

PUBLICATION

Dr. Urvashi Makkar, Director

Research publications in National Journal:

1. Impulse Buying Behavior in FMCG Sector: An Ethical Issue in Advertising, Special Issue of 3D IBA Journal of Management and Leadership Vol; 3 Issue 1, 2011
2. "Impact of Implementation of Balance Business Score Card (BBSC) on Organizational Effectiveness-A Case Study of Bharat Sanchar Nigam Ltd (BSNL), Prabandhan: Indian Journal of Management, January 2011 issue.
3. Consumer Perception towards Different Media Options: An Empirical Study of Rural v/s Urban Perspective", Indian Journal of Marketing, May, 2010 issue.
4. "Impact of Promotional Tools on the Consumer Buying Behavior in Insurance Sector- An Empirical Study", Srusti Management Review, Published by Srusti Academy of Management, July 2009 issue.
5. "Consumer Attitude Regarding Mobile Service Buying Behavior in India with Special Reference to National Capital Region (NCR)" 'Review of Professional Management' (NDIM Journal), Jan-June, 2009 issue.
6. "Descriptive and Diagnostic Study about Customer Satisfaction in Retail Sector", Amity Management Analyst (The Journal of Amity Business School, Gurgaon), Volume III, No. 1, July-December, 2008
7. "Impact of Sales Promotion Strategies on Household Purchase Behavior, Through Household Connectivity Program: With special reference to IFB", Knowledge Hub, (Vol. 4, No. 2), December, 2008, Listed in Cabell's Directory, USA.
8. "Impact of Reinforcement Advertisement on Consumer Attitude with special reference to DTH Services", The ICFAI University Journal of Services Marketing, December 2008 issue.
9. "Impact of Ambience on the Buying Decision of Customers in Retail Sector", Bharati Vidyapeeth University's IMED Journal of Management and Social Research, December 2008 issue.
10. "Impact of Organised Retail on the purchase of Fresh Food items, with a Comparative Analysis of Organised vs. Unorganised Retail", Management Dynamics, Vol.8, No.2, 2008, Jaipuria Institute of Management, Lucknow.
11. "Consumer Attitude Regarding Mobile Service Buying Behavior in India with Special Reference to National Capital Region (NCR)", Review of Professional Management (A Journal of New Delhi Institute of Management), Vol. 6, Issue 2, July-December, 2008.
12. "Internal Branding of Human Resources Using the Expectation Gap Analysis (A Case Study of NTPC)", Bharati Vidyapeeth University's IMED Journal of Management and Social Research, July 2008 issue.
13. "Value Chain for Higher Education Sector-Case Studies of India & Tanzania", Journal of Services Research, February, 2008 issue (Journal of IIMT, Gurgaon)
14. "Changing Attitude of Consumers from Chemical to Herbal Cosmetics in India", "Indian Journal of Marketing", April, 2007 issue.
15. "Why Mutual Funds come out as the "BEST investment option for Retail Investor?", "ICFAI Portfolio Organizer", Nov. 2006 issue.
16. "Impact of the Phenomenon of Social Class Mobility on the Consumer Buying & Disposal Behavior in Indian perspective: A Case Study of White Goods Market", "Indian Journal of Marketing", Feb., 2006 issue.
17. "An Attempt Of Revival Of Small Scale Industries In North -West Belt Of India: The Post Liberalisation Scenario", "Journal of IMS Group" March - August, 2005 issue published by Institute of Management Studies, Ghaziabad (IMS)
18. "Advertising Effectiveness through Message Strategies- A Case Study of Airtel", "Indian Journal of Marketing" July, 2005 issue.
19. "Achieving Total Customer Satisfaction (TCS) Through Total Quality Management (TQM)", Journal of Management Development & Information Technology (JMDIT), July, 2005 issue. Published by Hindustan Institute of Management & Computer Studies.

20. "Achieving Customer Satisfaction through Total Quality Management: A case Study of Telecom Sector", 'Business Perspectives'-Bi-Annual Journal of Birla Institute of Management Technology, Noida, India, January-June-2005 issue.
21. "Marketing Support System for Small Scale Industries: Will it be able to withstand the impact of Globalization (with special reference to NSIC)", Indian Journal of Marketing, Feb, 2004 issue.
22. "Changing Scenario of Insurance Sector in the Wake of Privatization and its Impact on Indian Economy", Southern Economist, March 1, 2004 issue.
23. "Charging up the Employees", Indian Management, February, 2001 issue.
24. "Over the pot of Gold", Human Capital, February, 2001 issue.
25. "A framework for purposive Team-Work", Indian Management, November 1998 issue.

