### **Research Publication 2023-24**

## **Edited Book**

S.	Name	Edited Book
No.		
1	Vanita Singh, Anjali	Vanita Singh, Anjali Kaushik & Vishal Narain (2024) Reforming Governance: Improving
	Kaushik	Service Delivery and Accountability, Macmillan Publisher India Pvt Limited ISBN: 978-
	& Vishal Narain	93-5666-790-7
2	Sunil Ashra &	Sunil Ashra & Madhushree N Agarwal (2023) Creating and Managing Responsible
	Madhushree N	Organization Emerging Economy Perspective, Macmillan Education Private Limited
	Agarwal	ISBN - 978-93-5666-829-4

## **Research Book**

S. No.	Faculty	Book
1	Rohit Prasad	Prasad, R. (2023). The Last Dance of Rationality: Making Sense of an Unravelling
		World Order. Hachette UK.

## **Conference Proceedings Publication -**

SI. No.	Year	Faculty Name	Conference Proceedings Publication
1	2023-2024	Agarwal Ruchi	Ruchi Agarwal (2023), Fraud Risk Awareness: A Need of the hours to control rising fraud in the organization, Contributions to risk analysis 2022 October 20-21, Barcelona, ISBN 978-84-9844-826-9
2	2023-2024	Dash Ashutosh	Saugata Paul, Amit Kumar Gupta & Ashutosh Dash (2023) The Environmental Impact of Cryptocurrency: A Bibliometric Analysis, International Conference on Sustainable Development A Value Chain Perspective, SDVP-23 February 2-3, 2023 at MDI Murshidabad, ISBN: 978-93-56404-13-7
3	2023-2024	Gaur Vidhu	Gaur, V. (2023) Correlation between EQ and measures of leadership style, effectiveness, and self-efficacy in the workplace. Conference proceedings of the Centre for Business & Economic Research, ICBED-2023, 10-12th April https://doi.org/10.24052/BMR/V14NU01/ART-22
4	2023-2024	Singh Rajesh Kumar	Mishra, B., & Singh, R. K. Sustainable Operations in Paper and Pulp Industry: Analysis of Challenges. The International Conference on Industrial Engineering and Operations Management Manila, Philippines, March 7-9, 2023 ISBN: 979-8-3507-0543-0
5	2023-2024	Narain, Vishal	Vishal Narain (2023) Blessing or curse? A Farmer managed irrigation system around the Najafgarh drain in peri-urban Rawta, Delhi 9th Farmer Managed Irrigation System Promotion Trust at Kathmandu, Nepal on 15th May 2023 ISBN: 978-9937-1-4419-3
6	2023-2024	Roy Ankur	Shukla, R. N., Vyas, V., Roy, A., & Chaturvedi, A. (2022, December).  Application of Data Science and Artificial Intelligence in Financial decisions: A survey. In 2022 IEEE Conference on Interdisciplinary Approaches in Technology and Management for Social Innovation (IATMSI) (pp. 1-6).  IEEE.DOI: 10.1109/IATMSI56455.2022.10119241
7	2023-2024	Gaur Vidhu	Gaur, V. (2023). A STUDY ON EDUCATION IN TIMES OF CRISES: COVID 19 AND REMOTE LEARNING. In <i>EDULEARN23 Proceedings</i> on 15th International Conference on Education and New Learning Technologies 3-5 July, 2023 (pp. 8168-8176). IATED. ISBN: 978-84-09-52151-7
8	2023-2024	Gaur Vidhu	Gaur, V. (2023). A study on the effects of Globalisation, Changing Economy on HRM and its effects on the Economic Sustainability of Organisations. <i>The Business &amp; Management Review, 14</i> (2), 120-130. Conference proceedings of the Centre for Business & Economic Research, ROGE-2023, 7-9 August.
9	2023-2024	Gupta Nakul	Ashish Singla, Nakul Gupta and Heiko Seif (2023) Blockchain Based Decentralized Identity Management (DID) for Edge Computing: Framework and Security Considerations, International Conference on Creating and

