

List of Publications

S. No.	Title of paper	Name of journal	Year of publication	ISSN number
Journal				
1	IMPACT OF GREEN HRM PRACTICES ON ORGANIZATION SUSTAINABILITY	The British Journal of Administrative Management	2023	1746 1278
2	IMPACT ON MARKETING STRATEGY PLANNING: CONSUMER BEHAVIOUR AND BUSINESS PERFORMANCE MODEL	The British Journal of Administrative Management	2023	1746 1278
3	Changing the Centre Stage for Effective Teaching and Learning : Flipped Classroom Approach	International Journal of Scientific Research in Science and Technology	2023	2395-602X
4	Unlocking the potential of loyalty programs in reference to customer experience with digital wallets	Innovative Marketing	2023	1814-2427
5	Impact of Information Technology on Human Rights	NIU International Journal of Human Rights	2023	2394-0298
6	Bridging Electrical Vehicles and Biological Sciences: A Bibliometric Analysis of Emerging Interdisciplinary Research	African Journal of Biological Sciences	2024	2663-2187
7	ASSESSING THE IMPACT OF CHATBOT ON CUSTOMER LOYALTY: A STUDY IN NCR REGION	JOURNAL OF SOUTHWEST JIAOTONG UNIVERSITY	2024	0258-2724
8	Assesing the Impact of Covid-19 Pandemic on MSME Sector	The British Journal of Administrative Management	2022	17461278
9	Linkage between Psychological Variable of Entrepreneur and Business Performance - An Empirical Study in Delhi & NCR with Special Reference to SMEs	World Review of Entrepreneurship, Management and Sustainable Development, Inderscience .	2022	
10	Digital Marketing effectiveness study: A special Focus on Prominent futuristic tools of digital marketing for Indian Hotels	PIMT Journal of Research (UGC Care)	2021	2278-7925

11	Future Aspects of Digital Sustainability in Hotels: A Study on Digital Marketing Challenges with Proposed Solutions (Opportunities) during and Post COVID Era	International Management Review	2022	1551-6849
12	An Exploratory Study on Distribution Models in Bancassurance in India	The Journal of Oriental Research Madras (UGC Care)	2021	0022-3301
13	Impact of GST on Tax Revenue	Zeichen Journal	2020	0932-4747
14	Consumer Behavior and Comparative Analysis of AMUL products	International Journal of Scientific Research in Engineering and Management	2020	0975-1084
15	A study of Consumer Preference for cashless Payment Methods in Delhi NCR	International Journal of Scientific research in Engineering and Management	2020	2582-3930
16	A study of Personal Finance decision of Women	International Journal of Scientific research in Engineering and Management	2020	2582-3930
17	A Study of supply chain management for perishable products by supermarkets in Delhi/ NCR.	International Journal of Scientific research in Engineering and Management	2020	2582-3930
18	A study of customer usage and satisfaction with Food delivery Apps	International Journal of Scientific research in Engineering and Management	2020	2582-3930
19	Modern Employee Turnover Strategies and organizational performance and achievements in Indian IT Industry	International Journal of Scientific research in Engineering and Management	2020	2582-3930
20	Consumer perception and challenges towards use of various financial applications of India	Journal of Interdisciplinary Cycle Research	2020	0022-1945
21	A study of customer satisfaction toward Automobile with reference to Mahindra	International Journal of Scientific research in Engineering and Management	2020	2582-3930
22	Effectiveness of organization by inventory management in retail chain	International Journal of Advances in Engineering and Management	2020	2395-5252
23	A Study on Consumer Behavior towards Online Shopping with Special Reference to Delhi and NCR	International Journal of Advances in Engineering and Management	2020	2395-5252

24	Impact of effective Exit interview Program in reducing employee turnover	International Journal of Scientific research in Engineering and Management	2020	2582-3930
25	Technological Transformations in HR: A Conceptual Study on Emerging	International Journal of Scientific Research in Engineering and Management (IJSREM)	2020	2582-3930
26	A study on effectiveness of Internet advertising in NCR region	JXAT Journal of Technology	2020	2582-3930
27	An Empirical Study on impact of Union Budget 2020 on Indian Stock Market	International journal of advanced science and Technology	2020	1006-7930
28	‘A STRATEGIC FOCUS ON ADOPTION OF MOBILE TAXI APPLICATION- A MOVE TOWARDS DIGITAL INDIA’	IEEE explorer Digital Library	2020	22076360
29	Mobile banking a myth or misconception	Electronic International Interdisciplinary Research Journal (EIIRJ)	2020	
30	Study on Digital Marketing Effectiveness for classified Star Category in Hotels in India	Int. J. Business and Emerging Markets,	2020	2277-8721
31	Emerging third generation private label brands:retailers’ and consumers’ perspectives towards leading Indian retail chains	Int Journal of Research in Humanities and Social Sciences	2020	1753-6227
32	A study of ethical research issues in digital content	Zeichen Journal	2020	2347-5404
33	“An investigation into the use of Online Teaching in Higher Education, during the Covid 19 Pandemic.	DRS Research Journal	2020	0932-4747
34	A STUDY ON THE EFFECTIVENESS OF SOCIAL MEDIA AS A MARKETING TOOL	DRS Research Journal	2020	2347-7180
35	Consumer Awareness and Future Prospects of Islamic Banking in India	SODH SARITA	2020	2347-7180
36	Accessing E-governance services through smartphones : Challenges and Opportunities	International Research Journal Of Engineering And Technology	2020	2348-2397

