

## Chitkara Business School | Faculty Publications | Jan 2020 - June 2020

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1	A case-based analysis of the competitiveness of the North Indian sugar industry	Sheetal, Randeep Singh, Shashi, Rajiv Kumar	Journal	Global Business and Organizational Excellence	19322054
2	A Causal Study on Gold, Sensex and Gold Exchange Traded Funds	Dr. Rajit Verma and Ms Dinky	Journal	Gold Bulletin, Springer	2364821X
3	A Naturalistic Inquiry of Pilgrims' Experience at a Religious Heritage Site: The Case of a Shaktipitha in India	HarveenBhandari and Amit Mittal	Journal	International Journal of Religious Tourism and Pilgrimage	20097379
4	A review on usage and expected benefits of Artificial Intelligence in agriculture sector	Sanjiv Sharma and Jashandeep Singh	Journal	International Journal of Advanced Science and Technology	20054238
5	Achievement Motivation of Students: A Study of Punjab	Sandhir Sharma, Amandeep Singh and Babita Singla	Journal	International Journal of Advanced Science and Technology	2005-4238
6	Agile supply chain management: where did it come from and where will it go in the era of digital transformation?	Shashi, Piera Centobelli, Roberto Cerchione, Myriam Ertz	Journal	Industrial Marketing Management	198501

7	An Empirical Analysis of Purchase Intentions Related to Promotion Mix of FMCG Products in India	Sandhir Sharma,Amandeep Singh and Babita Singla	Journal	International Journal of Psychosocial Rehabilitation	1475-7192
8	An Empirical Study of Factors Affecting the Selection of Point of Purchase Location: A Case of FMCG Industry	Amandeep Singh,Babita Singla and Sandhir Sharma	Journal	International Journal of Control and Automation	2005-4297
9	An Empirical Study of the Factors Affecting Online Shopping Behavior of the Indian Consumers	Amandeep Singh,Amrinder Singh and Taranjit Singh Vij	Journal	International Journal of Advanced Science and Technology	2005-4238
10	An Initiative to Green Information Technology	Babita Singla,Amandeep Singh and	Journal	International Journal of Advanced Science and Technology	2005-4238
11	Analyzing the role of e-crm in managing customer relations: A critical review of the literature	Nidhi Kampani, Deepika Jhamb	Journal	Journal of Critical Reviews	23945125
12	Analyzing the Service Quality of Banks in Punjab	Amandeep Singh,Babita Singla and Sandhir Sharma	Journal	Test Engineering and Management	0193-4120
13	Assessing SMEs' Internationalisation Strategies in Action	Francesco Castagna, Piera Centobelli, Roberto Cerchione, Eugenio Oropallo, Shashi, Serena Strazzullo	Journal	Applied Sciences	20763417
14	Carbon Credit Issuance: Accounting Based Financial Performance	Parveen Kumar, Amit Mittal, A., & Mohd Firoz	Journal	SCMS Journal of Indian Management,	9733167

15	Conduct Of Youth In Connection With Online and Offline Shopping: A Relative View	Deepak Sood, Kavita Sharma, Sachin Sharma	Journal	International Journal of Advanced Science and Technology	20054238
16	DESIGNING A STRATEGIC FRAMEWORK FOR STIMULATING AGRI-BIOTECH SECTOR PERFORMANCE THROUGH PRODUCTIVITY AND COMPETITIVE FACTORS: AN EMERGING	Dr. Ravi Kiran, Dr.Sandeep Singh	Journal	Custos e @gronegocio on line journal	18082882
17	Dynamic Portfolio Management including Commodities Futures in India: Evidence of DCC-GARCH Model	Shelly Singhal	Journal	Test Engineering and Management	1934120
18	Earning Announcements: An Empirical analysis of BSE	Dinesh Tandon, Deepak Sood, Nitin Thapar	Journal	Sustainable Humanosphere	18806503
19	Earning Announcements: An Empirical analysis of BSE	Dr. Dinesh Tandon, Dr Deepak Sood, Dr Nitin Thapar	Journal	Sustainable Humanosphere	18806503
20	Effect of ethical leadership and corporate social responsibility on firm performance: A systematic review	Raiswa Saha, Shashi, Roberto Cerchione, Rajwinder Singh, Richa Dahiya	Journal	Corporate Social Responsibility and Environmental Management	15353958
21	Effect of Low Price on Respondents While Purchasing FMCG Products: An Empirical Study	Amrinder Singh, Simran Jewandah and Amandeep Singh	Journal	International Journal of Psychosocial Rehabilitation	1475-7192
22	Effects of workplace stress on mental wellbeing of private bank marketing executives	Jashandeep Singh	Journal	International Journal of Psychosocial Rehabilitation	14757192