SI. No.	Year	Faculty Name	Conference Proceedings Publication
-			Managing Responsible Organisations – An Emerging Economy Perspective ICCMRO'23 October 12–14, 2023, ISBN: 978-93-5666-829-4
10	2023-2024	Srivastava Ritu, Meeta Dasgupta & Anupama Prashar	Meeta Dasgupta, Ritu Srivastava and Anupama Prashar (2023) Circular Economy: Oriented Innovations in an Emerging Economy International Conference on Creating and Managing Responsible Organisations - An Emerging Economy Perspective (ICCMRO'23) October 12 -14, 2023, Macmillan Education India Pvt Ltd ISBN 978-93-5666-829-4
11	2023-2024	Prashar Anupama	Anupama Prashar (2023) Impact of Environmental, Social and Corporate Governance (ESG) Reporting on Firm Performance: A Meta-Analytic Investigation on Moderating Effects, International Conference on Creating and Managing Responsible Organization- An Emerging Economy Perspective. ICCMRO 2023 12-14th October, 2023, Macmillan Education Pvt Ltd ISBN 978-93-5666-829-4
12	2023-2024	Srivastava Manoj	Sharma, A. K., & Srivastava, M. K. A Grey-DEMATEL Approach to Prioritize Challenges for Decarbonization of Energy Sector. 2nd International Conference on Advances in Data-driven Computing and Intelligent Systems (ADCIS 2023) September 21-23, 2023. ISBN: 978-81-955020-2-8
13	2023-2024	Gupta Amit Kumar	Amit K Gupta, Ashutosh Dash, and Manoj K Srivastava (2023) Early Supplier Involvement for Reducing Lead Time in New Product Development, 2nd International Conference on Advances in Data-driven Computing and Intelligent Systems (ADCIS 2023) September 21-23, 2023, ISBN: 978-81-955020-2-8
14	2023-2024	Agarwal Ruchi	Atif Khan Muhammad and Ruchi Agarwal (2023) Overview of Emotions in Teaching and Learning to Achieve Sustainable Development Goals (SDGs), International Conference on Creating and Managing Responsible Organization- An Emerging Economy Perspective. ICCMRO 2023 12-14th October 2023, Macmillan Education Pvt Ltd ISBN 978-93-5666-829-4
15	2023-2024	Agarwal Ruchi	Ruchi Agarwal (2023) Integrating ESG with Risk Management: Cases of Swiss Re and Allianz Se - International Conference on Creating and Managing Responsible Organization- An Emerging Economy Perspective. ICCMRO 2023 12-14th October 2023, Macmillan Education Pvt Ltd ISBN 978-93-5666-829-4
16	2023-2024	Sinha Ray, Rupa Manjari & Ritu Srivastava	Rupa Manjari Sinha Ray and Ritu Srivastava (2023), A Taxonomy of Corporate SDG Practices based on Sustainability Reporting Practices in India, International Conference on Creating and Managing Responsible Organizations – An Emerging Economy Perspective October 12–14, 2023, MDI Gurgaon ISBN: 978-93-5666-829-4
17	2023-2024	Yadav Neetu	Prashant Sharma and Prof. Neetu Yadav (2023) Green Innovation and Sustainable Development: A Theoretical Review International Conference on Creating and Managing Responsible Organizations – An Emerging Economy Perspective ICCMRO'23 October 12–14, 2023, ISBN: 978-93-5666-829-4.
18	2023-2024	Gaur Vidhu	Gaur, V. (2023, April). A Study on HR Analytics Competency Model and Its Impact on Organizations Decision Making Process and Business Outcomes. In International Conference on Computational Finance and Business Analytics 29-30, April, 2023. Cham: Springer Nature Switzerland.
19	2023-2024	Tripathi Arun Kumar & Abinash Panda	Sanjeev Pathak, Arun Kumar Tripathy & Abinash Panda Focus on Social and Sustainability Goals: The Blurring Line Between a Commercial Enterprise and a For-Profit Social Enterprise Conference proceedings on 8th Conference of Indian Academy of Management (INDAM2023), Mumbai, India 2023.https://doi.org/10.1007/978-981-99-0197-5_29
20	2023-2024	Singh Vanita	Singh, V. (2023). A Scoping Review of the Existing Telemedicine Applications in India: Learnings for the Future. <i>Population Medicine</i> , <i>5</i> (Supplement). 17th World Congress on Public Health.2-6 May 2023 Rome Italy. DOI: https://doi.org/10.18332/popmed/164144 ISSN: 2654-1459
21	2023-2024	Singh Vanita	Vanita Singh (2023) I often fail to wear different hats when in the same space" – Work from home and Work-life balance as Experienced by Indian Working Women, Population Medicine, Macmillan Education India Pvt Ltd

