

## Chitkara Business School | Faculty Publications | July- December 2020

Sr.	Title of paper	Name of the author/s	Journal or Conference	Name of Journal / Conference	ISSN/ISBN
1	Leveraging Workforce Analytics to enhance the Effectiveness and Efficiency of Employee Performance	Dr.Shraddha Awasthi	International Journal	International Journal of Psychology & Education	1553-6939
2	A Novel Framework for correlating Content Quality on OTT Platforms with their Stock Value	Goyal, G., Singh, J., Shivani Inder	International Conference	Proceedings - International Conference on Smart Electronics and Communication, ICOSEC 2020	978-1-7281-5461-9
3	Assessing Student Engagement in Online Courses During Novel COVID-19 Lockdowns	Shivani Inder	Journal	International Journal of Advanced Science and Technology	2005-4238
4	COVID-19: saving the saviours should be our priority – is India in the right direction?	Singh, Jashandeep and Singhal, Shelly	Journal	Open Journal of Psychiatry and Allied Sciences	2394-2061
5	Digital marketing and its impact on buying behaviour of farmers for farm inputs	Sanjiv Sharma and Jashandeep Singh	Journal	Shodh Sarita	2348-2397
6	APPLICATIONS OF COLOUR MODELS IN THE FOOD PROCESSING INDUSTRY: A SYSTEMATIC REVIEW	Babita Singla	Journal	PalArch's Journal of Archaeology of Egypt/Egyptology	1567-214X
7	Effect of Students' Emotions on their Positive Psychology: A Study of Higher Education Institutions	Rajat Grover, Arun Aggarwal and Amit Mittal	Journal	The Open Psychology Journal	18743501
8	Impact of 'Learn and Earn' Scheme on Employability of Students in a Vocational Institution in India	Arun Aggarwal, Umed Singh, Amit Mittal and Ruchi Mittal	Journal	Jour of Adv Research in Dynamical & Control Systems	1943023X

9	Predicting University Students' Adoption of Mobile News Applications: The Role of Perceived Hedonic Value and News Motivation	Amit Mittal, Arun Aggarwal and Ruchi Mittal	Journal	International Journal of E-Services and Mobile Applications	1941627X, 19416288
10	Linking structural empowerment and distributive justice to employee's behavioral and attitudinal consequences: Testing the mediating role of psychological empowerment	Arun Aggarwal, Kamrunnisha, Sanjay Rastogi	Journal	Journal of Public Affairs	14723891, 14791854
11	A study of Customer Attitude towards Organic cosmetic products	Reena Malik, Ambuj Sharma	Journal	Anushandan Anveshika	2230-9179
12	Exploring the impact of online grocery mobile applications on customer perception and consumption	Reena Malik, Ambuj Sharma	Journal	Kala Sarovar	0975-4520
13	Brand association and brand awareness impacting customers' attitude regarding brand extension	Reena Malik	Journal	Humanities and Social Science Studies	2319-829X
14	Investigating socially responsible investing behaviour of Indian investors using structural equation modelling	Vishal Vyas, Kiran Mehta, Renuka Sharma	Journal	Journal of Sustainable Finance and Investment	2043-0795, 2043-0809
15	Impact of Mobile Banking Adoption Behavior on Financial Inclusion in India Using Logit Regression	Kiran Mehta, Renuka Sharma, Asha Rani	Journal	Journal of Advanced Research in Dynamical and Control Systems	1943-023X
16	Mobile Banking Adoption Behaviour in India Using EFA and CFA	Renuka Sharma, Kiran Mehta and Asha Rani	Journal	Journal of Advanced Research in Dynamical and Control Systems	1943-023X
17	An exploratory study of determinants of Philanthropy/Charity/Corporate Social Responsibility by SMEs and unlisted manufacturing firms in India	Kiran Mehta, Renuka Sharma	Journal	Solid State Technology	0038-111X
18	Unfolding heuristic behaviour biases for investors' classification-A cluster analysis approach	Renuka Sharma, Kiran Mehta	Journal	Solid State Technology	0038-111X

19	Ranking Critical Success Factors of Online learning from Instructor's Perspective using Fuzzy AHP Model	Kiran Mehta, Renuka Sharma	Journal	Solid State Technology	0038-111X
20	Heuristics in Behavioural Finance: A Multi-group Analysis	Renuka Sharma, Kiran Mehta	Journal	Solid State Technology	0038-111X
21	Responsible Investing: A Study on Non-Economic Goals and Investors' Characteristics	Renuka Sharma, Kiran Mehta, Vishal Vyas	Journal	Applied Finance Letters	Print : 2253-5799, Online : 2253-5802
22	Narcissism as a determinant of job satisfaction among university teaching staff in India.	Pawan Kumar Chand, Rahul Dhiman, Amit Mittal, and Deepika Jhamb	Journal	International Journal of Sociotechnology and Knowledge Development.	1941-6253
23	Proximal and Distal influences on fresh management graduate's employability: A review of literature and orientations.	Fredreick Sydney Correa, Pawan Kumar Chand, Amit Mittal, A. and Ruchi Mittal	Journal	Webology	1735-188X
24	The role of managerial support in developing the organizational virtuousness	Natwar Kadel and Pawan Kumar Chand	Journal	Shodh Sarita	2348-2397
25	Spiritual leadership : A boon for workplace.	Neha Chaturvedi and Pawan Kumar Chand	Journal	Shodh Sarita	2348-2397
26	Work values and job performance: A review based study	Geetanjali Sharma and Pawan Kumar Chand	Journal	Shodh Sarita	2348-2397
27	Employers perspectives on the employability skills of Indian business graduates.	Fredreick Sydney Correa and Pawan Kumar Chand	Journal	Shodh Sarita	2348-2397
28	OBSTACLES AND OPPORTUNITIES IN ADOPTING E-COMMERCE IN INDIA	atul Garg , nidhi Bansal , priya Jindal	Journal	JOURNAL OF CRITICAL REVIEWS	2394-5125

