Innovation Integrity and Inclusion in Atma Nirbhar Bharat, 10th-11th May, 2024 at IMS Ghaziabad.

4. Assistant Professor - Mr. Praveen Kumar Pandey

● **Awards:-**

1. Obtained the certification course of Tally ERP 9 and obtained Grade “A” from Brilliant Computer, Kolkata which is registered under Government of West Bengal and ISO Certified Institute.
2. Participated and ranked 1st in Video Presentation in Legal Aspect of Business on “Furniture Store Fraud”
3. Received Participation Certificate on “Marketing done through Augmented Reality (AR) and Virtual Reality (VR) Programming in 2019”, given by PHD Chamber of Commerce, New Delhi.
4. Received the Memento and certificate of doing the Track Chairship for Successful Conduct of Leadership Conference in 2023.

● **Publications**

1. Published Research Paper titled “Examining the impact of parental education and socio-demographic factors on career aspirations in adolescent students in Delhi NCR, India: A cross-sectional study” in high repute Journal with Impact Factor 3.5 (Scopus), - “COGENT Business & Management, Taylor & Francis Publication” in Volume No.11 , Issue No.1, pp.01 - 17 DOI: 10.1080/23311975.2023.2284444 - SCOPUS + WoS+ ABS INDEXED, (2024)
2. Accepted Research Paper titled “Examining the Potential Effects of Augmented Reality on the Retail Customer Experience: A Systematic Literature Analysis” - International Journal of Networking and Virtual Organizations of Inderscience Publication - UGC + SCOPUS INDEXED,
3. Accepted Research Paper titled “Formation of customer value through channel integration: modeling the mediating role of cognitive and affective customer experience in the Omni Channel Retail context” with Impact Factor 3.5 (Scopus), “COGENT Business & Management, Taylor & Francis Publication - SCOPUS + WoS+ ABS INDEXED, (2024)
4. Accepted Research Paper titled “Global Sustainable Organic Product Movement: Embracing Production and Consumption Shifts” International Journal of Global Environmental Issues (Inderscience) - UGC + SCOPUS INDEXED (2024)
5. Accepted Research Paper for Publication and is published on Online First (2023), paper titled “Impact of perceived value of services and buzz marketing on the relationship

- between service quality and customer satisfaction: a meta-analysis”. *International Journal of Services and Operations Management (Inderscience)* - UGC + Scopus + ABS.
6. Published Research Paper titled “Unearthing the Interplay Between Key Review Components and Sales in the White Goods Realm: The Vitality of Buzz Marketing” *Journal of Cultural Marketing Strategy* - SCOPUS INDEXED (2023)
 7. Published Research Paper titled “A Technological Review on Rise of Esports in World Economy. In Proceedings of the 4th International Conference on Information Management & Machine Intelligence (pp. 1-8) - SCOPUS INDEXED (2023)
 8. Published Research Paper titled “Meagerness of Employees symptomatic to disease: a case on healthcare industry”, *Journal of Health Management*, Sage Publications, 23(3), 531-548, doi: 10.1177/09720634211032023. UGC + Scopus + WoS INDEXED (2021)
 9. Published Research Paper titled “Complacent Effect of Age and Education on the Online Banking-Service Compatibility: Study in Delhi and NCR”. *TEM Journal*, 9(4) 1765-1770. doi: 10.18421/TEM94-59. Scopus+WoS INDEXED - (2020)
 10. Published Research Paper titled “Empirical Analysis of Inter-Relationship between Service Quality, Consumer Involvement, and Consumer Satisfaction”, *Indian Journal of Marketing*, 50(4), 25-42. doi: 10.17010/ijom%2F2020%2Fv50%2Fi4%2F151571 UGC + Scopus + ABDC INDEXED - 2020
 11. Published Research Paper titled “Analysis of the impact of demographic features of young entrepreneurs on the financial literacy level: Meta-Analysis in Delhi NCR”, *Research in World Economy*, 11(6), 213-224. doi: 10.5430/rwe.v11n6p213 - SCOPUS INDEXED - (2020)
 12. Published Research Paper titled “The Impression of Emotional Intelligence on University Students: A Descriptive Study”, *International Journal of Recent Technology and Engineering*, 8(3), 2171-2178, doi: 10.35940/ijrte.C4583.098319 - SCOPUS INDEXED - (2019)
 13. Published Research Paper titled “Trend Related to Compensation among Different Industries”, *International Journal of Recent Technology and Engineering*, 8(4), 1441-1448. doi: 10.35940/ijrte. D7429.118419 - SCOPUS - (2019)
 14. Published Research Paper titled “Competency Mapping based on Identifying the Impact Over the Productivity of SMEs. *International Journal of Innovative Technology and Exploring Engineering*, 9(2), 2236-2243 SCOPUS - (2019).