SI.	Year	Faculty Name	Conference Proceedings Publication
<b>No.</b> 22	2023-2024	Yadav Neetu	Assessing the impact of government policies on the strategy for the persistence of digital platform firms: A study of select consumer durable platform firms in India, Twenty-Second Global Conference on Flexible System Management, LM Thapar School of Management December 9-11, 2023, ISBIN 978-93-83893-12-6
23	2023-2024	Yadav Neetu	Jaiswal, G. S., & Yadav, N. (2023). SME CEO Characteristics and Their Impact on Alliance Partner Selection—A Systematic Literature Review. INDAM: Proceedings of 8th Conference of Indian Academy of Management (INDAM2023), Mumbai, India 2023 ISBN - 978-981-99-0196-8
24	2023-2024	Gupta, Parul	Shruti Gupta, Parul Gupta & Babita Bhati (2023) Analyzing Past to Prepare for Future: A Systematic Literature Review of Research on Human Resource Analytics in the last Decade Proceedings of the 5th International Conference on Future of Business, Management and Economics DOI: https://www.doi.org/10.33422/5th.icfbme.2023.10.101.
25	2023-2024	Agarwal Madhushree Nanda, & Sunil Ashra	Madhushree Agarwal, Sunil Ashra, Prerit Rana, Neelam Gupta and Vikram Kanwar (2023) Navigating the Last Mile: Enhancing ONORC Policy Implementation for Food Security, Proceedings in ICCMRO -2023 October 12-14, 2023 Macmillan Education India Pvt Ltd ISBN: 978-93-5666-829-4
26	2023-2024	Sharma T. & Agarwal M.N.	Kaur, P., Sharma, T., & Agarwal, M. N. (2023). Employee View of Social Capital Formation at the Workplace: Intentionality and Intervening Factors. In <i>Academy of Management Proceedings</i> (Vol. 2023, No. 1, p. 18049). Briarcliff Manor, NY 10510: Academy of Management. https://doi.org/10.5465/AMPROC.2023.289bp
27	2023-2024	Gaur Vidhu	Vidhu Gaur (2024) Moderating role of Transformational Leadership on workplace mindfulness and employee wellbeing, 8TH INTERNATIONAL CONFERENCE ON GLOBALISATION, ENTREPRENEURSHIP, AND EMERGING ECONOMIES (ICGEEE)-2023 ISSN 2047-2862 (ONLINE) DOI: 10.24052/BMR
28	2023-2024	Gaur Vidhu	Vidhu Gaur (2023) International Conclave on Globalizing Indian Thought Indian Knowledge System, Culture and Management December 14-16, 2023 Radisson Blu Plaza Hotel, Mysore. ISBN: 978-93-5408-083-8
29	2023-2024	Shaikh Imlak, Gupta Amit & Manoj Srivastava	Shaikh, I. N., Gupta, A. K., & Srivastava, M. K. Towards Achieving Customer Satisfaction in Last Mile Delivery for E-commerce Sector: A MCDM Approach. September 21-23, 2023, ISBN: 978-81-955020-2-8
30	2023-2024	Kaushik Anjali	Choudhary, P. K., & Kaushik, A. (2023). Architecture and Design of National Digital Identity Platforms. ECIS 2023 KRISTIANSAND, NORWAY JUNE 11-16. ISBN: 978-1-958200-08-7
31	2023-2024	Pillania Rajesh	Rajesh Pillania (2023) Three Important Strategy Lessons from Gita, International Conclave on Globalizing Indian Thought Indian Knowledge System, Culture and Management December 14-16, 2023   Mysuru, ISBN: 978-93-5408-083-8
32	2023-2024	Rajesh Pillania	Rajesh Pillania (2023), Lessons in Innovation Skills from Mahatma Gandhiji, International Conclave on Globalizing Indian Thought Indian Knowledge System, Culture and Management December 14-16, 2023   Mysuru, ISBN: 978-93-5408-083-8
33	2023-2024	Jyotsna Bhatnagar & Anupama Prashar	Anuradha Mukherji, Jyotsna Bhatnagar & Anupama Prashar (2024), Determinants and outcome of employee green behaviors 26TH ANZAM CONFERENCE 5 – 7 DECEMBER 2023 WELLINGTON, NEW ZEALAND, ISBN: 978-0-6481109-9-6
34	2023-2024	Ruchi Agarwal	Ruchi Agarwal (2023) Risk Culture for Improving Organizational Performance: A Comparative Study between India and the UK Proceedings on 30th June - 1st July 2023 Reforming Governance: Improving Service Delivery and Accountability ISBN: 978-93-5666-790-7.
35	2023-2024	Sharma Kirti	Esha Sharma & Kirti Sharma (2023) Metaverse for physically impaired PROCEEDINGS: A World Disrupted: Marketing's Role in Understanding, Adapting and Transforming the Business Ecosystem July 31 • Virtual August 4–6 • San Francisco, CA ISBN: 978-0-87757-017-2.

