

Chandigarh Business School of Administration

MBA Department

Research Paper Publication (2024-25)

Sr No	Author/s Name	Title of Research Paper	Name of Journal
1	Dr. Aaruni, Dr. Pallavi, Dr. Ruby	From brand to bond: unlocking the connect between employer branding and employee retention in private banks	From brand to bond: unlocking the connect between employer branding and employee retention in private banks
2	Dr. Pallavi, Dr. Ruby, Dr., Aaruni	Redefining Relationship Marketing in the Digital Age: Strategic Use of Social Media in Telecom Industry	Korea Review of International Studies
3	Dr PARAMPAL SINGH and Dr MANJEET	Cartography of Consumption: A Regional Study of Private Label Brands from Local Tastes to Global Trends	European Economic Letters
4	Dr Baljinder Kaur	Factors impacting use of various digital payment methods in India	Int. J. of Electronic Banking