15. Published Research Paper titled “Study on the Satisfaction level of Exporters as a subset of Export Promotion”- Study on CONCOR”, *Independent Journal of Management and Production*, 12(5), 1318-1338, doi -<https://doi.org/10.14807/ijmp.v12i5.1346>. - UGC+WoS INDEXED - 2021
16. Published Research Paper titled “Convolution of Managerial IM Tactics on Expressions: An Empirical Study”, *IPE Journal of Management*, 10(1), 51-64, UGC INDEXED - 2019
17. Published Research Paper titled “Study on Below-the-Line Factors influencing the brand equity formation - With water purifier company outlook”, *Journal of Marketing Vistas*, 10(2), 14-28 - UGC INDEXED - 2020
18. Published Research Paper titled “Study on applicability of Consumer Protection Laws on the services offered by the banking institutions- A Case study”, *Journal of Marketing Vistas*, 9(2), 70-81, UGC INDEXED - (2019)/
19. Published Research Paper titled “Factors responsible for the convolution of purchasing brands and non-brands, *Amity Journal of Marketing*, 4(2), 1-18 - UGC INDEXED (2017).
20. Published Research Paper titled “Alleyway of Corporate Governance under the purview of Kotak Committee Report. *Amity Journal of Corporate Governance*, 2(2), 46-57 - UGC INDEXED (2017).
21. Published Research Paper titled “Role Of Artificial Intelligence In Shaping Leadership. *Lingaya’s Journal Of Professional Studies*, 17 (2), 2023.
22. Published Research Paper titled “Open Innovation: Collaborating for Successful Innovations, *Lingaya’s Journal Of Professional Studies*, 17 (1), 2023.
23. Published Research Paper titled “Design Thinking: A Framework for Creative Problem Solving Strategies, *Lingaya’s Journal Of Professional Studies*, 17 (1), 2023.
24. Published Research Paper titled “An Analysis On Culture & Its Impact On Business Ethic, *Lingaya’s Journal Of Professional Studies*, 16 (2), 2022.
25. Published Research Paper titled “Bridging The Gap Between AI And Human Understanding, *Lingaya’s Journal Of Professional Studies*, 16 (1), 2022.
26. Published Research Paper titled “Research Report On Marketing’s Impact On Generation Y, *Lingaya’s Journal Of Professional Studies*, 16 (1), 2022.
27. Published Research Paper titled “Exploring Consumer Perceptions And Adoption Trends Of Digital Payment: A Case Study In South Delhi, *Lingaya’s Journal Of Professional Studies*, 15 (2), 2021.

28. Published Research Paper titled “Understanding The Most Effective Strategies In Promoting Small Businesses In India, Lingaya’s Journal Of Professional Studies, 15 (2), 2021.
29. Published Research Paper titled “Electric Cars And Environment, Lingaya’s Journal Of Professional Studies, 14 (1), 2021.

● **Editor -**

- 1) Working as Guest Editor in Empirical Economic Letters - ABDC C Category Journal in Bangladesh

● **Manuscript Reviewer (Reviewed more than 40 Research Papers up till yet)**

1. International Journal of Services, Economics and Management (IJSEM) - Inderscience Publication (UGC + SCOPUS)
2. International Journal of Electronic Finance - Inderscience Publication (UGC + SCOPUS + ABDC (C))
3. International Journal of Gender Studies in Developing Societies - Inderscience Publication (UGC + SCOPUS) Journal of Strategy and Management - Emerald (SCOPUS + ABDC (C))
4. International Journal of Social Economics - Emerald (Scopus + ABDC (B) + WoS + CABS)
5. Journal of Strategy & Management - Emerald (Scopus + ABDC (C) + WoS)

● **Funding Project -**

- 1) Brought the Research Funding as a Grant of Rs 1,50,000/- from ICSSR for the International Conference held on 03rd - 04th, November, 2023.
- 2) Proposed the Research Funding as a Deputy Director for the Grant of Rs 5,50,000/- from ICSSR for International Workshop for FY 2024 - 25.
- 3) Proposed the Research Funding as a Co - PI for the Grant of Rs 10,00,000/- from ICSSR for Seed Money Project for FY 2024 - 25.

● **Books Chapters -**

Springer Publication

- 1) Chapter - 1:- Managing Human Capital for Organizational Success

- 2) Chapter- 2:-Traditional Human Resource Management (HRM): Evolution and Key Concepts
- 3) Chapter- 3 :-The Shift towards Human Capital Management (HCM): Adapting to the Modern Workplace
- 4) Chapter- 4 :- Artificial Intelligence in Human Capital Management
- 5) Chapter- 5 :- Workforce Analytics and Organizational Performance

Taylor & Francis Publication

- 1) Chapter - 1 :- Hybrid Work Models, Metaverse Integration, and Talent Management Strategies: Navigating Post-Pandemic Realities
- 2) Chapter - 2 :- Mitigating Negative Externalities in the Metaverse: Challenges and Strategies

Elsevier Publication

- 1) Chapter - 1:- Immersive Learning Trends using Digital Twins
- 2) Chapter - 2:- Digital Twin and Virtual Reality, Augmented Reality and Mixed Reality

● Patents

1. Granted & Published Indian Patent on “A Method For Analyzing Mediating Role of Reward in Job Satisfaction and Motivating Employees Performance.” Application No. 202311045568
2. Granted & Published UK Patent on Eye Tracking Device Enables Hands Free Neuro Computer Interaction, International patent, Application No. 6310190

● Conference , Webinars , FDPs and Workshop

1. Presented paper in International Conference on “Sustainable and Innovative Solutions for India @ 75: A Journey towards Atma Nirbhar Bharat” dated 12th May, 2023 organized by IMS Ghaziabad.
2. Delivered Successful Departmental Workshop on “How to write Quality research Paper – Tips and Technique for Success” in School of Commerce and Management, Lingaya’s Vidyapeeth, Faridabad.
3. Worked as Core Coordinator in International Conference named LeadershipX : IILC
4. Presented Paper in Centre for Educational Transformation through Technology, 2024 on the topic “Metaverse as a Platform for Women Entrepreneurs opportunities and

