

Department of Business Administration			
Details of Research Paper (2024-25)			
Sr No	Author/s Name	Title of Research Paper	Name of Journal
1	Dr. Preeti Shrma	Declining Women Work Participation in an Era of Economic Growth India and China- A Comparative Analysis	JOURNAL OF XI'AN UNIVERSITY OF ARCHITECTURE & TECHNOLOGY
2	Ms.Jasmeet Kaur	IoT-Based Digital Communication Networks and AI Applications for Sustainable Grocery Purchases	Frontiers in Health Informatics
3	Ms. Nidhi Singh	SWOT of Patanjali Ayurveda-A Literature Review	JUNI KHYAT
4	Dr. Perna Tikku	SWOT of Patanjali Ayurveda-A Literature Rivew	JUNI KHYAT
5	Dr. Perna Tikku	An Analysis of the growth and progress of Women Entrepreneurs in India	JUNI KHYAT
6	Ankit Kumari	The Interplay of Social Media Content, Emotional Engagement, and Overconfidence in Shaping Investors Investment Decisions	European Economic Journal
7	Dr. Banita	Advancing Sustainable Development in India Through Green Finance: Insight For Health and Environment Policy	International Journal of Environmental Sciences
8	Dr. Geetika	Neo banking as a tool of financial inclusion	International Journal of Environmental Sciences
9	Ms. Nidhi Singh	CRM and Customer Loyalty: The Mediating Role of Frontline Employee's Performance in Banking Sector	Journal of Informatics Education and Research
10	Ms Sonal Walia	Brand Recall through Surrogate Advertisement: An effect on Consumer Brand Awareness	European economic letters
11	Ankit Kumari	Empirical Study Of Covid -19 With Reference In India	Cape Comorin