

PUBLICATIONS BY THE FACULTY MEMBERS				
Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication
E-commerce Usage in digital age: Exploring the role of individual level cultural values	Prof. Versha Mehta	The Business School	International journal of research and analytical review	2019
ICT utilization and performance in select institutions in higher education in India	Prof. Versha Mehta	The Business School	International journal of applied social science	2019
Knowledge management Process capabilities for competitive advantage: A comparison of IT multinationals in India	Prof. Versha Mehta	The Business School	Journal of Indian Management and Strategy	2018
Investigating the Influence of Brand Experience and Customer Experientia Values on Building Brand Resonance	Prof. Alka Sharma	The Business School	MANTHAN Journal of Commerce and Management	2019
Enhancing Consumer Engagement and Value Sharing through FaceBookFanpage Usage Generates Brand Trust: A Case of E - Wallets	Prof. Alka Sharma	The Business School	Researcher – A Multi Disciplinary Journal	2019
Delivering a Superior Customer Experience for creating Brand Associations in Smartphones	Prof. Alka Sharma	The Business School	Researcher – A Multi Disciplinary Journal	2019
Cause Related Marketing and Customer Value: The Role of Service Quality and Perceived Risk as Mediators	Prof. Alka Sharma	The Business School	MANTHAN Journal of Commerce and Management	2018
Pradhan Mantri Fasal Bhima Yojna and Farm Risk Management	Prof. Sameer Gupta	The Business School	International Journal of Research and Analytical Reviews Vol.6 Issue 1 March,	2019
Agro-Tourism and Sustainability for Small and Marginal Farmers in Jammu & Kashmir	Prof. Sameer Gupta	The Business School	International Journal of Research and Analytical Reviews Vol.6 Issue 1	2019
Price Discovery in Indian Spot and Future Markets of Gold and Silver	Prof. Sameer Gupta	The Business School	Research Review International Journal of Multidisciplinary Vol3 Issue 8,	2018

Historical Progression of Luxury	Prof. Vinay Chauhan	The Business School	<i>The Emerald Handbook of Luxury Management for Hospitality and Tourism,</i>	2022
<i>Application of the extended theory of planned behavior to street-food consumption: testing the effect of food neophobia among Indian consumers</i>	Prof. Vinay Chauhan	The Business School	British Food Journal, Emerald Publishing	2021
Branding Indian Cities as Smart Tourist Destinations in Tourism In Asian Cities	Prof. Vinay Chauhan	The Business School	eds. Saurab Kumar Dixit), Routledge, UK	2021
Environmentally sustainable consumer behaviour: a study of tourists visiting northern India	Prof. Vinay Chauhan	The Business School	International Journal of Hospitality and Tourism Systems	2021
Modeling the Effects of Materialism, Ethics and Variety Seeking Behavior on Counterfeit Consumption of Young Consumers	Dr. Komal Nagar	The Business School	Global Business Review	2019
Examining the Effect of Destination Awareness on Destination Image and Quality	Dr. Komal Nagar	The Business School	Researcher-A Multidisciplinary Journal	2019
Impact of Country of Origin on Brand Placement Efficacy: An Experimental Investigation in Emerging Economies	Dr. Komal Nagar	The Business School	Manthan-Journal of Commerce and Management	2019
An Assessment of Attitude of Higher Education Students towards Entrepreneurship in Jammu District	Dr. Amisha Gupta	The Business School	Researcher: A Multidisciplinary Journal	2019
Digital Marketing and Civic Society: A case study	Dr. Amisha Gupta	The Business School	Manthan-Journal of Commerce and Management	2019
Impact of Demographic and Socio-Economic Factors on credit Card Usage in Public and Private Banks	Dr. Amisha Gupta	The Business School	Journal of Interdisciplinary Cycle Research	2021
Mediating Role of Analysis of Affective State for Generating Consumer Response Towards Visual Merchandising in Online Context'	Dr. Farah Choudhary	The Business School	Researcher- A Multidisciplinary Journal	2019
Impact of FDI on GDP: A comparative analysis of India and China	Dr. Farah Choudhary	The Business School	Manthan Journal of Commerce and Management, Vol. 6 Special Issue	2019