Challenges”, Jain University

5. Presented Paper in ISDSI GLOBAL, 2023 on the topic “The Impact of AI-Generated Content on Buzz Marketing: A Comprehensive Literature Review”, IIM Ranchi
6. Presented Paper in LeadershipX: International Conference, 2023 on the topic “Metaverse as a Platform for Innovative Service Delivery: Strategy and Implications for Start Up Organizations”, Lingaya's Vidyapeeth
7. Presented Paper in LeadershipX: International Conference, 2023 on the topic “An analytical Review of the Impact of AI Based Service Quality on the First Customer Experience in Start Up Organizations”, Lingaya's Vidyapeeth
8. Presented Paper in 19th International Business Horizon- INBUSH Era World Summit 2019 on the topic “HR Analytics: New dimension in HR Field”, Amity University
9. Participated in the Presentation Skill Competition on the topic “Implication of Information Technology in paramilitary forces’ security: Study on CISF”, Sharda University
10. Presented Paper in 19th International Business Horizon- INBUSH Era World Summit 2019 on the topic “Strategies to reduce employee turnover” Amity University

5. Assistant Professor - Dr. Neha Guleria

5. Assistant Professor - Dr. Neha Guleria

Publications-

- Adapting to Artificial Intelligence: Exploring the Impact, Opportunities, and Challenges for Information Technology Jobs (published in ABDC journal: “Empirical Economics Letters”, April 2024).
- Structured Finance and Securitization: Inception of Stock Exchanges (published in ABDC journal: “Empirical Economics Letters”, April 2024).
- Mobile Banking Adoption Among Senior Citizens: Analyzing Perceived Awareness, Risk, and Usefulness through Artificial Intelligence (published in ABDC journal: “Empirical Economics Letters”, April 2024).
- A Study on Mobile Banking Adoption by Elderly People in India (published in ABDC journal: “Empirical Economics Letters”, March 2024).

- Artificial Intelligence (AI) and Unemployment: An Analytical Impact (published in international peer reviewed journal: “Ripples”, April 2023).
- Understanding Indian Consumer Behavior After Covid Pandemic: A Study of Online Shopping Behavior of Young Customers of Faridabad, India (published in: “Lingaya’s Journal of Professional Studies”, July,December 2023).
- A Detailed Report on Fintech Industries in India & It's Impact on the Financial Sector (published in: “Lingaya’s Journal of Professional Studies”, July-December 2022).
- Tech-life Balance is a new Work-life Balance of current Digital Society (Published in print only journal: Journal of the Asiatic Society of Mumbai, UGC Care Listed, November 2022).
- Role of Self-motivation and Determination with Impact on Work-life Balance (Published in print only journal: Journal of the Oriental Institute, UGC Care Listed, September 2022).
- Impediments for Work-life Balance in the New Normal: Exploring the Factors Facing by Working Individuals (Published in ECS Transactions, Scopus Indexed, April 2022).<https://iopscience.iop.org/article/10.1149/10701.10315ecst/meta>
- The Impact of Pandemic COVID-19 in Workplace (Published in 2020, 273 citations as on December, 2022). <https://www.iiste.org/Journals/index.php/EJBM/article/view/52883>
- A Conceptual Study on Work-life Balance and its impact on Employee Performance (Published in 2020, 4 citation as on December,2022).<https://www.johnfoundation.com/journals/sparkling/sijmrsv3i1/a-conceptual-study-on-work-life-balance-and-its-impact-on-employee-performance/>
- Employee Relations and Engagement During COVID-19 (Published in 2019, 25 citations as on November, 2022).
<https://www.johnfoundation.com/journals/sparkling/sijmrsv3i2/employee-relations-and-engagement-during-covid-19/>
- Impact of Digital Marketing in Today’s Digital World (published in: “Lingaya’s Journal of Professional Studies”, January- June 2021).
- Impact of Stress Management on Work Performance and Innovation of Employees (published in: “Lingaya’s Journal of Professional Studies”, July-December 2021).

Books Chapters -

- Explorative Analysis of Industry 4.0 Scenario with Human Resource Activities (published in an edited book: “Advance Research in Technology, Management, Social Science, Sustainable Development & Humanities”, May 2023).
- Work-life Balance with impact of Sustainable Performance and Challenges (Published in edited book- “A Multidisciplinary Approach in Innovation Paradigm”, 2022).

Patents-

1. Women Tribes in transition amid alien environments in urban cities (Indian Patent, 2022).
2. ‘Communication system for broadcasting a live video through social media and method thereof’ published under intellectual property right govt. Of India and indexed at WIPO, Switzerland.
3. A Method for Analyzing Strategies of Financial Management in E-commerce enterprises (Indian Patent, 2023).

