

List of Published Research Papers (2014-2019); ICFAI Business School, Dehradun

Sl. No	Title of paper	Name of the author/s	Dept.	Name of journal	Year of publication	ISBN/ISSN number	Link of the recognition in UGC enlistment of the Journal
1	Drivers of Brand Engagement:The Role of Brand Communities	Das ,Sumanjeet,V N Saxena,Muddu Vinay	IBS	Globe Business Review	2019	ISSN:0973-0664 DOI:10.1177 Page No:1-16	EBSCO
2	Integrative Framework for Understanding Brand Trust in Business School: An Indian Perspective	Das ,Sumanjeet,V N Saxena,Muddu Vinay	IBS	AJANTA Prakashan Aurangabad (M.S)	2019	2277-5730, Volume VIII issue 1- January-March 2019	UGC
3	Role of Brand Communities in Business School	S. Dass, Muddu Vinay and V.N. Saxena	IBS	Review of Research	2019	2249-894X Impact Factor-5.76	UGC
4	Integrative Framework for Understanding Brand Trust in Business School: An Indian Perspective	Kabra, Shradha	IBS	AJANTA Prakashan Aurangabad (M.S)	2019	2277-5730, Volume VIII issue 1- January-March 2019	SCOPUS, ABDC, UGC
5	Impact Analysis of E-Governance in SIDCUL, Dehradun under PM Modi's Rule	Lazar ,Francis Puth	IBS	AJANTA Prakashan Aurangabad (M.S)	2019	2277-5730, Volume VIII issue 1- January-March 2019	inay
6	Influence of Specialization on Entrepreneurial Intentions of the Students pursuing Management Program	P.Venkateswarlu	IBS	Scientific Research Publishing	2019	ISSN online:2162-2086 ISSN Print:2162-2078	UGC
7	Analysis of determinants of Enterepreneurial Intentions among Construction Workers	P.Venkateswarlu,Muddu Vinay	IBS	Scientific Research Publishing	2019	ISSN online:2162-2086 ISSN Print:2162-2078	SCOPUS
8	Analysis of determinants of Enterepreneurial Intentions among Construction Workers	R.Raghunath Reddy	IBS	Scientific Research Publishing	2019	ISSN online:2162-2086 ISSN Print:2162-2078	SCOPUS
9	Impact Analysis of E-Governance in SIDCUL, Dehradun under PM Modi's Rule	Saxena,V.N	IBS	AJANTA Prakashan Aurangabad (M.S)	2019	2277-5730, Volume VIII issue 1- January-March 2019	SCOPUS
10	Drivers of Brand Engagement:The Role of Brand Communities	Saxena,V.N	IBS	Globe Business Review	2019	ISSN:0973-0664 DOI:10.1177 Page No:1-16	UGC
11	Integrative Framework for Understanding Brand Trust in Business School: An Indian Perspective	Saxena.V.N	IBS	AJANTA Prakashan Aurangabad (M.S)	2019	2277-5730, Volume VIII issue 1- January-March 2019	UGC
12	Employee Engagement-Key Element of Employee Performance at Workplace:A Review of Literature	Sharma, Raghvendra Kumar	IBS	International Journal Of Management,Technology and Engineering	2019	ISSN NO:2249-7455 Vol IX,Issue III,March/2019	UGC
13	A Review of Constructs of Organizational Commitment and Employee Engagement	Sharma,Raghvendra Kumar,M Vinay	IBS	International Journal of Scientific Research and Review	2019	ISSN:2279-0543 IJSRR,8(1) Jan_Mar.,2019	UGC
14	Integrative Framework for Understanding Brand Trust in Business School: An Indian Perspective	Vinay ,Muddu	IBS	AJANTA Prakashan Aurangabad (M.S)	2019	2277-5730, Volume VIII issue 1- January-March 2019	UGC
15	Analysis of determinants of Enterepreneurial Intentions among Construction Workers	Vinay, Muddu	IBS	Scientific Research Publishing	2019	ISSN online:2162-2086 ISSN Print:2162-2078	UGC