Research publications in International Journal:

1. "Diagnostic Analysis of Factors affecting Customer Satisfaction Index in Retail Sector in India" , published in International Journal of Arts & Sciences (IJAS), November, 2013
2. "An Empirical Study on Customer Satisfaction Index in Mobile Telecom Sector in India: With Special Reference to Rural Market", International Journal of Arts & Sciences (IJAS), December, 2012.
3. "Role of E-Media in Decision Making Process: An Empirical Study with Special Reference to Urban Youth in India", International Journal of Marketing & Business Communication, Volume 1, Issue 2, April, 2012
4. "Attributes Affecting growth of online Banking: A consumer Perspective", International Journal of Technology Marketing (IJTMKT), Inderscience, Volume 3, No. 4, 2008.5.
5. "Internet Banking: A Revolutionary Approach To Achieve Customer Satisfaction-A Case Study Of Indian Banks", 'The Accountancy and Business Review', The Journal of the Institute of Accountancy, Arusha, Africa June-Dec.,2007 issue, published by the Institute of Accountancy, Arusha, Africa..
6. "Global Competitiveness of India: Success Story of Indian Telecom Sector", 'The Accountancy and Business Review', The Journal of the Institute of Accountancy, Arusha ,July- Dec. 2006 issue, published by the Institute of Accountancy, Arusha.

* Chapter in Books

Title of Book	Editor	Publications	Year
"Impact of E-Media on Decision Making Process with special reference to Urban Youth in India" published in a book entitled "Technology and Innovation in Marketing"	Prof. Rajat Gera	Allied Publishers	2009
"Internet Banking Adoption in a Developing Country: The Case of India" published in a book entitled "Technology and Innovation in Marketing"	Prof. Rajat Gera, IMT, Ghaziabad,	Allied Publishers	2008
"HR Outsourcing in India: A Tool for Strategic Competitiveness" published in a book entitled " Strategic Outsourcing"		Deep & Deep Publications	2007
"Role of Entrepreneurship in Education" published in the book entitled <i>Changing Paradigms in Modern Management.. ..a perspective</i> "	Wisdom Publications, Delhi		2005
"Transformation of Insurance Sector" published in the book entitled <i>Corporate Governance & Restructuring of Industries,</i>	Wisdom Publications, Delhi		2004

* Books with ISBN/ISSN numbers with details of publishers

Title of the Books	Name of the Publisher	Year of Publication/ Year of Edition	Name(s) of Author's
Reinventing Management Strategies: The Design for Future ISBN: 978-93-81212-70-7 (Hard Cover)	Bharti Publications, New Delhi	2014	Makkar Urvashi, Pandey Vijay Kumar, Sanjeev Rinku, Jain Rajnesh
"Futuristic Human Resource and Strategic Management" ISBN: 978-93-81212-71-4 (Hard Cover)	Bharti Publications, Delhi	2014	Makkar, Urvashi; Pandey, Vijay Kumar; Sanjeev, Rinku; Jain, Rajnesh
"Corporate Social Responsibility: Conceptual Framework, Practices & Key Issues", ISBN: 978-93-81212-35-6 (Hard Cover)	Bharti Publications, Delhi	2012	Makkar, Urvashi; Pahuja, Anurag
"Future Directions in Management", Sadri, Sorab; ISBN: 978-93-81212-19-6 (Hard Cover)	Bharti Publications, Delhi	2012	Makkar, Urvashi
"Customer Relationship Management", ISBN: 9780071333313	, Tata McGraw Hill,	2011	Makkar, Urvashi; Makkar, Harinder
"Customer Relationship Management", Knowledge Axis University (DLP),	Vikas Publishing House,	2010	Makkar, Urvashi; Makkar, Harinder,
"Marketing Practices In Retail In India", ISBN: 978-81-908869-9-4	Bharti Publications, Delhi	2011	Makkar, Urvashi
Recent Practices in Retail in India", ISBN : 978-81-904762-6-3 (PB), 2009, ISBN: 8190476262 (Hard Cover)	Bharati Book Organisation, Delhi,	2009 2008	Bharadwaj, RK; Makkar, Urvashi

Dr. Vidya Sekhri, Professor

Research publications in National Journals:

1. "A Stochastic Frontier Approach for cost Efficiency Mapping of Banks Operating in India" published in a journal 'Arthshodh' published by Department of Economics, University of Jaipur, Rajasthan .(Vol. III No. I 2012), ISSN No:2230 7877 (Singal Authored)
2. "Efficiency Profitability Relationship of Public and Private Sector Banks Operating in India": Published in a refereed Journal of All Research 'ShodhDrishti' (BHU) Vol.3 No.3, April -June-2012 issue. (ISSN : 09766650, Page Nos.25-31) (Co-Authored)
3. "Company Fundamentals and Equity Returns in India with reference to S&P CNX 100" has been published in Journal Anvesha, published by Indian Education Society- Management College and Research Centre, Mumbai, Vol 4 No. 2, page No. 71-86, July-Dec. 2011, ISSN No: 0974-5467.(Singal Authored)
4. "A DEA and Malmquist Index Approach to Measuring Productivity and Efficiency of Banks in India" (June 6) has been published in The IUP Journal of Bank Management, Vol. X, No. 3, Page No 49-64 August 2011, Reference 10 J 2011-08-03-01 Available at SSRN: <http://ssrn.com/abstract=2078748> (Singal Authored)
5. "Employee Engagement: a key to retention in ITES Industry" published in a Nirma University Journal of Business and Management Studies (NUJBMS), Volume 4, Nos. 1&2, July-December 2009, Page No. 19-36 (Co-Authored)

6. "Growth and Challenges Faced in Micro-Finance: Trends and Future Outlook". Published in Journal of IMS Group, Volume 3 No. 1 Jan-June 2007 Page No-70-76 UPENG/2006/16319 (Singal Authored)
7. "Data management and Data Security in ITES/BPO Sector-A Challenge" published in Journal of DMA Management Review (a quarterly issue, July - September 2006) (Singal Authored)
8. "Buy Back: Enhancing Shareholder Wealth?" in a journal-Management Review by Delhi Management Association (a quarterly issue ending June 2006). (Singal Authored)
9. "Post TRIPS IPR Regime - Implications & opportunities for India" published in a journal of National Intellectual Property Organization (NIPO) based on a theme "IPRs - opportunities or challenges for BPOs in India" April 2005. (Singal Authored)
10. "Investment planning for Women in 2010" published by ICFAI University Press in Portfolio Organizer a Special Issue on 'Investment Planning in 2010' in Jan-2010 issue.(ICFAI Univ. Press RNI NO. APENG/2000/566, Page Nos.41-48) (Singal Authored)
11. "New Pension Scheme for non-government employees of private and unorganized sector" published by ICFAI University Press in Portfolio Organizer in June-2009 issue. . (ICFAI Univ. Press RNI NO.APENG/2000/566, Page Nos.42-48) (Singal Authored)
12. "Melt down of FCCBs" published by ICFAI University Press in Portfolio Organizer in March-2009 issue. (RNI No APENG/2000/566, Page No .35-39). (Singal Authored)
13. "Global Financial Crisis-Opportunities for India" published by ICFAI University Press in Portfolio Organizer in December-2008 issue. (ICFAI Univ. Press RNI NO.APENG/2000/566, Page Nos.23-29) (Singal Authored)
14. "Buy-back of shares- An Indian perspective" published by ICFAI University Press in Portfolio Organizer, September-2008 issue. . (ICFAI Univ. Press RNI NO.APENG/2000/566, Page Nos.23-29) (Singal Authored)
15. "Raising Finance -The FCCB WAY The role of Foreign Currency Convertible Bonds in Indian Capital Market" published by ICFAI University Press in Portfolio Organizer, August-2008 issue. (ICFAI Univ. Press RNI O.APENG/2000/566, Page Nos 39-45) (Singal Authored)
16. "Sovereign Wealth Funds (SWFs): A Global Perspective and India's Position" published by ICFAI University Press in Portfolio Organizer, May-2008 issue. (ICFAI Univ.Press RNI OAPENG/2000/566, Page Nos.21-25) (Singal Authored)

Research publications in International Journals:

1. "An Empirical Investigation of Market Efficiency and Investor Perception of Merger Announcements in India" published in the Asian Journal of Research in Banking and Finance (AJBRF) ISSN: 2249-7323, Vol. 4, No. 10, 2014, Page No. 221-239(Singal Authored)
2. "An Empirical Study of Abnormal Returns to Merger and Acquisition Announcements in CNX-100 Companies" accepted for publication in the Global Journal of Business Excellence. ISSN: 2321-7103 (Communicated-August 2014) (Singal Authored)
3. "Efficiency Profitability Relationship of Public Banks Operating in India" published in an International Multidisciplinary Refereed Research Journal 'Anukriti' of Banaras Hindu University , Varanasi (BHU) Vol.3 No.3, April -June-2012 issue.(ISSN : 2250-1193, Page Nos.33-37) (Co-Authored)
4. "Efficiency-Profitability Relationship in Public, Private and Foreign Sector Banks Operating in India" published in International Journal of Research in Commerce and Management" (IJRCM) VOLUME NO. 1 (2011), ISSUE NO. 3 (MAY), page No. 32-41, ISSN 2231-1009. (Place of publication-India) (Co-Authored)
5. "Modeling Capital Requirements for Operational Risk in Emerging Markets' Banks" published in a journal DECISION of Indian Institute of Management Calcutta (IIM-C) Volume No 37 Number 1 April 2010, Page No-83-100 ISSN 0304-0941 (Co-Authored) Impact Factor (1.1034) in 2012 and (0.7658) in 2011. The full text can be found on EBSCO Publishing Database.
6. "An alternative approach (using VBA programme) to Collateralized Debt Obligations valuation" accepted for publication by International Journal of Knowledge Management Practices (IJKMP) Inder Science Publications. (Communicated)(Co-Authored)

