

Name of the faculty	Title of the paper/Book chapter published	Month in which the paper is published	Whether published in	Name of Journal/Conference/Book	Whether paper published indexed in Scopus or not	ISSN No./ISBN No.	Link of paper(If published)(If not write no)	UINP Number (If received, otherwise write no)	Month in which the UINP is received
Dr Priya Jindal	Data analytics in finance	June, 2023	Book	Intelligent Multimedia Technologies for Financial Risk Management: Trends, tools and applications'	Yes	13: 978-1-83953-661-8	<a href="https://digital-library.theiet.org/content/books/10.1049/pbpc060e_ch5">https://digital-library.theiet.org/content/books/10.1049/pbpc060e_ch5</a>	P232008060 CBS	Aug-23
Dr Priya Jindal	Role of Blockchain Technology in Creating Blue Ocean Strategy for Banking Products and Services	May 2023	Book	Contemporary Studies of Risks in Emerging Technology, Part B (Emerald Studies in	Yes	978-1-80455-567-5	<a href="https://www.emerald.com/insight/content/doi/10.1108/978-1-80455-566-820231008/full/html?skipTracking=true">https://www.emerald.com/insight/content/doi/10.1108/978-1-80455-566-820231008/full/html?skipTracking=true</a>	P232006105 CBS	Jun-23
Dr Babita Singla	A Feature Extraction Using Probabilistic Neural Network and BTFSC-Net Model with Deep Learning for Brain Tumor Classification	February, 2023	Journal	Journal of Imaging,	Yes	978-1-6654-6387-4	<a href="https://www.scopus.com/authid/detail.uri?authorId=57210700545">https://www.scopus.com/authid/detail.uri?authorId=57210700545</a>	P232002066 CBS	Feb
Dr Babita Singla	Impact of COVID-19 on Teacher Well-Being in Higher Education Institutions	February, 2023	Journal	Mechanical and Management 2 (1), 07-16	No	9.7817E+12	<a href="https://jcm.co.in/index.php/jcm/article/view/30">https://jcm.co.in/index.php/jcm/article/view/30</a>	no	
Dr Babita Singla	Shift in Marketing Trends in the Current Competitive Scenario	January, 2023	Book	Promoting Consumer Engagement Through Emotional Branding and Sensory Marketing	No	9.7817E+12	<a href="https://www.igi-global.com/chapter/shift-in-marketing-trends-in-the-current-competitive-scenario/314521">https://www.igi-global.com/chapter/shift-in-marketing-trends-in-the-current-competitive-scenario/314521</a>	no	
Dr Babita Singla	Introduction to Metaverse and Consumer Behaviour Change: Adoption of Metaverse Among Consumers	April, 2023	Book	Consumer Behavioral Analytics in Metaverse and the Adoption of a Virtual World	No	9.7817E+12	<a href="https://www.igi-global.com/chapter/introduction-to-metaverse-and-consumer-behaviour-change/321600">https://www.igi-global.com/chapter/introduction-to-metaverse-and-consumer-behaviour-change/321600</a>	no	
Dr Babita Singla	Enhancing Customer Engagement Through Brand Loyalty Drivers Among E-Consumers	April, 2024	Book	: Applications of Neuromarketing in the Metaverse	No	9.7817E+12	<a href="https://www.igi-global.com/chapter/enhancing-customer-engagement-through-brand-loyalty-drivers-among-e-consumers/323878">https://www.igi-global.com/chapter/enhancing-customer-engagement-through-brand-loyalty-drivers-among-e-consumers/323878</a>	no	
Dr Babita Singla	Consumers' preferences towards digital payments while online and offline shopping post COVID-19	June, 2023	Book	Revolutionizing Financial Services and Markets Through FinTech and Blockchain	Yes	9.7817E+12	<a href="https://www.igi-global.com/gateway/chapter/326999">https://www.igi-global.com/gateway/chapter/326999</a>	P232009136 CBS	Oct-23
Dr Babita Singla	Promotional Strategies for Organized Retail: A Relook With Changing Customer Buying Behavior	January, 2023	Journal	International Journal of Asian Business and Information Management (IJABIM)	Yes	1947-9638	<a href="https://www.igi-global.com/article/promotional-strategies-for-organized-retail/325229">https://www.igi-global.com/article/promotional-strategies-for-organized-retail/325229</a>	P232009135 CBS	October
Dr Monica Gupta	Changing Management Trends Being Practiced in the Medium and Large-Scale Firms with Reference to Employee Psychology.	Feb-23	Journal	Journal for ReAttach Therapy and Developmental Diversities	Yes	eISSN: 2589-7799	2023, 6(2), pp. 220-223.	In Process	In Process

Dr Monica Gupta	Big Data: A Disruptive Innovation in the Insurance Sector	January, 2023	Book	Big Data Analytics in the Insurance Market	Yes	ISBN: 978-1-80262-638-4 (Print)	ISBN: 978-1-80262-638-4 (Print)	P232002070 CBS	Feb-23
Dr Monica Gupta	Emerging Technologies of Big Data in the Insurance Market	January, 2023	Book	Big Data: A Game Changer for Insurance Industry	Yes	ISBN: 978-1-80262-606-3 (Print)	ISBN: 978-1-80262-606-3 (Print)	P232003034 CBS	Feb-23
Dr Mankaj Mehta	An Analysis of Employeeâ€™s Perception Regarding the Impact of Corporatization: A Study of PSPCL And PSTCL	February, 2023	Journal	Journal of recycling economy and sustainability Policy	No	2979-9414	<a href="https://respjournal.com/index.php/pub/article/view/13">https://respjournal.com/index.php/pub/article/view/13</a>	222010141C BS	October, 2022
Dr Navreet Kaur	The Effect of Virtual and Augmented Reality on Well-Being: Perspectives in Mental Health Education.	February, 2023	Book	Lecture Notes in Networks and Systems Volume 588 (Springer)	No	ISBN 978-981-19-7982-8 (eBook)	<a href="https://doi.org/10.1007/978-981-19-7982-8_44">https://doi.org/10.1007/978-981-19-7982-8_44</a>	No	NA
