

Journal Publications

S.No.	Name of Faculty Member	Year of Publication	Title of the Paper/ Article	Name of Journal	Category of Journal (Q1, Q2 or Impact Factor or A , B category)
1	Adarsh Garg	2023	Power transmission project: a framework to align project success with organization goal	Int J Syst Assur Eng Manag	Q2
2	Adarsh Garg	2023	Educational ERP Systems over Cloud Data Security, Threats & Risk Analysis	Indian journal of forensic medicine and pathology	Q4
3	Adarsh Garg	2023	Systematic study for bank ombudsman scheme with special reference to use of Plastic cards in Indian banking sector	Kala Srovar	UGC-CARE
4	Adarsh Garg	2022	Comparative Analysis on Penetration of ATM transactions between Public Sector banks in India	Turkish Online Journal of Qualitative Inquiry	Q4
5	Adarsh Garg	2022	Data Breaches in Academic Enterprise Resource Planning: The Rise of New White-Collar Crimes	indian journal of forensic medicine and pathology	Q4
6	Adarsh Garg	2022	Emerging technologies to sustain students' engagement in learning	Rabindra Bharati Journal of Philosophy	UGC-CARE
7	Adarsh Garg	2021	Evocative Study of Information Technology Embracing by Banks in India	Design Engg	Q4
8	Adarsh Garg	2024	Estimation of sustainability aspects of MOOC platforms in higher education in India using the PLS-SEM approach	Journal of Computers in Education	Q1

9	Adarsh Garg	2025	The Intersection of Quantum Computing, Artificial Intelligence and Financial Risks: A Bibliometric Analysis of the Modern Financial Sector	Journal of Information Technology Management	Q2
10	Adarsh Garg	2025	Technology intelligence framework for smart reverse logistics and sustainability: a systematic literature review	OPSEARCH	Q2
11	Adarsh Garg	2025	Impact of Digital Marketing Mode and Reachability on the Firm Performance of SMEs	EEL	ABDC C
12	Alok Bhardwaj	2021	Factors determining intention to vaccinate against Covid-19: A developing nation perspective	Health Marketing Quarterly	ABDC-B
13	Amit Kumar	2023	"Determinants of Online Banking Adoption in India: An Empirical investigation	Int. J. of Business Innovation and Research	Q3
14	Amit Kumar	2022	Determinants of stress amongst B-school students: an empirical investigation.	International Journal of Management Practice.	Q3
15	Amrita Jain	2024	Unveiling The Impact Of The ASEAN-India Free Trade Agreement:A Synthetic Control Analysis Of India Singapore Exports	Educational Administration: Theory and Practice	Q4
16	Amrita Jain	2023	COST AND RETURNS ANALYSIS OF ONION: A CASE OF NASHIK DISTRICT OF MAHARASHTRA	European Chemical Bulletin	Q3
17	Amrita Jain	2023	Revealed Comparative Advantage and Intra-Industry Trade in Health Goods: An Analysis of India and ASEAN	Empirical Economics Letters	ABDC C

18	Anand Kumar Rai	2024	Contribution of Disruptive Technologies in Computational Finance	Algorithmic Approaches to Financial Technology: Forecasting, Trading, and Optimization	Scopus
19	Anand Kumar Rai	2024	Businesses Combining Artificial Intelligence Concentrating on Sustainable Development Goals: A Win-Win Situation	Intelligent Computing and Optimization for Sustainable Development	Scopus
20	Anand Kumar Rai	2021	The Offline Antecedent of the Sharing Economy: The Self-help Group for the Bottom of Line in India	Proceedings of the International Conference on Innovative Computing & Communication (ICICC)	
21	Anand Rai	2022	The Fate of Technology-Based Start-Up Post Covid: A Case of Nykaa and Zomato, Optimization, June, 2022	Optimization	Google Scholar
22	Arpita Srivastava	2024	Mobile Shopping Apps Adoption : A Systematic Review of Theories and Future Research Directions	IJEER	Q2
23	Arpita Srivastava	2024	Artificial intelligence and branding in business and social sciences: a bibliometric review (2011-2021)	OJS	Google Scholar
24	Arvind Kumar Bhatt	2024	Analysis of Emerging Technologies and sustainability initiatives used by the organizations: The Case of amazon	Praggyaan: Journal of Management	UGC-CARE
25	Arvind Kumar Bhatt	2024	Central Bank Digital Currency: A Bibliometric Analysis of Scopus Database	Institute of Electrical and Electronics Engineers, Conference proceeding	Q3
26	Arvind Kumar Bhatt	2024	Businesses Combining Artificial Intelligence Concentrating on Sustainable Development Goals: A Win-Win Situation	Intelligent Computing and Optimization for Sustainable Development	Scopus

