

# G.L. Bajaj Institute of Technology and Management, Greater Noida

## Department of Management Studies

### Research Publications

Academic Year (2025-26)

S N	Name of Faculty Member	Name of the Research Paper	Name of the Journal	Date of Publication	Indexed	ISSN number	URL OF THE ARTICLE
1	Durgesh Agnihotri, Vikas Tripathi, Prasant Kumar Pandey	Beyond Adoption: A stressor - strain - Outcome Analysis of Electric Vehicle Discontinuance in Emerging Market	Transportation Planning and Technology	25 Sep 2025	SCOPUS	0308-1060	<a href="https://www.tandfonline.com/doi/full/10.1080/03081060.2025.2562128">https://www.tandfonline.com/doi/full/10.1080/03081060.2025.2562128</a>
2	Mohammad Anas	Talent Management: A Review and Research Agenda	Journal of Global Business and Organizational Excellence	09 August 2025	SCOPUS	1932-2062	<a href="https://onlinelibrary.wiley.com/doi/10.1002/joe.70008">https://onlinelibrary.wiley.com/doi/10.1002/joe.70008</a>
3	Sunny Prakash	Language, Social Media, and Digital Activism: AI's Role in Shaping Public Policy and Industry Response	Advances in Consumer Research	01 August 2025	ABDC	0098-9258	<a href="https://acr-journal.com/article/language-social-media-and-digital-activism-ai-s-role-in-shaping-public-policy-and-industry-response-1415/">https://acr-journal.com/article/language-social-media-and-digital-activism-ai-s-role-in-shaping-public-policy-and-industry-response-1415/</a>
4	Durgesh Agnihotri, Prashant Kumar Pandey	The Dark Side of Metaverse Tourism: Exploring How Resistance Barriers and FOMO Shape Attitude and Discontinuance Behavior	Journal of Hospitality and Tourism Insights	16 September 2025	SCOPUS	2514-9792	<a href="https://www.emerald.com/jhti/article-abstract/doi/10.1108/JHTI-03-2025-0404/1299140/The-dark-side-of-metaverse-tourism-exploring-how?redirectedFrom=fulltext">https://www.emerald.com/jhti/article-abstract/doi/10.1108/JHTI-03-2025-0404/1299140/The-dark-side-of-metaverse-tourism-exploring-how?redirectedFrom=fulltext</a>
5	Subeer Banerjee	voicing change: How big five personality traits influence primitive and prohibitive voice behaviour	International Journal of Environment, Workplace and Employment	23 September 2025	SCOPUS	1741-8437	<a href="https://www.inderscienceonline.com/doi/abs/10.1504/IJEW.2025.148777">https://www.inderscienceonline.com/doi/abs/10.1504/IJEW.2025.148777</a>
6	Akhilesh Kumar	ANALYZING THE ROLE OF FINTECH INNOVATIONS IN ADVANCING AGRICULTURAL ENTREPRENEURSHIP IN INDIA	Lex localis - Journal of Local Self-Government	25 August 2025	SSCI	1581-5374	<a href="https://lex-localis.org/index.php/LexLocalis/article/view/801184">https://lex-localis.org/index.php/LexLocalis/article/view/801184</a>
7	Vibha Sharma, Ruchika vats	CYBER NATIVES UNDER PRESSURE: SOCIAL MEDIA ADDICTION AFFECTS EMOTIONAL STABILITY IN GENERATION Z	Academy of Marketing Studies Journal	August 2025	ABDC	1528-2678-29-6-245	<a href="https://www.abacademies.org/articles/cyber-natives-under-pressure-social-media-addiction-affects-emotional-stability-in-generation-z.pdf">https://www.abacademies.org/articles/cyber-natives-under-pressure-social-media-addiction-affects-emotional-stability-in-generation-z.pdf</a>
8	Satish Kumar	Predicting Bankruptcy in India's Construction Sector: Insights from Survival Analysis and Ensemble Techniques	The IUP Journal of Accounting Research & Audit Practices	01 September 2025	ABDC	2583-5211	<a href="https://iupindia.in/ViewArticleDetails.asp?ArticleID=8016">https://iupindia.in/ViewArticleDetails.asp?ArticleID=8016</a>

## G.L. Bajaj Institute of Technology and Management, Greater Noida

### Department of Management Studies

9	Samarth Sharma	Lipid Metabolism–Signalling Crosstalk in Metabolic Disease and Aging: Mechanisms and Therapeutic Targets	Nutrients	26 November 2025	SCOPUS	2072-6643	<a href="https://www.mdpi.com/2072-6643/17/23/3699">https://www.mdpi.com/2072-6643/17/23/3699</a>
10	Samarth Sharma	Neuroimmune Dysregulation and AI-Driven Therapeutic Strategies in Alzheimer’s Disease	Cellular and Molecular Neurobiology	26 December 2025	SCIE	0272-4340	<a href="https://link.springer.com/article/10.1007/s10571-025-01651-0">https://link.springer.com/article/10.1007/s10571-025-01651-0</a>
11	Narendra Singh	Factors affecting customer relationship management on consumer behaviour in real estate sector - a study of Delhi-NCR	International Journal of Business Innovation and Research Vol. 38, No. 4	23 December 2025	SCOPUS	1751-0260	<a href="https://www.inderscienceonline.com/doi/abs/10.1504/IJBIR.2025.150769">https://www.inderscienceonline.com/doi/abs/10.1504/IJBIR.2025.150769</a>

### Chapter Publication in Book/Conference

Academic Year (2025-26)

S N	Name of Faculty Member	NAME OF THE CHAPTER	Name of the Edited Book or Conference Name	Date of Publication	Indexed	ISBN number	Link to article/paper/abstract of the article
1	Samarth Sharma	Applications of Deep Learning Techniques in Businesses Bridging the Divide Skill-Gap Analysis in the Indian EdTech Landscape	Intelligent Business Analytics	27 <sup>th</sup> August ,2025	SCOPUS	ISBN electronic: 9781003476054	<a href="https://www.taylorfrancis.com/chapters/edit/10.1201/9781003476054-13/applications-deep-learning-techniques-businesses-pallavi-sharda-garg-archana-singh-samarth-sharma?context=ubx&amp;refId=a48f32e6-3f18-4d99-9533-0410ca01db24">https://www.taylorfrancis.com/chapters/edit/10.1201/9781003476054-13/applications-deep-learning-techniques-businesses-pallavi-sharda-garg-archana-singh-samarth-sharma?context=ubx&amp;refId=a48f32e6-3f18-4d99-9533-0410ca01db24</a>
2	Arvind Nath Sinha	Synergy in Finance: Humans and AI Reshaping Fintech	AI and Fintech: Improving the Financial Landscape	29 <sup>th</sup> August 2025	SCOPUS	ISBN electronic:, 9781003645849	<a href="https://www.taylorfrancis.com/chapters/edit/10.1201/9781003645849-5/synergy-finance-arvind-nath-sinha-nivedita-singh?context=ubx&amp;refId=ac2853fd-0219-4f5c-87f3-3307231c95f2">https://www.taylorfrancis.com/chapters/edit/10.1201/9781003645849-5/synergy-finance-arvind-nath-sinha-nivedita-singh?context=ubx&amp;refId=ac2853fd-0219-4f5c-87f3-3307231c95f2</a>