37	A Study on Impact of Leadership Style and Motivation on Employee Performance of the Banking Sector	International Journal of Recent Engineering Research and Development (IJRERD)	2020	2395-0056
38	A Comparative Analysis of Customer Satisfaction between Amazon and Flipkart: A Study Conducted in NCR Region of India	International Journal of Latest Engineering and Management Research (IJLEMR)	2019	2455-8761
39	Impact of Social Media on Student Pursuing Higher Education – A study of NCR Region in India	International Journal of Scientific Research and Review	2019	2455-4847
40	Employee Satisfaction Towards Welfare Measures in Cement Industry	VSRD International Journal of Business and Management Research	2019	2279 - 543X
41	PRODUCT PACKAGING AND ITS IMPACT ON CONSUMERS` BUYING BEHAVIOR WITH SPECIAL REFERENCE TO FMCG SECTOR	International Journal of Scientific Research and Review	2019	2319-2194
42	Employee Satisfaction Towards Welfare Measures in Cement Industry	IEEE explorer Digital Library	2019	2319-2194
43	A study of consumer adoption of digital wallet special reference to NCR	International journal of recent Technology and engineering	2019	
44	Replacement Strategy for Depreciating Stock Considering Stockouts and Time Dependent Demand.	Journal of Emerging Technologies and Innovative Research	2019	22773878
45	Infusing an Ethical Culture in Business Organizations: An Evidence of India		2019	2279-543X
46	A study on effectiveness of Conflict Management Strategies in Telecom Industry	Journal of Emerging Technologies and Innovative Research	2019	2349-6152
47	The study of Green supply Chain Management in India	International Journal of scientific research and review	2019	2050-7399
48	A Study on Transformation in Technological Based Biometrics Attendance System: Human Resource Management Practice	International Journal of Supply Chain Management	2019	

49	A study of adoption and use of Digital Learning Technology among students of Higher Education in Emerging Economies.	International Journal of Supply Chain Management	2019	2394 - 7780
50	Consumer Purchase Decision towards Private Label Brands: Evidence from the Indian Market	IEEE explorer Digital Library	2018	2050-7399
51	Antecedents of Private Label Attitude and Preference over National Brands	International Journal of Advance and Innovative Research	2018	2050-7399
52	Role of Nabard in rural and agriculture development	International Journal of Supply Chain Management	2018	23495162
53	A study on investment reference towards Different Investment Avenues	International Journal of Supply Chain Management	2018	23495162
54	Mathematical Modelling Solutions for Stock and Cost Dependent Inventory in a Limited Display Space Warehouse	JETIR	2018	2320-2883
55	Optimization of quantity discounts using JIT technique under alternate cost policies	JETIR	2018	2320-2883
56	Liquidity and Profitability Analysis of Selected Automobile Companies	International Journal of Supply Chain Management	2018	23495162
57	A study on supply chain issues with small and medium scale organizations for depreciating inventory and its resolution	International Journal of Supply Chain Management	2018	23495162
58	A Study of Brand Preferences of Mobile Phones among the Students in Ghaziabad	International Journal of Supply Chain Management	2018	23495162
59	INVESTORS AWARENESS TOWARDS DERIVATIVE MARKETS	Variety Book Publication From Makhanlal Chaturvedi National University of Journalism and communication, Bhopal	2018	
60	A study on growing affinity of consumers towards malls in India	International Journal of Creative Research Thoughts (IJCRT)	2018	2320-2882

61	EMPLOYEE ENGAGEMENT AND ITS EFFECT ON EMPLOYEE'S PERFORMANCE	International Journal of Creative Research Thoughts (IJCRT)	2018	2320-2882
62	Mathematical modeling solutions for various cost functions with reference to EOQ model with stock level dependent demand	International Journal of Creative Research Thoughts (IJCRT)	2018	2320-2882
63	Promotional strategies of hyper retail stores a comparative study of big bazaar and reliance fresh in India	International Journal of Creative Research Thoughts (IJCRT)	2018	2320-2882
64	Formal education and its impact on entrepreneurial abilities of women entrepreneurs	International Journal of Creative Research Thoughts (IJCRT)	2018	2320-2882
65	PRIVATE LABEL BRANDS IN EMERGING ECONOMIES: AN EVIDENCE OF INDIAN MARKET	International Journal of Creative Research Thoughts (IJCRT)	2018	2320-2882
66	PRODUCT PACKAGING AND ITS IMPACTS ON CUSTOMER PREFERENCE WITH REFERENCE TO L'OREAL	International Journal of Creative Research Thoughts (IJCRT)	2018	2320-2882
67	A STUDY OF CHANNEL MANAGEMENT AND OMNI CHANNEL MARKETING BY ONLINE RETAILERS	International Journal of Current Research in Multidisciplinary (IJCRM)	2018	2349-5162
68	The Transition towards Sustainable Supply Chain Management : An Empirical Study	Journal of Emerging Technologies and Innovative Research	2018	2261-236X
69	Consumer's Perspective and Retailer's Consideration Towards Purchase of Private Label Brands	Journal of Emerging Technologies and Innovative Research (JETIR)	2018	1877-0509
70	Impact of Information Technology(IT) on Operations of Five Star Hotels: A Study in Bengaluru Region	MATEC Web of Conferencs	2018	978-93-86608-25-3
71	Consumer Prefernce towards E-banking: A study conducted in Ghaziabad	Computer Science Direct	2017	2349-4476
72	A Study of factors for Private label brand's Success in Food, Grocery and Apparels	Bharti Publications	2017	1741-8143