SI.	Year	Faculty Name	Conference Proceedings Publication
<b>No.</b> 36	2023-2024	Kaushal Leena Ajit	Kaushal, L. A. (2023) Does business cycles influence FDI inflows case study of India. Conference proceedings of the Centre for Business & Economic Research, ICGEEE-2023, 8-9 December, 2023 https://doi.org/10.24052/BMR/V14NU03/ART-19
37	2023-2024	Kaushal Leena Ajit	Kaushal, L. A. (2023) What makes Vietnam a more attractive FDI destination than India? Conference proceedings of the Centre for Business & Economic Research, ICGEEE-2023, 8-9 Decemberhttps://doi.org/10.24052/BMR/V14NU03/ART-20
38	2023-2024	Bisht N S & Arun Tripathi	Bisht, N. S., & Tripathy, A. K. (2024). DIVERSE HIGHER EDUCATION INSTITUTIONS AND STANDARDISED INTERNATIONAL RANKINGS. In18th International Technology, Education and Development Conference 4-6, March 2024, ISBN: 978-84-09-59215-9.
39	2023-2024	Arun Kumar Tripathi	Arun Kumar Tripathi (2024) Governance Models in Higher Education Institutions, Proceedings of INTED2024 Conference 4th-6th March 2024, Valencia, Spain, ISBN 978-84-09-59215-9
40	2023-2024	Jain Neera	Neera Jain (2024) The Impact of Post-Covid Challenges on the Mental Health of Women Executives UMTEB - XIII International Scientific Research Congress June 29-30, 2023 Paris ISBN: 978-625-8254-22-8
41	2023-2024	Jain Neera	Neera Jain (2024) BARRIERS AND BREAKTHROUGHS IN TECH INDUSTRY: WOMEN'S JOURNEY TO THE BOARDROOMS, International Congress on Social Sciences & Humanities February 17-19 2024, ISBN 978-625-367-660-5
42	2023-2024	Gaur Vidhu	Gaur Vidhu (2023) A study on Corporate Governance Practices and Women Leadership in Business Organizations in India. International Conclave on Globalizing Indian Thought Indian Knowledge System, Culture and Management, IIM Kozhikode, December 14-16, 2023 ISBN: 978-93-5408-083-8.
43	2023-2024	Sharma Tanuja	Naqvi, S. R., Sareen, P., Sharma, T., & Naqvi, A. (2023, March). Enhancing Employee Experience with HR Bots: A Study in Mega Company. In 2023 10th International Conference on Computing for Sustainable Global Development (INDIACom) 15-17 March 2023 ISBN:978-1-6654-7703-1
44	2023-2024	Sharma Tanuja	Geetika Sharma & Tanuja Sharma (2023) Exploring Job Motivation for People with Disabilities and Its Impact on Job Stickiness in VUCA World with Reference to UN Disability Inclusion Strategy and ESG Framework: A Qualitative Study International Conference on Creating and Managing Responsible Organizations - An Emerging Economy Perspective 12-14 October, 2023 MDI Gurgaon, Macmillan Education India Pvt Ltd ISBN 978-93-5666-829-4.
45	2023-2024	Tripathi Shiv S	Shiv S Tripathi (2023) Prioritizing Areas of Innovation for a Sustainable Future, ISPIM Connects Salzburg – <i>The Sound of Innovation, on 11-13 December 2023,</i> ISBN 978-952-65069-4-4
46	2023-2024	Sharma, Kirti	Aroop Mukherjee, Ashavaree Das and Kirti Sharma (2023) Challenges Faced by Women Entrepreneurs: Family, Work and General Obstacles in the Context of Sustainable Business - Lessons from India and the UAE Conference Proceedings on International Conference on Creating and Managing Responsible Organisations - An Emerging Economy Perspective 12-14 October 2023 MDI Gurgaon, Macmillan Education India Pvt Ltd ISBN 978-93-5666-829-4
47	2023-2024	Sharma, Kirti	Kirti Sharma and Ashavaree Das (2023) Violation of Human Rights of Doctors:  A Study with Reference to Their Safety Conference Proceedings on International Conference on Creating and Managing Responsible Organisations - An Emerging Economy Perspective 12-14 October, 2023 MDI Gurgaon, Macmillan Education India Pvt Ltd ISBN 978-93-5666-829-4
48	2023-24	Gupta Amit Kumar	Gupta Amit Kumar (2024) Prioritizing Barriers to Reverse Logistics of Lithium- Ion Batteries in Electric Vehicles IEEE Xplore: 2023 <i>IEEE International</i> <i>Conference on Industrial Engineering and Engineering Management</i> (IEEM), December 18-21, 2023, ISBN:979-8-3503-2315-3.