23	Employability of engineering students-a report on the discernment of the students and their employers	Ajit Bansal, Pranav Aggarwal, Manpreet Singh, Ramgopal	Journal	International Journal of Advanced Science and Technology	20054238
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25	Examining the impact of intangible product features and e-commerce institutional mechanics on consumer trust and repurchase intention	UrvashiTandon, Amit Mittal, Sridhar Manohar	Journal	Electronic Markets	10196781
26	Experience and attitude towards luxury brands consumption in an emerging market	Deepika Jhamb, Arun Aggarwal, Amit Mittal, Justin Paul	Journal	European Business Review	0955534X
27	Export Competitiveness and Concentration Analysis of Major Sugar Economies with special reference to India	Sheetal, Rajiv Kumar, Shashi	Journal	Journal of Agribusiness in Developing and Emerging Economies	20440847
28	Financial inclusion of women in slums in Chandigarh through Pradhan mantri jan dhan Yojna	Ajit Bansal, Pranav Aggarwal, Manpreet Singh, Ramgopal	Journal	International Journal of Psychosocial Rehabilitation	14757192
29	Generation Z pharmacy students discernment and inclination towards online education in India during the COVID-19 pandemic	Anurag Tewari, Ajit Bansal,Rajiv Ranjan, Rahul Tripathi, S.R. Dhanasekaran	Journal	International Journal of Pharmaceutical Research	9752366
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31	Impact of "Learn and Earn" Scheme on Employability of Students in a Vocational Institution in India	Arun Aggarwal, Umed Singh, Amit Mittal, & Ruchi Mittal	Journal	Journal of Advanced Research in Dynamical & Control Systems	1943023X
32	Impact of E-Banking Service Quality on Customer Satisfaction	Jyotsna Sharma, Jagdeep Singh and Amandeep Singh	Journal	International Journal of Recent Technology and Engineering (IJRTE)	2277-3878
33	Influences on 'Employer Satisfaction' from 'fresh management graduates': A literature review	Frederick Sidney Correa, and Pawan Kumar Chand	Journal	Jour of Adv Research in Dynamical & Control Systems	1943023X
34	Information and Communication Technology' enabled Rural Organized Retail	Babita Singla, Amandeep Singh and Sandhir Sharma	Journal	International Journal of Control and Automation	2005-4297
35	Internet of Things and Banking Frauds-Friends or Foes? A Study of Indian Public and Private Sector Banks	Neha Sharma, Dheeraj Sharma, & Arun Aggarwal	Journal	Journal of Computational and Theoretical Nanoscience	15461955
36	Leader–Member Exchange, Work Engagement, and Psychological Withdrawal Behavior: The Mediating Role of Psychological Empowerment.	Arun Aggarwal, Pawan Kumar Chand, Deepika Jhamb and Amit Mittal	Journal	Frontiers in Psychology	16641078
37	Managing supply chain resilience to pursue business and environmental strategies	Shashi, Piera Centobelli, Roberto Cerchione, Myriam Ertz	Journal	Business Strategy and the Environment	10990836
38	Managing sustainability in luxury industry to pursue circular economy strategies.	Shashi, Piera Centobelli, Roberto Cerchione, Amit Mittal	Journal	Business Strategy and the Environment,	10990836

39	Meaningfulness of work and employee engagement: the role of affective commitment	Prabhjot Kaur and Amit Mittal	Journal	Open Psychology Journal	18743501
40	Measuring the impact of sustainability policy and practices in tourism and hospitality industry	Sakshi, Shashi, Roberto Cerchione, Harbhajan Bansal	Journal	Business Strategy and the Environment	10990836
41	Measuring User Intention for Continued Usage of Internet of Medical Devices—A Proposed Framework	Manpreet Singh and Amit Mittal	Journal	Journal of Computational and Theoretical Nanoscience,	15461955
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43	National Pension Scheme: A Veracity of India	Deepak Sood, Sachin Sharma and Kavita Sharma	Journal	International Journal of Psychosocial Rehabilitation	14757192
44	Predicting University Students' Adoption of Mobile News Applications: The Role of Perceived Hedonic Value and News Motivation.	Amit Mittal, Arun Aggarwal, & Ruchi Mittal	Journal	International Journal of E-Services and Mobile Applications	1941627X
45	Predictors of online shopping in India: an empirical investigation	Urvashi Tandon	Journal	Journal of Marketing Analytics	20503318
46	Proximal and Distal influences on fresh management graduate's employability: A review of literature and orientations.	Frederick Sidney Correa, Pawan Kumar Chand, Amit Mittal and Ruchi Mittal.	Journal	Webology	1735188X