# G.L. Bajaj Institute of Technology and Management, Greater Noida

## Department of Management Studies

3	Samarth Sharma	Bridging the Divide Skill-Gap Analysis in the Indian EdTech Landscape	Global Business Transformation	8 <sup>th</sup> September 2025	SCOPUS	ISBN electronic: 9781003480853	<a href="https://www.taylorfrancis.com/chapters/edit/10.1201/9781003480853-18/bridging-divide-anuj-rajpout-pallavi-sharda-garg-samarth-sharma-archana-singh-anita-venaik-nitendra-kumar-sandeep-sharma?context=ubx&amp;refId=c3a86435-a655-4817-abbe-4ce75b15aeda">https://www.taylorfrancis.com/chapters/edit/10.1201/9781003480853-18/bridging-divide-anuj-rajpout-pallavi-sharda-garg-samarth-sharma-archana-singh-anita-venaik-nitendra-kumar-sandeep-sharma?context=ubx&amp;refId=c3a86435-a655-4817-abbe-4ce75b15aeda</a>
4	Garima Vjih	Predictive Modelling of Workplace Depression Severity: A Comparative Analysis of Machine Learning Methods	Machine Learning and Artificial Intelligence for Smart Systems in Engineering and Healthcare (FLAME20 24 2024)	26 October 2025	SCOPUS	Electronic ISSN: 1876-1119, Print ISSN: 1876-1100	<a href="https://link.springer.com/chapter/10.1007/978-981-96-7214-1_38">https://link.springer.com/chapter/10.1007/978-981-96-7214-1_38</a>
5	V N Bajpai	Quantitative Analysis of the Impact of Loyalty Programs on Consumer Behavior	Sustainable Business Management, Innovation and Technology	02 January 2026	SCOPUS	Print ISBN978-3-031-98140-1, Online ISBN978-3-031-98141-8	<a href="https://link.springer.com/chapter/10.1007/978-3-031-98141-8_7">https://link.springer.com/chapter/10.1007/978-3-031-98141-8_7</a>
6	Shruti Traymbak; Jyoti Gaur	Metaverse and Avatar: A Bibliometric Analysis	Metaverse dynamics: Exploring the Intersection of Technology , Business transformation , and User Experience	January , 2026	SCOPUS	ISBN electronic: 978-1-83662-666-4	<a href="https://www.emerald.com/books/edited-volume/20429/chapter-abstract/105964532/Metaverse-and-Avatar-A-Bibliometric-Analysis?redirectedFrom=fulltext">https://www.emerald.com/books/edited-volume/20429/chapter-abstract/105964532/Metaverse-and-Avatar-A-Bibliometric-Analysis?redirectedFrom=fulltext</a>
7	Vineet Sengar; Shweta Singh; Manikant Dubey	Innovation in Communication and Networking Field: Luminous Future as Metaverse	Metaverse dynamics: Exploring the Intersection of Technology , Business transformation , and User Experience	January , 2026	SCOPUS	ISBN electronic: 978-1-83662-666-4	<a href="https://doi.org/10.1108/978-1-83662-666-420261003">https://doi.org/10.1108/978-1-83662-666-420261003</a>

# G.L. Bajaj Institute of Technology and Management, Greater Noida

## Department of Management Studies

8	Ved Prakesh	Metaverse Ecosystem: Analyzing the Impact of Privacy Concerns, Ethical Dilemmas, User Engagement on Economic Growth, and Technological Advancements	Metaverse dynamics: Exploring the Intersection of Technology , Business transformation , and User Experience	January , 2026	SCOPUS	ISBN electronic: 978-1-83662-666-4	<a href="https://doi.org/10.1108/978-1-83662-666-420261006">https://doi.org/10.1108/978-1-83662-666-420261006</a>
9	Manjeet Kumar	Synergy and Discord: Exploring the Influence of AI-Driven Digitization on Markets and Workforces in the Metaverse Era	Metaverse dynamics: Exploring the Intersection of Technology , Business transformation , and User Experience	January , 2026	SCOPUS	ISBN electronic: 978-1-83662-666-4	<a href="https://doi.org/10.1108/978-1-83662-666-420261007">https://doi.org/10.1108/978-1-83662-666-420261007</a>
10	Arvind Nath Sinha; Satish Kumar; Rajneesh Khare; Nivedita Singh; Pankaj Priyadarshi;	Economic Sustainability of Metaverse	Metaverse dynamics: Exploring the Intersection of Technology , Business transformation , and User Experience	January , 2026	SCOPUS	ISBN electronic: 978-1-83662-666-4	<a href="https://doi.org/10.1108/978-1-83662-666-420261008">https://doi.org/10.1108/978-1-83662-666-420261008</a>
11	Sudha Swaroop; Shaivya Dixit;	Adaptation of Metaverse Banking Services in India: A Structural Equation Modeling Approach	Metaverse dynamics: Exploring the Intersection of Technology , Business transformation , and User Experience	January , 2026	SCOPUS	ISBN electronic: 978-1-83662-666-4	<a href="https://doi.org/10.1108/978-1-83662-666-420261009">https://doi.org/10.1108/978-1-83662-666-420261009</a>
12	Ved Prakash	Decoding the Influence of Metaverse Brand Engagement on Real-World Purchase Intentions: An Empirical Analysis of Pre-adoption Behavior in Emerging Technology Ecosystems	Metaverse dynamics: Exploring the Intersection of Technology , Business transformation , and User Experience	January , 2026	SCOPUS	ISBN electronic: 978-1-83662-666-4	<a href="https://doi.org/10.1108/978-1-83662-666-420261012">https://doi.org/10.1108/978-1-83662-666-420261012</a>

# G.L. Bajaj Institute of Technology and Management, Greater Noida

## Department of Management Studies

13	Rajneesh Khare; Nivedita Singh;	Revolutionizing Healthcare in the Metaverse: A Blockchain-Powered Approach to Privacy and Decentralization	Metaverse dynamics: Exploring the Intersection of Technology , Business transformation , and User Experience	January , 2026	SCOPUS	ISBN electronic: 978-1-83662-666-4	<a href="https://doi.org/10.1108/978-1-83662-666-420261014">https://doi.org/10.1108/978-1-83662-666-420261014</a>
14	Manuha Nagpal; Dipti Singh	Leveraging the Metaverse for Sustainable Higher Education: Exploring AI-Driven Virtual Learning Environment and Enhanced Educational Access	Metaverse dynamics: Exploring the Intersection of Technology , Business transformation , and User Experience	January , 2026	SCOPUS	ISBN electronic: 978-1-83662-666-4	<a href="https://doi.org/10.1108/978-1-83662-666-420261015">https://doi.org/10.1108/978-1-83662-666-420261015</a>
15	Subeer Banerjee	Sustainability in the Metaverse: Navigating the Future of Virtual Worlds	Metaverse dynamics: Exploring the Intersection of Technology , Business transformation , and User Experience	January , 2026	SCOPUS	ISBN electronic: 978-1-83662-666-4	<a href="https://doi.org/10.1108/978-1-83662-666-420261016">https://doi.org/10.1108/978-1-83662-666-420261016</a>