Conference , Webinars , FDPs and Workshop

1. International Conference on ‘Artificial Intelligence, innovation, sustainability’ (28-29 April, 2023).
2. International Conference on ‘Explorative Analysis of industry 4.0 scenario with HR activities’ (12-13 May, 2023).
3. Workshop on Ameliorative Development in higher education from 18-19 April, 2023.
4. One week online FDP on ‘Big Data and Analytics: Recent Trends, Tools and Technologies’ (17-21 April, 2023).
5. International one week FDP on ‘Digital Amelioration and the changes’ (13-19 Feb, 2023).
6. Participated in 2 days International Conference on Theme: “Ignite: Empowering Innovation and Leadership for Thriving Start-ups”organised by School of Commerce and Management in Lingaya’s Vidyapeeth on 3rd-4th November 2023.

7. FDP on 'Entrepreneurial Excellence in Higher Education: Navigating Trends and Challenges in Professional Courses' (4th – 9th March, 2024) by SITRC (Nashik).

6. Assistant Professor - Mr. Pawan Kumar

Publications-

1. Published a research paper on “ADOPTING ARTIFICIAL INTELLIGENCE FOR SUCCESSFUL ORGANIZATIONAL CHANGE MANAGEMENT ” in Lingaya’s Journal of Professional Studies. (Vol. 17, Dec. 2023)
2. Published a research paper on “ANALYZING POTENTIAL IMPACT OF ARTIFICIAL INTELLIGENCE ON ENHANCING VISITOR SATISFACTION

IN RURAL TOURISM ” in Empirical Economics Letters, 23 (Special Issue 3) (April, 2024).

3. Published a research paper on “ETHICAL IMPLICATIONS OF AI IN RURAL TOURISM: PRIVACY AND DATA SECURITY CONCERN ” in Lingaya’s Journal of Professional Studies. (Vol. 17, Dec. 2023)
4. Published a research paper on “ANALYSIS REPORT ON THE INFLUENCE OF FASHION INDUSTRIES ON MILLENNIALS” in Lingaya’s Journal of Professional Studies. (Vol. 14, 2020)
5. Published a research paper on “ELECTRIC CARS AND ENVIRONMENT” in Lingaya’s Journal of Professional Studies. (Vol. 14, 2020)
6. Published a research paper on “DIGITAL MARKETING AND ITS SIGNIFICANCE IN INDIAN CONTEXT” in International Journal of Creative Research and Thought (IJCRT) in 2022.
7. Published a research paper on “ANALYSIS REPORT ON THE INFLUENCE OF FASHION INDUSTRIES ON MILLENNIALS” in Lingaya’s Journal of Professional Studies. (Vol. 17, 2023)
8. Published a research paper on “DESIGN THINKING: A FRAMEWORK FOR CREATIVE PROBLEM SOLVING” in Lingaya’s Journal of Professional Studies. (Vol. 17, 2023)
9. Published a research paper on “THE ROLE OF LEADERSHIP IN DRIVING INNOVATION AND GROWTH” in Lingaya’s Journal of Professional Studies. (Vol. 17, 2023)
10. Published a research paper on “ROLE OF ARTIFICIAL INTELLIGENCE IN SHAPING LEADERSHIP STRATEGIES” in Lingaya’s Journal of Professional Studies. (Vol. 17, Dec. 2023)

● **Books Chapters -**

1. Book chapter under the title “Managing Human Resource Capital for Organizational Success. Theme of the book was “Human Resource Analytics : A way to perform HRM.”
2. Book chapter on “Unleashing the Power of Industry 4.0 : From Unmarket to Market”

● **Patents:-**

1. Published an Indian patent titled “A METHOD FOR ANALYZING STRATEGIES OF FINANCIAL MANAGEMENT IN ECOMMERCE ENTERPRISES.”

● **Conference , Webinars , FDPs and Workshop**

1. Attended an International webinar on “Paradigm shift in Business Environment : Challenges and Opportunities” on 26th November 2022 organised by IPEM Ghaziabad.
2. Participated in UGC supported Webinar on NEP 2020: Technology use & Integration , Organized by UGC-HRDC, JNVU, Jodhpur on 27th Jan 2023.
3. Participated in UGC supported Webinar on NEP 2020: Motivated, Energized & Capable Faculty, Organized by UGC-HRDC, JNVU, Jodhpur on 19th Jan 2023.
4. Participated in Online Advanced Excel training organised by “BIZWIZ.Co.In
5. Attended Faculty Development Programme and student-Expert Interaction Programme on “Scaling up Professional education through New Paradigm of Entrepreneurship Development “ organized by School of Agriculture in Collaboration with Research & Development , Lingaya’s Vidyapeeth, Faridabad.
6. Attended the International Level e-Quiz on “Significance of Women Empowerment in the development of the country “ Organized by Women Development cell in association with IQAC on 11th and 12th Jan 2023.
7. Attended the International Faculty Development Programme in collaboration with MDS Indocan organised by the School of commerce and management, Lingaya’s Vidyapeeth, Faridabad from 13th -19th February 2023.
8. Participated in the Training program on “Entrepreneurship and Innovations “ jointly Organized by Faculty of Commerce -Parul University , Gujarat , Research Foundation of India & RFI-CARE on 21st Jan to 28th Jan 2023.