Research Papers Published as Chapters in Books:

- “A stochastic Frontier Approach for Cost Efficiency Mapping of Banks Operating in India” Published in edited book titled "An Application on Computational and Financial Econometrics" Page No.351-368, ISBN No.978-81-924302-3-2, Published by Bloomsbury Publications. Publication year 2013
- “Valuation effect of investment expenditures on selected Indian listed firms: a panel data analysis” Published in edited book titled "International Finance for Infrastructure Development" Page No.475-488, ISBN No.978-81-924302-3-2, Publication year 2012, Published by Bloomsbury Publications.
- “Customer perception of Mobile Banking Services” published in edited book titled “Changing Paradigms in Services Marketing” ISBN: 978-93-5097-410-0, Publication year 2012.
- “Job satisfaction: A tool for Internal Marketing” published in edited book titled “Consumer Behaviour and Emerging Practices in Marketing” ISBN: 978-93-5097-411-7, Publication year 2012.
- “Stock Market reactions to Corporate Capital Expenditure Announcements-An Evidence from BSE Listed Companies ” Published in an edited book titled “ Macro & Micro dynamics of trade, finance and investment” published by Excel India Publishers, ISBN: 978-93-81361-72-6, Page No-136-145. Year of Publication 2011.
- “Cloud computing a practical Approach” presented at International Conference on Data Management (ICDM) held on Nov. 11-12, 2011 at IMT-Ghaziabad and published in an edited book titled “Emerging Trends and Technologies in Computer Science and Engineering” published by Macmillan , ISBN 978-93505-9033-1, Page no 108-116. Year of Publication 2011.
- “Customer Perception of Technology in Banking” presented at 14th Nirma International Conference on Management, (NICOM-2011) held on January,6-8 2011 at NIRMA University, Ahmadabad, published in book “Managing in Turbulent Times- Enterprise Initiatives and technological Implications “published by Excel India Publishers ISBN 93-80697-45-7,Page nos-112-116 Year of Publication 2011.
- “Mangers’ Perception of Knowledge Management and Practices in IT Company” presented at 14th Nirma International Conference on Management, (NICOM-2011) held on January,6-8 , 2011 at NIRMA University, Ahmedabad, published in book “Managing in Turbulent Times-Enterprise Initiatives and technological Implications” published by Excel India Publishers ISBN 93-80697-45-7,Page nos-23-36.Year of Publication 2011.
- “The Recent Financial Meltdown and the Key Challenges to the New Bank Regulations” published in book “Managing in Turbulent Times-“Business Ecosystems and Macro Perspectives” published by Excel India Publishers ISBN 93-80697-44-7,Page No-85-92 Year of Publication 2010.
- “Procurement of Infrastructure Projects in India Going More Competitive: Study of Bidding Methodologies for Infrastructure Projects” Published by Mac Millan Publishers India Pvt. Ltd in Macmillan Advanced Research Series in a book Titled “Strategy of Infrastructure Finance”. Page No. 359-388;ISBN 978-93-80697-52-9.Year of Publication 2010.
- “Human Resource Accounting at Infosys” published in a book titled” Emerging Markets: Case Studies Collections (Excel Publishers India Ltd, Page No. 262-273ISBN 93-80697-52-X).Year of Publication 2010.
- “Cyber crimes and security in India” presented at International Conference on Data Mngement held on March 11-12, 2010 at IMT-Ghaziabad, published in a book titled “Advances in Communications Information Network Security” (Macmillan Publishers India Ltd, ISBN No.0230-63637-3)
- “An alternative approach (using VBA programme) to Collateralized Debt Obligations’ valuation “presented at International Conference on Business and information technology: Contemporary research and development held on Feb. 25- 26, 2010 at IMT-Ghaziabad. Macmillan Publishers India Ltd. ISBN 10:0230-32940-3.Year of Publication 2010.
- “Company Fundamentals and Equity Returns in India with reference to S&P CNX 100” presented at International Conference on Management, (NICOM-2010) on “Managing Finance: Sustaining Shareholder Value” held on Januar-7-9, 2010 at NIRMA University, Ahmadabad,

published in an edited book titled "Sustaining Shareholder Value-Role of Investors and Regulations" (Excel Books, ISBN No. 978-81-7446-803-1, Page Nos. 91-99) Year of Publication 2011.