# G.L. Bajaj Institute of Technology and Management, Greater Noida

## Department of Management Studies

### RESEARCH PUBLICATIONS

Academic Year (2024-25)

S N	NAME OF FACULTY MEMBER	NAME OF THE RESEARCH PAPER	NAME OF THE JOURNAL	DATE OF PUBLICATION	INDEX	ISSN NUMBER	URL OF THE ARTICLE
1	DURGESH AGNIHOTRI,VIKAS TRIPATHI	VIRTUAL BONDS AND ACTUAL TRANSACTIONS": INVESTIGATING THE IMPACT OF VIRTUAL INFLUENCERS' CREDIBILITY ON BUYING BEHAVIOR THROUGH VIRTUAL ENGAGEMENT'	JOURNAL OF COMMUNICA TION MANAGEMEN T	30 JULY , 2024	SCOPUS	ISSN: 1363-254X	<a href="https://www.emerald.com/jcom/article-abstract/29/1/35/1245660/virtual-bonds-and-actual-transactions?redirectedfrom=fulltext">HTTPS://WWW.EMERALD.COM/JCOM/ARTICLE-ABSTRACT/29/1/35/1245660/VIRTUAL-BONDS-AND-ACTUAL-TRANSACTIONS?REDIRECTEDFROM=FULLTEXT</a>
2	DURGESH AGNIHOTRI, VIKAS TRIPATHI	THE IMPACT OF SOCIAL MEDIA INFLUENCER INFORMATION OVERLOAD ON PURCHASE AVOIDANCE: THE ROLE OF CUSTOMER CONFUSION AND PRIOR PRODUCT KNOWLEDGE	JOURNAL OF RESEARCH IN INTERACTIVE MARKETING	12 DECEMBER, 2024	SCOPUS	ISSN 2040-7122	<a href="https://www.emerald.com/jrim/article-abstract/19/6/897/1256020/the-impact-of-social-media-influencer-information?redirectedfrom=fulltext">HTTPS://WWW.EMERALD.COM/JRIM/ARTICLE-ABSTRACT/19/6/897/1256020/THE-IMPACT-OF-SOCIAL-MEDIA-INFLUENCER-INFORMATION?REDIRECTEDFROM=FULLTEXT</a>
3	DURGESH AGNIHOTRI, KRITI SWARUP, VIKAS TRIPATHI	DOES SOCIAL PRESENCE DRIVE CUSTOMER BRAND ENGAGEMENT AND PURCHASE INTENTION IN THE FASHION RETAIL METAVERSE? THE MODERATING ROLE OF SELF-EFFICACY	INTERNET RESEARCH	25 NOV., 2024	SCOPUS	ISSN 2054-57	<a href="https://www.emerald.com/intr/article-abstract/35/6/2342/1251288/does-social-presence-drive-customer-brand?redirectedfrom=fulltext">HTTPS://WWW.EMERALD.COM/INTR/ARTICLE-ABSTRACT/35/6/2342/1251288/DOES-SOCIAL-PRESENCE-DRIVE-CUSTOMER-BRAND?REDIRECTEDFROM=FULLTEXT</a>
4	NARENDRA SINGH	PERFORMANCE APPRASIAL SYSTEM AND EMPLOYEE OUTCOME FOR SUSTAINABLE DEVELOPMENT OF SHIPPING AND LOGISTIC INDUSTRY	WORLD REVIEW OF ENTREPRENE URSHIP, MANAGEMEN T AND SUSTAINABLE DEVELOPMEN T	02 JULY, 2024	SCOPUS	ISSN 1746-0581 (ONLINE)	<a href="https://ideas.repec.org/a/ids/wremsd/v20y2024i4p500-515.html">HTTPS://IDEAS.REPEC.ORG/A/IDS/WREMSD/V20Y2024I4P500-515.HTML</a>
5	DIPANWITA CHAKRABORTY	MAPPING THE FINTECH REVOLUTION: HOW TECHNOLOGY IS TRANSFORMING CREDIT RISK MANAGEMENT	GLOBAL KNOWLEDGE, MEMORY AND COMMUNICA TION, EMERALD PUBLICATION.	26 JUNE, 2024	SCOPUS	ISSN 0024-2535	<a href="https://www.emerald.com/gkmc/article-abstract/doi/10.1108/gkmc-12-2023-0492/1259595/mapping-the-fintech-revolution-how-technology-is?redirectedfrom=fulltext">HTTPS://WWW.EMERALD.COM/GKMC/ARTICLE-ABSTRACT/DOI/10.1108/GKMC-12-2023-0492/1259595/MAPPING-THE-FINTECH-REVOLUTION-HOW-TECHNOLOGY-IS?REDIRECTEDFROM=FULLTEXT</a>
6	SHRUTI TRAYMBAK	A STUDY OF EMOTIONAL COMMITMENT AND MEANINGFULNESS OF WORK AMONG TEACHING FACULTIES IN INDIA BY USING	INTERNATION AL JOURNAL OF WORK ORGANISATIO N AND	21AUGUST, 2024	SCOPUS	ISSN 1740-8946 (ONLINE)	<a href="https://www.inderscienceonline.com/doi/abs/10.1504/IJWOE.2024.140504">HTTPS://WWW.INDERSCIENCEONLINE.COM/DOI/ABS/10.1504/IJWOE.2024.140504</a>