27	Arvind Kumar Bhatt	2024	Securing Online Transactions: The Role Of Blockchain-Based Decentralized Identity Management	Educational Administration: Theory and Practice	Q3
28	Arvind Kumar Bhatt	2024	Contribution of Disruptive Technologies in Computational Finance	IGI Global Scientific Publishing, New york	Q3
29	Arvind Kumar Bhatt	2023	Modeling EfficientNet-B3 model for AI-based COVID-19 detection in chest x-rays	American Institute of Physics, Volume 2919, Issue 1	Q3
30	Arvind Kumar Bhatt	2023	Impact of Bancassurance on Banking-Insurance Sector in India	Economic and Political Weekly	Q3, ABDC
31	Arvind Kumar Bhatt	2021	Modern technology on building marketing 4.0: Impact on customer engagement	Springer International Publishing	Q3
32	Arvind Kumar Bhatt	2021	Agriculture 5.0 in India: Opportunities and Challenges of Technology Adoption	CRC Press	Q3
33	Atul Kumar	2023	Charity Donor Behavior: A Systematic Literature Review and Research Agenda	Journal of Nonprofit & Public Sector Marketing	Q2 , ABDC
34	Bhavna Bhardwaj	2023	Analyzing the legal vulnerabilities of the Right to Education in India: Prioritizing the Supreme Right	SHodha Samhita	UGC-CARE
35	Bhavna Bhardwaj	2022	Extent of RTE (Right to Education Act, 2009) Compliance in Children of Street Situations (CISS) and Child Beggars in India	Madhya Bharti	UGC-CARE
36	Bhavna Bhardwaj	2022	A study on Anti-Begging Policy in India	DogoRangsang Research Journal	UGC-CARE
37	Bhavna Bhardwaj	2022	Right to Education of Child Beggars in India: A Critical Analysis	DogoRangsang Research Journal	UGC-CARE
38	Dr Arpita Srivastava	2024	A STUDY OF AI-DRIVEN CUSTOMER-CENTRIC TRANSFORMATIONS IN BANKING: ENHANCING TRUST, INCLUSION, AND ENGAGEMENT"	CAHIERS MAGELLANES-NS Volume 06 Issue 2 2024	WoS and Google Scholar

39	Dr Arpita Srivastava	2024	Mobile Shopping Apps Adoption: A Systematic Review of Theories and Future Research Directions	International Journal of E-Business Research	Q2
40	Dr Arpita Srivastava	2023	EMERGING LEADERSHIP IN VUCA - BANI WORLD: WHAT WE KNOW AND WHERE DO WE GO?	Journal of the Asiatic Society of Mumbai	UGC-CARE
41	Dr Arpita Srivastava	2023	“CONSUMER ATTITUDE TOWARDS INTERACTIVE ADVERTISING ON DIGITAL PLATFORMS”	ANVESAK	UGC-CARE
42	Dr Arpita Srivastava	2022	COVID-19 vaccination determinants : An empirical evaluation of vaccination acceptance model	Journal of Information and Optimization Sciences	Google Scholar
43	Dr Arpita Srivastava	2022	Study on User Perception & Attitude Towards Digital UPI Payment Apps	IJCRT	UGC-CARE
44	Dr Manisha Singh	2023	Climate smart agriculture practices in India	EAI transactions on energy web	Q4
45	Dr Nidhi Srivastava	2024	Mobile Shopping Apps Adoption : A Systematic Review of Theories and Future Research Directions	IJEBR	Q2
46	Dr Nidhi Srivastava	2024	The Rise of Fintech: Disrupting Traditional Financial Services	Educational Administration: Theory and Practice	Q3
47	Dr Nidhi Srivastava	2024	"UNVEILING THE DYNAMICS OF FINTECH AND FINANCIAL INCLUSION: TRENDS, COLLABORATIONS, AND FUTURE DIRECTIONS IN ACADEMIC RESEARCH"	JOURNAL OF GENERAL MANAGEMENT AND RESEARCH	Google Scholar
48	Dr Nidhi Srivastava	2023	Financial Inclusion	Vidhyana	Google Scholar
49	Dr Nidhi Srivastava	2023	The impact of Bank Branch expansion in Rural areas: A case study of Allahabad Region	ANVESAK	UGC-CARE

