

PERIYAR MANAGEMENT AND COMPUTER COLLEGE, DELHI

Faculty Publications

(From August 1, 2018 to March 4, 2020)

No. of publications: 30, UGC Care: 12 (Last two years)

Ahluwalia, H.S. & Bhatti, K.K (2018), Study of Relationship between USD/INR Exchange rate and BSE Sensex from 2008-2017, International Journal of Management Studies, Vol. V, Issue-3(1), EISSN: 2231-2528 ISSN: 2249-0302, UGC Approved.
Ahluwalia, H.S. & Bhatti, K.K (2019). A study of Impact of Lok Sabha elections on stock market return with special reference to S & P BSE Sensex and Nifty 50. International journal of Management studies, Vol VI (4), 80-85.
Bhatti, K. K., & Ahluwalia, H. S. (2018). Prospects of Uttarakhand as Geographical Indicators. International Journal of Creative Research Thoughts, 6(2).
Bhatti, K. K., & Negi, A. (2018). Determinants of Green Marketing Leading to Sustainable Competitive Advantage for Retailers within Delhi Region. Indian Journal of Marketing, 48(8), 53-66. Scopus.
Bhatti, K. K., & Negi, A. (2018). Green Store Attributes and Infrastructure: A Connecting Link Between Retailers and Consumers to Bring Sustainability, International Journal of Civil Engineering and Technology (IJCIET), 9(11), 190-198. Scopus.
Chhabra Susheel (2018). Framework for Enhancing Organizational Performance: Haryana Government Departments, India (169-182). In Chhabra, Susheel (2018). Handbook of Research on Civic Engagement and Social Change in Contemporary Society. USA: IGI Global. Scopus.
Chhabra, Susheel (2018). Handbook of Research on Civic Engagement and Social Change in Contemporary Society. USA: USA: Information Science Reference. Scopus.
Chhabra Susheel, Bisht Rajat Singh (2019). Awareness and customers satisfaction of wire line products: Bharti Airtel & Tata Tele Services Limited, Periyar Journal of Research in Business and Development Studies. 4(2), 11-18, 2019.
Chhabra Susheel, Arora, Priya (2019). Customer perception & satisfaction towards Edelweiss investment products. Periyar Journal of Research in Business and Development Studies. 4(1), 144-164, 2019.,
Ahuja, Daman, Kalpana B, Chhabra Susheel (2020). Social conduct: Major Impact of Child Labour on Children in the Slums of Delhi (in press). In Chhabra, Susheel and Kumar, Muneesh (Eds.). Civic Engagement Frameworks and Strategic Leadership Practices for Organization Development. USA:: IGI Global. ISBN13: 9781799823728.
Chhabra Susheel, Bhatti, Kulbir & Ahluwalia, Hardeepika Singh (2020). Assessment on Market Share of Spurious Spare Parts of ABC Earth Moving Equipments Pvt. Ltd. (161-171). In Chhabra, Susheel Ed. (2020). Civic Engagement in Social and Political Constructs. USA: USA: Information Science Reference. ISBN13: 9781799823643
Chhabra, Susheel (Ed.) (2020). Civic Engagement in Social and Political Constructs. USA: USA: Information Science Reference. ISBN13: 9781799823643
Chhabra, Susheel & Kumar, Muneesh (Eds.) (2020). Civic Engagement Frameworks and Strategic Leadership Practices for Organization Development. USA: USA: Information Science Reference. ISBN13: 9781799823728.
Farhat Fatima, Sakshi Rajput (, June 2019), Smart Environmental Practices and the Hidden Truth of Big Fat Indian Organizations: An Overview on Environmental Compliance, Periyar Journal of Research in Business and Development Studies (PJRBDs), Vol. 4 (1), Jan-June 2019, Article 03, PP 33-41, ISSN 2456-0987 (online)
Siddharth Bhatt, Farhat Fatima (2019). Making India More Sports Oriented from Khelo India Initiative: The Insights of Indian Sports Industry. International Journal of Commerce and Management Research,