# G.L. Bajaj Institute of Technology and Management, Greater Noida

## Department of Management Studies

		STRUCTURAL EQUATION MODELLING	EMOTION (IJWOE)				
7	SHAIVYA DIXIT	ASSESSING THE IMPACT OF SELF-CONCEPT, SELF-DISCLOSURE AND COMPETENCE SUPPORT ON STUDENTS' STRESS LEVELS AND ACADEMIC ACHIEVEMENT: THE MEDIATING ROLE OF ACHIEVEMENT MOTIVATION	JOURNAL OF INFORMATICS EDUCATION AND RESEARCH	01 AUGUST ,2024	ABDC	ISSN:1526-4726	<a href="https://jier.org/index.php/journal/issue/view/11">HTTPS://JIER.ORG/INDEX.PHP/JOURNAL/ISSUE/VIEW/11</a>
8	VIJEYATA TEGWAL	DIVERSITY AND INCLUSION STRATEGIES IN HRM POLICIES OF MODERN - DAY ORGANISATION: AN EMPIRICAL STUDY	JOURNAL OF INFORMATICS EDUCATION AND RESEARCH	01SEPT, 2024	ABDC	ISSN:1526-4726	<a href="https://jier.org/index.php/journal/article/view/1400">HTTPS://JIER.ORG/INDEX.PHP/JOURNAL/ARTICLE/VIEW/1400</a>
9	MANUHA NAGPAL	EVALUATING WORKFORCE ANALYTICS EFFECTIVENESS: AN ANALYTIC HIERARCHY PROCESS APPROACH	JOURNAL OF INFORMATICS EDUCATION AND RESEARCH	01-SEPT ,2024	ABDC	ISSN:1526-4726	<a href="https://jier.org/index.php/journal/article/view/1395">HTTPS://JIER.ORG/INDEX.PHP/JOURNAL/ARTICLE/VIEW/1395</a>
10	DIPANWITA CHAKRABORTY	INVESTING IN NATURE: UNPACKING TRENDS AND GAPS IN BIODIVERSITY FINANCE RESEARCH	DEVELOPMENT AND SUSTAINABILITY IN ECONOMICS AND FINANCE	12 JANUARY, 2024	PEER REVIEWED	ISSN: 2950-5240 ONLINE	<a href="https://www.sciencedirect.com/science/article/abs/pii/S2950524024000234">HTTPS://WWW.SCIENCEDIRECT.COM/SCIENCE/ARTICLE/ABS/PII/S2950524024000234</a>
11	NARENDRA SINGH	ROLE OF E-ADOPTION OF EMERGING TECHNOLOGY IN 4P ORGANISATIONAL FRAMEWORK DURING COVID-19	INTERNATIONAL JOURNAL OF CRITICAL INFRASTRUCTURES	13 SEPT., 2024	SCOPUS	ISSN(ONLINE): 1741-8038	<a href="https://www.inderscienceonline.com/doi/abs/10.1504/IJICIS.2024.141444">HTTPS://WWW.INDERSCIENCEONLINE.COM/DOI/ABS/10.1504/IJICIS.2024.141444</a>
12	MANJEET KUMAR, ANUPRIYA, DIP TI SINGH	SDG'S AND EMERGING SYNERGY: GREEN HEALTHCARE SYSTEM FOR SUSTAINABLE HEALTHCARE DELIVERY IN METROPOLITAN CITIES IN INDIA	JOURNAL OF LIFESTYLE AND SDGS REVIEW	03 OCT., 2024	PEER REVIEWED	2965-730X	<a href="https://sdgsreview.org/lifestylejournal/article/view/2319">HTTPS://SDGSREVIEW.ORG/LIFESTYLEJOURNAL/ARTICLE/VIEW/2319</a>
13	MOHAMMAD ANAS	EXPLORING STIMULUS TO CONSUMERS' VIRTUAL SHOPPING ENVIRONMENT IN THE METAVERSE	JOURNAL OF COMPUTER INFORMATION SYSTEMS	02 FEB. ,2025	SCOPUS	0887-4417	<a href="https://www.tandfonline.com/doi/full/10.1080/08874417.2025.2459685?AF=R">HTTPS://WWW.TANDFONLINE.COM/DOI/FULL/10.1080/08874417.2025.2459685?AF=R</a>
14	DIPANWITA CHAKRABORTY	HIGH-PERFORMANCE WORKPLACE SYSTEM: A SYSTEMATIC LITERATURE REVIEW	INTERNATIONAL JOURNAL OF ORGANIZATIONAL	04 JANUARY, 2025	SCOPUS	ISSN 1551-7470.	<a href="https://www.emerald.com/ijoa/article-abstract/33/8/2853/1258419/high-performance-workplace-system-a-literature?redirectedfrom=fulltext">HTTPS://WWW.EMERALD.COM/IJOA/ARTICLE-ABSTRACT/33/8/2853/1258419/HIGH-PERFORMANCE-WORKPLACE-SYSTEM-A-LITERATURE?REDIRECTEDFROM=FULLTEXT</a>

# G.L. Bajaj Institute of Technology and Management, Greater Noida

## Department of Management Studies

			ANALYSIS				
15	SWATI RAJ, VAISHALI GUPTA, RUCHIKA VATS	AN OVERVIEW: ON EXPLORATION, CONCEPT AND IMPACT OF METAVERSE IN EDUCATION SECTOR	INTERNATIONAL JOURNAL FOR MULTIDISCIPLINARY RESEARCH	29 JANUARY, 2025	PEER REVIEWED	EISSN:2582-2160	<a href="https://doi.org/10.36948/IJFMR.2025.V07I01.36068">DOI: 10.36948/IJFMR.2025.V07I01.36068</a>
16	SWATI RAJ	ENHANCING 'QUALITY' IN EDUCATION THROUGH SKILL DEVELOPMENT	JOURNAL OF MARKETING & SOCIAL RESEARCH	01 FEB. , 2025	ABDC	ISSN (ONLINE): 3008-0711	<a href="https://jmsr-online.com/article/enhancing-quality-in-education-through-skill-development-10/">HTTPS://JMSR-ONLINE.COM/ARTICLE/ENHANCING-QUALITY-IN-EDUCATION-THROUGH-SKILL-DEVELOPMENT-10/</a>
17	MANJEET KUMAR	THE INTERSECTION OF QUANTUM COMPUTING, ARTIFICIAL INTELLIGENCE AND FINANCIAL RISKS: A BIBLIOMETRIC ANALYSIS OF THE MODERN FINANCIAL SECTOR	JOURNAL OF INFORMATION TECHNOLOGY MANAGEMENT	17 FEB., 2025	SCOPUS	2980-7972	<a href="https://jitm.ut.ac.ir/article_100694.html">HTTPS://JITM.UT.AC.IR/ARTICLE_100694.HTML</a>
18	MANUHA NAGPAL	COMPASSIONATE ENTREPRENEURSHIP AND COGNITIVE WORKAHOLISM: MEDIATING ROLE OF ARTIFICIAL INTELLIGENCE ADOPTION	INTERNATIONAL JOURNAL OF ENTREPRENEURSHIP AND SMALL BUSINESS	31 MARCH 2025	SCOPUS	1476-1297	<a href="https://www.inderscienceonline.com/doi/abs/10.1504/IJESB.2025.145254">HTTPS://WWW.INDERSCIENCEONLINE.COM/DOI/ABS/10.1504/IJESB.2025.145254</a>
19	VED PRAKASH	EXPLORING ASYMMETRIC SHOCKS OF CARBON EMISSIONS TO RENEWABLE ENERGY SUSTAINABILITY INDICATORS USING THE NARDL APPROACH	MATERIALS TODAY COMMUNICATIONS	25 JUNE ,2025	SCOPUS	1757-2223	<a href="https://www.emerald.com/ijis/article-abstract/doi/10.1108/IJIS-02-2025-0066/1265036/EXPLORING-ASYMMETRIC-SHOCKS-OF-CARBON-EMISSIONS-TO?REDIRECTEDFROM=FULLTEXT">HTTPS://WWW.EMERALD.COM/IJIS/ARTICLE-ABSTRACT/DOI/10.1108/IJIS-02-2025-0066/1265036/EXPLORING-ASYMMETRIC-SHOCKS-OF-CARBON-EMISSIONS-TO?REDIRECTEDFROM=FULLTEXT</a>

