

Publication Details July to December 2017

Name	Authors' Names	Title of the Article/Chapter Name in the Book/ Book Name	Name of the Journal/ Conference Proceedings/Publisher	Vol. No. and Issue No. (In case of Journal Article)	Page No. (Starting page no. Ending Page no.- In case of Journal Article and Chapters in Books and total no. of pages in case of book)	Year of Publication	ISBN No. (in case of Book) / ISSN number in case of conference proceedings / Journal	Published in Journal/conference/ Book
Publication In Journals								
Namrata Sandhu	Sandhu, N.	Consumer response to brand gender bending: An integrated review and future research agenda	Business Perspectives and Research	5(2)	151-16	Jul-17		Paper in Journal
Namrata Sandhu	Bhatia, G., & Sandhu, N.	Quest for disaster resilience: An indispensable step in the smart city initiative	International Journal of Research in Management, Economics and Commerce	7(11)	120-127	2017		Paper in Journal
Namrata Sandhu	Sandhu, N.	Television advertisements and consumerism: Implications for financial health of viewers		SCMS Journal of Indian Management	Forthcoming	2017		Paper in Journal
Namrata Sandhu	Sandhu, N., & Singh, D.	Gender contamination in Indian automobile advertisements: Male acceptance or alienation?		Paradigm	Online first at http://journals.sagepub.com/doi/pdf/10.1177/0971890717736212	2017		Paper in Journal
Archana Goel	Dr. Taminder Kaur & Archana Goel	Impact of Changes in Regulatory Framework on Financial Reporting Quality: A Study of S&P CNX Nifty Companies	The IUP Journal of Accounting Research & Audit Practices	XVI,3	21-33	July-september,2017		Journal
Dr. Kiran Mehta	Aman Chugh, Renuka Sharma and Kiran Mehta	Forex Risk Management by SMEs and Unlisted Non-Financial Firms: A Literature Survey	Journal of Technology Management for Growing Economies	Vol. 8, No.2	pp 07-39	2017	0976-545X, 2456-3226	Journal
Paper in Journal	Sandhu, N., & Singh, D.	Gender contamination in Indian automobile advertisements: Male acceptance or alienation?		Paradigm	Online first at http://journals.sagepub.com/doi/pdf/10.1177/0971890717736212	2017		Journal
Dr. Renuka Sharma	Aman Chugh, Renuka Sharma and Kiran Mehta	Forex Risk Management by SMEs and Unlisted Non-Financial Firms: A Literature Survey	Journal of Technology Management for Growing Economies	Vol. 8, No.2	pp 07-39	2017	0976-545X, 2456-3226	Journal
Dr. Amit Mittal	Kapoor, A., Mittal, A., Sharma, S. & Dhiman, R.	Evolution from Analogue to Digital Television in India: An Update of Stakeholders' Subscription Revenues and Challenges	International Journal of Applied Business and Economic Research	15(18)	361-379	2017		Journal
Dr. Deepika Jhamb	Sharma, A. & Jhamb, D.	MOOCs Users in India - A study of Demographic and Psychographic Profile of Working Professionals	Internation Journal of Research in Management, Economics and Commerce	ISSN 2250-057X, Volume 07 Issue 10	148-154	October (2017)		Journal

National/International Conferences

Namrata Sandhu	Bhatia, G., & Sandhu, N.	Preparedness of health facilities in Chandigarh for biological disasters	International Conference on Management and Information Systems, Bangkok, Thailand			2017		Conference
Dr. Amit Mittal	Amit Mittal	Conceptualizing Antecedents of Consumer Behavior while Purchasing OTC Drugs	(Paper Presented)Indian Institute of Management (IIM), Indore-NASMEI Marketing Conference,			2017	Emerald (ISBN 9781786354167)	Conference
Dr. Deepika Jhamb	Sharma, A. & Jhamb, D.	Motives behind MOOCs - A Study of Working Professionals in India	International Conference on E-Business - 2017			November (2017)		Conference
Dr. Pawan Kumar Chand	Chand, P.K	What Drives Consumer Apparel Purchase	(Paper Presented)Indian Institute of Management (IIM), Indore-NASMEI Marketing Conference,			July(2017)		Conference
Dr. Pawan Kumar Chand	Chand, P.K	A Review analysis on antecedents of organization citizenship behaviour”	(Paper Presented)National Conference on Management, Economics and Social Sciences (NCMESS-2017), National Institute of Technology (NIT), Hamirpur (H.P			July(2017)		Conference
Dr. Kiran Mehta	Sourabh Ghosh and Dr. Kiran Mehta	Art as An Investment: Factors Affecting Valuation of Miniature Paintings in India	Conference Proceedings		335-340	2017	978-93-86238-38-2	Conference Proceedings
Dr. Kiran Mehta	Asha Rani and Dr. Kiran Mehta	A Study on Adoption and Resistance Behavior for Mobile Banking in India	Conference Proceedings		346-360	2017	978-93-86238-38-3	Conference Proceedings
Rahul Dhiman	Dhiman, R.	State of Methodological Trends for Selecting Markets in Asia: A Review of Financial Services Sector	(Paper Presented)National Marketing Conference, Fortune Institute of International Business, New Delhi			September(2017)		Conference
Rahul Dhiman	Dhiman, R.	What Drives Consumer Apparel Purchase	(Paper Presented)Indian Institute of Management (IIM), Indore-NASMEI Marketing Conference,			July(2017)		Conference
Rahul Dhiman	Dhiman, R.	Textile Export Performance in Post Reform Regime: A Study at Disaggregate Leve	(Paper Presented)National Conference on Management, Economics and Social Sciences (NCMESS-2017), National Institute of Technology (NIT), Hamirpur (H.P			July(2017)		Conference
Rahul Dhiman	Dhiman, R.	Performance Management System for Blue-Collar Employees in a Manufacturing Organisation: A Review	(Paper Presented)International Conference on Digital Revolution in Business: Convergence and Integration, pp. 42, University Business School, Panjab University, Chandigarh		pp. 42	September(2017)	Conf. Proceeding	Conference

Rahul Dhiman	Dhiman, R.	Examining the Dimensions of Educational Services to Achieve Student Satisfaction: A Literature Review	(Paper Presented)International Conference on Digital Revolution in Business: Convergence and Integration, pp. 42, University Business School, Panjab University, Chandigarh		pp.4	September(2017)	Conf. Proceeding	Conference
Sahil Gupta	Sahil Gupta	What Drives Consumer Apparel Purchase	(Paper Presented)Indian Institute of Management (IIM), Indore-NASMEI Marketing Conference,	Emerald (ISBN 9781786354167)		July(2017)	Conf. Proceeding	Conference
Sahil Gupta	Sahil Gupta	Knowledge and Concerns among Millennials of North India regarding Online Advertising	(Paper Presented)National Conference on Management, Economics and Social Sciences (NCMESS-2017), National Institute of Technology (NIT), Hamirpur (H.P)			July(2017)	Conf. Proceeding	Conference
Sahil Gupta	Sahil Gupta	Identifying factors of Indian health system and their influence for providing good customer care	3rd IIMA International Conference on Advances in Healthcare Management Services, IIM Ahmedabad		12	December (2017)	Conf. Proceeding	Conference