Dr Navreet Kaur	The Effect of Virtual and Augmented Reality on Well-Being: Perspectives in Mental Health Education	February, 2023	Journal	Lecture Notes in Networks and Systems	Yes	ISSN 2367-3370/ISBN 978-981-19-7981-1	<a href="https://doi.org/10.1007/978-981-19-7982-8_44">https://doi.org/10.1007/978-981-19-7982-8_44</a>	P232005112 CBS	May, 2023
Dr Jyoti Verma	Segment-of-One Marketing and consumer behaviourâ€™- A study on Business Best Practices	March, 2023	Book	Enhancing Customer Engagement Through Location-Based Marketing	Yes	9.7817E+12	<a href="https://www.igi-global.com/chapter/segment-of-one-marketing-and-consumer-behaviour/320154">https://www.igi-global.com/chapter/segment-of-one-marketing-and-consumer-behaviour/320154</a>	NO	NA
Dr Jyoti Verma	DIGITAL CURRENCY AND BLOCKCHAIN TECHNOLOGY IN THE FINANCIAL WORLD	May 2023	Book	Perspectives on Blockchain Technology and Responsible Investing	Yes	9.7817E+12	<a href="https://www.igi-global.com/chapter/digital-currency-and-blockchain-technology-in-the-financial-world/323028">https://www.igi-global.com/chapter/digital-currency-and-blockchain-technology-in-the-financial-world/323028</a>	P232007100 CBS	JULY
Dr Jyoti Verma	Embracing Fintech Applications in Banking Sector vis-Ã -vis Service Quality	May 2023	Book		Yes	978-1-80455-567-5	<a href="https://www.emerald.com/insight/content/doi/10.1108/978-1-80455-566-820231010/full/html">https://www.emerald.com/insight/content/doi/10.1108/978-1-80455-566-820231010/full/html</a>	P232007098 CBS	JULY
Dr Shivani Inder	Marking a Legacy as an Edupreneur: Dr. Madhu Chitkara	June, 2023	Book	Cases on the Resurgence of Emerging Businesses	No	9.7817E+12	<a href="https://www.igi-global.com/chapter/marking-a-legacy-as-an-edupreneur/325411">https://www.igi-global.com/chapter/marking-a-legacy-as-an-edupreneur/325411</a>	no	Feb, 2023
Dr Shivani Inder	AI in Investing Decisions: Exploring factors influencing use of Robo-Advisors in making Investment Decisions	--	Conference	CUDC 2023	No	--	--	--	November
Dr Shivani Inder	Entrepreneurial opportunities in metaverse	2023	Book	Promoting Consumer Engagement Through Emotional Branding and Sensory Marketing	Yes	9.7817E+12	<a href="https://www.igi-global.com/chapter/entrepreneurial-opportunities-in-metaverse/314504">https://www.igi-global.com/chapter/entrepreneurial-opportunities-in-metaverse/314504</a>	P232011166 CBS	March
Dr Jasleen Kaur	Data miningâ€™based stock price prediction using hybridization of technical and fundamental analysis	March, 2023	Journal	Data Technologies and Applications	Yes	2514-9288	<a href="https://www.emerald.com/insight/content/doi/10.1108/DTA-04-2022-0142/full/html">https://www.emerald.com/insight/content/doi/10.1108/DTA-04-2022-0142/full/html</a>	No	March
Dr Sonal Trivedi	Role and significance of data protection in risk management practices in insurance market	March, 2023	Book	Big Data Analytics in the Insurance Market	Yes	978-1-80262-638-4	<a href="https://www.emerald.com/insight/content/doi/10.1108/978-1-80262-637-720221015/full/html">https://www.emerald.com/insight/content/doi/10.1108/978-1-80262-637-720221015/full/html</a>	P232003013 CBS	

Dr Sonal Trivedi	Blockchain technology as an emerging technology in the insurance market	March, 2023	Book	Big Data: A Game Changer for Insurance Industry	Yes	978-1-80262-606-3	<a href="https://www.emerald.com/insight/content/doi/10.1108/978-1-80262-605-620221006/full/html">https://www.emerald.com/insight/content/doi/10.1108/978-1-80262-605-620221006/full/html</a>	P232003014 CBS	
Dr Neha	Metamorphosis of Indian Reinsurance	February, 2023	Journal	Pacific Business Review International	No	0974-438X	<a href="http://www.pbr.co.in/2023/2023_month/February/9.pdf">http://www.pbr.co.in/2023/2023_month/February/9.pdf</a>	No	not yet
Dr Neha	Analyzing the Fundamentals of FMCG Companies of India	June, 2023	Journal	JIM QUEST Journal of Management and Technology	No	No	<a href="https://www.researchgate.net/profile/Meenakshi-Kaushik-3/publication/375331533_A_Conceptual_Study_on_Emergence_of_Digital_Transformation_in_Post_COVID_19_Era/links/654680d6ce88b87031c4d122/A-Conceptual-Study-on-Emergence-of-Digital-Transformation-in-Post-COVID-19-Era.pdf#page=18">https://www.researchgate.net/profile/Meenakshi-Kaushik-3/publication/375331533_A_Conceptual_Study_on_Emergence_of_Digital_Transformation_in_Post_COVID_19_Era/links/654680d6ce88b87031c4d122/A-Conceptual-Study-on-Emergence-of-Digital-Transformation-in-Post-COVID-19-Era.pdf#page=18</a>	No	September
Dr Satinder Singh	ESFIRM V8B: Contemporary Studies of Risks in Emerging Technology - in production	May 2023	Book	Checking the Effectiveness of Blockchain Application in Fraud Detection with A Systematic Literature Review Approach	No	978-1-80455-567-5	<a href="https://www.emerald.com/insight/content/doi/10.1108/978-1-80455-566-820231003/full/html?skipTracking=true">https://www.emerald.com/insight/content/doi/10.1108/978-1-80455-566-820231003/full/html?skipTracking=true</a>	no	2023
