

Faculty Publications(Research papers) in the last two years (2024-2026)

Sno	Faculty Name	Title of Paper / Article	Name of Journal	Vol No	Page No.	ISSN	UGC Approved	Whether Scopus indexed
1	Prof. Sunita	Potential for Foreign Direct Investment and its Role in Foreign Direct Inflows	International Economics and Economic Policy	21(4)	985-1000	1612-4812	Yes	Scopus
2	Prof. Gurmeet Kaur	Exploring Trust Building in E-commerce: A Multistage Analysis on Purchase Intention, Actual Purchase and Customer Satisfaction	Educational Administration: Theory and Practice	30(5)	4723-4733	2148-2403	No	Scopus
3	Prof Gurmeet Kaur	Navigating the New Normal: Financial Constraints in Startups - A Bibliometric Analysis and Roadmap for Future Research.	Environment and Social Psychology	9(8)	1-27	2424-8975	No	Scopus
4	Dr. Reema Dehal	Conceptual Understanding of Emotional Intelligence	International Journal of Research and Analytical Reviews(IJRAR)	11(4)	642-646	E-ISSN 23	Yes	Other
5	Dr. Reema Dehal	Sustainable Marketing:A Global Imperative	International Journal of Creative Research Thoughts	12(12)	1-10	2320-2882	Yes	Other
6	Dr. Reema Dehal	Sustainable Marketing: A Social Imperative	International Journal of Novel Research and Development (IJNRD)	9(12)	50-60	2456-4184	No	Other
7	Dr. Reema Dehal	Sustainable Marketing: A Moral Imperative	Journal of Emerging Technologies and Innovative Research	12(1)	1-10	2349-5162	Yes	Other
8	Dr. Reema Dehal	Digital Marketing: A comprehensive Performance Strategy	International Journal of Advances in Engineering and Management (IJAEM)	7(2)	523-529	ISSN: 239	No	Other
9	Dr. Reema Dehal	Family Business: A Classic Entrepreneurial model	Inspira- Journal of Modern Management & Entrepreneurship (JMME)	15(1)	193-200	ISSN : 223	No	Other
10	Dr. Reema Dehal	Recasting The Marketing Mix: A Sustainability Imperative	International Journal of Research and Analytical Reviews (IJRR)	12(1)	55-60	E-ISSN 23	Yes	Other
11	Dr. Reema Dehal	Mindful Consumption: A Customer-Oriented Structural Solution to A Sustainable Future	International Journal of Novel Research and Development	10(4)	171-176	2456-4184	No	Other
12	Dr. Reema Dehal	Solid Waste Management: A Step Towards Sustainability	Journal of Novel Research and Innovative Development (JNRID)	3	515-525	2984-8687	No	Other
13	Dr. Minakshi Paliwal	Examining the impact of consumers' showrooming behavior on sales staff job conditions: insights from the Indian apparel retail sectord UTAUT model	American Journal of Business	39 (4)	193-210.	1935-519X	Yes	Scopus,W

14	Dr. Minakshi Paliwal	Elucidating research trends in omnichannel shopping using a bibliometric and network visualization analysis	The International Review of Retail, Distribution and Consumer Research	35 (2)	182–208.	0959-3969	Yes	Scopus,W
15	Dr. Minakshi Paliwal	Social media communication, consumer attitude and purchase intention in lifestyle category products: a PLS-SEM modeling	Marketing Intelligence & Planning	43 (2)	272-296	0263-4503	Yes	Scopus,W
16	Dr. Minakshi Paliwal	Access to finance and its impact on operational efficiency of MSMEs: mediating role of entrepreneurial personality and self-efficacy	Journal of Small Business and Enterprise Development	32 (3)	596-619	1462-6004	Yes	Scopus,W
17	Dr. Minakshi Paliwal	Deciphering the antecedents of ethical fashion consumption and its linkage with consumer purchase intention	International Journal of Ethics and Systems			ISSN: 251	No	Scopus,W
18	Dr. Minakshi Paliwal	Gendering the digital divide: a systematic review of women's digital inclusion challenges and emerging research directions	Digital Transformation and Society	4 (4)	503-531	ISSN : 275	No	Scopus
19	Dr. Minakshi Paliwal	Can Corporate Consciousness Attract Capital? Meta-Analysing the Link Between Corporate Sustainability and Access to Finance	Australasian Accounting, Business and Finance Journal	19 (4)	185-209	1834-2019	No	Scopus
20	Dr. Geeta Chauhan	Inclusive Entrepreneurship: Role of MSMEs in Empowering Divyangjan in India	International Journal of Academic Excellence & Research (IJAER)	Vol.02 No	190-197	3107-3913	Yes	Other
21	Dr. Geeta Chauhan	Navigating Healthcare in the Shadows: A Systematic Review on How Women's Socio-Economic Context Shapes Health Literacy and Medical Decision-Making in Achieving SDG3 in India	Exploresearch	Vol.03 No	161-174	3048-815X	Yes	Other
22	Dr. Geeta Chauhan	Inclusive Entrepreneurship: Role of MSMEs in Empowering Divyangjan in India	International Journal of Academic Excellence & Research (IJAER)	Volume 02	190-197	3107-3913	No	Other
23	Dr. Geeta Chauhan	Navigating Healthcare in the Shadows: A Systematic Review on How Women's Socio-Economic Context Shapes Health Literacy and Medical	Exploresearch	Vol.03No.	161-174	3048-815X	No	Other
24	Dr. Renu Yadav	Greenwashing and its consequences: the role of skepticism, brand embarrassment, and brand hate in shaping purchase intentions	Quality & Quantity	59	3723-3749	0033-5177	No	Scopus
25	Dr. Renu Yadav	Green choices and brand happiness: A recipe for brand evangelism	Sustainable Development	33(2)	2486-2501	1099-1719	No	Scopus
26	Dr. Anjali Bennet	Inclusive Entrepreneurship: Role of MSMEs in Empowering Divyangjan in India	International Journal of Academic Excellence & Research (IJAER)	Volume 02	190-197	3107-3913	No	Other
27	Dr. Deepika Jindal	Pathways to performance: Investigating job-related elements, HR practices, and employee wellbeing	Journal of Information and Optimization Sciences	45 □	1931–1947	0252-2667	Yes	Web Of S
28	Richa Kaur	Z-Score and Logistic Model-Based Default Probability Prediction in India's Manufacturing Sector for Economic Growth Insights	International Journal of Trade and Global Markets	Vol. 20,	180-206	Print ISSN	Yes	
29	Isha Kumari Bhatt	Unveiling the evolutionary trajectory of SMEs in the tourism and hospitality domain: A comprehensive review and prospective insight	International Journal of Hospitality and Tourism Systems	17	112-126	0974-6250	No	Scopus

30	Isha Kumari Bhatt	Training for tomorrow: enhancing digital competences among tourism students.	Current Issues in Tourism	28	1-16	1368-3500	No	Scopus
31	Dr. Tonika Rana	The Influence of Social Capital on Rural Female Entrepreneurs' Growth Intention: The Mediating Role of Human and Psychological Capital	Journal of Developmental Entrepreneurship	30	1	1793-7062	Yes	Scopus