7. Assistant Professor - Ms. Manisha Jindal

● Publication-

1. Published a research paper on the topic “customer attitude & perception towards internet banking” in Journal “Journal of Modern Management & Entrepreneurship (JMME)” (ISSN: 2231–167X, Impact Factor: 6.889, Volume 13, No. 02, April-June 2023, pp. 53-

68)

2. Published a research paper on the topic “Structured Finance and Securitization: Inception of Stock Exchanges” in Journal “Empirical Economics Letters” (Volume 23, Issue no. 3 ABDC 2024)
3. Published a research paper on the topic "A Bibliometric analysis of Emotional Intelligence in Human & AI", Manav Rachna University in International Journal of Services, Economics and Management (under review)
4. Published a research paper on the topic “Human Resource Policies and Procedures of Imperial Auto Company” in Journal “Lingaya’s Journal of Professional Studies”.
5. Published a research paper on the topic “Customer Opinions and Attitudes Toward Online Financial Services” in Journal “Lingaya’s Journal of Professional Studies”.
6. Published a research paper on the topic “An analysis of the literature on social media influencer marketing” in Journal “Lingaya’s Journal of Professional Studies”.
7. Published a research paper on the topic “Understanding Indian Consumer Behavior After Covid Pandemic: A Study of Online Shopping Behaviour of Young Customers of Faridabad, India” in Journal “Lingaya’s Journal of Professional Studies”.

● **Patents**

1. Eye Tracking Device Enables Hands Free Neuro Computer Interaction, International patent, Application No. 6310190
2. A Method for Analyzing strategies of Financial Management in Ecommerce enterprises vide Application No. 202311078689

● **Conferences , Webinars , FDPs and Workshop**

1. Research Paper published in UGC Valid Journal (The Gazette of India ,Extraordinary Part III,Section 4.
2. Participated in 2 days International Conference on Theme: “Ignite: Empowering Innovation and Leadership for Thriving Start-ups”organised by School of Commerce and Management in Lingaya’s Vidyapeeth on 3rd-4th November 2023.

8. Assistant Professor - Mr. Vishesh Poswal

● **Publications-**

1. Published a research paper on the topic “Impact of the Mid-Day Meal Program on Student Enrollment, Retention, and Attendance in Faridabad Government Schools”, ABDC Empirical Economics Letters , Volume 23, Issue no. 3, March 2024
2. Published a research paper on the topic “Evolution of AI-Based Educational Technologies in Government Schools: A Bibliometric Analysis”, ABDC Empirical Economics Letters Volume 23, Issue no. 3, April 2024.
3. Published a paper on the topic “Finance with Technology (FINTECH)”LINGAYA’S JOURNAL OF PROFESSIONAL STUDIES Vol 15 No.1 ISSN: 0975-539X.
4. Published a research paper on the topic“Bridging the gap between AI and Human Understanding” LINGAYA’S JOURNAL OF PROFESSIONAL STUDIES Vol 16 No.1 ISSN: 0975-539X.
5. Published a research paper on the topic“Corporate Social Responsibility and Firm’s performance: An overview of companies policies: A Study of KUBOTA agricultural machinery pvt. Ltd in India" LINGAYA'S JOURNAL OF PROFESSIONAL STUDIES Vol 16 No.1 ISSN: 0975-539X.
6. Published a research paper on the topic “Human Resource Policies and Procedures of Imperial Auto company” LINGAYA’S JOURNAL OF PROFESSIONAL STUDIES Vol 16 No.1 ISSN: 0975-539X.

● **Patents**

1. A Method for Analyzing Strategies of Financial Management in Ecommerce enterprises vide Application No. 202311078689.

● **Conference , Webinars , FDPs and Workshop**

1. Participated in a workshop on Significance & Utility of Intellectual Property Rights held on October 6, 2021.
2. Participated in FDP on Understanding Digital Tools for Teaching Pedagogy “Training the Trainers” organized by Aggarwal College Ballabgarh.
3. Participated and presented a paper entitled “ Impact of Covid 19 on E-Commerce” in the international conference on Role of Information and Communication Technology(ICT) during Covid 19, Faridabad from January 29-30, 2022.

4. Participated in FDP on creativity, innovation and design thinking organized by Moradabad Institute of technology on 29 may to 02 june 2023.
5. Participated and presented a paper entitled “ Empirical study on impact of Digital Finance on Women’s Present & Future Banking in Faridabad” in the National Conference on Sustainable Development Goals and Higher Education Institutions from June 28-29,2022.
6. Participated and presented a paper entitled “ Impact of New Education Policy 2020 on Higher Education System” in the National Conference on Mapping NAAC Assessment and Accreditation to NEP2020 for Quality Education in HEIs from October 10-11,2022.
7. Participated in the National Seminar on “Challenges and Opportunities for Higher Educational Institutions in implementing NEP2020” on November 26,2022.
8. Participated and presented in Two days International Conference on Theme: “Ignite: Empowering Innovation and Leadership for Thriving Start-ups”organised by School of Commerce and Management in Lingaya’s Vidyapeeth on 3rd-4th November 2023.
9. Participated and presented in an International conference on “Technological Transformation & Sustainability : Perspectives & Challenges” organised by DAV Centenary College, faridabad .

9. Assistant Professor - Ms. Anuradha

● Book

1. Financial Management and Market Dynamics published by Book Rivers publication.

● Conference , Webinars , FDPs and Workshop

1. International Conference on ‘ Entrepreneurship and IT Innovations in Contemporary World: A G-20 Perspective’ (15th May, 2023).
2. International Conference on ‘Economics of Inclusion, Sustainability and Development: A Road Map To G -20 Nations’ (13 - 15 April, 2023).
3. International Five days FDP on ‘ Experimental Teaching - Corporate Cognizance’ (09 - 12 August, 2021).