Dr Kiran Sood	Blockchain-Augmented Digital Supply Chain Management: A Way to Sustainable Business	January, 2023	Journal	Journal of Risk and Financial Management	Yes	19118074	<a href="https://www.scopus.com/record/display.uri?eid=2-s2.0-85153787095&amp;origin=inward&amp;txGid=fc870be09733774b585dbc5171a83eca">https://www.scopus.com/record/display.uri?eid=2-s2.0-85153787095&amp;origin=inward&amp;txGid=fc870be09733774b585dbc5171a83eca</a>	P232002003 CBS	
Dr Kiran Sood	Big data: A game changer for insurance industry	March, 2023	Book	Big data: A game changer for insurance industry	Yes	978-180262607	<a href="https://www.scopus.com/record/display.uri?eid=2-s2.0-85148124441&amp;origin=inward&amp;txGid=b2704d82e68cd3280e3614418141b5f5">https://www.scopus.com/record/display.uri?eid=2-s2.0-85148124441&amp;origin=inward&amp;txGid=b2704d82e68cd3280e3614418141b5f5</a>	P232002076 CBS	
Dr Kiran Sood	Big data analytics in the insurance market	April, 2023	Book	Big data analytics in the insurance market	Yes	978-180262637-7	<a href="https://www.scopus.com/record/display.uri?eid=2-s2.0-85148262907&amp;origin=inward&amp;txGid=269f2a7190b7576acb6a041368c6faced">https://www.scopus.com/record/display.uri?eid=2-s2.0-85148262907&amp;origin=inward&amp;txGid=269f2a7190b7576acb6a041368c6faced</a>	P232003001 CBS	
Dr Kiran Sood	The general data protection regulation (GDPR) for risk mitigation in the insurance industry	April, 2023	Book	Big Data: A Game Changer for Insurance Industry	Yes	978-180262607	<a href="https://www.scopus.com/record/display.uri?eid=2-s2.0-85148165617&amp;origin=inward&amp;txGid=d811eb877d710cdb32655f493b92896c">https://www.scopus.com/record/display.uri?eid=2-s2.0-85148165617&amp;origin=inward&amp;txGid=d811eb877d710cdb32655f493b92896c</a>	P232003024 CBS	
Dr Kiran Sood	Revamping indian non-life insurance industry with a trusted network: Blockchain technology	April, 2023	Book	Big Data: A Game Changer for Insurance Industry	Yes	978-180262607	<a href="https://www.scopus.com/record/display.uri?eid=2-s2.0-85148121651&amp;origin=inward&amp;txGid=323487f95b54b2197f2a17ecb6421d12">https://www.scopus.com/record/display.uri?eid=2-s2.0-85148121651&amp;origin=inward&amp;txGid=323487f95b54b2197f2a17ecb6421d12</a>	P232003021 CBS	June

Dr Kiran Sood	A Systematic Literature Review of the Risk Landscape in Fintech	March, 2023	Journal	Risks MDPI	Yes	22279091	<a href="https://www.scopus.com/record/display.uri?eid=2-s2.0-85148709184&amp;origin=inward&amp;txGid=60e831f0c310b0349418c679d37dd89a">https://www.scopus.com/record/display.uri?eid=2-s2.0-85148709184&amp;origin=inward&amp;txGid=60e831f0c310b0349418c679d37dd89a</a>	P232004099 CBS	June
Dr Kiran Sood	"The Impact of Big Data Technology on the Advancement of the Insurance Industry"	June, 2023	Book	Big Data Analytics in the Insurance Market	Yes	978-1-80262-638-4	<a href="https://www.emerald.com/insight/content/doi/10.1108/978-1-80262-637-720221012/full/html">https://www.emerald.com/insight/content/doi/10.1108/978-1-80262-637-720221012/full/html</a>	P232006023 CBS	June, 2023
Dr Kiran Sood	"Contemporary Studies of Risks in Emerging Technology, Part A	June, 2023	Book	"Contemporary Studies of Risks in Emerging Technology, Part A	Yes	9.7818E+12	<a href="https://www.amazon.in/Contemporary-Emerging-Technology-Insurance-Management-ebook/dp/B0BP28CYLQ/ref=sr_1_3?qid=1686120200&amp;refinements=p_27%3AKiran+Sood&amp;s=books&amp;sr=1-3">https://www.amazon.in/Contemporary-Emerging-Technology-Insurance-Management-ebook/dp/B0BP28CYLQ/ref=sr_1_3?qid=1686120200&amp;refinements=p_27%3AKiran+Sood&amp;s=books&amp;sr=1-3</a>	P232006022 CBS	Sep-23
Dr Kiran Sood	The general data protection regulation (GDPR) for risk mitigation in the	June, 2023	Book	Big Data: A Game Changer for Insurance Industry	Yes	978-1-80262-606-3	<a href="https://www.emerald.com/insight/content/doi/10.1108/978-1-80262-605-720221012/full/html">https://www.emerald.com/insight/content/doi/10.1108/978-1-80262-605-720221012/full/html</a>	P232006006 CBS	not yet
Dr Kiran Sood	Preface of the book	September, 2023	Book	Contemporary issues in technology	Yes	9.7818E+12	<a href="https://books.emeraldinsight.com/page/detail/contemporary-studies-of-">https://books.emeraldinsight.com/page/detail/contemporary-studies-of-</a>	P232007149 CBS	no
Dr Rishu Bhardwaj	A Study on Improving Personalization, Recommendation and Customer	August, 2023	Conference	4th International Conference on Electrical	No	no	no	no	no
Dr Rishu Bhardwaj	A comprehensive analysis of Regression Test case Assessment using Humpback Whale optimisation	June, 2023	Conference	Data Science & Big Data Analytics: 3rd International Conference	No	no	no	not yet	No
Baljinder Kaur	Impact of Non-Performing Assets on the Profitability of the Indian Banking Sector	May 2023	Book	Contemporary Studies of Risks in Emerging Technology, Part A	No	978-1-80455-563-7	<a href="https://www.emerald.com/insight/content/doi/10.1108/978-1-80455-562-020231017/full/html">https://www.emerald.com/insight/content/doi/10.1108/978-1-80455-562-020231017/full/html</a>	No	No
Baljinder Kaur	Application of Blockchain in the Insurance Sector	May 2023	Book	Contemporary Studies of Risks in Emerging Technology, Part A	No	978-1-80455-563-7	<a href="https://www.emerald.com/insight/content/doi/10.1108/978-1-80455-562-020231012/full/html">https://www.emerald.com/insight/content/doi/10.1108/978-1-80455-562-020231012/full/html</a>	No	no