Vol.5 (3), 15-18.
Gurjar, Hariom & Joshi, Mahesh & Tripathi, Akhilesh. (2019). National Banks: How Much do they Bank on Off Balance Sheet Items? An Indian Outlook. Indian Journal of Finance. 13. 31.ABDC,SCI, Scopus.
Gurjar, H., Tripathi, A., & Joshi, M. C. (2020). The Engagement of Indian Private Banks in the Economy Through Off-Balance Sheet Activities: A Malmquist Exploration. In S. Chhabra (Ed.), Civic Engagement in Social and Political Constructs (pp. 95-116). Hershey, PA: IGI Global. doi:10.4018/978-1-7998-2364-3.ch005
Gurjar, H., Tripathi, A., Mathur, N., & Saraswat, Y. (2020). Are Top Private Banks Digging the Invisible Holes in the Balance Sheet?: An Empirical OBSI Investigation. In S. Chhabra, & M. Kumar (Eds.), Civic Engagement Frameworks and Strategic Leadership Practices for Organization Development (pp. 234-255). Hershey, PA: IGI Global. doi:10.4018/978-1-7998-2372-8.ch011
Gurjar, Hariom & Joshi Mahesh & Tripathi, Akhilesh. (2020) The Bank Ecosystem: A Paradigm Shift in Bank Efficiency Through Off-Balance Sheet Window to Meet Industry 4.0 Requirements, Accepted, ISSN 1876-1100, LNEE SCI, Scopus.
Gurjar, Hariom & Joshi, Mahesh & Tripathi, Akhilesh. (2020), The Bank Efficiency Through Off-Balance Sheet Items' window: A Malmquist Approach. Accepted, ISSN 0972-2629, Vision, MDI Gurgaon, ABDC, Scopus.
Gurjar, Hariom & Saraswat Yamini, Mahesh & Tripathi, Akhilesh. (2020) Are Banks Ready for Industry 4.0? A Comparative Analysis of Use of AI in The Banks: An INDO-US Perspective, Accepted, ISSN 1876-1100, LNEE SCI, Scopus.
Gurjar, Hariom, & Tripathi, Akhilesh, Chhabra Susheel (2020). Are Large Private Banks Smart? A Critical Analysis of the Use of Off- Balance Sheet Activities in the Performance of banks, Accepted at Indian Journal of Finance, ABDC, SCI, UGAA, Scopus.
Joshi, Lovelesh., Dhariyal, D. (2019). Impact of Labor Turnover on Organizational Performance in it Sector (With Special Emphasis on it Department of TCS Noida). International Journal of Trend in Scientific research and development, 3(5), 1899-1903.
Maani Dutt and Preeti Harish (2018). Unlocking the Determinants of Purchase Intentions in Digital Era-A study of Search and Experience Products” in International Journal of Multidisciplinary Research Academy (IJMRA), 8(1), UGC, EBSCO, ProQuest.
Maani Dutt and Anurupa B. Singh (2018). Influence of Brand Trust in Creating e-loyalty from Offline Loyalty: A Literature Review in Asian Journal of Multidimensional Research journal (AJMR), Vol 7 Issue 6 June 2018.
Maani Dutt and Anurupa B.Singh (2019). What Drives Consumers to be Brand Loyal in Online Buying in Experience Product Category? A Literature Review. International Journal of Civil Engineering and Technology, Vol 10(1), 1772-1780. Scopus
Maani Dutt and Preeti Harish (2020) , New Media Adaptations for Bottom of Pyramids-Special Reference to Mobile Marketing. The Shifting Goal Posts Technology and Management Trends,151-171.
Maani Dutt and Neelam Prasad(2020),"A Study of HR Standard Operating Procedure in line with IMS Requirements",Periyar Journal of Research in Business and Development Studies (PJRBDs) Bi-annual e-Journal.
Saraswat Yamini (2018), Sampling Design, CEGR Publications, Research Methodology, 49-56.
Saraswat Yamini, Saxena Shefali (2019). Study of Salary and Wages Administration as a Motivational Tool in Private Organizations, National Conference on Next Generation Smart Business Practices. Periyar Management and Computer College.

→ Listed alphabetically by faculty name and Year of publication. In some publications, faculty have jointly published the papers. They have been listed once.