# G.L. Bajaj Institute of Technology and Management, Greater Noida

## Department of Management Studies

### BOOK/CONFERENCE CHAPTER PUBLICATIONS

Academic Year (2024-25)

S N	Name of Faculty Member	NAME OF THE CHAPTER	Name of the Edited Book or Conference Name	Date of Publication	ISBN number	Index	Link to article/paper/abstract of the article
1	Arvind Sinha	Quality Assurance in Marketing Data: Ensuring Accuracy and Reliability	Data Engineering for Data-driven Marketing	10 March 2025	978-1-83662-327-4	SCOPUS	<a href="https://www.emerald.com/insight/content/doi/10.1108/978-1-83662-326-720251018/full/html">https://www.emerald.com/insight/content/doi/10.1108/978-1-83662-326-720251018/full/html</a>
2	Manjeet Kumar	A catalyst for smart global value chains in future financial ecosystems	Smart Global Value Chain	01 August 2024	9781003461432	SCOPUS	<a href="https://www.taylorfrancis.com/chapters/edit/10.1201/9781003461432-13/decentralized-finance-ankit-goel-parul-garg-manjeet-kumar">https://www.taylorfrancis.com/chapters/edit/10.1201/9781003461432-13/decentralized-finance-ankit-goel-parul-garg-manjeet-kumar</a>
3	Manjeet Kumar	Decentralized Autonomous Organizations (DAOs) in Cognitive IoT: A Blockchain-Powered Governance Paradigm	Innovations in Blockchain-Powered Intelligence and Cognitive Internet of Things (CIoT)	01 Nov., 2024	9798369321577	Peer Reviewed	<a href="https://www.igi-global.com/chapter/decentralized-autonomous-organizations-daos-in-cognitive-iot/362548">https://www.igi-global.com/chapter/decentralized-autonomous-organizations-daos-in-cognitive-iot/362548</a>
4	Vaishali Gupta	Impact of AI on Operations Management	Recent Trends In Engineering and Science for Resource Optimization and Sustainable Development	01 January 2025	9781003596721	Peer Reviewed	<a href="https://www.taylorfrancis.com/chapters/edit/10.1201/9781003596721-88/impact-ai-operations-management-suresh-kumar-vaishali-gupta-yugandhara-patil-gaurav-jindal-rao-cheepurupalli-mahesh-manohar-bhanushali?context=ubx&amp;refId=aca53518-1664-4489-9244-cf4608fa97fa">https://www.taylorfrancis.com/chapters/edit/10.1201/9781003596721-88/impact-ai-operations-management-suresh-kumar-vaishali-gupta-yugandhara-patil-gaurav-jindal-rao-cheepurupalli-mahesh-manohar-bhanushali?context=ubx&amp;refId=aca53518-1664-4489-9244-cf4608fa97fa</a>
5	Anupriya	Financial Fraud and Manipulation: The Malicious Use of Deepfakes in Business	Deepfakes and Their Impact on Business, IGI Global	02 DEC., 2024	9798369368909	SCOPUS	<a href="https://www.igi-global.com/gateway/chapter/364352">https://www.igi-global.com/gateway/chapter/364352</a>
6	Sudha Swaroop	An In - Depth Analysis of the Impact of Expenditure on CSR and ESG Initiatives on the Share Price of HDFC Bank	Implementing ESG Frameworks Through Capacity Building and Skill Development	04 DEC., 2024	ISBN13: 9798369366172	Peer Reviewed	<a href="https://www.igi-global.com/chapter/an-in-depth-analysis-of-the-impact-of-expenditure-on-csr-and-esg-initiatives-on-the-share-price-of-hdfc-bank/363523">https://www.igi-global.com/chapter/an-in-depth-analysis-of-the-impact-of-expenditure-on-csr-and-esg-initiatives-on-the-share-price-of-hdfc-bank/363523</a>
7	Manikant Dubey, Vineet Sengar, Shweta Singh	Green Bond: The New and Desirable Means of Sustainable Development With Special Reference to India	Implementing ESG Frameworks Through Capacity Building and Skill Development	01 DEC., 2024	9798369366172	SCOPUS	<a href="https://www.igi-global.com/chapter/green-bond/363524">https://www.igi-global.com/chapter/green-bond/363524</a>
8	Nidhi	Strategic response to organizational crisis: A Bibliometric approach	Journal of Contingencies and crisis management	06 JANURARY, 2025	ISBN : 9660879	SCOPUS	<a href="https://onlinelibrary.wiley.com/doi/10.1111/1468-5973.70046">https://onlinelibrary.wiley.com/doi/10.1111/1468-5973.70046</a>

# G.L. Bajaj Institute of Technology and Management, Greater Noida

## Department of Management Studies

9	Ruchika Vats	Technologically Assisted Multifunctional Smart Bag Based on Solar Energy	2024 1st International Conference on Sustainable Computing and Integrated Communication in Changing Landscape of AI (ICSCAI)	13 FEBRUARY 2025	979-8-3503-5534-5	SCOPUS	<a href="https://ieeexplore.ieee.org/document/10866028">https://ieeexplore.ieee.org/document/10866028</a>
10	Ruchika Vats	Intelligent Transportation System	2024 1st International Conference on Sustainable Computing and Integrated Communication in Changing Landscape of AI (ICSCAI)	14 FEBRUARY 2025	979-8-3503-5534-6	Peer Reviewed	<a href="https://ieeexplore.ieee.org/document/10866781">https://ieeexplore.ieee.org/document/10866781</a>
11	Nivedita Singh, Rajneesh Khare, Manuha Nagpal	Integrating Sustainable HRM with SDGs: Capacity Building and Skill Development for ESG Implementation	IGI Global Scientific publishing	05 JANUARY 2025	9798369366172	SCOPUS	<a href="https://www.SCOPUS.com/pages/publications/105007125891">https://www.SCOPUS.com/pages/publications/105007125891</a>
12	Nivedita Singh	Enhancing enterprise human resource management: Predicting workers' stress for improved workplace satisfaction using a hybrid deep transfer learning approach	Taylor and Francis	01 JANUARY 2025	9781003559115	Peer Reviewed	<a href="https://www.taylorfrancis.com/chapters/oa-edit/10.1201/9781003559115-55/enhancing-enterprise-human-resource-management-predicting-workers-stress-improved-workplace-satisfaction-using-hybrid-deep-transfer-learning-approach-davinder-paul-singh-kanika-gupta-nivedita-singh-manu-vasudevan-umni-jayasudha-amit-chauhan?context=ubx&amp;refId=a3fd8559-f752-4915-af14-b2daeb08da6a">https://www.taylorfrancis.com/chapters/oa-edit/10.1201/9781003559115-55/enhancing-enterprise-human-resource-management-predicting-workers-stress-improved-workplace-satisfaction-using-hybrid-deep-transfer-learning-approach-davinder-paul-singh-kanika-gupta-nivedita-singh-manu-vasudevan-umni-jayasudha-amit-chauhan?context=ubx&amp;refId=a3fd8559-f752-4915-af14-b2daeb08da6a</a>