Dr Archana Goel	Board composition and performance of Indian state-owned enterprises: moderating role of leverage	April, 2023	Journal	Business perspectives and research	yes		<a href="https://doi.org/10.1177/2278533722114829">https://doi.org/10.1177/2278533722114829</a>	no	No
Dr Archana Goel	New Normal Manufacturing Industry Post-Pandemic 2020	June, 2023	Book	Changing World Economic Order in the Post-Pandemic Period	No		10.4018/978-1-7998-6896-5.ch013	no	No
Dr Kiran Mehta	the nexus between toxic air pollution, health expenditure and economic growth: an empirical study using ARDL	January,2023	Journal	the nexus between toxic air pollution, health expenditure and economic growth: an empirical study using ARDL	yes		<a href="https://doi.org/10.1016/j.iref.2022.11.017">https://doi.org/10.1016/j.iref.2022.11.017</a>	no	no
Dr Kiran Mehta	A Bibliometric Analysis of Green Banking: Present State and Future Directions	April, 2023	Book	Perspectives on Blockchain Technology and Responsible Investing	no		DOI: 10.4018/978-1-6684-8361-9.ch007	no	
Dr Kiran Mehta	Customer switching behaviour in Indian retail banking using logit regression	April, 2023	Journal	International Journal of business excellence	no		<a href="https://doi.org/10.1504/IJBEX.2023.130255">https://doi.org/10.1504/IJBEX.2023.130255</a>	no	No
Dr Kiran Mehta	Prioritizing the Critical Success Factors of E-Learning Systems by Using DEMATEL	February, 2023	Book	Redefining Virtual Teaching Learning Pedagogy	no		<a href="https://doi.org/10.1002/9781119867647.ch22">https://doi.org/10.1002/9781119867647.ch22</a>	P232011053 CBS	No

Dr Kiran Mehta	Preface	Jun-23	Book	Revolutionizing Financial Services and Markets Through FinTech and Blockchain	yes					
Dr Kiran Mehta	The nexus between toxic-air pollution, health expenditure, and economic growth: An empirical study using ARDL	March, 2023	Journal	International Review of Economics & Finance	yes		<a href="https://doi.org/10.1016/j.iref.2022.11.017">https://doi.org/10.1016/j.iref.2022.11.017</a>			
Dr Kiran Mehta	Customer switching behaviour in Indian retail banking using logit regression	April, 2023	Journal	International Journal of business excellence	yes		<a href="https://doi.org/10.1016/j.iref.2022.11.017">https://doi.org/10.1016/j.iref.2022.11.017</a>			
Dr Renuka Sharma	Cryptocurrency Adoption Behaviour of Millennial Investors in India	April, 2023	Book	Perspectives on Blockchain Technology and Responsible Investing	no		10.4018/978-1-6684-8361-9.ch006	no		
Dr Renuka Sharma	Extending UTAUT2 model with sustainability and psychological factors in adoption of blockchain technology for digital transformation of banks in India	June, 2023	Book	Revolutionizing Financial Services and Markets Through FinTech and Blockchain	Yes	9.7817E+12	10.4018/978-1-6684-8624-5.ch003	No		
Dr Renuka Sharma	A Bibliometric Analysis of Green Finance: Present State and Future Directions	June, 2023	Book	Revolutionizing Financial Services and Markets Through FinTech and Blockchain	Yes	9.7817E+12	10.4018/978-1-6684-8624-5.ch003			
Dr Renuka Sharma	Non-linear relationship between board size and performance of Indian companies	Jan-23	Journal	Journal of Management and Governance	yes		<a href="https://doi.org/10.1007/s10997-022-09651-8">10.1007/s10997-022-09651-8</a>	P222011090 CBS		
Dr Renuka Sharma	Evolution of the P2P Lending System in FinTech: A Systematic Review of Literature	June, 2023	Book	Revolutionizing Financial Services and Markets Through FinTech and Blockchain	Yes	9.7817E+12	10.4018/978-1-6684-8624-5.ch003			--
Dr Shelly Singhal	Price Discovery Mechanism and Volatility Spillover between National Agriculture Market and National Commodity and Derivatives Exchange: The Study of the Indian Agricultural Commodity Market	January, 2023	Journal	Journal of Risk and Financial Management	yes	1911-8074.	<a href="https://doi.org/10.3390/jrfm16020062">https://doi.org/10.3390/jrfm16020062</a>			-
Dr Jashandeep Singh	Brand Building in metaverse	May, 2023	Book				<a href="https://www.igi-global.com/gateway/chapter/323872">https://www.igi-global.com/gateway/chapter/323872</a>	--		May
Dr Jashandeep Singh	Unraveling a New Age of Travel in Blockchain Based Metaverse	February, 2023	Conference	MCRN 2022	Yes	--	<a href="https://link.springer.com/chapter/10.1007/978-981-19-7982-8_47">https://link.springer.com/chapter/10.1007/978-981-19-7982-8_47</a>	P232005040 CBS		
Dr Rajni Bala	Comparative Approach for Early Diabetes Detection with Machine Learning	May 2023	Conference	2023 International Conference on Emerging Smart Computing and Informatics (ESCI), Pune, India	Yes	978-1-6654-7524-2	<a href="https://ieeexplore.ieee.org/document/10100186">https://ieeexplore.ieee.org/document/10100186</a>	P231005083 CSE		Apr-23

Dr Rajni Bala	A Study of AR and VR in the Real World	May 2023	Book	Applications of Neuromarketing in the Metaverse, IGI Global	No	9.7817E+12	<a href="https://www.igi-global.com/gateway/chapter/323889#pnlRecommendationForm">https://www.igi-global.com/gateway/chapter/323889#pnlRecommendationForm</a>	P232007123 CBS	May
