

Research Papers - Jan to June 2025			
S.No.	Title	Author names	SDG's mapped
1	Assessing the Influence of Shopping Experiences on Customer Loyalty: A Study of Indian Jewellery Retail Brand	Vasudevan Sundararajan, A Nagaraj Subbarao, Simerjeet Singh Bawa, Shweta Tewari, Mohan Srinivasan, Dinesh Batra	8,9
2	Exploring the Effect of Contingent Factors on Business Performance through Strategic Cost Management Adoption and Usage	Rashmi Aggarwal, Tanvi Verma, Arun Aggarwal, Vandana Sharma, Balamurugan Balusamy and Simon Grima	8,9
3	A Path to Conscious AI- Decerning the Aristotelian Ethics	S Shyni Carmel Mary, Kishore Kunal, Amrinder Singh, Simerjeet Singh Bawa	4,16
4	Machine Learning-Based Real-Time Detection of Apple Leaf Diseases: An Enhanced Pre-processing Perspective	Anupam Bonkra, Priya Jindal, Mandeep Kaur, Ekkarat Boonchieng, Naveen Kumar	8,12
5	Elucidating the role of team-managed social media in influencing sport fans' purchase intention	Jaskirat Singh Rai, Heetae Cho, Maher N Itani, Amanpreet Singh	9,16
6	Impact of COVID-19 on MSMEs in Internal Market: Challenges, Conceptual Framework and Future Roadmap	Monica Guptaa, Rajni Bansala, Jyoti Vermaa and Kiran Sood	8,4

7	Economic, Social and Environmental Aspects of Sustainable Development-Direct and Indirect Effects on Business Practices	Priya Jindal	8,9
8	Advancing Healthcare Through Artificial Intelligence: Pioneering Solutions and Impactful Applications	Jatin Kumar, Dr. Gurmeet Singh, Vishakha Saini, Dr. Amit Chaudhary, Aruna Sharma and Dr. Deepak Sood	3,9
9	Sustainable Practices and Challenges: An Ex-Post Analysis of Selected Private Companies in India	Gurloveleen Kaur, Shefali Saluja, Swati Gupta, Inu Mittal	11,12
10	Revolutionizing the Indigenous Financial System with the Utilization of Artificial Intelligence	Anju Rohilla, Ansh Jindal, Priya Jindal	8,9
11	Marketing Perspectives on Phygitalization	Sudhir Rana, Priya Jindal, Indrajit Ghosal, Arpan Anand, Subhadeep Mukherjee	8,9
12	Marketing Perspectives on Phygitalization (Book Preface)	Sudhir Rana, Priya Jindal, Indrajit Ghosal, Arpan Anand, Subhadeep Mukherjee	8,9
13	Adoption of artificial intelligence in marketing: Legal and ethical perspectives	Dr. Surinder Kaur, Dr. Gurmeet Singh	4,16
14	Smart Manufacturing: Intelligent Systems in Industry 5.0	Neha Mishra, Atul Garg	8,12
15	Measuring the Impact of Green Banking Practices on Banks' Environmental Performance and Sources of Green Financing: A Study on Indian Banks	Kanika Thapliyal, Chandan Gupta, Priya Jindal, Amar Mishra	9,16

16	Financial Crisis, Board Composition and Performance of Indian SOEs	Archana goel	12,17
17	AI-Enhanced Bleisure: Analyzing the Social Dynamics of Work-Leisure Integration in Multicultural Contexts	Dr. Ravinder Kaur, Dr. Harpominder, Navneet Seth , Dr. Simerjeet Singh Bawa, Shivam Panday	10,11
18	Driving Agricultural Performance by Leveraging Digital Technologies in Agriculture 4.0	Sandeep Singh, Anurag Tewari, Aparna Sharma, Ajit Bansal	13,15
19	Implementations and Rationale for Blockchain Technique in Agriculture	Ajit Bansal, Anurag Tewari, Ajay Sharma, Anu Bansal	8,9
20	The Role of AI and Machine Learning in Neuromarketing: Innovative Tools for Predicting and Shaping Consumer Behavior	Gagandeep, Jyoti Verma	8,9