

**List of Research Papers Presented/Published in Conferences: July 2016-March 2019**

Sl. No.	Faculty	Paper	Conference Details (title of the conference, organizer, date)	Published or Presented
<b>2018-19</b>				
1.	Preeti Suryawanshi	Evaluation of Parameters of Fruit Juice Packaging using AHP	8th International Conference on Management Practices and Research held on 20 July 2018, ASM	Presented and Published
2.	Ruchi Malik	Role of Social Media in Vacation Decisions	8th International Conference on Management Practices and Research held on 20 July 2018, ASM	Presented
3.	SrirangJha	Implementing Insolvency and Bankruptcy Code in India: Issues, Challenges and Implications	International Symposium on Economic Development on “Impact of Globalization & Policy Decision”, 4 August 2018	Presented
4.	Srirang Jha, Kamal Kishore	Autonomy of Reserve Bank of India: Issues and Challenges	5 <sup>th</sup> International Management Conference, Fortune Institute of International Business, New Delhi, 20 December 2018	Presented (to be published in an edited volume)
5.	Shweta Jha	Labour Issues in Globalized Economies: Decoding Indian Scenario	International Symposium on Economic Development on “Impact of Globalization & Policy Decision”, 4 August 2018	Presented
6.	Neeraj Singhal	Effective Learning Approaches for Sustainability in an Indian Business School: International Business Student Perspective	The 8th PRME Asia Forum “ Sustainable Futures Partnering in Responsible Management Education, S P Jain Institute of Management Research, Mumbai, 13-14 December 2018	Presented
<b>2017-18</b>				
1.	Etinder Pal Singh	Impact of Display of Nutritional Information on Food Choices	9 <sup>th</sup> National conference on Global Trends in Management, Media and Information Technology, Apeejay School of Management, 2 February 2018	Presented and Published

2.	Etinder Pal Singh	Effect of Smart Watches on Health of Users	9 <sup>th</sup> National conference on Global Trends in Management, Media and Information Technology, Apeejay School of Management, 2 February 2018	Presented and Published
3.	Preeti Suryawanshi and Monika Arora	Godfrey Phillips Pan Masala: Strategic Promotion	4th International Case Conclave, G D Goenka University School of Management held on 8th September 2017	Presented and Published
4.	Preeti Suryawanshi	Effectiveness of Delhi Metro Advertising among Travellers	9 <sup>th</sup> National conference on Global Trends in Management, Media and Information Technology, Apeejay School of Management, 2 February 2018	Presented and Published
5.	Ruchi Malik Gorai	Literature review of factors that abstain customers from shopping online	7 <sup>th</sup> International Conference on Management Practices & Research, Apeejay School of Management, July 2017	Presented
6.	Ruchi Malik Gorai	Customer Engagement: A Means to Develop Long Term Relationships with Customers	9 <sup>th</sup> National conference on Global Trends in Management, Media and Information Technology, Apeejay School of Management, 2 February 2018	Presented and Published
7.	Priya Gupta	Trend Analysis of Quantitative and Qualitative Determinants affecting FDI Inflows in BRICS	National Conference on Managing Change in Evolving Economic Scenario, Management Development Institute, Gurugram, 6 December 2017	Presented and Published
8.	Priya Gupta	Impact of Foreign Direct Investment Inflows on Stock Market Performance in India	9 <sup>th</sup> National conference on Global Trends in Management, Media and Information Technology, Apeejay School of Management, 2 February 2018	Presented and Published
9.	Priya Gupta	An Analysis of Corporate Sustainability Reporting in India: A Case Study of ITC Ltd.	9 <sup>th</sup> National conference on Global Trends in Management, Media and Information Technology, Apeejay School of Management, 2 February 2018	Presented and Published