10. Assistant Professor - Ms. Prasanthi

● Conferences, FDPs and Workshop

1. Participated in FDP on research methodology conducted by Manav Rachana University, Faridabad.
2. Attended 3 day international workshop on Research Methodology and effective report writing conducted by Global Institute of Statistical Solutions, Chennai.
3. Participated in Workshop on Research Paper writing conducted by Manav Rachana University, Faridabad.

11. Assistant Professor - Ms. Akshita

● **Publications-**

1. Green Packaging in FMCG: A Comparative Analysis of Consumer Responses and Environmental Impact, ABDC Empirical Economics Letters
Volume 23, Issue no. 3, 2024
2. Intersection of Environmental Coherence and Corporate Governance: Evaluating Strategies in Green Marketing, ABDC Empirical Economics Letters, Volume 23, Issue no. 3, 2024
3. Structured Finance and Securitization: Inception of Stock Exchanges, ABDC Empirical Economics Letters, Volume 23, Issue no. 3, 2024
4. The Journal of Interdisciplinary approach, Lingayas Journal of Professional studies, ISSN : 0975-539X “EFFECTS OF ONLINE BANKING SERVICES ON E-BANK USER'S BEHAVIOR”
5. The Journal of Interdisciplinary approach, Lingayas Journal of Professional studies, ISSN : 0975-539X “IMPACT OF SYSTEMATIC INVESTMENT PLAN ON MUTUAL FUND”
6. The Journal of Interdisciplinary approach, Lingayas Journal of Professional studies, ISSN : 0975-539X “ANALYSIS REPORT ON THE INFLUENCE OF FASHION INDUSTRIES ON MILLENNIALS
7. The Journal of Interdisciplinary approach, Lingayas Journal of Professional studies, ISSN : 0975-539X COMPARATIVE STUDY BETWEEN CSR ACTIVITIES OF NIKE AND ADIDAS
8. The Journal of Interdisciplinary approach, Lingayas Journal of Professional studies, ISSN : 0975-539X “ELECTRIC CARS AND ENVIRONMENT”
9. The Journal of Interdisciplinary approach, Lingayas Journal of Professional studies, ISSN : 0975-539X “ENTREPRENEURIAL MINDSET: DRIVING INNOVATION AND RISK TAKING”
10. The Journal of Interdisciplinary approach, Lingayas Journal of Professional studies, ISSN : 0975-539X “FINANCE WITH TECHNOLOGY (FINTECH)”
11. The Journal of Interdisciplinary approach, Lingayas Journal of Professional studies, ISSN : 0975-539X “RAPID EVALUATION OF DIGITAL MARETING”

12. The Journal of Interdisciplinary approach, Lingayas Journal of Professional studies, ISSN : 0975-539X “SOCIAL INFLUENCER EFFECTS ON GENERATION Z’S PURCHASING PATTERNS “
13. The Journal of Interdisciplinary approach, Lingayas Journal of Professional studies, ISSN : 0975-539X “CORPORATE SOCIAL RESPONSIBILITY AND FIRM’S PERFORMANCE: AN OVERVIEW OF COMPANIES POLICES: A STUDY OF KUBOTA AG”
14. The Journal of Interdisciplinary approach, Lingayas Journal of Professional studies, ISSN : 0975-539X “ANALYZING THE IMPACT AND EFFECTIVENESS OF SOCIAL MEDIA MARKETING STRATEGIES IN DRIVING CONSUMER RETENTION AND BRAND SUCCESS”
15. The Journal of Interdisciplinary approach, Lingayas Journal of Professional studies, ISSN : 0975-539X “CUSTOMER OPINIONS AND ATTITUDES TOWARD ONLINE FINANCIAL SERVICES”
16. The Journal of Interdisciplinary approach, Lingayas Journal of Professional studies, ISSN : 0975-539X Evaluating the impact of Corporate Social responsibility initiatives on Sustainable Development in Business
17. The Journal of Interdisciplinary approach, Lingayas Journal of Professional studies, ISSN : 0975-539X “Assessing the Effectiveness of Key Performance Indicators (KPIS) in Evaluating Innovation Success in the Hotel Industry”

● **Books Chapters -**

1. Book Title: Emerging Trends in Multidisciplinary Research; Corporate Social Responsibility & Sustainable Advancement Purpose ISBN: 978-81-952125-5-2
2. Book Title: Emerging Trends in Multidisciplinary Research; Consumers' Sentiments Concerning Green Products and How They Alter Their Purchasing Decisions. ISBN: 978-93-5812-990-8
3. Wiley Publication; Understanding Industry 4.0(The chapter is sent for review, SCOPUS + Web of Science INDEXED)

● **Patents**

1. Indian patent IN202311026512 - COMMUNICATION SYSTEM FOR

BROADCASTING A LIVE-VIDEO THROUGH SOCIAL MEDIA AND METHOD THERE OF published under intellectual property right gov. of India and indexed at WIPO, Switzerland .

https://patentscope.wipo.int/search/en/detail.jsf?docId=IN398496495&_cid=P10-LISAUJ-50674-1.<https://ipindia.gov.in/e-gateways.htm>

2. Eye Tracking device enables hands free neuro computer interaction, UK design.
<https://www.registered-design.service.gov.uk/find/6310190>
3. A METHOD FOR ANALYZING STRATEGIES OF FINANCIAL MANAGEMENT IN ECOMMERCE ENTERPRISES vide application number 202311078689 under intellectual property right, Govt of India.

