

Research Publications

National & International Journals

Yadav, S. (2020) A Study on the Initiatives Taken by Banker's for Promoting Financial Literacy in Bangalore, India, *International Journal of Banking, Risk and Insurance*, 8 (1) March 2020, 43-61, **ISSN Number:** 2320-7507, **Indexed:** Proquest, i-scholar database, EBSCO, <http://publishingindia.com/ijbri/56/856/2020/>

Kapoor, P. and Chauhan, P. (2020) Women Entrepreneurship through network marketing: the positive insight, *International Journal of Disaster Recovery and Business Continuity*, Vol.11, No. 1 (2020), pp. 688-696, **Indexed:** Proquest, J-Gate Database, EBSCO, <http://sersc.org/journals/index.php/IJDRBC/article/view/7617>, March 2020

Tiwari,R.; Kumar, R., Gera, R. Srivastava, S. (2019). On Comparing the Performances of MLP and RBFN on Sales Forecasting Problem. *International Journal of Soft Computing and Engineering (IJSCE)*, (Accepted).

Tiwari, R.; Saxena, M. K. ,Mehendiratta, Prajnab ,V.K. , Srivastava, S., Gera, R. (2018) Market segmentation using supervised and unsupervised learning techniques for E-commerce applications, *Journal of Intelligent and Fuzzy Systems* , 35 (5), pp. 5353-5363.

Gera R, Mittal, Batra, D.K. and Prasad, B,(2017). Evaluating the effects of Service Quality, Customer Satisfaction and Service Value on Behavioral Intentions with Life Insurance customers in India. *International Journal of Service Science, Management, Engineering, and Technology (IJSSMET)*, Volume 8, Issue 3 (IGI Global Publications)

Singhvi, S.; Sharma, G. & Gera, R. (2017). Candy Confectioneries Pvt Limited (CCL), *Emerald Emerging Markets Case Studies*, <https://doi.org/10.1108/EEMCS-07-2016-0155>

Chauhan, P. (2016). Challenges Facing the Current Higher Education System in India. *International Journal of Engineering Technology Science and Research (IJETS)*. ISSN 2394 – 3386, Volume 3, Issue 4, April 2016.

Chauhan,P. (2013). Changing Role of Universities- An analysis of Current Scenario. *World Academy of Informatics and Management Sciences(WAIMS)*, 2 (6), October-November 2013 ISSN (online):2278-1315

Chauhan, P. (2013). Universities and their Social Commitment. *Technical Reporter*, MRCE- Volume 1, No-2 Pg: 67-76 Aug-201

National & International Conference

Singh, A. (2020) “Effect of Human Resource Development Climate Practices on Employee Service Behaviour: An Empirical Investigation” Selected in National Conference on Business Strategy – J.C.Bose University of Science and Technology, YMCA. Haryana. (Conference Postponed due to covid-19) (Author - Animesh Singh) March 2020

Nag, M.B. (2020) “Value creation, Monetization & Social upliftment: Yunus Social Business Model & Indian social entrepreneurial context” Selected in National Conference on Business Strategy – J.C.Bose University of Science and Technology, YMCA. Haryana. (Conference Postponed due to covid-19) (Author - Dr Manmeet Bali Nag). March 2020

Chauhan, P. (2020) “Accounting Practices for Exploration and Evaluation Expenditure in Extractive Industry” at International Conference on Digitalization of Management and Social Sciences (ETTIC 2020) at Jaypee Institute of Information Technology (JIIT) on 6-8 Feb 2020.

Jhajharia, P. (2020) “Inclusion of Bioethics in performance appraisal for promoting ethical behavior among doctors in hospital” at International Conference on Digitalization of Management and Social Sciences (ETTIC 2020) at Jaypee Institute of Information Technology (JIIT) on 6-8 Feb 2020.

Nag, M.B. (2020) “Optimizing Environmental Conservation & Sustainability: An analysis of Women participation & take-aways from Chipko Movement” at an International Conference on Environment & Sustainability at MRIIRS Faridabad on 2 Feb 2020.

Banerji, R. (2019) “Role of demographic variables in adoption of mobile wallets in India: A theoretical model” in International Conference on Volatility, Uncertainty, Complexity and Ambiguity in Business (IC-VUCA, 23-24 November 2019) organised by MIET Business School.

Banerji, R. (2019) “Impact of e-Service Quality on Customer Satisfaction of Amazon” in International Conference on Volatility, Uncertainty, Complexity and Ambiguity in Business (IC-VUCA, 23-24 November 2019) organised by MIET Business School.

Gera, R. (2019) “An integrated perspective of perceived service quality evaluation for retail banking in India.”, 2nd International Conference on Business Economics and Finance (BEF 2019), Mar 23-25, 2019

Chauhan, P. & Kapoor, P. (2019) “Women Entrepreneurship through Network Marketing: The Positive Insight.” Paper presentation in International Congregation on Women Empowerment, Gender Diversity & Financial Inclusion at Dhaka International University on 29th- 30th April 2019.

Nag, M. B. (2019). "Information & Communication Technology, as a tool of Digital Disruption towards growth of Academia." International Conference on Business and Management. Delhi Technological University 29-30 March 2019.

Tiwari, R.; Saxena, M.K.; Mehdiratta, P.; Vatsa, K.; Srivastava S. & Gera, R. (2018), "Investigation of Artificial Intelligence Techniques in Finance and Marketing." Paper presentation at the International Conference on Signals, Machines and Automation (SIGMA'18), February 23-25, 2018, NSIT Delhi, India.

Gera, R. & Chauhan, P, (2017), "A study of strategic management in family business and its impact on firm performance" 1st International Conference of Family Business and Entrepreneurship, President University, Bali, Indonesia, May3-5, 2017

Gera, R. and Kapoor, P. (2017), "The impact of female entrepreneurship on economic growth in India." 1st International Conference of Family Business and Entrepreneurship, President University, Bali, Indonesia, May3-5, 2017

Gera, R. and Agrawal, B. (2017). "A study of impact of family business demographics, leadership and management style on performance." 1st International Conference of Family Business and Entrepreneurship, President University, Bali, Indonesia, May3-5, 2017

Chauhan, P. (2016). "Challenges Facing the Current Higher Education System in India" Presented a paper at 3rd International Conference on Innovative Research in Engineering Science and Management on 16th March 2016.

Chauhan, P. (2015). "Understanding University Social Responsibility and its Impacts." Paper presentation at International Conference on Skill Development & Technological Innovations for Economic Growth on 28th Nov 2015 at IMS Gaziabad. ISBN: 978-93-85000-46-1

Chauhan, P. (2015). "Community Engagement of Higher Education in India-An Application of Carroll's Model of Social Responsibility." Paper presentation at Global Journal of Multi disciplinary Studies, ISSN-2348-0459, Vol-4, No-3, Pg: 65-72 in Feb 2015.