- "Factors Influencing Individual Investor Behavior: A Study of Indian Capital Market" presented at International Conference on Management (NICOM-2010) on "Managing Finance: Sustaining Shareholder Value" to be held on January-7-9, 2010 at NIRMA University,Ahemadabad, published in an edited book titled "Sustaining Shareholder Value-Role of Investors and Regulations" ((Excel Books, ISBN No. 978-81-7446-803-1, Page Nos. 133-147)
- "Data Security Laws in India" presented in 2nd International Conference-ICDM 2009 on Data Management at Institute of Management Technology, Ghaziabad organized on 10-11 Feb 2009,(Macmillan Publishers India Ltd.,ISBN 023-063-763-9,Page Nos- 257-261)
- "Urgency of Data Security in Banking Sector" presented in 2nd International Conference-ICDM 2009 on Data Management at Institute of Management Technology, Ghaziabad organized on 10-11 Feb 2009, ,(Macmillan Publishers India Ltd, ISBN 023-063-763-9, Page nos-138-148)
- "Measuring the Return on Investment of the HR Function" presented at International Conference on Management NICOM-2009 held on January-8-10, 2009 at NIRMA University, Ahmadabad .(Excel Publication)
- "Employee Engagement: a key to retention in ITES Industry" presented in International Conference on Management NICOM-2009 held on January-8-10, 2009 at NIRMA University, Ahmadabad.(Excel Publication, Page nos-159-178, ISBN 978-81-7446-702-7)
- "The Paradigm shift in the Role of Human Resource Management" presented at XXXII Indian Social Science Congress, The Indian Republic at the Cross Roads on December 18-22, 2008 at Jamia Millia Islamia, New Delhi (Published by Indian Academy of Social Sciences, Allahabad)
- "Dividend policy and its effect on market pricings (Stock market reactions to dividend yield)" presented at International Conference on Innovations in Redefining Business Horizons (IIRB-2008) held on December 18-19, 2008 at IMT-Ghaziabad., (Macmillan India Ltd. ISBN 023-063-715-9, Page Nos-450-469)
- "Technical analysis of currency movements of BRIC Nations "presented (on 24/08/08) at International Conference at IML, New Delhi, on 22-24 August 2008. (Excel Publications)
- "Data Management: Challenges And Threats to ITES/ BPO Sector" presented in International Conference-ICDM 2008 on Data Management at Institute of Management Technology, Ghaziabad organized on 25-26 Feb 2008,(Macmillan India LTD.ISBN 0230-63469-9,Page Nos-300-308)
- "FDI in Retail-to be or not to be?" presented at Nirma International Conference on Management - Strategies & Trends in Marketing- A New Economy Perceptive, NICOM-08 on 9 - 11 January 2008 .(Excel Publications)
- "Organized Retail in India: Issues and Challenge" presented at Nirma International Conference on Management - Strategies & Trends in Marketing- A New Economy Perceptive, NICOM-08 on 9 - 11 January 2008. (Excel Publications)
- "Emerging Financial Markets" presented in International Conference at PSG College of management, organized by College of Business Administration, The University of Toledo and San Diego State University on 26th - 28th December 2007 titled "Risk Management in Commercial Banks in India With special reference to Implementation of Basel II Accord" at PSG Institute of Management, Coimbatore on 27th December 2007. (Excel Publication, ISBN 978-81-7446-583-2, Page Nos-233-246)
- "Implementing Knowledge Management in Corporations" Presented at International Conference on Flexibility with business excellence in the knowledge economy (15 - 17 Nov 2007) Seventh Global Conference on Flexible Systems Management on 16th November 2007. (Gift Publishing, New Delhi. Page No-631-636, ISBN 81-903397-7-X)
- "Private Equity in Indian Infrastructure Sector with Specific Reference to Power Sector" presented on Dec. 16, 2010 at the *National conference on Management Cases and Research in Power sector during December, 14-16, 2010 at NTPC (PMI), Noida*. Published by NTPC Ltd.in a conference proceedings
- "Carbon Trading in Power and Energy Sector" published in the edited book titled 'National conference on Cases and Research in Power and Energy sector' published by NTPC Ltd. (A Govt. of India Enterprise) Power Management Institute, Noida,Page No. 9-13

Supervisor for Doctoral Thesis:

Supervisor of a Thesis for Doctor of Philosophy in Management

Name of a candidate- Abhilasha Srivastava

Enrollment No. 1050101891

Title: Efficiency- Profitability relationship of Public, Private & Foreign Sector banks Operating in India

Singhania University, Rajasthan, India

Thesis submitted on July 31, 2012.