● **Conference , Webinars , FDPs and Workshop**

1. International Conference on “Diversity, Equity and Inclusion: Cultures, Practices and Policies” Management, Entrepreneurship and Economics, (ICMEE), DTU, “Corporate Governance and Environmental Sustainability: A Review of Green Marketing Initiatives”
2. International Conference on “Structured Finance and Securitization: The Inception of Stock Exchanges”, organised by DAV Centenary College, faridabad .
3. International Conference on “LeadershipX: IILC” Environmental Rational and Corporate Governance” An Analysis of Green Marketing Strategies”. 3rd and 4th November 2023.
4. International Conference on Sustainable and inclusive growth for India 2047” MRU; Social influencer effects on Generation Z's purchasing patterns
5. Presented a paper entitled - “ Corporate Social Responsibility & Sustainable advanced purpose” in the International E-Conference “ Paradigm shift in Business and Management : Outcome Based strategic Performance Management system with Stakeholders ‘Perspective “ organized by Institute of Professional Excellence & Management , Ghaziabad in collaboration with “CTIF Global Capsule ,Denmark ,Bharati college ,University of Delhi “& Ghaziabad Management Association “on 4th February 2023.
6. Participated and Presented a Paper on the topic “ Comparative study between CSR activities of Nike and Adidas“in the National Seminar on Azadi ka Amrit Mahotsav- Sustainable and Inclusive Growth for India 2047 held at Manav Rachna Institute of Research Studies Campus on 24th and 25th May 2023.

7. Participated and Presented a Paper on the topic “Electric Cars and Environment“in the National Seminar on Azadi ka Amrit Mahotsav- Sustainable and Inclusive Growth for India 2047 held at Manav Rachna Institute of Research Studies Campus on 24th and 25th May 2023.
8. Attended and Presented a Paper entitled - Consumer sentiments concerning Green Products and How they alter their Purchasing Decisions “4th International Conference on “Emerging Trends in Multi-Disciplinary Research ‘ETMDR-2023’ “held during 2nd march-4th march ,2023 at Poornima University , Jaipur
9. “Entrepreneurial Excellence in Higher Education: Navigating Trends and Challenges in Professional Courses” By Sandip Foundation,, From 4th March to 9th March, 2024
10. "Qualitative Research Tools and Techniques with special reference to APA Format (7 Edition)" held on 24 September, 2022 at IPEM, Ghaziabad
11. "SOFT SKILLS" Jointly Organized by St. Paul Institute of Professional Studies-Indore (M.P.), Research Foundation of India & RFI-CARE from 09 February to 11 February 2023.
12. Seven-day Faculty Development Programme on HOLISTIC PEDAGOGY organized by Don Bosco College. Bengaluru in collaboration with Globethics net, India from 9th to 15th January, 2023
13. Big Data and Analytics: Recent Trends, Tools and Technologies" conducted from 17th-21st April 2023 organized by Department of Computer Engineering, Cummins College of Engineering for Women, Pune, Maharashtra
14. Attended the Faculty Development Programme in collaboration with MDS Indocan organised by the School of commerce and management,Lingaya’s Vidyapeeth,faridabad from 13th -19th February 2023.
15. The UGC Supported Webinar on NEP 2020: Motivated, Energized & Capable Faculty, organized by UGC-HRDC, JNVU, Jodhpur, on 19 January 2023.
16. The UGC sponsored webinar, on NEP 2020: Indian Knowledge System, organized on 07/02/2023 by UGC-HRDC, JNV University, Jodhpur.International Webinar on "Paradigm Shift in Business Environment: Challenges and Opportunities" organized by Institute of Professional Excellence & Management, Ghaziabad, on 26 November, 2022 at IPEM, Ghaziabad.
17. International Lecture titled "Multidisciplinary Research in Education" organized by DPG

Degree College, DPG School of Technology and Management & Chaudhary Partap Singh Memorial College of Education in association with Department of Research & Publications, A2Z EduLearning Hub LLP on 09-02-2023.

18. The UGC sponsored webinar, on NEP 2020: Indian Knowledge System, organized on 07/02/2023 by UGC-HRDC, JNV University, Jodhpur.
19. Training program under NATIONAL INTELLECTUAL PROPERTY AWARENESS MISSION on February 08,2023; Organized by Intellectual Property Office, India
20. Training Program On "Entrepreneurship and Innovations" Jointly Organized by Faculty of Commerce-Parul University-Gujarat, Research Foundation of India & RFI-CARE from 22 January to 28 January 2023.
21. Workshop on Ameliorative Development in Higher Education organized by Udaan Educational services from 18th April 2023 to 19th April 2023
22. The IPR Workshop organized by the R&D and IQAC cell was held at Lingaya's Vidyapeeth, Faridabad on 8th October, 2022.
23. Training workshop on "Empowering Researchers with Chat GPT for Writing Assistance" through online mode on 18th and 19th April, 2023 organized by Nuhianwali Education Society.
24. National Workshop on Research Data Analysis through SPSS organized by Udaan Educational services, from 22nd February 2023 to 28 February 2023.
25. National Workshop on Research Methodology organized by Udaan Educational services from 05/02/2023 to 12/02/2023.

