

MBA Department						
Publications Details (2023-2024)						
Sr. No	Author Name	Topic Name	Name of Journal	Year of Publication	ISSN/ISBN	Indexing
1	Dr. Aaruni Batta	Digital Marketing For ESG Awareness	IPE Journal of Management	2024	2249-9040	UGC Care Listed
2	Dr. Aaruni Batta	Exploring the mediating Impact of Employee retention on the engagement-Performance relationship	Indian Journal of Psychology	2024	0019-5553	UGC Care Listed
3	Ms. Ruby Sharma	Navigating Uncertainty: A comprehensive analysis of risk management practices in private and public sector banks	IPE Journal of Management	2024	2249-9040	UGC Care Listed
4	Dr.Pallavi	Exploring the mediating Impact of Employee retention on the engagement-Performance relationship	Indian Journal of Psychology	2024	0019-5553	UGC Care Listed
5	Dr. Kismat Kaur	Sustainable Assemblage of Clustered Wastages and Meticulous Exertion of Disposal System: A Comprehensive Review	Advances in Astronautics Science and Technology	2024		
6	Dr Reetu	Analysis of Customer Satisfaction in Health insurance Sector in Punjab & Union Territory of Chandigarh	Shodha Prabha	2024	9748946	

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Sr. No	Author Name	Topic Name	Name of Journal	Year of Publication	ISSN/ISBN	Indexing
1	Dr. Kismat Kaur	Artificial Intelligence In E-Commerce : A Literature Review	Business, Management And Economics Engineering	2023	2669-2481	
2	Dr. Kismat Kaur	Fintech And The Future Of Financial Services	Journal Of Survey In Fisheries Sciences	2023	10(3S) 6620-6627	
3	Dr. Taranjit Singh Vij	Artificial Intelligence In E-Commerce : A Literature Review	Business Management And Economics Engineering	2023	2669-2481	
4	Dr. Kismat Kaur	Digital India : An Emerging Economy	European Economic Letters	2023	2323-5233	
5	Dr. Jasminal Kaur	Comparative Analysis for NPA of Public and Private Sector Banks	Journal of Statistics and Management	2023	2169-0014	
6	Dr. Shivani Vij	Voyage of Stress: Assessing the Impact of Fatigue and Work Conditions on Indian Merchant Navy Officers	Journal of Informatics Education and Research	2023	1526-4726	
7	Ms. Mamta Sharma	Sustainable Growth Of Complete Circle Capital Pvt Ltd	The Case Centre	2023	322-0333-1	
8	Dr. Taranjit Singh Vij	Green Marketing: A Study Of Consumer Perception And Preferences In India	Journal Of Survey In Fisheries Sciences	2023	6612-6619	

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Publications Details (2021-2022)						
Sr. No	Author Name	Topic Name	Name of Journal	Year of Publication	ISSN/ISBN	Indexing
1	Dr.Ramandeep Saini	Marketing Strategies In Entrepreneurship –A Case Study Of Whitehat Jr.	Indian Journal Of Marketing	2022	0973 – 8703	
2	Dr.Ramandeep Saini	The Impact Of Social Media On The Pre-Purchase Of Plurals	Vision: The Journal Of Business Perspective	2022	0972-2629 (print); 2249-5304 (web),	
3	Dr. Pratibha	Relationship Between Flexible Work Arrangements, Well-Being, And Performance Of Employees During The Covid-19 Pandemic	Prabandhan: Indian Journal Of Management	2022	0975-2854	
4	Dr. Pratibha	Exploring The Relationship Between Satisfaction And Intention To Stay Among Millennial Employees: The Moderating Role Of Managerial Support	International Journal Of Human Capital And Information Technology Professionals (Ijhcitp)	2022	1947-3478	
5	Dr.Ramandeep Saini	Examining Consumer Attitude Towards Banks' Mobile Banking Chatbots: A Study On Elderly Users From An Emerging Market Perspective	Bank Parikrama	2022	1019-7044	
6	Ms.Aaruni Batta	Influence Of Social Media In Consumer Decision Making Process	Anvesak	2022	0378-4568	
7	Ms. Pallavi Pahuja	Exploring The Relationship Between Employer Branding And Organizational Citizenship Behaviour In Banking Industry	Anvesak	2022	0378-4568	
8	Dr. Pratibha	Adoption And Usage Intention Of Consumers Towards Telemedicine Among People During Pandemic Times	Asia Pacific Journal Of Health Management	2022	1833-3818	
9	Ms. Pallavi Pahuja	Exploring The Interrelationship Between Employer Branding, Employee Retention And Organizational Citizenship Behaviour” – A Study Of Selected Private Banking Sector Employees In Chandigarh Region	Perspectives In Social Work	2022	0974-5114	