10.	Priya Gupta	Impact of Working Capital Efficiency on Firm's Profitability: A Study on FMCG Sector in India	9 <sup>th</sup> National conference on Global Trends in Management, Media and Information Technology, Apeejay School of Management, 2 February 2018	Presented and Published
11.	Priya Gupta	A Comparative Analysis of Institutional Determinants Impacting FDI Inflows in India and China	9 <sup>th</sup> National conference on Global Trends in Management, Media and Information Technology, Apeejay School of Management, 2 February 2018	Presented and Published
12.	Parul Bhatia and Priya Gupta	Operational Efficiency in Manufacturing and Services Sector of India: A Comparative Study	National Conference on Managing Change in Evolving Economic Scenario, Management Development Institute, Gurugram, 6 December 2017	Presented and Published
13.	Parul Bhatia	Risk and Returns of Stocks after Initial Offer: A Comparative Analysis	9 <sup>th</sup> National conference on Global Trends in Management, Media and Information Technology, Apeejay School of Management, 2 February 2018	Presented and Published
14.	Parul Bhatia	Impact of Annual General Meeting Announcements on Stock Prices of Nifty Fifty Companies	9 <sup>th</sup> National conference on Global Trends in Management, Media and Information Technology, Apeejay School of Management, 2 February 2018	Presented and Published
15.	Parul Bhatia	Inventory Management Techniques in Retail Stores: Comparative Study	3 <sup>rd</sup> Conference on Innovative Practices in Operations Management & Information Technology, Apeejay School of Management, 15 March 2018	Presented and Published
16.	Srirang Jha and Shweta Jha	Equity as Predictor of Employee Engagement	3rd International Management Conference, Fortune Institute of International Business, New Delhi, 19-20 December 2017	Presented and Published
17.	Shweta Jha and Srirang Jha	Revisiting Servant Leadership in the Age of Disruption	6 <sup>th</sup> National Conference on Inclusive Growth & Building Organization through Sustainable Profitability, Banarsidas Chandiwala Institute of Professional Studies, 17 March 2018	Presented and Published

18.	Ishita Adhikari	Coaching: A New Age Tool for Managing Turnover Intentions	9 <sup>th</sup> National conference on Global Trends in Management, Media and Information Technology, Apeejay School of Management, 2 February 2018	Presented and Published
19.	Ishita Adhikari	Healthy and Safe Workplace Environment for Women –An Essential Novel Practice: Case in IT Service Company	3 <sup>rd</sup> Conference on Innovative Practices in Operations Management & Information Technology, Apeejay School of Management, 15 March 2018	Presented and Published
20.	Chhaya Wadhwa	Role of Employee Engagement in Employer Branding	3 <sup>rd</sup> Conference on Innovative Practices in Operations Management & Information Technology, Apeejay School of Management, 15 March 2018	Presented and Published
21.	Chhaya Wadhwa	Eliminating the Skill Gaps in Digital Marketing	3 <sup>rd</sup> Conference on Innovative Practices in Operations Management & Information Technology, Apeejay School of Management, 15 March 2018	Presented and Published
22.	Chhaya Wadhwa	Content Marketing Methods in Online Business	3 <sup>rd</sup> Conference on Innovative Practices in Operations Management & Information Technology, Apeejay School of Management, 15 March 2018	Presented and Published
<b>2016-17</b>				
1.	Srirang Jha	A Critique of Workaholism	6th International Conference on Management Practices and Research, Apeejay School of Management, 22 July 2016	Presented and Published
2.	Shweta Jha	Decoding Nuances of Effective Leadership	6th International Conference on Management Practices and Research, Apeejay School of Management, 22 July 2016	Presented and Published
3.	Chhaya Wadhwa and Manupriya Bali	Big-Five Personality Traits and Role of Perceived Identity on Knowledge Sharing Intentions	6th International Conference on Management Practices and Research, Apeejay School of Management, 22 July 2016	Presented and Published