Dr Rajni Bala	TEACHERS' PERCEPTION ABOUT THE USE OF QR CODE IN EDUCATION	May 2023	Conference	Somaiya International Conference on Technology and Information Management (SICTIM), Mumbai	Yes	979-8-3503-3330-5	<a href="https://ieeexplore.ieee.org/document/10104743">https://ieeexplore.ieee.org/document/10104743</a>	P232006012 CBS	May
Dr Harshita Bhargava	How does Tobin's q respond to mergers and acquisitions announcements: Evidence of listed Indian firms	February, 2023	Journal	International Journal of Professional business review	Yes	2525-3654	<a href="https://openaccessojcs.com/JBReview/article/view/1295">https://openaccessojcs.com/JBReview/article/view/1295</a>	P232004005 CBS	May
Dr Amandeep Singh	Enhancing Customer Engagement Through Location-Based Marketing	March, 2023	Book	Enhancing Customer Engagement Through Location-Based Marketing	Yes	9.7817E+12	<a href="https://www.igi-global.com/book/enhancing-customer-engagement-through-location/311853">https://www.igi-global.com/book/enhancing-customer-engagement-through-location/311853</a>	P232005092 CBS	May-23
Dr Amandeep Singh	Preface of the Book	March, 2023	Book	Enhancing Customer Engagement Through Location-Based Marketing	Yes	9.7817E+12	<a href="https://www.igi-global.com/pdf.aspx?tid=320144&amp;ptid=311853&amp;ctid=15&amp;t=Preface&amp;isxn=9781668481776">https://www.igi-global.com/pdf.aspx?tid=320144&amp;ptid=311853&amp;ctid=15&amp;t=Preface&amp;isxn=9781668481776</a>	P232005114 CBS	Mar-23
Dr Amandeep Singh	Location Based Analysis of the Service Gap Between Customer Perceptions and Expectations in the Services Provided by Cab Aggregators	March, 2023	Book	Enhancing Customer Engagement Through Location-Based Marketing	Yes	9.7817E+12	<a href="https://www.igi-global.com/chapter/location-based-analysis-of-the-service-gap-between-customer-perceptions-and-expectations-in-the-services-provided-by-cab-aggregators/320153">https://www.igi-global.com/chapter/location-based-analysis-of-the-service-gap-between-customer-perceptions-and-expectations-in-the-services-provided-by-cab-aggregators/320153</a>	P232005115 CBS	March
Dr Amandeep Singh	Location-Based Green Banking Initiatives: A Review in HDFC and ICICI Banks of India	March, 2023	Book	Enhancing Customer Engagement Through Location-Based Marketing	Yes	9.7817E+12	<a href="https://www.igi-global.com/chapter/location-based-green-banking-initiatives/320158">https://www.igi-global.com/chapter/location-based-green-banking-initiatives/320158</a>	P232005094 CBS	Jun-23
Dr Amandeep Singh	Preface	February, 2023	Book	Big Data A Road Map for Successful Digital Marketing	Yes	9.7831E+12	<a href="https://www.degruyter.com/document/doi/10.1515/9783110733716-203/html">https://www.degruyter.com/document/doi/10.1515/9783110733716-203/html</a>	P232003015 CBS	NA
Dr Amandeep Singh	Role of Sensory Marketing in Millennials' Online Food Aggregator Consumption Patterns: A Brand Equity Study	June, 2023	Book	Role of Sensory Marketing in Millennials' Online Food Aggregator Consumption Patterns: A Brand Equity Study	Yes	P232006074 CBS	No	P232006074 CBS	NA
Dr Amandeep Singh	Role of Sensory Marketing in Millennials' Online Food Aggregator Consumption Patterns: A Brand Equity Study	June, 2023	Book	Role of Sensory Marketing in Millennials' Online Food Aggregator Consumption Patterns: A Brand Equity Study	Yes	P232006074 CBS	No	P232006074 CBS	
Dr Kumar Shalender	Digital Solution for Gaming: How the Entertainment Is Evolving with New Interactive Games	February , 2023	Book	Digital Entertainment as Next Evolution in Service Sector: Emerging Digital Solutions in Reshaping Different Industries	Yes	978-981198121-0	<a href="https://link.springer.com/chapter/10.1007/978-981-19-8121-0_6">https://link.springer.com/chapter/10.1007/978-981-19-8121-0_6</a>	No	February

Dr Kumar Shalender	COVID-19 and Its Impact on Construction and Transport Construction Economy: An Integrated Framework	January, 2023	Conference	Lecture Notes in Networks and Systems	Yes	2367-3389	<a href="https://www.springer.com/series/15179">https://www.springer.com/series/15179</a>	P232002032 CBS	September
Dr Kumar Shalender	Building innovation culture for the automobile industry: Insights from the Indian passenger vehicle market	February, 2023	Book	Constructive Discontent in Execution	Yes	9.781E+12	<a href="https://www.taylorfrancis.com/chapters/edit/10.1201/9781003314837-8/building-innovation-culture-automobile-industry-insights-indian-passenger-vehicle-market-kumar-shalender-shiv-shanker">https://www.taylorfrancis.com/chapters/edit/10.1201/9781003314837-8/building-innovation-culture-automobile-industry-insights-indian-passenger-vehicle-market-kumar-shalender-shiv-shanker</a>	P232009133 CBS	June, 2023
Dr Ajit Bansal	An Assessment of Money Laundering and Terrorism Financing on the Indian Economy	May 2023	Book	Smart Analytics, Artificial Intelligence and Sustainable Performance Management in a Global Digitalised Economy	No	978-1-83753-417-3	<a href="https://www.emerald.com/insight/content/doi/10.1108/S1569-37592023000110B007/full/html">https://www.emerald.com/insight/content/doi/10.1108/S1569-37592023000110B007/full/html</a>	NO	May-23
Dr Ajit Bansal	Digital marketing in the metaverse: Beginning of a new era in product promotion	May 2023	Book	Applications of Neuromarketing in the Metaverse	Yes	9.7817E+12	<a href="https://www.igi-global.com/chapter/digital-marketing-in-the-metaverse/323879">https://www.igi-global.com/chapter/digital-marketing-in-the-metaverse/323879</a>	P232007084 CBS	Jul-23
