



**Chitkara Business School | Faculty Publications | Jan-June 2021**

S. No.	Title of the Paper	Names of authors	Journal or Conference	Name of the Journal / Conference	ISSN / ISBN
1	Determining relation amongst movie ratings and market returns using regression analysis	Shivani Inder, Gaurav Goyal	Conference	IEEE Xplore	978-1-7281-5462-6
2	Gendering Products Through Advertisements: A Review (1973-2019) of Various Cues Employed by Advertisers	Namrata Sandhu	Journal	Business Perspectives and Research	22785337
3	Electric Vehicles (EVs) Business Models: An Integrative Framework for Adoption of Electric Mobility	Kumar Shalender	Journal	World Review of Science, Technology and Sustainable Development.	17412234
4	PASSIVE LEADERSHIP STYLES AND PERCEIVED PROCRASTINATION IN LEADERS: A PLS-SEM APPROACH	Dr. Sandeep Singh, Dr. Sarita Sood, Dr. Rajni Bala	Journal	World Review of Entrepreneurship , Management and Sustainable Development	17460573
5	Pandemic Threat to Global Health: A Review-Based Article	Anmol Sharma, Sandhir Sharma, Amandeep Singh	Journal	Journal of Cardiovascular Disease Research	9753583
6	Proximal and Distal influences on fresh management graduate's employability: A review of	Frederick Sidney Correa , Pawan Kumar Chand, Amit Mittal and Ruchi Mittal	Journal	Webology	1735188X

	literature and orientations				
7	Challenges faced by Micro, Small and Medium Enterprises: A systematic review	Hemendra Singh Bisht, Dilpreet Singh	Journal	World Review of Entrepreneurship , Management and Sustainable Development	17460573
8	Conflict Management “A Challenge to resolve through various Communication Styles	Rashmi Aggarwal; Tanvi Verma; Kirti Agarwal	Journal	International Journal of Environment, Workplace and Employment	17418437
9	Implementation of digital strategy in higher educational institutions in India	Pooja Chaudhary, KK Sharma	Journal	International Journal of Business and Globalisation	17533627
10	An empirical investigation of a change in control motive of open offer announcement on shareholders wealth of objective firms (revised)	Rajit Verma, Kulwant Kumar Sharma	Journal	International Journal of Business and Globalisation	17533627
11	A Stakeholder Perception of TQM in Engineering Education	K L Sapra, Shuchi Dawra and Satish Kapoor	Journal	World Review of Science, Technology and Sustainable Development.	17412234
12	An Integrated Model of Financial Literacy among B-School Graduates Using Fuzzy AHP and Factor Analysis	Shivani Chopra, Arun Aggarwal, Sahil Gupta, Sanjay Gupta, Sanjay Rastogi	Journal	The Journal of Wealth Management	15347524

13	Analysing the mediating effect of leader-member exchange on the relationship between servant leadership and organisational commitment	Arun Aggarwal, Kamrunnisha Nobi, Dinesh Jaisinghani, Geeti Sharma	Journal	International Journal of Economics and Business Research	17569850
14	A Theoretical Framework on Market Orientation-firm Performance Linkage in Textile Processing Industry: Mediating Effect of Entrepreneurial Orientation	Dibyendu Pal, Kumar Shalender	Journal	Webology	1735188X
15	Impact of Social Media on Consumer Behaviour	Amandeep Singh, Taranjit Singh Vij	Journal	Turkish Journal of Computer and Mathematics Education	13094653
16	Flipping the Business Classrooms: Benefits and Challenges	Namrata Sandhu	Journal	International Journal of Sociotechnology and Knowledge Development	19416253
17	The Use of Web-Based Social Networks: Trends, Antecedents, and Consequences	Navreet Kaur, Anmol Sandhu	Journal	Webology	1735188X
18	ROLE OF GOVERNMENT IN SUSTAINABLE GROWTH AND ECO DEVELOPMENT OF ECONOMY	Rajni Bala, Sandeep Singh	Journal	World Review of Entrepreneurship , Management and Sustainable Development (WREMSD)	17460573
19	IS PRIVATE EQUITY DIFFERENT FROM PUBLIC EQUITY	Manu Sharma, Sandhir Sharma	Journal	Journal of Wealth Management	15347524
20	Understanding barriers of telemedicine adoption: A study	Sonika Bakshi, Urvashi Tandon	Journal	Systems Research and Behavioral Sciences	<b>10927026</b>

	in North India revised				
21	A unified perspective on the adoption of online teaching in higher education during the COVID-19 pandemic revised	Amit Mittal, Archana Mantri, Urvashi Tandon, Yogesh K Dwivedi	Journal	Information Discovery and Delivery	23986247
22	Underpinning the relevancy of the NIRF rankings in higher education management institutions in India""- Revised	Praveen Kumar, Urvashi Tandon, Amit Taneja	Journal	Journal of Public Affairs	14723891
23	Pay-on-delivery, return policies, and virtual-try-on technology as predictors of trust and repurchase intentions: An emerging economy case	Urvashi Tandon, Myriam Ertz. Sakshi	Journal	Journal of Promotion Management	10496491
24	Emerging Trends and Growth of Banking Frauds in India: A Substantial Obstacle in the Pathway of Sustainable Development	Neha Sharma; Dhiraj Sharma; Arun Aggarwal	Journal	World Review of Science, Technology and Sustainable Development	17412234
25	How is the influence of hotel internship service quality a measurable factor in student internal behavioral intentions? Mediating Role of Internals Satisfaction	Pratik Ghosh, Deepika Jhamb	Journal	Journal of Teaching in Travel & Tourism	15313220

26	A Framework for selection of Global In- house Centers Outsourcing Destinations in India	Amit Mittal, Pawan Kumar Chand and Aditya Rahul	Journal	International Journal Business and Globalisation	17533627
27	Impact of promotional activities and campaigns on Buying Decision of Agricultural Seeds	Vinayak Raman Sharma, Deepika Jhamb	Journal	Custos e Agronegocio	18082882
28	Emotional maturity and employer satisfaction A study on recruitment of Information technology graduates	Urvashi Tandon, Pawan Kumar Chand, Amit Mittal	Journal	International Journal of Human Capital and Information Technology Professionals (IJHCITP)	19473478
29	Impact of online classes on satiasfaction and performance of students during the pandemic period of COVID 19	Ram Gopal, Varsha Singh, Arun Aggarwal	Journal	Education and Information Technologies	13602357
30	Client Satisfaction with IT Outsourcing Services: A study of Outsourcing as a marketing Strategy	Navreet Kaur, Anmol Sandhu	Journal	Sambodhi	22496661
31	Industry 4.0: A Study of India's Readiness as Preferred Investment Destination in Automotive and Auto Component Industry	Maninderjit, Harmaninderjit , Rajni Bansal	Conference	IEEE Xplore	978-1-7281-7133-3
32	Impact of Information Technology in Retail	Babita Singla	Journal	Turkish Online Journal of Qualitative Inquiry	13096591

33	What Factors impact online Education ? A factor Analysis Approach	Vinay Kukreja, Sakshi, Amandeep Kaur, Arun Aggarwal	Journal	Journal of Engineering Education Transformations	23492473
34	A Novel Framework for correlating Content Quality on OTT Platforms with their Stock Value	Gaurav Goyal, Jaiteg Singh, Shivani Inder	Journal	IEEE Xplore	978-1-7281-5462-6