

Books Chapters by Faculty Members

Sl. No.	Name of Faculty	Academic Year	Name of all Authors	Year of Publication	Title of the Chapter/ Article	Title of BOOK	ISBN	DOI Link, if any	Name Of Publisher
1	Dr Surabhi Singh	2024-25	Kaur, J., Malik, P., Singh, S	2024	Generational Cohort Analysis To Purchase Fashion Products In India	Data-Driven Decision Making	https://doi.org/10.1007/978-981-97-2902-9_6		Palgrave Macmillan
2	Bhavna Bhardwaj	2024-25	Bhavna Bhardwaj, Paridhi Sharma, Akash Bag, Tulika Singh	2024	Artificial Intelligence in Advancing Mental Health Support Systems: Challenges and Prospects	Policies, Initiatives, and Innovations for Global Health	ISBN13: 9798369344026	DOI: 10.4018/979-8-3693-4402-6	IGI Global
3	Dr Surabhi Singh	2024-25	Dr Surabhi Singh	2024	Neuromarketing	Marketing: A New Age Perspective	9.78936E+12		S Chand Publishing
4	Dr Arpita Srivastava	2024-25	Dr Arpita Srivastava and Prof Vikram Sharma	October 2024	Strategic Alliances in E-Commerce: Lessons from the Big Basket-Tata Digital Merger	AI Technologies for Information Systems and Management Science	978-3-031-66409-0	10.1007/978-3-031-66410-6_43	Springer
5	Dr Arpita Srivastava	2024-25	Garima Malik; Sunetra Saha; Arpita Srivastava	September 2024	Impact of Customer Engagement and Brand Love through Gamification and Brand Love on	Marketing and Gamification	9.78103E+12	https://doi.org/10.4324/9781032694238	Routledge

					Online Travel Agencies (OTAs)				
6	Dr Arpita Srivastava	2024-25	Sunetra Saha, Arpita Srivastava, Nitish Pathak, Neelam Sharma	October, 2024	Relationship Between Website Atmospherics and Online Consumer Behavior	Innovative Computing and Communications	978-981-97-4228-8	https://doi.org/10.1007/978-981-97-4228-8	Springer
7	Dr Nidhi Srivastava	2024-25	"Srivastava, A., Srivastava, N. , Saha, S."	2024	Navigating the metaverse: Opportunities and challenges in tourism	Service innovations in Tourism : Metaverse, Immersive technologies and digital twin	9.79837E+12	10.4018/979-8-3693-1103-5	IGI (SCOPUS)
8	Dr Nidhi Srivastava	2024-25	Dr Shuchita Singh, DrNidhi Srivastava and Dr Bindiya Gupta	2024	Financial Well-Being and Personality Traits: Exploring the Interplay	Emerging Perspectives on Financial Wellbeing	9.79837E+12	10.4018/979-8-3693-1750-1	IGI Global, SCOPUS Indexed
9	Dr Manisha Singh	2024-25	Manisha Singh, Amrita Jain	2024	Global Value Chain to Smart Global Value Chain	Smart Global Value Chain-Future Innovations	978-1-032-6099-5	https://doi.org/10.1201/9781003461432	Taylor and Francis Group-CRC Press
10	Dr. Pooja Singh	2023-24	Dr. Pooja Singh, Dr. Surabhi Yadav	2023	A dimensional mapping and comparative study of CSRs and SDGs in emerging economies	Fostering Sustainable Businesses in Emerging Economies	ISBN: 978-1-80455-641-2, eISBN: 978-1-80455-640-5	https://doi.org/10.1108/978-1-80455-640-520231003	Emerald

11	Dr. Pooja Singh	2023-24	Dr. Pooja Singh	2023	A conceptual study of association factors contributing to the stress level of parents during the pandemic era in NCR	Modeling and Applications in Operations Research, 2023, pp. 235–242	9.781E+12	-	Routledge
12	Dr Surabhi Singh	2023-24	Dr S Singh	2024	Editorial Preface	Service Innovations in Tourism: Metaverse, Immersive Technologies, and Digital Twin	ISBN13: 9798369311035 ISBN13 Softcover: 9798369347768 EISBN13: 9798369311042	10.4018/979-8-3693-1103-5	IGI GLOBAL
13	Dr Surabhi Singh	2023-24	3. Singh, Surabhi; Makkar, Urvashi; Assadi, Djamchid	2023	Digital Sustainable Entrepreneurship Business Model & Its Contribution to Sustainable Development Goals,	Entrepreneurial Processes in the Era of Digital Transformation	ISBN: 9783110790313	https://doi.org/10.1515/9783110790313	Guyter
14	Dr Surabhi Singh	2023-24	Parag Shukla , Surabhi Singh	2023	Industry 5.0 and Digital Innovations: Antecedents to Sustainable Business Model	Transformation for Sustainable Business and Management Practices: Exploring the Spectrum of Industry 5.0	978-1-80262-278-2	https://doi.org/10.1108/978-1-80262-277-520231003	Emerald