47	Sales Promotion Tactics in Retailing: Fair vs Unfair	Babita Singla, Sandhir Sharma and Amandeep Singh	Journal	International Journal of Psychosocial Rehabilitation	1475-7192
48	Sensors and Motion Systems”, Exoskeleton Robots for Rehabilitation and Healthcare Devices	Jindal Munish, Garg Payal & Sood Kiran	Journal	Springer Briefs in Applied Sciences and Technology.	21915318
49	Small Scale Industry in Punjab	Monica Gupta	Journal	International Journal of Advanced Science and Technology (IJAST)	20054238
50	Social Media in Academia: Towards Topology Development and Discerning Dominant Use Motive	Shivinder Nijjer, Sahil Raj	Journal	Journal of Information, Communication and Ethics in Society	1477996X
51	Study of buyer contentment on online banking: A case study of tricity Chandigarh	Ajit Bansal, Anurag Tewari, Pranav Aggarwal, Ajay Sharma	Journal	International Journal of Scientific and Technology Research	22778616
52	Tariff War– A Veracity with Tartness as per Indian Perspective	Deepak Sood and Kiran Sood	Journal	International Journal of Psychosocial Rehabilitation	14757192
53	The behavioural consequences of perceived service quality: a study of the Indian telecommunication industry	Deepika Jhamb, Amit Mittal, Pankaj Sharma	Journal	Business: Theory and Practice	16480627
54	Uncovering the dimensions of servicescape using mixed method approach–A study of beauty salons	Nidhi Kampani, Deepika Jhamb	Journal	Benchmarking: An International Journal	14635771

55	Underpinning the relevancy of the NIRF rankings in higher education management institutions in India	Parveen Kumar, Urvashi Tandon, Amit Taneja	Journal	Journal of Public affairs	14723891
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57	Work values and job performance: A review based study	Geetanjali Sharma and Pawan Kumar Chand	Journal	Shodh Sarita	23482397
58	Skill Mapping: A Moderator Among Managerial Effectiveness And Employee Development	Dr.Shraddha Awasthi	Journal	International Journal of Social Sciences & Management	2251-1571
59	Enriching User Experience by Transforming Consumer Data into Deeper Insights	Dr. Devesh Bathla	Journal	International Journal of Advanced Science and Technology	2005-4238
60	Artificial Intelligence in Agriculture: A Systematic Literature Review on its	Sanjiv Sharma and Jashandeep Singh	Journal	International Journal of Advanced Science and Technology	2005-4238
61	Usage and Expected Benefits	Singh, Jashandeep and Sharma, Sakshi	Journal	TEST Engineering and Manegement	0193-4120
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65	A review discussion of marketing technique in cosmetic product	Raja Narayanan, Sandhir Sharma	Journal	Journal of Critical Review	2394-5125
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69	A study of patient awareness regarding the purchase of generic and ethical branded medicines	SANDEEP SINGH1 , ANURAG TEWARI 2 , PRANAV AGGARWAL3 * , RAJIV RANJAN4 , AJIT BANSAL 5	Journal	International Journal of Pharmaceutical Research	0975-2366
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71	WORKING CAPITAL MANAGEMENT OF CENTRAL PUBLIC SECTOR ENTERPRISES (CPSEs) IN INDIA DURING THE POST-FINANCIAL RECESSION PERIOD: EMPIRICAL	Rajni Bansal, Sushendra Kumar Misra, Dinesh Tandon	Journal	Journal of Critical Review	2394-5125
72	Cognitive Abilities, Emotional Intelligence And Financial Decision Making: Mediation By Behavioral Biases	Muskaan Arora and Santha Kumari	Journal	International Journal of advanced Science and Technology	2005-4238
73	MEDIATING ROLE OF BEHAVIORAL BIASES BETWEEN EMOTIONAL INTELLIGENCE AND FINANCIAL DECISION MAKING: A CONCEPTUAL	Muskaan Arora and Santha Kumari	Journal	International Journal of Mechanical and Production Engineering Research and Development	2249-6890, 2249-8001
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75	Developing Impacts and Indicators for Sustainable Event Management Using a Triple Bottom Line Approach: A Study of Auto Expo	Nripendra Singh, Kumar Shalender and Ching-Hui Joan Su	Journal	Event Management	15259951
76	Dividend Analysis of Dow Jones Asia Select Dividend 30 Index	Saurabh Gandhi, Sandhir Sharma and Manu Sharma	Journal	Journal of Wealth Management	15347524