# G.L. Bajaj Institute of Technology and Management, Greater Noida

## Department of Management Studies

### Research Publications

Academic Year (2023-24)

S N	Name of Faculty Member	Name of the Research Paper	Name of the Journal	Date of Publication	Index	ISSN number	URL of the Article
1	Vikas Tripathi	Deep Block chain-enabled security enhancement in trade finance	International Journal of Systematic Innovation	14 December 2023	SCOPUS	ISSN2077-8767	<a href="https://ojs.ijosi.org/index.php/IJOSI/article/view/775">https://ojs.ijosi.org/index.php/IJOSI/article/view/775</a>
2	Vikas Tripathi	Exploring factors influencing the entrepreneurial intentions of the youth community towards green ICT to encourage environmental sustainability: Evidence from an emerging economy	The Electronic Journal of Information System in Developing Countries, Wiley Publication.	07 May 2024	SCOPUS	ISSN 1681-4835	<a href="https://onlinelibrary.wiley.com/doi/abs/10.1002/isd2.12331">https://onlinelibrary.wiley.com/doi/abs/10.1002/isd2.12331</a>
3	Durgesh Agnihotri, Vikas Tripathi	Exploring the role of consumer ethnocentrism in predicting the purchase intention for locally produced organic food in an emerging market	British Food Journal	30 November 2023	SCOPUS	ISSN: 0007-070X	<a href="https://www.emerald.com/bfj/article-abstract/126/2/738/1227333/Exploring-the-role-of-consumer-ethnocentrism-in?redirectedFrom=fulltext">https://www.emerald.com/bfj/article-abstract/126/2/738/1227333/Exploring-the-role-of-consumer-ethnocentrism-in?redirectedFrom=fulltext</a>
4	Kanhaiya Singh	Impact of Basel Accord-III Implementation on Performance of Banks	RES Military Social Science Journal	02 January 2024	Peer Reviewed	ISSN 2265-6294	<a href="https://resmilitaris.net/issue-content/impact-of-basel-accord-iii-implementation-on-performance-of-banks-3016">https://resmilitaris.net/issue-content/impact-of-basel-accord-iii-implementation-on-performance-of-banks-3016</a>
5	Vijeyata Tegwal, Chitra Jha	Women entrepreneurs: a paradigm shift in women empowerment through MSME ownership	Journal of Emerging Technologies and Innovative Research (JETIR)	01 November 2023	Peer Reviewed	ISSN-2349-5162	<a href="https://www.jetir.org/view?paper=JETIR2311078">https://www.jetir.org/view?paper=JETIR2311078</a>
6	Narendra Singh	Managing Employees Attendance Using Real Time Face Recognition	International Journal of System of Systems Engineering	17 October 2023	Peer Reviewed	1748-0671	<a href="https://www.inderscienceonline.com/doi/abs/10.1504/IJSSE.2023.134435">https://www.inderscienceonline.com/doi/abs/10.1504/IJSSE.2023.134435</a>
7	Ruchika Vats	Competencies for the academy and market perspective: An Approach to the un-sustainable development goals	International Journal of Experimental Research and Review	30 August 2023	Peer Reviewed	ISSN 2455-4855	<a href="https://qtanalytics.in/journals/index.php/IJERR/article/view/2477">https://qtanalytics.in/journals/index.php/IJERR/article/view/2477</a>
8	Sudha Swaroop	An Analysis of Volatility in the Derivative Spot Market	European Economic Letters	05 January 2024	ABDC	ISSN 2323-5233	<a href="https://www.eelet.org.uk/index.php/journal/article/view/1198">https://www.eelet.org.uk/index.php/journal/article/view/1198</a>

# G.L. Bajaj Institute of Technology and Management, Greater Noida

## Department of Management Studies

9	Shweta Singh	The Impact Of Usability Quality And Site Security Features Of A Retail E-Commerce Website On E-Satisfaction And Increasing Ai Interventions	MSW Management Journal ISSN: 1053-7899	01 December 2023	Peer Reviewed	ISSN 1053-7899	<a href="https://mswmanagementj.com/index.php/home/article/view/126">https://mswmanagementj.com/index.php/home/article/view/126</a>
10	Richa Sharma	The Role of Human Resource Management in Mitigating the Negative Effects of IT Layoffs	European Economic Letters	31 May 2024	ABDC	ISSN 2323-5233Vol 14, Issue 2 (2024)	<a href="https://www.eelet.org.uk/index.php/journal/article/view/1477">https://www.eelet.org.uk/index.php/journal/article/view/1477</a>

## Chapter Publication in Book/Conference Academic Year (2023-24)

S N	Name of Faculty Member	NAME OF THE CHAPTER	Name of the Edited Book or Conference Name	Date of Publication	Index	ISBN number	Link to article/paper/abstract of the article
1	Diwakar Chaudhary	Role of modern AI Technologies to promote social media marketing	IEEE	16 February 2024	eISBN:979-8-3503-6996-0	SCOPUS	<a href="https://ieeexplore.ieee.org/document/10421402">https://ieeexplore.ieee.org/document/10421402</a>
2	Vikas Tripathi	Exploring Factors Influencing the Entrepreneurial Intentions of the Youth Community towards Green ICT to Encourage Environmental Sustainability: Evidence from an Emerging Economy	The Electronic Journal of Information System in Developing Countries	05-01- 2024	Online ISSN:1681-4835	Wiley Online	<a href="https://onlinelibrary.wiley.com/doi/abs/10.1002/isd2.12331">https://onlinelibrary.wiley.com/doi/abs/10.1002/isd2.12331</a>
3	Durgesh Agnihotri	Does effective handling of negative eword of mouth on social media influence customers behavioural intentions in the context of online travel agencies	Navigating the Digital Landscape	23 May 2024	ISBN electronic:978-1-83549-272-7	Emerld	<a href="https://www.emerald.com/books/edited-volume/17198/chapter-abstract/94184462/Does-Effective-Handling-of-Negative-E-Word-of?redirectedFrom=fulltext">https://www.emerald.com/books/edited-volume/17198/chapter-abstract/94184462/Does-Effective-Handling-of-Negative-E-Word-of?redirectedFrom=fulltext</a>
4	Vikas Tripathi	Assimilation of Triple Entry Accounting Framework amidst disruptive technologies in Industrial Revolution 5.0	Impact of Digitalization on Reporting, Tax Avoidance, Accounting and Green Finance	02 January 2024	979-8-3693-1679-5	SCOPUS	<a href="https://www.irma-international.org/viewtitle/343395/?isxn=9798369316788">https://www.irma-international.org/viewtitle/343395/?isxn=9798369316788</a>
5	Narendra Singh	Utilization Blockchain for effective Urban Street Vendor Management	IEEE Conference	03 June 2024	ISBN electronic:979-8-3503-9324-8	IEEE	<a href="https://ieeexplore.ieee.org/document/10449555">https://ieeexplore.ieee.org/document/10449555</a>