15	YAGBALA KAPIL	2023-24	yagbala kapil, anuja seghal, dr neelam saxena	2023	Narrative accounts of strategic exciting entrepreneurial innovation	STRATEGIES, TECHNIQUES, APPLICATIONS AND RESOURCES	pp-154-167. ISBN: 978-93-91303-83-9	https://www.doi.org/10.47715/JPC.B.978-93-91303-83-9	Jupiter
16	YAGBALA KAPIL	2023-24	Vijeta Tuteja, Yagbala Kapil, neelam saxena	2023	Reinventing HRM-an approach towards TQP	Possibilities and Breakthroughs Reinventing Management	978-93-56402-48-5		Bloomsbury
17	Dr Nidhi Srivastava	2023-24	Dr Bindiya Gupta, Prof Maaz Saiyed, Dr Nidhi Srivastava	2023	Gig Economy: Its Rise and Role in advancing Entrepreneurship	Possibilities and Breakthroughs: Reinventing Management	978-93-56402-48-5		Bloomsbury
18	Dr Nidhi Srivastava	2023-24	Dr Nidhi Srivastava and Dr Arpita Srivastava	2024	GenZ: Higher Education and Ethical Ventures	Digitization and Global Practices in Management Education 5.0	978-93-61314-18-6		Bloomsbury
19	Ravi Kishor Ranjan	2023-24	Gori Shankar Sharma, Ravi Kishor Ranjan, Om Prakash Mahela and Ram Niwash Mahia	2024	Variability of renewable energy generation and flexibility initiatives: Indian Scenario	Renewable Energy Integration in Utility Grids: Advances in Power Quality, Protection, Stability, and Flexibility	978-0-443-19021-6		Academic Press-Elsevier
20	Arpita SRIVASATAVA	2023-24	Arpana Kumari, Arpita Srivastava, Prachi Agarwal	2024	Factors Impacting the Effectiveness of Students' Online Learning Outcomes in Management Education: An Empirical Study using Vroom's	Advanced Learning and Teaching in Higher Education in India: A Policy-technology-capacity Enabled Approach	9.78103E+12	NA	River Publishers

					Expectancy Theory on Smart PLS 4				
21	Arpita SRIVASAT AVA	2023-24	Nidhi Srivastava and Sunetra Saha	April 2024	Navigating the Metaverse: Opportunities and Challenges in Tourism	Service Innovations in Tourism: Metaverse, Immersive Technologies, and Digital Twin	9.79837E+12	10.4018/979-8-3693-1103-5	IGI Global
22	Dr. Sujood	2023-24	Sujood* and Pancy	2024	Aviation Management	International Encyclopedia of Business Management	9.78044E+12	https://doi.org/10.1016/B978-0-443-13701-3.00233-4	Elsevier
23	Dr. Sujood	2023-24	Sehar and Sujood	2024	Consumer Behavior	International Encyclopedia of Business Management	https://doi.org/10.1016/B978-0-443-13701-3.00235-8	https://doi.org/10.1016/B978-0-443-13701-3.00235-8	Elsevier
24	Priyanka Sadhna	2023-24	Sadhna, P., Dana L.P. & Srivastava V.N.	2023	HRM interventions for MSMEs in India: A qualitative study	Possibilities and Breakthroughs: Reinventing Management	9.78936E+12	https://www.bloomsbury.com/in/possibilities-and-breakthroughs-9789356402485/	Bloomsbury