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Publications Details (2019-2020)						
Sr. No	Author Name	Topic Name	Name of Journal	Year of Publication	ISSN/ISBN	Indexing
1	Ms Manisha Aujla	Analysis Of Level Of Awareness And Usage Of Social Media In Healthcare Sector In Tricity Chandigarh	International Journal Of Mechanical And Production Engineering Research And Development (Ijimperd)	2020	2249-8001	
2	Ms Manisha Aujla	Comparative Analysis Of Impact Of Traditional And Digital Marketing Techniques On Consumer Perception In Healthcare Sector In Tricity, (Chandigarh, Panchkula, And Mohali)	International Journal Of Mechanical And Production Engineering Research And Development (Ijimperd)	2020	2249-8001	
3	Dr Ramandeep Saini	E-Commerce In India: Opportunities And Challenges	International Journal Of Mechanical And Production	2020	(P): 2249-6890	
4	Dr Ramandeep Saini	Analysis Of Level Of Awareness And Usage Of Social Media In Healthcare Sector In Tricity Chandigarh	International Journal Of Mechanical And Production	2020	(P): 2249-6890	
5	Dr Monika Gupta	Demonstration Of Industrial Management Methods	Test Engineering & Management	2020	0193 - 4120	
6	Dr Monika Gupta	A Review Of Factors Associated With Medical Tourism Industrial Management	Test Engineering & Management	2020	0193 - 4120	
7	Dr Monika Gupta	Approaches For Recycling And Managing Waste	Test Engineering & Management	2020	0193-4120	
8	Dr Deepika Kaur Bola	Non Performing Assets Of Public ,Private And foreign Banks In Indian Banking Sector	Muktshabd Journal,	2020	2347-3150	
9	Dr Deepika Kaur Bola	Deceptive Advertisement ;Who Gets Effected More?	Muktshabd Journal,	2020	2347-3150	
10	Dr Ramandeep Saini	Factors Affecting Bank Selection: An Urban Customer Perspective	Journal Of Xi'An University Of Architecture & Technology	2020	1006-7930	

11	Dr Ramandeep Saini	Role Of Pursuation:Investigating The Impact Of Social Media On Buying Decision Process Of Digital Natives	Pacific Business Review International	2020	0974-438X	
12	Ms Upasna	To Examine The Challenges Of Students While ‘Studying From Home’ Amid Covid-19 Pandemic: An Exploratory Factor Analysis.	Test Engineering & Management	2020	0193-4120	
13	Ms Pallavi Pahuja	A Study On Service Quality Of Banks In Tricity	International Journal Of Advance Science And Technology	2020	2005-4238	
14	Ms Charu Mehan	IoT Enabled Secure Health Information System Using Multiple Watermarking	Muktshabd Journal	2020	2347-3150	
15	Dr. Jasminal Kaur	Gender Differences In Newspaper Reading Habits Of Punjab Readers	Journal Of Critical Reviews	2020	2394-5125	
16	Dr Deepika Kaur Bola	Profitability Analysisin Indian Banking Sector	International Journal Of Advanced Science And Technology	2020	2207-6360	
17	Ms Pallavi Pahuja	A Study On Perception Of Employer Brand Value Preposition In Tricity	International Journal Of Advance Science And Technology	2020	2005-4238	
18	Dr Ramandeep Saini	Satisfaction Level Of Faculty Members Of State Run And Private Universities Of Punjab Related To Work Enviornment: A Compartive Study	International Journal Of Mechanical And Production	2020	2249–6890	
19	Dr Ramandeep Saini	Comparative Analysis Of Impact Of Traditional And Digital Marketing Techniques On Consumer Perception In Healthcare Sector In Tricity, (Chandigarh, Panchkula, And Mohali)	International Journal Of Mechanical And Production	2020	(P): 2249–6890	
20	Ms Ruby Sharma	A Study On Service Quality Of Banks In Tricity	International Journal Of Advance Science And Technology	2020	2005-4238	