16	A Review of Constructs of Organizational Commitment and Employee Engagement	R Vinay, Muddu	IBS	Shroff Publisher & Distributor Pvt Ltd, New Delhi	2019	ISSN:2279-0543 IJSRR,8(1) Jan_Mar.,2019	UGC
17	The Devdasi system : An ignored and undiscovered form of prostitution	Rupaksh sharma and Dr susanta Kumar Sadangi	ILS	Ad Valorem Journal of Law	2019	2348-5485	www.advaloremjournaloflaw.com

18	Analysis of Determinants of Entrepreneurial Intentions among Construction Workers	P. Venkateswarlu	IBS	Theoretical Economics Letters (paper accepted for publication)	2019	Accepted Paper	Web of Science, ABDC
19	Analytical Study on Association Between Income of the members of Self Help Groups and Their Demographics in Uttarakhand	Sonia Gambhir	IBS	IJRESS	2019	Accepted Paper	EBSCO
20	Green Consumption: An Structural Equation Modelling Approach to Understand Consumers Attitude Towards Green Products	Vikas Tyagi	IBS	Chapter in a Edited Book	2019	Accepted Paper	UGC
21	Role of Brand Communities in Business Schools		IBS	(Business Managements Practices: New Trends & Challenges)	2019	Accepted Paper	UGC
22	Drivers of Brand Engagement: The Role of Brand Communities	S. Dass, R. Sethi, S Popli and V.N. Saxena	IBS	Global Business Review	2019	Accepted Paper	SCOPUS, ABDC, UGC
23	Integrative Framework for Understanding Brand Trust in Business School: An Indian Perspective	S. Dass, V.N. Saxena, M. Vinay and S. Kabra	IBS	AJANTA	2019	Accepted Paper	UGC
24	Impact of E Governance in SIDCUL, Dehradun under PM Modi's Rule	V. N. Saxena, F.P. Lazhar and S. Dass	IBS	AJANTA	2019	Accepted Paper	UGC
25	Effectiveness of e-learning portal from student' perspective: A structural equation model approach.	G. Chopra, P. Madan, P Singh and P. Bhaskar	IBS	Intractive Technology and Smart Education	2019	Accepted Paper	SCOPUS
26	Characteristics of Job Satisfaction among Customer Facing Employees of Organised Retail Sector	K.P. Gupta, S. Saurabh and P. Bhaskar	IBS	International Journal of Environment, Workspace and Employment	2019	Accepted Paper	SCOPUS
27	Stress-strength reliability of two-parameter bathtub-shaped lifetime model based on hybrid censored samples	P.S. Pundir and P.K. Gupta	IBS	Journal of Statistics and Management Systems	2019	Accepted Paper	ABDC (C Category),
28	Role of Brand Communities in Business Schools	Mr. Sumanjeet Das, Maj.Dr.V.N.Saxena, Dr.Muddu Vinav	IBS	Review of Research	2019	2249-894X	www.lbp.world
29	Impact Analysis of E-Governance in SIDCUL, Dehradun under PM Modi's Rule	Maj.Dr.V.N.Saxena, Mr. Francis Puthiry Lazar, Mr. Sumanjeet Das	IBS	AJANTA Prakashan Aurangabad (M.S)	2019	2277-5730, Volume VIII issue 1- January-March 2019	5.5 /www.sjifactor.com
30	Integrative Framework for Understanding Brand Trust in Business School: An Indian Perspective	Mr. Sumanjeet Das, Maj.Dr.V.N.Saxena, Dr.Muddu Vinay, Ms. Shradha Kabra	IBS	AJANTA Prakashan Aurangabad (M.S)	2019	2277-5730, Volume VIII issue 1- January-March 2019	5.5 /www.sjifactor.com
31	Rural Farm and Non-Farm Employment Opportunities through Promotion of Micro Enterprises: A Study of Uttarakhand State	Dr. Rashmi Chaudhary	IBS	National The Journal of Institute of Public Enterprise	December, 2018	ISSN 0971-1864 Vol. 41 Pg. No. 242-248	UGC