Dr Ajit Bansal	Normative concerns in neuromarketing	2023	Book	Promoting Consumer Engagement Through Emotional Branding and Sensory Marketing	Yes	9.7817E+12	<a href="https://www.igi-global.com/chapter/normative-concerns-in-neuromarketing/314520">https://www.igi-global.com/chapter/normative-concerns-in-neuromarketing/314520</a>	P232006104 CBS	Jun-23
Dr Devesh Bathla	Technology Enablement for Augmenting Employee Productivity	May-23	Book	Enhancing Customer Engagement Through Location-Based Marketing	Yes	9.7817E+12	<a href="https://www.igi-global.com/chapter/technology-enablement-for-augmenting-employee-productivity/320147">https://www.igi-global.com/chapter/technology-enablement-for-augmenting-employee-productivity/320147</a>	P232005091 CBS	-
Dr Devesh Bathla	Redefining marketing rules through smart devices	May-23	Book	Enhancing Customer Engagement Through Location-Based Marketing	Yes	9.7817E+12	<a href="https://www.igi-global.com/chapter/redefining-marketing-rules-through-smart-devices/320159">https://www.igi-global.com/chapter/redefining-marketing-rules-through-smart-devices/320159</a>	P232005091 CBS	na
Dr Devesh Bathla	Impact Of Customer Segmentation And Customer Loyalty With Reference To Big Data	June, 2023	Book	Promoting Consumer Engagement Through Emotional Branding and Sensory Marketing	Yes	9.7817E+12	<a href="https://www.igi-global.com/chapter/impact-of-customer-segmentation-and-customer-loyalty-with-reference-to-big-data/314519">https://www.igi-global.com/chapter/impact-of-customer-segmentation-and-customer-loyalty-with-reference-to-big-data/314519</a>	P232006108 CBS	no
Dr Devesh Bathla	A Literature Review on HR Analytics: Trends and Future Challenges	May-23	Journal	Emerald - The Adoption and Effect of Artificial Intelligence on Human Resources Management	No	-	<a href="https://www.emerald.com/insight/content/doi/10.1108/978-1-80455-662-720230014/full/html">https://www.emerald.com/insight/content/doi/10.1108/978-1-80455-662-720230014/full/html</a>	No	June, 2023
Dr Gurpreet Kaur	Application of Block chain for sustaining Green Finance.	June, 2023	Book	Perspectives on Blockchain Technology and Responsible Investing	No	9.7817E+12	<a href="https://www.igi-global.com/chapter/application-of-blockchain-for-sustaining-green-finance/323029">https://www.igi-global.com/chapter/application-of-blockchain-for-sustaining-green-finance/323029</a>		No
Dr Gurpreet Kaur	Prospects of Blockchain Technology in Finance Sustainability	June, 2023	Book	Perspectives on Blockchain Technology and Responsible Investing	No	9.7817E+12	<a href="https://www.igi-global.com/chapter/prospects-of-blockchain-technology-in-finance-sustainability/323026">https://www.igi-global.com/chapter/prospects-of-blockchain-technology-in-finance-sustainability/323026</a>		June

Dr Shuchi Dawra	Leader Member Exchange, Nepotism, and Employee Loyalty as the Determinants of Organizational Sustainability in Small and Medium Enterprises in India	January,2023	Journal	International Journal of Sociotechnology and Knowledge Development (IJSKD)	Yes	1941-6253	<a href="https://www.igi-global.com/article/leader-member-exchange-nepotism-and-employee-loyalty-as-the-determinants-of-organizational-sustainability-in-small-and-medium-enterprises-in-india/297980">https://www.igi-global.com/article/leader-member-exchange-nepotism-and-employee-loyalty-as-the-determinants-of-organizational-sustainability-in-small-and-medium-enterprises-in-india/297980</a>	P232006083 CBS	NA
Dr Shuchi Dawra	Cohort-Based Leadership Development for High Potential (HiPO) Employees Through Neurolinguistic Programming (NLP)	June, 2023	Book	Cases on the Resurgence of Emerging Businesses	No	9.7817E+12	<a href="https://www.igi-global.com/viewtitlesample.aspx?id=325415&amp;ptid=313917&amp;t=Cohort-Based%20Leadership%20Development%20for%20High%20Potential%20(HiPO)%20Employees%20Through%20Neurolinguistic%20Programming%20(NLP)&amp;isxn=9781668484883">https://www.igi-global.com/viewtitlesample.aspx?id=325415&amp;ptid=313917&amp;t=Cohort-Based%20Leadership%20Development%20for%20High%20Potential%20(HiPO)%20Employees%20Through%20Neurolinguistic%20Programming%20(NLP)&amp;isxn=9781668484883</a>	No	July
Dr RK Renin Singh	Interrelationship between Share of Women in Parliament and Gender and Development: A Critical Analysis	April, 2023	Journal	Administrative Sciences	Yes	2076-3387	<a href="https://www.mdpi.com/2076-3387/13/4/106">https://www.mdpi.com/2076-3387/13/4/106</a>	P232006010 CBS	Oct-23
Dr Shefali Saluja	Fraud Triangle as an Audit Tool	June, 2023	Journal	Management and Labour Studies	Yes	<a href="https://doi.org/10.1177/0258042X23116097">https://doi.org/10.1177/0258042X23116097</a>	<a href="https://journals.sagepub.com/doi/abs/10.1177/0258042X231160970">https://journals.sagepub.com/doi/abs/10.1177/0258042X231160970</a>	P232007135 CBS	Oct-23
Dr Shefali Saluja	Cases on the Resurgence of Emerging Businesses	June, 2023	Book	IGI Global	Yes	9781668484883	<a href="https://www.igi-global.com/book/cases-resurgence-emerging-businesses/313917">https://www.igi-global.com/book/cases-resurgence-emerging-businesses/313917</a>	P232009130 CBS	