The Five Factor Model of Personality and Discretionary Work Effort: An Interactional Analysis.	Dr. Aubid Hussain Parrey	The Business School	Researcher – A Multi Disciplinary Journal	2019
Exploring the Role of Service Quality, Value Congruity, Brand identification: Impact on Customer Brand Engagement and Loyalty in Emerging Service Markets	Dr. Aubid Hussain Parrey	The Business School	Researcher – A Multi Disciplinary Journal	2019
Investigating the Impact of Cause Related Marketing on Behavioural Intentions	Dr. Shelleka Gupta	The Business School	Researcher – A Multi Disciplinary Journal	2019
Impact of Demographic and Socio-Economic Factors on credit Card Usage in Public and Private Banks	Dr. Amisha Gupta	The Business School	Journal of Interdisciplinary Cycle Research	2021
Role of Micro-Influencers in Affecting Behavioural Intentions	Dr. Rachna	The Business School	International Journal of Recent Technology and Engineering	2019
Impact of Transformational Leadership on Employee Engagement	Dr. Rachna	The Business School	International Journal of Psychosocial Rehabilitation	2019
The role of social influencers for effective public heath	Dr. Rachna	The Business School	Online Information Review	2021
Priming Effect of Celebrities on Consumer Response Towards Endorsed Brands: An Experimental Investigation	Dr. Komal Nagar	The Business School	Journal of Consumer Marketing	2021
In-Store Atmospherics: A Contextual Background Influencing Patronage Intentions	Dr. Farah Choudhary	The Business School	South Asian Journal of Management	2022
. Does visual merchandising affect response behaviour? Role of atmospheric cues in online retailing	Dr. Farah Choudhary	The Business School	International Journal of Electronic Marketing and Retailing	2022
Impact of Stock prices fluctuations on Investment Behaviour with relevance to investment analysis in the Indian Stock market	Dr. Farah Choudhary	The Business School	International Journal of Research & Analytical Reviews	2022
Impact of Transformational Leadership on Employee Engagement	Dr. Saloni Devi	The Business School	International Journal of Psychosocial Rehabilitation	2019
Multivariate Analysis of Organizational Culture during	Dr. Saloni	The Business School	Artha-Vikas –Journal of Economic	2021

Pandemic	Devi	School	Development	
Work from home amid black swan event (Covid-19): a bibliometric analysis from a social science perspective	Dr. Aubid Hussain Parrey	The Business School	Kybernetes	2022
Critical Performance Analysis of Health Insurance Sector during Covid-19 Outbreak	Dr. Saloni	The Business School	Asia-Pacific Journal of Health Management	2022
Exploring the Moderating Role of Perceived Security between Digital Banking and Online Shopping Behavior	Dr. Saloni	The Business School	Pacific Business Review International	2022
Opportunities and challenges of work from home during Covid-19 pandemic: A study using systematic literature Review	Dr. Saloni	The Business School	Journal of Pharmaceutical Negative Result	2022
Factors Influencing Internet Banking Usage- An Investigative Study	Dr. Amisha Gupta	The Business School	Zenith International Journal Of Business Economics And Management Research, Vol8, Issue 2	2018
Financial Awareness and Approaches Towards Credit Card Practices Among Users of Udhampur District	Dr. Amisha Gupta	The Business School	International Journal of Creative Research Thoughts	2018
Demographic Factors that Influence the usage of Credit Cards: A study of Jammu Region	Dr. Amisha Gupta	The Business School	Journal of Emerging Technologies and Innovative Research	2018
Performance Evaluation of Index Schemes: A Comparison of Public and Private Sector Mutual Funds In India	Dr. Amisha Gupta	The Business School	International Journal for Research Trends and Innovations	2018
Impact of Financial Literacy, Financial Awareness and Financial Inclusion in Jammu	Dr. Amisha Gupta	The Business School	Journal of Emerging Technologies and Innovative Research	2018
Impact of Demographic Factors on Online Booking Behaviour- A study in Jammu district	Dr. Amisha Gupta	The Business School	International Journal for Research Trends and Innovation (IJRTI)	2018
An Experimental Investigation of Effects of Media Type and Plot Connection on Brand Placement Effectiveness	Dr. Komal Nagar	The Business School	International Journal of Applied Marketing and Management,	2018
Measuring Young Consumers' Response to Brand Scandals: A Brand Love Perspective	Dr. Komal Nagar	The Business School	FIIB Business Review	2018

Investigating the impact of Customer Engagement on Customer Value in case of Mobile Travel Apps.	Dr. Shelleka Gupta	The Business School	International Journal of Hospitality & Tourism Systems	2021
Cause Related Marketing and Customer Value: The Role of Service Quality and Perceived Risk as Mediators	Dr. Aubid Hussain Parrey	The Business School	MANTHAN Journal of Commerce and Management	2018
The role of social influencers for effective public health communication	Rachna Mahajan	The Business School	Journal Online information Review	2022
The bright side of Post-Pandemic Remote Working: Examining the effect of Self-Efficacy and Work-Related Flow on Employee Resilience	Dr. Aubid Hussain Parrey	The Business School	<i>Global Knowledge, Memory and Communication</i>	2023
Clean-tech Startups as Drivers Of Sustainable Development Goals: A Society 5.0 Perspective	Dr. Aubid Hussain Parrey	The Business School	<i>JIM QUEST</i>	2023
The impact of influencer-sourced brand endorsement on online consumer brand engagement	Rachna Mahajan	The Business School	Journal of Strategic Marketing	2023