32	Recruitment and Selection Process in Healthcare Industry in India	Dr. Ankita Srivastava	IBS	National Amity Journal Of Healthcare Management	Jul-18	Amity Journal	Cross ref, J gate, Research Bib
33	Measures of Inequality in Society	Dr. Ankita Srivastava	IBS	International Journal Of Research In Commerce & Management Euro Asia	Jun-18		Ulrich's, ProQuest,, Indian Citation Index (ICI), EBSCO
34	Measuring job satisfaction of customer-facing employees: scale development and validation in the context of organised retail sector	Ms.Preeti Bhaskar	IBS	International Journal of Environment, Workplace and Employment	2018	ISSN: 1741-8445 Volume 4 (4), 314-346	Australian Business Deans Council Journal Rankings List
35	Effectiveness of e-learning portal from Students' Perspective: A Structural equation model (SEM) approach	Ms.Preeti Bhaskar	IBS	Interactive Technology and Smart Education	2018	ISSN: 1741-5659	(Indexed in SCOPUS) Publisher: Emerald
36	Role of Frontline Employees' Job Satisfaction in Sustainable Development of Modern Retail Organizations	Ms.Preeti Bhaskar	IBS	Sustainable Engagement in the Indian and Finnish Business. Finland: Turku University of Applied Sciences, Finland	2018	ISBN 978-952-216-704-0 (pdf) ISSN 1459-7756 (electronic)	Turku University of Applied Sciences Turku 2018
37	Study on the impact of e-store up on retail	Jain,N.	IBS	International Journal of Computational Research and Development (IJCRD)	2018	(Online): 2456 - 3137 Volume 3, Issue 1, PP 106-114 E- ISSN 2456 – 3137	UGC
38	A Study of the Organisational Structure of MMTC Ltd.	Srivastava, M.K.	IBS	American International Journal of Research in Humanities, Art and Social Sciences.	2018	22, 8-10	UGC
39	Trade Performance of MMTC Ltd: A Review	Srivastava, M.K.	IBS	Varanasi Management	2018	Review, 4, 99-106	UGC
40	Financial Crime and its Consequential Effect on economy of country	Jain,N.	IBS	City Academy Law college Lucknow	2018		UGC
41	A Study on Socio-Economics Profile of the Self Help Groups Members in Uttarakhand	Gambhir, S.	IBS	The Research Journal of Social Sciences,	2018	Vol 9 number 1	UGC
42	Employee Engagement: A Key Determinant of Employee Performance at Workplace	Manna, R. & Sharma, R.	IBS	National Conference on “Management in 21 st Century: A Paradigm Shift”	2018	Conference Paper	UGC
43	Employee Engagement: A Review of Literature	Manna, R. & Sharma, R.	IBS	International Conference on “People Analytics and Future of Work” January 23 rd , 2018	2018	Conference Paper	UGC
44	Gender in the management of micro enterprise development: A study of Uttarakhand State	Chaudhary, R.	IBS	International Journal of Applied Social Science,	2018	Volume 5 (2), PP 147-152.ISSN 2394-1405	UGC
45	A review on pricing of currency futures in Indian foreign exchange market	Dr. Ankita Srivastava	IBS	International Journal of Economics and Business Research	Feb-17	Published Paper	Scopus, ABDC
46	The Greek Crisis-A Review	Dr. Ankita Srivastava	IBS	Global CEO National IUP	August 2017	Published Paper	UGC
47	Determinants of Women Empowerment in Uttarakhand	Dr. Ankita Srivastava	IBS	International journal of Research in Economics and Social science Euro Asia	Oct-17	Published Paper	UGC List, Index Copernicus, SSRN, Google Scholar