25	Dr. Prachi Agarwal	2023-24	Dr. Prachi Agarwal, Dr. Arpana Kumari, Dr. Arpita Srivastava	2024	Factors Impacting the effectiveness of Student's online learning outcomes in Management education: An empirical study using Vroom's expectancy theory on Smart PLS 4	Advanced Learning and Teaching in Higher Education in India: A Policy-technology-capacity Enabled Approach	978-87-7004-031-0 (Hardback) 978-87-7004-030-3 (Ebook)		River Publishers
26	Dr Manisha Singh	2023-24	Dr Manisha Singh	July 2023	Leveraging AI for Smart Cities in India	'Reinventing Technological Innovations with Artificial Intelligence', indexed in Web of Science (WoS) (July 2023)	978-981-5165-80-7	http://dx.doi.org/10.2174/97898151657911230101	Bentham Books
27	Amrita Jain	2023-24	Amrita Jain, Dr. Manisha Singh	2024	Global value chain to smart global value chain	Smart Global Value Chain: Future Innovations	9.78103E+12	10.1201/9781003461432	CRC Press Taylor & Francis Group
28	Dr. Sunita Chowdhury	2023-24	Shuchita singh and Sunita Chowdhury	2023	A study on Sustainable Higher education	Digitisation and Global Practices in Management Education 5.0	978-93-61314-18-6		Bloomsbury
29	Dr Nidhi Srivastava	2022-23	Prof. Maaz Saiyed, Dr.Nidhi Srivastava and Dr.Bindiya Gupta	2022	The Nirma Story...	Emerging Management Practices: Sustainability and Development	9.78939E+12		Empyrean Publishing House

30	Dr Nidhi Srivastava	2022-23	Prof. Maaz Saiyed, Dr.Nidhi Srivastava and Dr.Bindiya Gupta	2022	Fevicol- Dum Laga Ke Haisha	Emerging Management Practices: Sustainability and Development	9.78939E+12		Empyreal Publishing House
31	Dr Arpita Srivastava	2022-23	vikram sharma	April 2023	Media Consumption Among Different Age Group	A FORESIGHT ON DIGITAL MARKETING	ISBN-13 : 978-93-91462-47-5	NA	VSRD Academic Publishing (A Division of Visual Soft India Private Limited) (19 March 2023)
32	Ravi Kishor Ranjan	2022-23	Rajendra Mahla, Ravi Kishor Ranjan, Baseem Khan, and Om Prakash Mahela	2022	A Voltage-Based Algorithm Using the Gabor Wigner Distribution and Rule-Based Decision Tree for the Detection of Transmission Line Faults	Artificial Intelligence Based Energy Management Systems for Smart Microgrids	978-1-003-29034-6 (ebk)	10.1201/b22884	CRC Press Taylor & Francis Group
33	Priyanka Sadhna	2022-23	Sadhna, P., & Daipuria, P.	2022	ostering employee engagement through social media: Impact on Generation Z employees	Media and Communication in the New World Order	978-93-91870-27-0		D.P.S. Publishing House
34	Amrita Jain	2022-23	Amrita Jain, Dr. Adarsh Garg	2023	AI-enabled innovations and green economy in fashion industry	Reinventing Technological Innovations with Artificial Intelligence	9.78982E+12		Bentham Books

35	Dr Surabhi Singh	2021-22	Surabhi Singh, Naseem Abidi	2023	). Opportunities and Challenges of Sustainable Marketing Practices in Emerging Markets.	Doing Business in Emerging Markets	9.78037E+12		Routledge, Taylor and Francis
36	Dr Nidhi Srivastava	2021-22	Abhishek Bansal, Nidhi Srivastava	2022	Digital Financial Inclusion: Evidence from India	Rethinking Business Agility during Uncertainty	9.78103E+12		Taylor & Francis Group, USA
37	Arpita Srivastava	2021-22	Dr. Sunita Chowdhury and Prof Vikram	2022	Embedded Marketing: A New Member to the Existing Value Chain	Marketing Automation Unleashing ROI	ISBN: 979-8-88-772313-6	NA	Notion Press Inc., California, USA, 2022, pp. 1–7.
38	Arpita Srivastava	2021-22	Radhika Malhotra, Arvind Kumar Bhatt & Priyanka Srivastava	2021	Investigation of Consumer Perception Toward Digital Means of Food Ordering Services	Proceedings of Second Doctoral Symposium on Computational Intelligence	978-981-16-3345-4	NA	Springer, Singapore
39	Dr. Prachi Agarwal	2021-22	Babita Bhatti, Prachi Agarwal	2021	Strategic Competence, Environmental Turbulence and Firm Performance: A Framework	Emerging Contours of Business and Management.	ISBN: 978-93-91842-41-3		SVDES Book Series