## Papers published in National/International Journals

SI.	-		ernational Journals
No.	Year	Faculty Name	Citation
1	2023-2024	Behl, Abhishek	Gupta, M., Behl, A., Pereira, V., Yahiaoui, D., & Varma, A. (2023). "From Full-Time to Part-Time": Motivation model for the turbulence-hit knowledge workers. Journal of Business Research, 163, 113926.
2	2023-2024	Sharma, Kirti	Sharma, K., Trott, S., Sahadev, S., & Singh, R. (2023). Emotions and consumer behavior: A review and research agenda. International Journal of Consumer Studies, 47(6), 2396-2416.
3	2023-2024	Prashar Anupama	Saxena, S., & Prashar, A. (2023). How satisfactory are empathetic care and robotic assistance in telemedicine services? The Service Industries Journal, 43(11-12), 827-853.
4	2023-2024	Sharma Divya	Singla, A., Gupta, N., Aeron, P., Jain, A., Garg, R., Sharma, D. & Arya, V. (2022). Building the metaverse: Design considerations, socio-technical elements, and future research directions of metaverse. Journal of Global Information Management (JGIM), 31(2), 1-28.
5	2023-2024	Jain, Anshul	Singla, A., Gupta, N., Aeron, P., Jain, A., Garg, R., Sharma, D. & Arya, V. (2022). Building the metaverse: Design considerations, socio-technical elements, and future research directions of metaverse. Journal of Global Information Management (JGIM), 31(2), 1-28.
6	2023-2024	Gaur Vidhu	Vidhu Gaur (2023) Comparison of Emotional Intelligence with occupational leadership behaviour styles, effectiveness and self-efficacy level, world Journal of Management Economics ISSN – 1998-1392
7	2023-2024	Gaur Vidhu	Gaur. V & Kapoor Avinash (2023). Reflection of Conscience, Persistence and Leadership in Societal Workers Korea Review of International Studies ISSN - 1226-4741.
8	2023-2024	Gupta Amit Kumar	Negi, R., Gupta, A. K., & Gaur, V. (2023). Effect of green marketing orientation dimensions on green innovation and organizational performance: a mediation-moderation analysis. Business Strategy and the Environment, 32(8), 5435-5458.
9	2023-2024	Gutpa Narain	Reddy, J. S., Sharma, R., & Gupta, N. (2023). Virtual accreditation peer review team visits—higher education accreditations: present and future directions. Higher Education, Skills and Work-Based Learning, 13(4), 813-833.
10	2023-2024	Jain, Anshul	Yadav, P., & Jain, A. (2023). Sustainability disclosures and corporate boards: a stakeholder approach to decision-making. Journal of Applied Accounting Research, 24(5), 1027-1047.
11	2023-2024	Ghosh Sajal	Singh, V. K., Abosedra, S., Fakih, A., Ghosh, S., & Kanjilal, K. (2023). Economic volatility and financial deepening in Sub-Saharan Africa: evidence from panel cointegration with cross-sectional heterogeneity and endogenous structural breaks. Empirical Economics, 65(5), 2013-2038.
12	2023-2024	Sinha Ray, Rupa Manjari	Sinha Ray, R. (2023). Can environmental SDGs moderate trade and environment nexus? A South Asian context based on panel ARDL approach. Applied Economics, 1-21.
13	2023-2024	Prashar Anupama	Shekarian, E., Prashar, A., Majava, J., Khan, I. S., Ayati, S. M., & Sillanpää, I. (2023). Sustainable supply chains in the heavy vehicle and equipment industry: a multiple-case study of four manufacturers. Benchmarking: An International Journal.
14	2023-2024	Shaikh Imlak	Shaikh, I., & Vallabh, P. (2023). Impact of policy uncertainty on gold price in India: evidence from multi commodity exchange (MCX) India and World Gold Council prices. Applied Economics, 1-19.
15	2023-2024	Behl, Abhishek	Behl, A., Jayawardena, N., Shankar, A., Gupta, M., & Lang, L. D. (2024). Gamification and neuromarketing: A unified approach for improving user experience. Journal of Consumer Behaviour, 23(1), 218-228.
16	2023-2024	Behl, Abhishek	Behl, A., Pereira, V., Nigam, A., Wamba, S., & Sindhwani, R. (2024). Knowledge development in non-fungible tokens (NFT): a scoping review. Journal of Knowledge Management, 28(1), 232-267.