73	Women Empowerment through Entrepreneurship in India	International Journal of Engineering Technology, Management and Applied Sciences	2017	2231-248X
74	Poaching: A Recruitment Strategy & its Ethical Issues	International Journal of management Practice	2016	2347-856X
75	Stock Market Predictability: Does Traditional CAPM Model holds good in Recent Times on Indian Companies	VSRD International Journal of Business & Management Research	2016	2394-1537
76	An Empirical study on the practical efficacy of ideal financial ratios	International Journal of business and Administration Research Review	2016	0974-0945
77	A study of factor affecting Job satisfaction of Pharmaceutical Sales Executives in Delhi	ICSTM	2016	2321-8916
78	An analysis of Quality of Work life of Sales Force in Insurance Industry: A study Condcuted in NCR	Pranjana: The Journal of Management Awarenes	2015	2278-5973
79	A STUDY OF FACTORS AFFECTING EMPLOYEE TURNOVER OF PHARMACEUTICAL SALES EXECUTIVES IN DELHI	The International Journal of Business & Management	2015	2231-248X
Book Chapter				
1	COVID-19 Impact on Consumer Preferences Toward Convenience Store Versus Hypermarkets	Navigating the Digital Landscape,	2024	NA
2	Digital disruption & ENVIRONMENTAL,Social & Governance		2023	NA
3	Business Analytics in Practice: Stepwise Regression	Sage International for their Global Research Methodology 'How to Guide.'	2023	DOI for the article: https://doi.org/10.4135/9781529670424

4	Text book HR ANALYTICS Authored by Dr.Ritu Saxena	The Journal of Oriental Research Madras (UGC Care)	2021	ISSN : 0022-3301.
Book				
1	Marketing Analytics	SGHG	2024	
Conference Proceedings				
1	IMPACT OF GREEN HRM PRACTICES ON ORGANIZATION SUSTAINABILITY	The British Journal of Administrative Management	2023	1746 1278
2	IMPACT ON MARKETING STRATEGY PLANNING: CONSUMER BEHAVIOUR AND BUSINESS PERFORMANCE MODEL	The British Journal of Administrative Management	2023	1746 1278
3	Changing the Centre Stage for Effective Teaching and Learning : Flipped Classroom Approach	International Journal of Scientific Research in Science and Technology	2023	Online ISSN : 2395-602X, Print ISSN : 2395-6011 UGC Approved Journal No : 64011
4	Unlocking the potential of loyalty programs in reference to customer experience with digital wallets	Innovative Marketing	2023	1814-2427
5	Virtual Temptations and Impulsive Buying in Retail Commerce: An approach to Instant Buying	International Communication Management Conference	2025	NA
6	Leveraging Statistical Analysis Using Virtual Reality in Impulsive Buying: A SEM-based Approach	International Conference Computational Intelligence, Communication Technology and Networking (CICTN) 2025	2025	NA

7	Leveraging Statistical Analysis Using Virtual Reality in Impulsive Buying: A SEM-based Approach	International Conference Computational Intelligence, Communication Technology and Networking (CICTN) 2025	2025	NA
		FDP		
1	Emerging Trends in Artificial Intelligence and deep learning	Sri Sai Ram Institute of Technology, Chennai		
2	Neuro Linguistic Program	GMA		
3	FDP On SEM	GNIOT		
Copyright				
1	ELSS : An instrument of Tax saving and can fund for retirement	L-109688/2021	2021	
2	Transforming customer experience from satisfaction to delight	L-105161/2021	2021	
3	Tourism for transformation and well-being	L-105162/2021	2021	
4	DCIH Theory of Resilience	L-105163/2021	2021	
5	4 I's of Digital Marketing	L-105164/2021	2021	
6	IEPAC theory of Success	L-105165/2021	2021	
7	4 S's of Success for Manufacturing & Service Organization	L-105166/2021	2021	
8	3 A's of future jobs	L-86852/2019	2019	
9	VUCAS Modelle Emergente	L-84173/2019	2019	
10	Depression-Exhilaration Supposition	L-79017/2018	2018	
11	V Kan Theory	L-76538/2018	2018	
12	Teoria Situazionale	L-77064/2018	2018	
13	Person Fit theory	L-77232/2018	2018	
14	J- Theory	L-77230/2018	2018	