- Editorial Board Member of Interscience Management Review (IMR) ISSN: 2231-1513 Trade mark IOAJ 2011

Dr. Timira Shukla, Professor

Research papers published in national refereed Journals

1. Dr. Timira Shukla Co-authored with Dr. Anita Singh 2014 'Organisational factors influencing innovation: an empirical investigation' 2nd International Conference on Innovation and Creativity Management organized by Institute of Management studies, Ghaziabad on November 29, 2014
2. Dr. Timira Shukla Co-authored with Dr. Anita Singh 2013 "Reinventing Recruitment process" International Conference on Reinventing Management Strategy: The Design for Future organized by IMS Ghaziabad on November 30, 2013
3. Dr. Timira Shukla Co-authored with Dr. Anita Singh 2013 'Empirical Investigation of Extrinsic Motivation in IT Industry' International Conference on Management and Information System (ICMIS-13) September 22-24, 2013, Bangkok, Thailand
4. Dr. Timira Shukla co-authored with Dr. Anita Singh and Dr. Vidya Sekhri 2013 Job Satisfaction: A tool for Internal Marketing' published in the proceedings at the
5. International Conference on Management organized by NIRMA University from January 9-11, 2013
6. Dr. Timira Shukla co-authored with Dr. Anita Singh and Dr. Vidya Sekhri 2013 'Customer perception of Mobile banking services' International Conference on Management organized by NIRMA University from January 9-11, 2013
7. Dr. Timira Shukla Co-authored with Dr. Anita Singh 2013 Case on 'Performance Appraisal at Shri Lakshmi Cotsyn Ltd.' Resource book on Case Studies in Management' by Bindu Gupta, Sita Mishra, Susmi Routray, Ane Books Pvt. Ltd. 2013
8. Paper on 'An investigation into the antecedents of online WOMC' published in Erudition -The Albertian Journal of Management, March 2012
9. Paper on "Training Effectiveness: an empirical investigation" accepted for publication in the quarterly journal 'Simer Pragati' Journal of Shivalik Institute of Management Education and Research, Chattisgarh, July-September 2011
10. Paper on 'Study of Consumer Perception of Credit Cards: An empirical investigation' accepted for publication in JIMS-8M: 2011, Vol: 16, Issue: 3 Print ISSN : 0973-9335. Online ISSN : 0973-9343
11. Paper on 'Knowledge Management practices in IT company- an empirical study' in Review of Knowledge Management, Vol. 1,1, Jan-June 2011
12. Paper on 'Customer Expectations from Travel Portals: An exploratory study' in Journal of Srusti Academy of Management "Srusti Management Review" (July-Dec, 2011 Issue) ISSN 0974-4274
13. Paper on 'Customer perception of Brand LIC : an empirical investigation' in IUP Journal of Brand Management, March 2011 ISSN 0972-9097
14. Paper on 'Customer perception towards newspaper advertisement- an empirical investigation of KENT-RO water purifiers' in Erudition -The Albertian Journal of Management, Volume 5, Issue 1:Jan 2011 ISSN 0973-7839
15. Paper on "Creating innovation culture in IT organization: An empirical study" published in e-journal of AIMA Journal for Management and Research Feb 2010
16. Paper on 'Factors affecting 'Internet Marketing' with reference to viral and Permission Marketing' in IUP Journal of Management Research' Jan 2010

17. Paper on "Adoption of CRM in Indian banks with special reference to ICICI Bank" published in 'Simer Pragati' Journal of Shivalik Institute of Management Education and Research, Chattisgarh ,Vol II July-September 2009 ISSN 0974-2018
18. Paper on 'Health Insurance Industry in India: Prospects and Challenges' published in Journal of Marketing Trends Vol 1, Number1 a Journal of IPE, Hyderabad,June2009
19. Article on 'People and Structure: A Model for Sustainable Innovation' published in Review of Professional Management- A Journal of New Delhi Institute of Management, Vol 5 Issue2 Jul-Dec 2007 ISSN 0972-8686
20. Article on 'Factors affecting the adoption of mobile banking in India: An exploratory Study' published in Marketology a journal of Institute of Marketing and Management; April-June 2007, Vol 1 No. 4 ISSN 0973-7901
21. Article on 'Experiential Marketing: The New Paradigm' published in Indian Journal of Marketing; April 2007 ,volume: XXXVII ISSN 0973-8703