Dr Reena	Culture and Its Influence on Elements of Marketing Mix	June, 2023	Book	Cultural Marketing and Metaverse for Consumer Engagement	Yes	9.7817E+12	<a href="https://www.igi-global.com/gateway/chapter/321450">https://www.igi-global.com/gateway/chapter/321450</a>	Not availed	NA
Dr Mohit Jamwal	Modelling the adoption of agro-advisory mobile applications: a theoretical extension and analysis using result demonstrability, trust, self-efficacy and mobile usage proficiency	January,2023	Journal	Journal of Agribusiness in Developing and Emerging Economies	Yes	2044-0839	<a href="https://www.emerald.com/insight/content/doi/10.1108/JADEE-05-2022-0087/full/html">https://www.emerald.com/insight/content/doi/10.1108/JADEE-05-2022-0087/full/html</a>	P232002023 CBS	No
Dr Shveta Gupta	Green Marketing: Understanding its influence on Consumer Perception and Buying Decisions	June, 2023	Journal	European Chemical Bulletin	Yes	2063-5346	<a href="https://www.eurchembull.com/uploads/paper/de9c3ed89891c0f88628729c987299cb.pdf">https://www.eurchembull.com/uploads/paper/de9c3ed89891c0f88628729c987299cb.pdf</a>	No	Na
Dr Tanvi jindal	An Enhanced Approach for Image Edge Detection Using Histogram Equalization (BBHE) and Bacterial Foraging Optimization (BFO)	March, 2023	Journal	International Journal of electronics and telecommunications	Yes	2081-8491	<a href="https://pdfs.semanticscholar.org/8f92/4d94d8c14f12ca0a2677bedc731962ce2b8.pdf">https://pdfs.semanticscholar.org/8f92/4d94d8c14f12ca0a2677bedc731962ce2b8.pdf</a>	P232012023 CBS	NA
Navpreet Kaur	SIMPLE KAUR - The Growth of Start-ups through the Adoption of Sustainable Fashion, Technological Innovation, and Social Media Marketing	June, 2023	Book	Cases on the Resurgence of Emerging Businesses	Yes	9.7817E+12	10.4018/978-1-6684-8488-3.ch004	P232010165 CBS	March, 2023



Dr Gurwinder Singh	Moving Towards Recovery: A Post-Lockdown Analysis of Indian Internal Migrants	March, 2023	Journal	European Chemical Bulletin	Yes	2063- 5346	<a href="https://www.google.com/search?q=Moving+Towards+Recovery%3A+A+Post-Lockdown+Analysis+of+Indian+Internal+Migrants&amp;rlz=1C1GCEA_enIN1058IN1062&amp;oq=Moving+Towards+Recovery%3A+A+Post-Lockdown+Analysis+of+Indian+Internal+Migrants&amp;gs_lcrp=EgZjaHJvbWUyBggAEEUYOdIBBzczMWowajeoAgCwAgA&amp;sourceid=chrome&amp;ie=UTF-8">https://www.google.com/search?q=Moving+Towards+Recovery%3A+A+Post-Lockdown+Analysis+of+Indian+Internal+Migrants&amp;rlz=1C1GCEA_enIN1058IN1062&amp;oq=Moving+Towards+Recovery%3A+A+Post-Lockdown+Analysis+of+Indian+Internal+Migrants&amp;gs_lcrp=EgZjaHJvbWUyBggAEEUYOdIBBzczMWowajeoAgCwAgA&amp;sourceid=chrome&amp;ie=UTF-8</a>	10.31838/ecb/2023.12.s3.157	No
Dr Gurwinder Singh	Moving Towards Recovery: A Post-Lockdown Analysis of Indian Internal Migrants <sup>TM</sup>	March, 2023	Journal	European Chemical Bulletin	Yes	2063- 5346	<a href="https://www.google.com/search?q=Moving+Towards+Recovery%3A+A+Post-Lockdown+Analysis+of+Indian+Internal+Migrants%E2%80%99&amp;rlz=1C1GCEA_enIN1058IN1062&amp;oq=Moving+Towards+Recovery%3A+A+Post-Lockdown+Analysis+of+Indian+Internal+Migrants%E2%80%99&amp;gs_lcrp=EgZjaHJvbWUyBggAEEUYOziGCAAQRrg70gEHOTI0ajBqN6gCAL">https://www.google.com/search?q=Moving+Towards+Recovery%3A+A+Post-Lockdown+Analysis+of+Indian+Internal+Migrants%E2%80%99&amp;rlz=1C1GCEA_enIN1058IN1062&amp;oq=Moving+Towards+Recovery%3A+A+Post-Lockdown+Analysis+of+Indian+Internal+Migrants%E2%80%99&amp;gs_lcrp=EgZjaHJvbWUyBggAEEUYOziGCAAQRrg70gEHOTI0ajBqN6gCAL</a>	No	No
Dr Gurwinder Singh	Analyzing the Shifting Socioeconomic and Demographic Dynamics of Internal Migration During the COVID-19 Pandemic: A Study of Punjab	May 2023	Journal	Mukt Shabad Journal	No	2347-3150	No	No	
Dr Gurwinder Singh	An Analysis of Recovery from COVID-19 Lockdown of Indian Internal Migrants: A Case Study of Smart Cities of Punjab State, India	May 2023	Journal	“Sustainability, Agri, Food and Environmental Research” <sup>TM</sup>	Yes	2347-3150	No	No	na
Dr Jaskirat Singh	The Impact of Fantasy Cricket Motivational Factors on Participants <sup>TM</sup> Media and Gambling Consumption Behaviour: Fantasy Team Attachment as a Mediator	June, 2023	Journal	Journal of Global Sport Management	Yes	24704067	<a href="https://www.tandfonline.com/doi/abs/10.1080/24704067.2023.2222378">https://www.tandfonline.com/doi/abs/10.1080/24704067.2023.2222378</a>	received	na
Dr Monika Gupta	Metaverse-based higher education: A review	May 2023	Book	Applications of Neuromarketing in the Metaverse	Yes	ISBN13: 9781668481509 ISBN10: 1668481502 EISBN13: 9781668481523	<a href="https://www.igi-global.com/chapter/metaverse-based-higher-education/323869">https://www.igi-global.com/chapter/metaverse-based-higher-education/323869</a>	P232007116 CBS	December

Dr Monika Gupta	Body Sensor Network Using Data Analysis and Modeling for Healthcare Application	June, 2023	Conference	International Conference on Science ,Technology , Engineering and Management (ICONSTEM 2023), Chennai (T.N.) on 6 April 2023	Yes	IEEE	<a href="https://ieeexplore.ieee.org/document/10142847/authors#authors">https://ieeexplore.ieee.org/document/10142847/authors#authors</a>	P232008098 CBS	June
