

2015-16

S.NO	Name of the Faculty Members	Research paper	Year of Publication	Name of journal	Volume Number of Journal	√Whether Peer reviewed/Indexed journal	√ International	Impact factor, if any
1	Dr. Broto Rauth Bhardwaj	“Role of Green Policy on Sustainable Supply Chain Management” – A Model for Implementing Corporate Social Responsibility (CSR)	2015	Benchmarking– An International Journal (Emerald Group Publishing Limited)	Vol.23, No. 2	√	√	
2	Nishith Kumar Mishra, Dr. Navnet Gera	“Determinants of Consumer Buying Behavior of Private Label Brands In Delhi In Retail: Proposition And Test Of SEM Model	2015	International Research Journal Of Management Sociology And Humanity (IRJMSH)	Vol.7, Issue 3	√	√	Impact factor: 0.98
3	Ms. Shradha Vernekar	“Status & Growth of Tourism in India”	2015	IRJBM	Volume VIII, Issue 13	√	√	
4	Dr. Broto Bhardwaj	“ Role of Market Intelligence in SMEs”	2015	Malaysia Conference AGBA		√	√	
5	Dr. Preety Wadhwa	“ Impact of Television Advertising on Child request strategies and parents’ responses: A 15-Year Review of the Research”	2015	International Journal of Consumer Protection (IJCP)		√	√	

6	Dr. Ajay Sahni	"Symbols- An Effective Marketing Communication Tool in Branding."	2015	International Journal in Commerce,IT and Management	Volume : V (2015),	√	√	
7	Mr.Gagan Grover	"An Empirical Investigation into Perception of Retailer in the Indian Retailing"	2015	International Journal of Trends in Marketing Management	Volume 4	√	√	
8	Dr.Navneet Gera	"Retailers and Customers Perception towards Branded Gems & Jewellery: A Comparative Study"	2015	Gurukul Business Review (An International Refereed Management Journal)	Volume 2	√	√	Impact Factor: 1.223
9	Dr. Ajay Sahni		2015	International Journal of Business & Administrative Research Review		√	√	
10	Dr. A.S. Rao	"A Comparative Investigation of Compulsive Buying Behavior of males & females in Delhi/NCR"	2015	IJRMSS	Volume 3, Issue 3(2)	√	√	
11	Dr. L.K. Tyagi	"A Study of Merits of Talent Management Using ERP, SAP, HCM"	2015	International Journal in Management and Social Science	Volume 3, Issue 10	√	√	
12	Ms Swati sah,DrAshuto sh Gaur	"Evaluating optimal clustering techniques for efficient storage retrieval methods in large data baase using soft computing techniques"	2015	VIJMR	2395-2059 Vol I issue II p no-6-12.	√	√	