29	Socio - Medical and Hospitality Impacts of SARS-Cov-2 in the Indian Context	Pranav Aggarwal, Manpreet Singh, Kuldeep Kumar, Ajit Bansal	Journal	International Journal of Advanced Science and Technology Vol. 29, No. 11s, (2020)	2005-4238
30	IMPACT OF MACRO ECONOMIC DETERMINANTS ON GROSS DOMESTIC PRODUCT OF INDIAN ECONOMY	Priya Jindal, Muskaan Arora	Journal	International Journal of Mechanical and Production Engineering Research and Development (IJMPERD)	2249–6890
31	Factors influencing adoption of online teaching by school teachers: A study during COVID-19 pandemic	Sangeeta and Tandon, Urvashi	Journal	Journal of Public Affairs	14723891, 14791854
32	Social vacation: Proposition of a model to understand tourists' usage of social media for travel planning	Sakshi Kathuria, Urvashi Tandon, Myriam Ertz, Harbhajan Bansal	Journal	Technology in Society	0160791X
33	Comprendre les antécédents de la satisfaction des clients envers l'achat en ligne: une étude empirique de la théorie de l'autodétermination	Urvashi Tandon and Ravi Kiran	Journal	Revue Organisations & territoires	1493-8871 (Print)
34	Understanding barriers of telemedicine adoption: A study in North India	Sonika Bakshi, Urvashi Tandon	Journal	System Research and Behavioural Science	1099-1743
35	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, 14791854
36	An empirical investigation of pay-on-delivery mode of payment and social media constructs as predictors of online purchase intentions	Urvashi tandon and Sakshi Khaturia	Journal	Journal of Public Affairs	14723891, 14791854
37	Identifying the Drivers in the Adoption of Technology in Online Teaching, Learning and Assessment of an Undergraduate Architectural Program	K Bansal, U Tandon, H Bhandari, A Mittal	Conference	2020 Sixth International Conference on e-Learning (econf), 40-44	
38	Barriers to the Adoption of Technology in Learning and Assessment of Undergraduate Architecture Students	H Bhandari, U Tandon, K Bansal, A Mittal	Conference	2020 International Conference on Innovation and Intelligence for Informatics	

39	CHANGING CONSUMER BEHAVIOURS TOWARDS ONLINE SHOPPING - AN IMPACT OF COVID 19	Anupam Sharma, Deepika Jhamb	Journal	Academy of Marketing Studies Journal	1095-6298, 1528-2678
40	Uncovering the dimensions of servicescape using mixed method approach – A study of beauty salons	Nidhi Kampani, Deepika Jhamb	Journal	Benchmarking - An International Journal	1463-5771
41	Food Supply Chain Traceability by Using Blockchain Technology	Anupam Sharma, Deepika Jhamb, Amit Mittal	Journal	Journal of Computational and Theoretical Nanoscience	1546-1955
42	Understanding Perceptions of Key Banking Stakeholders using Text Analytics	Pallavi Sood, Puneet Bhushan	Journal	ADMINISTRATIVE DEVELOPMENT	2319-2976
43	A structured review and theme analysis of financial frauds in the banking industry	Pallavi Sood, Puneet Bhushan	Journal	Asian Journal of Business Ethics	2210-6723
44	Food cold chain management: what we know and what we deserve	Shashi, Piera Centobelli, Roberto Cerchione, Myriam Ertz	Journal	Supply Chain Management	1359-8546
45	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
46	Managing sustainability in luxury industry to pursue circular economy strategies	Shashi, Piera Centobelli, Roberto Cerchione, Amit Mittal	Journal	Business Strategy and the Environment	09644733, 10990836
47	Assessing SMEs' Internationalisation Strategies in Action	Francesco Castagna, Piera Centobelli, Roberto Cerchione, Eugenio Oropallo, Shashi, Serena Strazzullo	Journal	Applied Sciences	20763417
48	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

49	Effect of locus of control on socila distancing: an insight of Corona virus	Ishfaq Hussain Bhat, Shilpi Gupta	Book Chapter	2020 Coronavirus: Pandemic in India	978-81-947590-0
50	Pandemic Covid 19 and work from Home	Muskaan Arora, Rajni Bansal, Archana Goel	Book Chapter	Global Impact of Lockdown Due to Covid -19	978-81-947590-2-7
51	Leveraging Workforce Analytics to enhance the Effectiveness and Efficiency of Employee Performance	Dr Devesh Bathla	International Journal	International Journal of Psychology & Education	1553-6939
52		Jyoti Verma,Gagandeep	Journal	International Journal of Management	0976-6510
53	The Global Impact of Economic,Psychosocial and Geopolitical Changes in the Context of Covid-19: An Analytical Review	Navreet Kaur	Journal	Journal of Advanced Research in Dynamical and Control Systems	1943-023X