Dr Monika Gupta	Application of Artificial Intelligence in the Supply Chain Finance	June, 2023	Conference	International Conference on Science, Technology, Engineering and Management (ICONSTEM - 2023), Chennai (T.N.) on 6 April 2023	Yes	IEEE	<a href="https://ieeexplore.ieee.org/document/10142286/authors#authors">https://ieeexplore.ieee.org/document/10142286/authors#authors</a>	P232008113 CBS	July
Dr Monika Gupta	Promoting consumer engagement through emotional branding and sensory marketing	May 2023	Book	Promoting consumer engagement through emotional branding and sensory marketing	Yes	ISBN13: 9781668458976  ISBN10: 1668458977  EISBN13: 9781668458990	<a href="https://www.igi-global.com/book/promoting-consumer-engagement-through-emotional/298265">https://www.igi-global.com/book/promoting-consumer-engagement-through-emotional/298265</a>	P232006078 CBS	June
Dr Monika Gupta	Towards using artificial intelligence in neuromarketing	May 2023	Book	Promoting Consumer Engagement Through Emotional Branding and Sensory Marketing	Yes	ISBN13: 9781668458976  ISBN10: 1668458977  EISBN13: 9781668458990	<a href="https://www.igi-global.com/chapter/towards-using-artificial-intelligence-in-neuromarketing/314500">https://www.igi-global.com/chapter/towards-using-artificial-intelligence-in-neuromarketing/314500</a>	P232007008 CBS	August
Dr Monika Gupta	Detection of diabetic Retinopathy using Retinal Fundus Images	March, 2023	Conference	2022 4th International Conference on Advances in Computing, Communication Control and Networking (ICAC3N)	Yes	IEEE	<a href="https://ieeexplore.ieee.org/document/10074340">https://ieeexplore.ieee.org/document/10074340</a>	P232006115 CBS	August
Dr Monika Gupta	IoT and Machine Learning Based Affordable Smart Farming	June, 2023	Conference	International Conference on Science, Technology, Engineering and Management (ICONSTEM - 2023), Chennai (T.N.) on 6 April 2023	Yes	IEEE	<a href="https://ieeexplore.ieee.org/document/10142329/authors#authors">https://ieeexplore.ieee.org/document/10142329/authors#authors</a>	P232008111 CBS	August

Dr Monika Gupta	Content Features and Machine Learning Based Effective Fake News Detection	June, 2023	Conference	International Conference on Science, Technology, Engineering and Management (ICONSTEM - 2023), Chennai (T.N.) on 6 April 2023	Yes	IEEE	<a href="https://ieeexplore.ieee.org/document/10142863/authors#authors">https://ieeexplore.ieee.org/document/10142863/authors#authors</a>	P232008114 CBS	August
Dr Monika Gupta	Machine Learning Based Yoga Recommendation System for the Physical Fitness	June, 2023	Conference	International Conference on Science, Technology, Engineering and Management (ICONSTEM - 2023), Chennai (T.N.) on 6 April 2023	Yes	IEEE	<a href="https://ieeexplore.ieee.org/document/10142367/authors#authors">https://ieeexplore.ieee.org/document/10142367/authors#authors</a>	P232008141 CBS	
Dr Monika Gupta	Analysis on Implementation of Artificial Intelligence in the sports Activity	June, 2023	Conference	International Conference on Science, Technology, Engineering and Management (ICONSTEM - 2023), Chennai (T.N.) on 6 April 2023	Yes	IEEE	<a href="https://ieeexplore.ieee.org/document/10142734/authors#authors">https://ieeexplore.ieee.org/document/10142734/authors#authors</a>	P232008112 CBS	December, 2023
Keerti Pradhan	Artificial intelligence in surgical education and training: opportunities, challenges, and ethical considerations – correspondence	May, 2023	Journal	International journal of surgery			10.1097/JS9.0000000000000387		
Keerti Pradhan	Application of machine learning in surgery research: current uses and future directions – editorial	June, 2023	Journal	International journal of surgery			10.1097/JS9.0000000000000421		
Keerti Pradhan	Mapping Concurrent Wasting and Stunting Among Children Under Five in India: A Multilevel Analysis	June, 2023	Journal	International journal of public health			10.3389/ijph.2023.1605654		
Keerti Pradhan	Multiple outbreaks of Rift Valley Fever (RVF) in Humans: Should it be a concern for Arab countries?	April, 2023	Journal	Clinical Infection in Practice			<a href="https://doi.org/10.1016/j.clinpr.2023.100224">https://doi.org/10.1016/j.clinpr.2023.100224</a>		
Keerti Pradhan	Measles outbreak in Northern Ghana highlights vaccine shortage crisis	March, 2023	Journal	New microbes and new infections			<a href="https://doi.org/10.1016/j.nmni.2023.101124">https://doi.org/10.1016/j.nmni.2023.101124</a>		
Keerti Pradhan	Pharmacological treatment and vaccines in monkeypox virus: a narrative review and bibliometric analysis	May, 2023	Journal	Frontiers in Pharmacology			10.3389/fphar.2023.1149909		
Keerti Pradhan	Viral Loads in Skin Samples of Patients with Monkeypox Virus Infection: A Systematic Review and Meta-Analysis	June, 2023	Journal	Viruses			<a href="https://doi.org/10.3390/v15061386">https://doi.org/10.3390/v15061386</a>		Sep-23

Dr Rashmi Aggarwal	Significance of Ecommerce in Emerging Markets	2023	Book	Enhancing Customer Engagement Through Location-Based Marketing	Yes	9.7817E+12	<a href="https://www.igi-global.com/chapter/significance-of-ecommerce-in-emerging-markets/320146">https://www.igi-global.com/chapter/significance-of-ecommerce-in-emerging-markets/320146</a>	P232010170 CBS	Oct-23
Dr Rashmi Aggarwal	Digital Entrepreneurship- Future Directions	not	Book	NOVA	No	NA	NO	NO	