48	South 2 Mouth: Innovative Fusion Food Deal on Wheel	Raghvendra Kumar Sharma	IBS	National south-2-mouth-innovative-fusion-food-deal-on-wheel.html	13-Jul-17	Published Paper	http://www.etcases.com/

49	Published a paper in International Journal on Article 370 of jammu & Kashmir and rest of india	Jain,N.	IBS	International Journal of Multidisciplinary Research and Modern Education (IJMRME)	2017	Volume 3,Issue 2, PP 66-68 E –ISSN 2454-6119	UGC
50	Paper on A study on sex workers and their struggle for their Employment rights	Jain,N.	IBS	Indian law Institute New Delhi	2017	Indian law Institute New Delhi	UGC
51	Paper on Human Rights of workers	Jain,N.	IBS	Indian society of International law, New Delhi	2017	Indian society of International law, New Delhi	UGC
52	Status of Rural Education of Women in Uttar Pradesh, Haryana, Punjab and Himachal Pradesh	Chaudhary, R.	IBS	UPUEA Economic Journal	2017	Vol 13, PP 344-347 ISSN 0975-2382	UGC
53	Demonetization and its Impact on Indian economy	Chaudhary, R., & Singh, A.	IBS	Book on “Demonetization, A Socio Economic Transformation” May, 2017	2017	ISBN-13: 978-9385000690 Pg.no. 220-228 Pg.no. 220-228	UGC
54	Role of Microfinance in Alleviation of Poverty-Literature Review	Gambhir, S.	IBS	International Journal of Research in Economics and Social Sciences	2017	(ISSN:2249-7382) Vol. 7, issue 1, pp. 107-114	UGC
55	Impact of Culture on HRM Practices of MNCs in Developing Countries: A Review	Tiwari, A.K., Srivastava, M.K.	IBS	International Journal of Research in Economics and Social Sciences.	2017	7, 351-359	UGC
56	South 2 Mouth: Innovative Fusion Food Deal on Wheel	Manna, R. & Sharma, R.	IBS	ET Cases	2017	Published Paper	ET Cases available on: http://www.etcases.com/south-2-mouth-innovative-fusion-food-deal-on-wheel.html
57	Published a Chapter in a book on the Title, “Impact of agriculture on developing Indian economy”	Dr. Rashmi Chaudhary	IBS	Innovation and Sustainable Development in Business Management, Bharti Publications, New Delhi	Dec-16	Pg no.64-69	
58	Informalization of workforce in Manufacturing Sector: Degeneration of Employment Standards”	Prof. Raghvendra Kumar Sharma	IBS	International journal of Research in IT And Management Euro Asia Research and Development Association	July, 2016	ISSN:2231-4334 Page: 179-183	Thomson Reuters ID: L-5236-2015,EBSCO Information Service, Google scholar,Stanford University Library
59	A Unique Model to be implemented in Religious Shrines across India as a part of ‘Swachh Bharat Abhiyan’	Saxena, V.N.	IBS	HCTL Open International Journal of Technology Innovations and Research (IJTIR)	2015	Volume 16, July 2015 e-ISSN: 2321-1814, ISBN (Print): 978-1-943730-43-8	http://ijtir.hctl.org
60	American economy of oil:Sheikh vs Shale	Joshi, Amit	IBS	Research Journal of Indian, Cultural, Social & Philosophical Stream Banaras Hindu University	2015		UGC
61	"Economics of Education"-Indian Perspective	Joshi, Amit	IBS	Indian Journal of Research, Varanashi	2015		UGC
62	Increase in Minimum Wages: Who Benefits? Who is Hurt?	Joshi, Amit	IBS	Anvikshiki, The Indian Journal of Research,	2015	Vol- 9, No 3, pp 67-71	UGC
63	Tele communication: a booming sector in India	Joshi, Amit	IBS	Anvikshiki, The Indian Journal of Research,	2015	9, 33-38	UGC
64	US Expansionary Disinflation	Joshi, Amit	IBS	Anusilana National Journal	2015	, Vol-LX, pp 131-133	UGC