# G.L. Bajaj Institute of Technology and Management, Greater Noida

## Department of Management Studies

6	Dipti Singh	The impact of information technology enabler and organizational learning on performance: A systematic literature review.	AIP Conference Proceedings	05 June 2024	ISSN-00094243X	SCOPUS	<a href="https://pubs.aip.org/aip/acp/article-abstract/2971/1/060027/3296327/The-impact-of-information-technology-enabler-and?redirectedFrom=fulltext">https://pubs.aip.org/aip/acp/article-abstract/2971/1/060027/3296327/The-impact-of-information-technology-enabler-and?redirectedFrom=fulltext</a>
7	Dipti Singh	Human resource information system application in small and medium enterprises: A study ( SMEs)	AIP Conference Proceedings	05 June 2024	ISSN-00094243X	AIP Conference	<a href="https://pubs.aip.org/aip/acp/article-abstract/2971/1/060036/3296335/Human-resource-information-system-applications-in?redirectedFrom=fulltext">https://pubs.aip.org/aip/acp/article-abstract/2971/1/060036/3296335/Human-resource-information-system-applications-in?redirectedFrom=fulltext</a>
8	Sunny Prakash	Development And Implementation of the Ganga Water Quality Monitoring System	Institute of Electrical and Electronics Engineers Inc.	07 November 2023	ISSN 979-835032579-9	SCOPUS	<a href="https://www.SCOPUS.com/inward/record.uri?eid=2-s2.0-85173618659&amp;doi=10.1109%2fICAISS58487.2023.10250664&amp;partnerID=40&amp;md5=3b25bf7f175101af6529129138bab7f9">https://www.SCOPUS.com/inward/record.uri?eid=2-s2.0-85173618659&amp;doi=10.1109%2fICAISS58487.2023.10250664&amp;partnerID=40&amp;md5=3b25bf7f175101af6529129138bab7f9</a>
9	Sunny Prakash	Enhancing Web Application Efficiency: Exploring Modern Design Patterns within the MVC Framework	Proceedings of International Conference on Computational Intelligence and Sustainable Engineering Solution, CISES	2023	ISBN 979-835032391-7	SCOPUS	<a href="https://www.SCOPUS.com/inward/record.uri?eid=2-s2.0-85167796165&amp;doi=10.1109%2fCISES58720.2023.10183582&amp;partnerID=40&amp;md5=ebe2aac507f1ccdfbeff018c2581b3ad">https://www.SCOPUS.com/inward/record.uri?eid=2-s2.0-85167796165&amp;doi=10.1109%2fCISES58720.2023.10183582&amp;partnerID=40&amp;md5=ebe2aac507f1ccdfbeff018c2581b3ad</a>

# G.L. Bajaj Institute of Technology and Management, Greater Noida

## Department of Management Studies

### Research Publications

Academic Year (2022-23)

SN.	Name of Faculty Member	Name of the Research Paper	Name of the Journal	Date of Publication	Index	ISSN number	URL OF THE ARTICLE
1	Vikas Tripathi	Investigating the impact of authenticity of social media influencers on followers' purchase behaviour: mediating analysis of parasocial interaction on Instagram	Asia Pacific Journal of Marketing and Logistics	28 February 2023	SCOPUS	E ISSN: 1758-4248	<a href="https://www.emerald.com/apjml/article-abstract/35/10/2377/38580/Investigating-the-impact-of-authenticity-of-social?redirectedFrom=fulltext">https://www.emerald.com/apjml/article-abstract/35/10/2377/38580/Investigating-the-impact-of-authenticity-of-social?redirectedFrom=fulltext</a>
2	Vikas Tripathi	Impact of Financial Inclusion on India's Economic Development under the Moderating Effect of Internet Subscribers	Journal of Risk and Financial Management	01 March 2023	SCOPUS	ISSN: 1911-8074	<a href="https://www.mdpi.com/1911-8074/16/5/262">https://www.mdpi.com/1911-8074/16/5/262</a>
3	Vikas Tripathi,	Does green self-identity influence the revisit intention of dissatisfied customers in green restaurants?	Management of Environmental Quality	28 October 2022	Peer Reviewed	ISSN: 1463-5771	<a href="https://www.emerald.com/meq/article-abstract/34/2/535/453362/Does-green-self-identity-influence-the-revisit?redirectedFrom=fulltext">https://www.emerald.com/meq/article-abstract/34/2/535/453362/Does-green-self-identity-influence-the-revisit?redirectedFrom=fulltext</a>
4	Vikas Tripathi,	Exploring consumers' motives for electric vehicle adoption: bridging the attitude-behaviour gap	Benchmarking: An International	13 December 2022	SCOPUS	ISSN: 1463-5771	<a href="https://www.emerald.com/bij/article-abstract/30/10/4174/34069/Exploring-consumers-motives-for-electric-vehicle?redirectedFrom=fulltext">https://www.emerald.com/bij/article-abstract/30/10/4174/34069/Exploring-consumers-motives-for-electric-vehicle?redirectedFrom=fulltext</a>
5	Sudha Swaroop	Impact of Covid-19 on the NSE Nifty and the Gross Domestic Product: Evidence from India	Journal of Information and Optimization Sciences	18 November 2022	Peer Reviewed	ISSN: 2169-0103	<a href="https://www.tandfonline.com/doi/abs/10.1080/02522667.2022.2125063">https://www.tandfonline.com/doi/abs/10.1080/02522667.2022.2125063</a>
6	Shweta Nagar	Implication of Goods and services Tax (GST) Implementation in India on Foreign Trade	Finance: Theory and Practice	26 March 2022	Peer Reviewed	ISSN 2587-7089 (Online)	<a href="https://financetp.fa.ru/jour/article/view/1678/1009?locale=en_US">https://financetp.fa.ru/jour/article/view/1678/1009?locale=en_US</a>
7	Shweta Nagar	Do Goods and Services Tax Influence the Economic Development? An Empirical Analysis for India	Vision: The Journal of Business Perspective	03 September 2022	Peer Reviewed	ISSN: 22495304 (Online)	<a href="https://doi.org/10.1177/09722629221117196">https://doi.org/10.1177/09722629221117196</a>
8	Narendra Singh	E-Adoption of Emerging Technology in the Health Sector During COVID-19	International Journal of E-Adoption (IJEa)	30 September 2022	Peer Reviewed	ISSN: 1937-9641	<a href="https://dl.acm.org/doi/10.4018/IJEa.309999">https://dl.acm.org/doi/10.4018/IJEa.309999</a>