Research papers published in international refereed Journals

1. Paper titled 'Employee Engagement in an Indian Tin Manufacturing Organization: an Investigation' published in the October 2012 issue of Asian Journal of Management Sciences & Education (AJMSE) Registration No. 912-AJMSE-1(3)-84 Online ISSN:2186-845X, Print ISSN:2186-8441 GIF (Global Impact Factor)0.587 for 2012
2. Paper on 'Banking on IT: Problems and Prospects in State Bank of India' in International Journal of Research in Computer Application and Management, Vol. 1 (2011) , March 2011 ISSN :2331-1009
3. "Employee Perception towards Technology in Banking Sector" published in *TIJ's Research Journal of Social Science and Management* , Singapore Vol:04/2, June 2014 ISSN :2251-1571

Contributed Chapters in edited books

- 'CRM in banking: Issues, Prospects and Challenges' published in **New Age Marketing** edited by Prof S Nair/ Prabhat Yadav Excel Publishers, 2008 ed ISBN-10:8174465871 ISBN-13:9788174465870 -
- 'Fostering Innovation: Factors stimulating Innovation in an organisation' published in **Innovation Management** edited by Dr Sanjay Singh and Dr Bindu Gupta , MacMillan Publishers 2009 ed
- 'Innovation in Banking: A Technology Perspective' published in **Advances in Computer Science and Engineering** edited by Dr Poonam Garg and Jayanthi Ranjan MacMillan Advanced Research Series, 2009 ed
- Chapter on "Attitude towards Women : A study of two villages in the state of Uttar Pradesh" published in the textbook on Marketing to Rural Customers, EXCEL PUBLICATIONS edited by S Veludayan and G Sridhar (Faculty at IIM Kozhikode)

Other academic achievements:

- Co-chaired the International Conference -ICDM2009 being held at IMT, Ghaziabad
- Article on " The Role of Internet in Transforming Marketing" published in Adexpress, March 2009 published by ICFAI, Hyderabad
- Article on 'Social Sharing: A Powerful tool for communication' in Advertising Express, May 2010

* Citation Index

A: CONTENTS - ijrcm

ijrcm.org.in/download.php?name=ijrcm-2-Cvol-1_issue-1_a...17 Feb 2011 ... TIMIRA SHUKLA & ANITA SINGH ... DYNAMICS OF IPO - A STUDY WITH REFERENCE TO SELECTED CORPORATE SECTORS three alternative indices for equity markets, viz., NSE Nifty, Sensex and S&P CNX 500, the ... [Read More »](#)

A: CONTRIBUTED PAPERS - Icmis.net

www.icmis.net/aims-international/aims9/Contributed.pdf 1 Jan 2012 ... Towards that, financial decisions are modeled by making reference to 9005 The Effect of Price on Profitability: Comparison of BSE and Dow Index Companies Timira Shukla, Institute of Management Studies, Ghaziabad, ... [R](#)

SSRN

A: Customer Perception of Brand LIC: An Empirical Investigation – SSRN papers.ssrn.com/sol3/papers.cfm?abstract_id=1868164 21 Jun 2011 ... Timira Shukla. Institute of Management Studies June 20, 2011. The IUP Journal of Brand Management, Vol. VIII, No. 1, pp. 48-59, March 2011. [Read More »](#)

A: Factors Affecting 'Internet Marketing' Campaigns with ... – SSRN papers.ssrn.com/sol3/papers.cfm?abstract_id=1535679 13 Jan 2010 ... Timira Shukla. Institute of Management Studies January 12, 2010. The IUP Journal of Management Research, Vol. 9, No. 1, pp. 26-37, January.

Dr. Anita Singh, Associate Professor

Publication in National journals

1. Employee Satisfaction: Feeling the Employee's Pulse published in Review of HRM, Vol 3. pg 168-187, April 2014. ISSN: 2249-46050.
2. Employee job preference in F&B Industry, published in Review of HRM, Vol.2.No.1.pg 144-156, April 2013, ISSN:2249-46050
3. A case study on 'Performance Appraisal at Shri Lakshmi Cotsyn Ltd.' has been published in the Resource book of IMT, Ghaziabad, 'Case studies in Business Management: A global perspective,' published by Anne Books, 2013, ISBN-9789382127543
4. Competency based HRM published in the journal of 'Review of HRM,' Vol-1No.3., Jan-March 2012, ISSN:2249-4650
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[2. Demographic Profiles as Determinants of Job Satisfaction in Indian Insurance Sector](#)

Authors

Anita Singh

Publication date

2010/6/1

Journal

Journal of Management & Public Policy

Volume 1

Issue 2

Description

Abstract Growth of any organization depends on the employee willingness to achieve the objectives of the organization. The human resource of an organization play a crucial part and it becomes necessary and inevitable on the part of the management to ensure and nurture an atmosphere where the employees feel satisfied both with their work and with their standards of living. The HR strategies need to be molded according to the demographic profile of the employees in order to understand their drivers and motivators. In this ...