65	Financial rating of cement industry in India	Joshi, Amit	IBS	Anvikhiki, The Indian Journal of Research,	2015	Vol-IX, No 6, pp 15-21	UGC
66	American economy of oil:Sheikh vs Shale	Joshi, Amit	IBS	Anusilana National Journal,	2015	Vol-LX, pp 131-134	UGC

67	E-tailing in India: A Review	Srivastava, M.K., Tiwari, A.K.	IBS	Shroff Publisher & Distributor Pvt Ltd, New Delhi	2015	(pp. 34-37)	UGC
68	Talent Retention Management: Must for robust Corporate Growth	Srivastava, M.K. & Sharma, S.	IBS	American International Journal of Research in Humanities, Art and Social Sciences.	2015	20, 7-11	UGC
69	Population and Standard of Living in States Formed in 2000, Arthashastra.	Tiwari, A.K., Srivastava, M.K.	IBS	Indian Journal of Economics & Research.	2015	4, 52-61	UGC
70	Workplace Flexibility Scenario in HRM Practices including Gender Facilities.	Kumari, R., Sharma, P., Srivastava, M.K.	IBS	American International Journal of Research in Humanities, Art and Social Sciences.	2015	12, 212-214	UGC
71	'The New Human Resource Management in the 21st Century'	Malaviya, S.	IBS	International Journal of Advanced Research in Commerce & Management (Int. J. Adv. Res. Comm. & Mgmt)	2015	;1(2): 93-101), a peer reviewed journal (ISSN No. 2395-0749)	UGC
72	'Higher Education In The Markets Across The Globe- A Study Of Service Quality, Student Satisfaction And Related Concepts'	Malaviya, S., Sharma, A.	IBS	International Journal of Advanced Research in Commerce & Management,	2015	1(3),75-85 (ISSN No. 2395-0749)	UGC
73	'Employee Retention- Problems and Remedies'	Malaviya, S.	IBS	International Journal of Advanced Research in Commerce & Management.	2015	1(3), 98-102 (ISSN No. 2395-0749)	UGC
74	Predicting the Financial Efficiency of Public Sector Telecom Companies BSNL & MTNL using z-score	Gambhir, S. & Garg, P.	IBS	International Journal of Advance and Innovative Research,	2015	V-2, Issue 3 (I), pp 69-76, ISSN 2394-7780	UGC
75	A Study on Financial of Health of Telecom Industry in India using altaman z-score	Garg, P. & Gambhir, S.	IBS	International Research Journal of Humanities, Engineering & Pharmaceutical Sciences.	2015	Vol-2, issue-10, pp 28-33, e-ISSN:2320-2955	UGC
76	Predicting the Financial Efficiency of Public Sector Telecom Companies BSNL & MTNL using z-score	Gambhir, S. & Garg, P.	IBS	International Journal of Advance and Innovative Research,	2015	V-2, Issue 3 (I), pp 69-76, ISSN 2394-7780	UGC
77	Handling Data Tsunami for Better People Management	Sharma, R. & Manna, Reshmi	IBS	Business Manager (Magazine),	2015	Vol. 18, No. 6, Pg. 24-27	UGC
78	HRM In Unorganized Sector	Sharma, R. & Manna, Reshmi	IBS	Business Manager (Magazine),	2015	Vol. 18, No. 4, Pg. 36-37	UGC
79	An Empirical study on factors affecting the usage of currency derivatives with reference to India	Ankita Srivastava	IBS	International Journal of Banking, Risk and Insurance	Sept. 2015	2320-7507	UGC
80	Negative Decadal Growth Rate in Two Districts of Uttarakhand: An Investigation	Tiwari, A.K., Srivastava, M.K.	IBS	Journal of Family Welfare	2014	, 60, 17-25	UGC
81	A Study of Consumer Behaviour with reference to Brand Lay's	Srivastava, M.K., Tiwari, A.K.	IBS	Pacific Business Review International,	2014	11, 95-101	UGC