SI.	Year	Faculty Name	Citation
<b>No.</b> 17	2023-2024	Behl,	Choudhary, S., Panda, T., & Behl, A. (2023). Modelling the linkage between
17	2023-2024	Abhishek	fossil fuel usage and organizational sustainability. Journal of Cleaner Production, 413, 137440.
18	2023-2024	Behl, Abhishek	Hu, L., Zhou, J., Zhang, J. Z., & Behl, A. (2024). Blockchain technology adaptation and organizational inertia: moderating role between knowledge management processes and supply chain resilience. Kybernetes, 53(2), 515-542.
20	2023-2024	Singh Rajesh Kumar	Baral, M. M., Mukherjee, S., Singh, R. K., Chittipaka, V., & Kazancoglu, Y. (2023). Exploring antecedents for the circular economy capability of micro, small and medium enterprises: An empirical study. Business Strategy and the Environment, 32(8), 5785-5806.
21	2023-2024	Singh Rajesh Kumar	Mishra, R., Singh, R. K., Kumar, S., Mangla, S. K., & Kumar, V. (2023). Critical success factors of Blockchain technology adoption for sustainable and resilient operations in the banking industry during an uncertain business environment. Electronic Commerce Research, 1-35.
22	2023-2024	Gupta, Parul	Hooda, A., Gupta, P., Jeyaraj, A., & Dwivedi, Y. (2023). Clarifying the role of e-government trust in e-government success models: a meta-analytic structural equation modelling approach. Australasian Journal of Information Systems, 27.
23	2023-2024	Sinha Avik	Destek, M. A., Sinha, A., Ozsoy, F. N., & Zafar, M. W. (2023). Capital flow and environmental quality at crossroads: designing a sustainable policy framework for the newly industrialized countries. Environmental Science and Pollution Research, 30(31), 76746-76759.
24	2023-2024	Jain Ajay Kumar	Srivastava, S., Khan, M., Kumari, A., & Jain, A. K. (2024). A study of workplace bullying and coping strategies in the hospitality sector: role of moral injury and inclusive leadership. Journal of Organizational Effectiveness: People and Performance, 11(1), 18-34.
25	2023-2024	Shaikh Imlak	Sapra, N., & Shaikh, I. (2023). Impact of Bitcoin mining and crypto market determinants on Bitcoin-based energy consumption. Managerial Finance, 49(11), 1828-1846.
26	2023-2024	Prashar Anupama	Prashar, A. (2024). Modelling enablers of agility of healthcare organizations. International Journal of Quality & Reliability Management, 41(1), 173-194.
27	2023-2024	Behl, Abhishek	Wang, H., Zheng, L. J., Zhang, J. Z., Behl, A., Arya, V., & Rafsanjani, M. K. (2023). The dark side of foreign firm presence: how does the knowledge spill over from foreign direct investment influence the new venture performance? Journal of Innovation & Knowledge, 8(3), 100399.
28	2023-2024	Gupta, Parul	Srivastava, R., Gupta, P., Kumar, H., & Tuli, N. (2023). Digital customer engagement: A systematic literature review and research agenda. Australian Journal of Management, 03128962231177096.
29	2023-2024	Behl, Abhishek	Dwivedi, Y. K., Kshetri, N., Hughes, L., Rana, N. P., Baabdullah, A. M., Kar, A. K., & Yan, M. (2023). Exploring the dark verse: A multi-perspective analysis of the negative societal impacts of the metaverse. Information Systems Frontiers, 25(5), 2071-2114.
30	2023-2024	Prashar Anupama	Prashar, A. (2023). A parametric optimization approach for radial shaft seal production processes for rubber waste reduction. Journal of Cleaner Production, 415, 137770.
31	2023-2024	Singh Rajesh Kumar	Priyadarshini, J., Singh, R. K., Mishra, R., & Dora, M. (2023). Application of additive manufacturing for a sustainable healthcare sector: Mapping current research and establishing future research agenda. Technological Forecasting and Social Change, 194, 122686.
32	2023-2024	Singh Rajesh Kumar	Yadav, A., Singh, R. K., Mishra, R., & Bag, S. (2023). Perceived challenges affecting user engagement in online community: an analysis of interrelationships and interaction. Benchmarking: An International Journal.
33	2023-2024	Singh Rajesh Kumar	Kumar, D., Agrawal, S., Singh, R. K., & Singh, R. K. (2023). Coordination of circular supply chain for online e-commerce platform in industry 4.0