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Anita Singh, Timira Shukla

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Volume1

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Description

ABSTRACT Employee engagement has become an important driver for strategy development. As competition intensified employers realized the significance of employee to sustain and grow in the knowledge economy. The driving need today is for business to continue to improve productivity in a global environment where continuous change is making it difficult to compete. This desire to do more is combined with the mandate to do so with less, and one of the only outlets left for making this happen is employees. However, ...

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Dr. Nandita Mishra, Associate Professor

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Ms. Yogita Sharma, Assistant Professor

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Ms. Divya Gupta, Assistant Professor

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Ms. Surabhi Singh

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3. Paper titled 'A study of Marketing Strategies of Software Firm: A case of Syber Systems and Solutions' published in Journal of Research in Marketing, Vol 1, Number 3, 2013 (International Journal)
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Prof. Vishal Gupta, Assistant Professor

S. No	Title of the Research Paper/Book Published	Author's Name	Year of Publication	Name of Seminar/Conference/Journal/Book Publication
1	Green Supply Chain Management Initiatives by IT Companies in India'	Gupta, V., Abidi, N., Bansal, T. and Jain, R.K.	2013	The IUP Journal of Operations Management, vol. XII, no. 2, pp. 6-24. (National Journal Indexed in EBSCO & Proquest)
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Dr. Avadhesh Kr. Gupta, Professor

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4. Avadhesh Kumar Gupta, published in the Journal "International Journal of Engg. Sciences and Emerging Technologies (IJESET)" Volume 6 , Issue 1 August 2013, ISSN: 2231-6604, titled "An experimental approach of K-Means Algorithm on the Data Set "
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7. Avadhesh Kumar Gupta, published in the "International Journal of Business Analytics and Intelligence" Volume 1 ,Issue 2 ,October 2013 published by Publishing India Group titled "The Square Kilometer Array - Some Notes regarding the largest telescope being planned and why it is the ultimate Big Data Challenge"

Prof. Sachin Malhotra, Associate Professor

* Books with ISBN/ISSN numbers with details of publishers

Title of the Books	Name of the Publisher	Year of Publication/ Year of Edition	Name(s) of Author's
Java Programming	Oxford Publication	2008	Prof. Saurav Chaudhary & Prof. Sachin Malhotra
Programming in Java	Oxford University Press	2010	Choudhary Saurabh, Malhotra Sachin
Second Edition of Book "Programming In Java 2/e", ISBN No. 9780198094852	Published by Oxford University Press India	28-Nov-13	Sachin Malhotra
Second Reprint, Second Edition of Book "Programming In Java 2/e", ISBN No. 9780198094852	Published by Oxford University Press India	2014	Sachin Malhotra

Dr. Nripendra Dwivedi, Associate Professor

National Publication

1. Nripendra Dwivedi, Lata Joshi, V.P. Gupta, " Improved ranking algorithm of web page(based on age of page) for web search engines", ICFAI Journal (Vol-5 No-3 Issue ISSN: 0973-2268), Hyderabad , 2009
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* Chapter in Books

Title of Book	Editor	Publications	Year
Recruitment Cycle Time Analysis for Human Resource Information System (HRIS), in Innovation Advancement in Computer Science engineering	Dr. Poonam Garg	MacMillan Publishers	2010

Dr. Sheelesh Kr. Sharma, Associate Professor

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Prof. Rajanish Jain, Associate Professor

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Reinventing Management Strategies: The Design for Future ISBN: 978-93-81212-70-7 (Hard Cover)	Bharti Publications, New Delhi	2014	Makkar Urvashi, Pandey Vijay Kumar, Sanjeev Rinku, Jain Rajnesh
“Futuristic Human Resource and Strategic Management” ISBN: 978-93-81212-71-4 (Hard Cover)	Bharti Publications, Delhi	2014	Makkar, Urvashi; Pandey, Vijay Kumar; Sanjeev, Rinku; Jain, Rajnesh

Mr. Vimal Kumar

RESEARCH PUBLICATIONS

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Prof. Avneesh Vashistha, Assistant Professor

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Prof. Pankaj Agrawal, Assistant Professor

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- **"Bi-Directional Screen: A New Approach"**PankajAgrawal, Ravi Kumar &VertikaGautam published in edited Book **Reinventing Management Strategy: The Design for Future**,Issues in HR and IT.
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Ms. Deepali Jain, Assistant Professor

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Prof. Preeti Sirohi, Assistant Professor

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Prof. Sapna Tyagi

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