4.	Etinder Pal Singh	Labels on Food Packaging and its Impact on Consumption	6th International Conference on Management Practices and Research, Apeejay School of Management, 22 July 2016	Presented
5.	Srirang Jha and Shweta Jha	Blue Revolution in Jharkhand	3 <sup>rd</sup> International Case Conclave, G D Goenka University, Sohna Gurgaon, 9 September 2016	Presented and Published
6.	Etinder Pal Singh	Descriptor Labels On Food Packaging & Their Impact On Consumption	2017 Annual Conference of Emerging Markets, IIM Lucknow, 5-7 January 2017	Presented
7.	Etinder Pal Singh	Deceptive Descriptor Labels on Food Packaging	International Conference on Responsible Marketing (ICRM 2017), XLRI Jamshedpur., January 23-24, 2017	Presented
8.	Etinder Pal Singh	Study on Current Trends in Sustainability the Big Food Companies	8 <sup>th</sup> National Conference on Innovations for Sustainable Businesses, Apeejay School of Management, New Delhi, 3 February 2017	Presented and Published
9.	Etinder Pal Singh	A Study of Customer Perception towards Online Shopping	8 <sup>th</sup> National Conference on Innovations for Sustainable Businesses, Apeejay School of Management, New Delhi, 3 February 2017	Presented and Published
10.	Ruchi Malik	Review of Critical Resistors for Online Shopping	8 <sup>th</sup> National Conference on Innovations for Sustainable Businesses, Apeejay School of Management, New Delhi, 3 February 2017	Presented and Published
11.	Anchal Gupta	A Study on Loyalty Shift of Fleet Owners from Authorized Commercial Vehicles Workshops	8 <sup>th</sup> National Conference on Innovations for Sustainable Businesses, Apeejay School of Management, New Delhi, 3 February 2017	Presented and Published
12.	Ishita Adhikari	Need for Innovative Performance Management Practices in Context of Dynamic Organizational Culture: A Conceptual Study	8 <sup>th</sup> National Conference on Innovations for Sustainable Businesses, Apeejay School of Management, New Delhi, 3 February 2017	Presented and Published

13.	Srirang Jha	Bell Curve Overturn: Emerging Trends in Managing Employee Performance	8 <sup>th</sup> National Conference on Innovations for Sustainable Businesses, Apeejay School of Management, New Delhi, 3 February 2017	Presented
14.	Ishita Adhikari	Emerging Trends in PMS – A Study of Indian Corporates	Conference on International Business: Emerging Trends, Opportunities & Challenges. Apeejay School of Management, New Delhi, 28 April 2017	Presented and Published
15.	Ruchi Malik Gorai	Review of Store Image Attributes on Purchase Cycle Behavior	Conference on International Business: Emerging Trends, Opportunities & Challenges. Apeejay School of Management, New Delhi, 28 April 2017	Presented and Published
16.	Preeti Suryawanshi	Intellectual Property Rights in Sports Marketing: Issues and Challenges	Conference on International Business: Emerging Trends, Opportunities & Challenges. Apeejay School of Management, New Delhi, 28 April 2017	Presented and Published
17.	Chhaya Wadhwa	Impact of Perceived Social Identity in Determining Knowledge-Withholding Intentions	Conference on International Business: Emerging Trends, Opportunities & Challenges. Apeejay School of Management, New Delhi, 28 April 2017	Presented and Published
18.	Etinder Pal Singh	Technology Impacting the Recruitment Landscape: Shifting Paradigms	3 <sup>rd</sup> Conference on Emerging Trends in HR, Apeejay School of Management, 26 May 2017	Presented and Published
19.	Shweta Jha	Big Five Personality Traits as Predictor of Career Choice	3 <sup>rd</sup> Conference on Emerging Trends in HR, Apeejay School of Management, 26 May 2017	Presented and Published
20.	Ishita Adhikari	The Today and Tomorrow of Leadership Development	3 <sup>rd</sup> Conference on Emerging Trends in HR, Apeejay School of Management, 26 May 2017	Presented and Published