SI. No.	Year	Faculty Name	Citation
			environment: a game-theoretic approach. Operations Management Research, 16(4), 2081-2103.
34	2023-2024	Singh Rajesh Kumar	Mishra, R., Singh, R. K., & Gunasekaran, A. (2023). Adoption of industry 4.0 technologies for decarbonisation in the steel industry: self-assessment framework with case illustration. Annals of Operations Research, 1-40.
35	2023-2024	Behl, Abhishek	Sampat, B., Behl, A., & Raj, S. (2023). Understanding fitness app users' loyalty and word of mouth through gameful experience and flow theory. AIS Transactions on Human-Computer Interaction, 15(2), 193-223.
36	2023-2024	Behl, Abhishek	Behl, A., & Jain, K. (2023). The Dark Side of Brand-Based Online Communities: The Role of Culture. Journal of Global Marketing, 36(4), 241-244.
37	2023-2024	Behl, Abhishek	Zhang, J. Z., He, W., Shetty, S., Tian, X., He, Y., Behl, A., & Veetil, A. K. V. (2023). Understanding governance and control challenges of blockchain technology in healthcare and energy sectors: a historical perspective. Journal of Management History.
38	2023-2024	Sinha Avik	Balsalobre-Lorente, D., Sinha, A., & Murshed, M. (2023). Russia-Ukraine conflict sentiments and energy market returns in G7 countries: Discovering the unexplored dynamics. Energy Economics, 125, 106847.
39	2023-2024	Behl, Abhishek	Balaji, M. S., Behl, A., Jain, K., Baabdullah, A. M., Giannakis, M., Shankar, A., & Dwivedi, Y. K. (2023). Effectiveness of B2B social media marketing: The effect of message source and message content on social media engagement. Industrial Marketing Management, 113, 243-257.
40	2023-2024	Singh Rajesh Kumar	Kumar, H., Tuli, N., Singh, R. K., Arya, V., & Srivastava, R. (2024). Exploring the role of augmented reality as a new brand advocate. Journal of Consumer Behaviour, 23(2), 620-638.
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