# G.L. Bajaj Institute of Technology and Management, Greater Noida

## Department of Management Studies

9	Narendra Singh	IoT and AI-based Intelligent Agriculture Framework for Crop Prediction	International Journal of sensors wireless communication and control	12 June 2023	SCOPUS	ISSN(Online) : 2210-3287	<a href="https://www.benthamdirect.com/content/journals/swcc/10.2174/2210327913666230509144225">https://www.benthamdirect.com/content/journals/swcc/10.2174/2210327913666230509144225</a>
10	Manikant Dubey, Vineet Sengar, Shweta Singh	A comparative study on Indian automobile sector as a world leader during the pre and post-covid era	Global Journal of Multidisciplinary Studies	02 August 2022	Peer Reviewed	ISSN:- 2348-0459	<a href="https://www.gjms.edwin.co.in/index.php/EGJMS/article/view/4167">https://www.gjms.edwin.co.in/index.php/EGJMS/article/view/4167</a>
11	Vineet Sengar, Manikant Dubey, Shweta Singh	<a href="https://www.gjms.edwin.co.in/index.php/esajms/article/view/4110">https://www.gjms.edwin.co.in/index.php/esajms/article/view/4110</a>	South Asia Journals of Multidisciplinary Studies	02 June 2022	Peer Reviewed	ISSN:2395-1079	<a href="https://www.gjms.edwin.co.in/index.php/esajms/article/view/4110">https://www.gjms.edwin.co.in/index.php/esajms/article/view/4110</a>
12	Diwakar Chaudhary	Changing Management Trends Being Practiced in the Medium and Large-Scale Firms with Reference to Employee Psychology	Journal for Re Attach Therapy and Developmental Diversities	06 February 2023	SCOPUS	ISSN : 2589-7799 (Online)	<a href="https://jrtdd.com/index.php/journal/article/view/286">https://jrtdd.com/index.php/journal/article/view/286</a>
13	Diwakar Chaudhary	Sustainability in Fashion Industry: A novel approach for consumer buying decision in post pandemic era	Journal of Namibian Studies	22 May 2023	Peer Reviewed	ISSN 2197-5523 (online)	<a href="https://namibian-studies.com/index.php/JNS/article/download/2443/1657/5047?_cf_chl_tk=f0ZMk3Hk6ebQYiEckLjO5X2d6BGkts.oGuVnd.IO43I-1767855643-1.0.1.1-iwaf87SfHmeCFbMI1_inHU9ZbpicA9LSh0N4wQnNnw">https://namibian-studies.com/index.php/JNS/article/download/2443/1657/5047?_cf_chl_tk=f0ZMk3Hk6ebQYiEckLjO5X2d6BGkts.oGuVnd.IO43I-1767855643-1.0.1.1-iwaf87SfHmeCFbMI1_inHU9ZbpicA9LSh0N4wQnNnw</a>
14	Diwakar Chaudhary	Impact of Artificial Intelligence as a CRM tool in the Indian retail sector in the post pandemic era	Journal of Data Acquisition and Processing	01 December 2022	Peer Reviewed	ISSN: 1004-9037	<a href="https://www.academia.edu/117823288/Impact_of_Artificial_Intelligence_as_a_CRM_Tool_in_the_Indian_Retail_Sector_in_the_Post_Pandemic_Era">https://www.academia.edu/117823288/Impact_of_Artificial_Intelligence_as_a_CRM_Tool_in_the_Indian_Retail_Sector_in_the_Post_Pandemic_Era</a>
15	Diwakar Chaudhary, Rashi Baliyan, Shweta Singh, Mukul Pratap singh Vipluv Pathak	Organizational Mindfulness: A Transformational Approach Towards Social Sustainability	Journal of Namibian Studies	22 May 2023	Peer Reviewed	ISSN online 2197-5523	<a href="https://namibian-studies.com/index.php/JNS/article/view/2324">https://namibian-studies.com/index.php/JNS/article/view/2324</a>
16	Narendra Singh	IoT and AI-based Intelligent Agriculture Framework for Crop Prediction	International Journal of Sensors Wireless Communications and Control	06 December 2023	SCOPUS	ISSN (Online):2210-3287	<a href="https://www.benthamdirect.com/content/journals/swcc/10.2174/2210327913666230509144225">https://www.benthamdirect.com/content/journals/swcc/10.2174/2210327913666230509144225</a>
17	Manikant Dubey, Vineet Sengar, Shweta Singh	New Fold of Energy Conservation for New Business World : Green Computing and Corporate Social Responsibility	Global Journal of Engineering, Science & Social Science Studies	02 July 2022	Peer Reviewed	ISSN- 2394-3084	<a href="https://edwin.co.in/egi/index.php/gjess/Archives">https://edwin.co.in/egi/index.php/gjess/Archives</a>

# G.L. Bajaj Institute of Technology and Management, Greater Noida

## Department of Management Studies

### Chapter Publication in Book/Conference

Academic Year (2022-23)

SN	Name of Faculty Member	NAME OF THE CHAPTER	Name of the Edited Book or Conference Name	Date of Publication	ISBN number	Index	Link to article/ paper/ abstract of the article
1	Narendra Singh	Exploring CNN for driver drowsiness detection towards smart vehicle development	Revolutionizing Industrial Automation Through the Convergence of Artificial Intelligence and the Internet of Things.	09 January, 2022	ISBN13: 9781668449912	SCOPUS	<a href="https://www.igi-global.com/chapter/exploring-cnn-for-driver-drowsiness-detection-towards-smart-vehicle-development/313104">https://www.igi-global.com/chapter/exploring-cnn-for-driver-drowsiness-detection-towards-smart-vehicle-development/313104</a>
2	Narendra Singh	Role of blockchain technology in 6G network management	Role of 6G Wireless Networks in AI and Blockchain-Based Applications	03 January ,2023	ISBN13: 9781668453766	IGI GLOBAL	<a href="https://www.igi-global.com/chapter/role-of-blockchain-technology-in-6g-network-management/320324">https://www.igi-global.com/chapter/role-of-blockchain-technology-in-6g-network-management/320324</a>
3	Sunny Prakash	Comparative Analysis of Web Application Based Encryption Methods	Lecture Notes in Electrical Engineering	20 September, 2023	ISBN: 18761100 / 978-981995079-9	SCOPUS	<a href="https://link.springer.com/chapter/10.1007/978-981-99-5080-5_8">https://link.springer.com/chapter/10.1007/978-981-99-5080-5_8</a>