12. Research Assistant- Ms. Shivangi Priya

● Publications-

1. E-commerce Evolution: Unveiling Consumer Trends through Dark Data Analysis, ABDC Empirical Economics Letters, 23 (Special Issue 3): (April 2024) ISSN 1681 8997.
2. Analyzing how Demographic Factors Affect Buying Behavior of Face Wash using Dark Data Analytics in South Delhi, ABDC Empirical Economics Letters, 23 (Special Issue 3): (April 2024) ISSN 1681 8997.
3. THE ROLE OF LEADERSHIP IN DRIVING INNOVATION AND GROWTH
Lingayas's Journal of Professional Studies Vol. 17, No. 1, January-June 2023, ISSN : 0975-539X.
4. NAVIGATION STARTUP PROBLEMS AND CHALLENGES IN THE MODERN BUSINESS LANDSCAPE
Lingaya's Journal of Professional Studies Vol.16, No. 2, July-December 2022, ISSN : 0975-539X.
5. CUSTOMER OPINIONS AND ATTITUDES TOWARD ONLINE FINANCIAL SERVICES
Lingaya's Journal of Professional Studies Vol.16, No. 2, July-December 2022, ISSN : 0975-539X
6. CHANGE MANAGEMENT OR CHANGE LEADERSHIP
Lingaya's Journal of Professional Studies Vol.16, No. 1, January-June 2022 , ISSN : 0975-539X.
7. Impact of Digital Marketing in Today's Digital World ,
Lingaya's Journal of Professional Studies Vol.16, No. 1 Vol. 15, No. 1, January-June 2021, ISSN : 0975-539X.

● Books Chapters -

1. Book title: Paradigm Shift in Business management, chapter Name: Dark Data - A Hidden blessing in Disguise for Organisation , ISBN: 978-81-959202-2-8

● Patents

1. Indian patent IN202311026512 - COMMUNICATION SYSTEM FOR BROADCASTING A LIVE-VIDEO THROUGH SOCIAL MEDIA AND METHOD THERE OF published under intellectual property right gov. of India and indexed at WIPO, Switzerland .

https://patentscope.wipo.int/search/en/detail.jsf?docId=IN398496495&_cid=P10-LISAUJ-50674-1.
<https://ipindia.gov.in/e-gateways.htm>

2. Eye Tracking Device Enables Hands Free Neuro Computer Interaction, International patent, Application No. 6310190

- **Conference , Webinars , FDPs and Workshop**

1. Attended Faculty Development Programme on “Qualitative Research Tools and Techniques with Special reference to APA Format (7th Edition)” held on 24th September 2022,at IPEM ,Ghaziabad
2. Attended one Week International Faculty Development Programme “Improving the writing skills of Early Career Researchers “Jointly organized by SKUAST-K & Just Agriculture Education Group from 15th -21st December ,2022
3. Attended Faculty Development Programme and student-Expert Interaction Programme on “Scaling up Professional education through New Paradigm of Entrepreneurship Development “ organized by School of Agriculture in Collaboration with Research & Development ,Lingaya’s Vidyapeeth,Faridabad.
4. Participated in One week National level online Faculty Development Programme on “Societal Application of machine learning” From 26th - 30th December 2022 organized by the department of CSE at Shri Vishnu Engineering College for Women (A),Bhimavaram.
5. Attended Seven day Faculty Development Programme on “Holistic Pedagogy " organised by Don Bosco College,Bengaluru in Collaboration with Globethics.net,India from 9th to 15th January 2023.
6. Attended and Presented a paper titled “Dark Data- A Hidden blessing in Disguise for Organisation” at 4th International Conference on Global Business Strategies for Sustainability on Jan 19th -20th ,2023 at Amity University,Uttar Pradesh.
7. Participated in UGC supported Webinar on NEP 2020:Motivated,Energized & Capable Faculty ,Organized by UGC-HRDC,JNVU,Jodhpur on 19th Jan 2023.
8. Participated in the National Level Workshop on “Beginner’s Guide to Investment in Stock Market”held on 28th Jan 2023
9. Participated in UGC supported Webinar on NEP 2020: Technology use & Integration ,Organized by UGC-HRDC,JNVU,Jodhpur on 27th Jan 2023.
10. Participated in International Conference on Fostering Industry Academia Partnership for Driving Innovation and Strategizing Trade & Industry, Prestige Institute 6th -7th Jan,

2024

11. Participated in MDP at Llyod business school on “ Emotional intelligence for leaders” on 20th January 2024.
12. One week online FDP on ‘Big Data and Analytics: Recent Trends, Tools and Technologies’ (17-21 April, 2023).
13. Participated in one days workshop on the topic “ Questionnaire framing and selecting sampling Techniques” on 20th april 2023 at Sun Virtual Learning.
- 14.** Attended the Faculty Development Programme in collaboration with MDS Indocan organised by the School of commerce and management,Lingaya’s Vidyapeeth,faridabad from 13th -19th February 2023.
15. Participated in 3 days FDP/SDP on “Soft skills” jointly organized by St. Paul Institute of Professional studies - Indore(M.P) Research Foundation of India & RFI-CARE from 9th February to 11th February 2023.
- 16.** National Workshop on Research Methodology organized by Udaan Educational services from 05/02/2023 to 12/02/2023.