50	Dr Nidhi Srivastava	2023	Accounting For Sustainability: Integrating Environmental, Social, And Governance (ESG) Factors In Financial Reporting	European Chemical Bulletin	Web of Sciences
51	Dr Nidhi Srivastava	2023	AA Healthcare: Challenges and Innovations in Scaling Telemedicine Services for Affordable Healthcare	Case Folio	UGC-CARE
52	Dr Nidhi Srivastava	2022	Financial Assistance For Higher Education- A Boon or Bane: An Emerging Economy Perspective	MANAGER – The British Journal Of Administrative Management	ABDC
53	Dr Nidhi Srivastava	2022	Catalyzing Management Education: Innovation and Artificial Intelligence	Anvesak	UGC-CARE
54	Dr Nidhi Srivastava	2021	Education Loan Delivery by Banks in India: A Qualitative Enquiry	Banks and Bank Systems	Q2
55	Dr Nidhi Srivastava	2021	A Study of Merger and Acquisition in Indian Banking Sector	Rabindra Bharati Journal of Education	UGC-CARE
56	Dr Nidhi Srivastava	2021	Revisiting Sustainable Business Practices – Congruence Approach	SHODHSAMHITA	UGC-CARE
57	Dr Rashi	2024	An Analysis of the Impact of a Marketing Communication Management Method on the Purchase Behavior of Durable Consumer Goods using Machine Learning	Library Progress International	Q4
58	Dr Rashi	2024	The Role of Emotional Intelligence in Fostering Employee Engagement and Resilience	European Economic Letter	ABDC
59	Dr Rashi	2024	An AI-Based Customer Relationship Management Framework for Business Applications	INTELLIGENT SYSTEMS AND APPLICATIONS IN ENGINEERING	Q3
60	Dr Rashi	2024	The Role of HRM in Promoting Environmental Sustainability Within Organisations	Journal of Informatics Education and Research	ABDC

61	Dr Shuchita Singh	2024	Unveiling The Dynamics Of Fintech And Financial Inclusion: Trends, Collaborations, And Future Directions In Academic Research	Journal Of General Management Research	Google Scholar
62	Dr Surabhi Singh	2024	Analyzing the Influence of Ai-Driven Marketing Strategies on E-Business Sales Performance	JJournal of Informatics Education and Research	ABDC
63	Dr Surabhi Singh	2023	Expressing Your Personality Through Apparels: Role of Fashion Involvement and Innovativeness in Purchase Intention	FIIB Business Review	ABDC
64	Dr Surabhi Singh	2023	Editorial for the special section- Neuromarketing in predicting consumer behavior: The efficiency & effectiveness,	Journal of Consumer Behaviour	Q1
65	Dr Surabhi Singh	2023	Analysing applications of Neuromarketing in the efficacy of Programmatic Advertising	Journal of Consumer Behaviour	Q1
66	Dr Surabhi Singh	2022	Customer satisfaction and service innovations of chain restaurants in India-domestic vs. International chains	Academy of Marketing Studies Journal	Google Scholar
67	Dr Surabhi Singh	2022	Effect of Covid-19 on Liquor Industry in Uttarakhand	Empirical Economic Letters	ABDC
68	Dr Surabhi Singh	2022	Investigation of Fashion Disposal behaviour among Gen X and Gen Y in India,	International Journal of Business and Globalisation,	Q4
69	Dr Surabhi Singh	2022	Empirical Paper on Consumer Buying Behavior: Comprehending the Nexus between Online Consumer Purchase and Satisfaction in the Footwear Industry in India	Journal Of Algebraic Statistics,	Google Scholar
70	Dr Surabhi Singh	2022	Investigating the Analytics for Workforce Automation	SSRG International Journal of Economics and Management Studies	Google Scholar

71	Dr Surabhi Singh	2021	Investigating E-Wallet Adoption in India: Extending the TAM model,	International Journal of E-Business Research	Q2
72	Dr Surabhi Singh	2021	Technology Impact and its infrastructure in different territories	Indian Journal of Ecology	Q4
73	Dr. Pooja Singh	2024	Digital Transformation and HR Strategies Linkage-With Special Reference to Delhi & NCR	IEEE International Conference on Interdisciplinary Approaches in Technology and Management for Social Innovation, 2IATMI 2024, 2024	ABDC
74	Dr. Pooja Singh	2024	Modelling the Domains of Artificial Intelligence on Social Good: A Study on Analytic-Based Hierarchy	IEEE (2023 International Conference on Computing, Communication, and Intelligent Systems (ICCCIS))	ABDC
75	Dr. Prachi Agarwal	2023	Emerging Leadership in VUCA -BANI World: What we know and where do we go?	Journal of The Asiatic Society of Mumbai	UGC-CARE
76	Dr. Prachi Agarwal	2023	Knowledge capitalization and perceived fairness of reward in real estate sector: mediating role of shared leadership	VINE Journal of Information and Knowledge Management Systems	Q1
77	Dr. Prachi Agarwal	2023	Knowledge management positioning in the information science era: Bibliometric analysis for the time frame from 2000-2023	EAI Endorsed Transactions on Scalable Information Systems	Q4
78	Dr. Prachi Agarwal	2022	Remodelling post-COVID 19 resilience of emerging market microenterprises	Journal of Information and Optimization Sciences	ABDC

79	Dr. Prachi Agarwal	2022	STRATEGIC TALENT ACQUISITION AT GLOBAL LOGIC: A CASE OF GLOBALLOGIC HOMECOMING	Journal of Kavikulaguru Kalidas Sanskrit University, Ramtek	UGC-CARE
80	Dr. Rashi Hora	2024	Securing Online Transactions: The Role Of Blockchain-Based Decentralized Identity Management	Educational Administration: Theory and Practice	Q3
81	Dr. Rashi Hora	2024	Statistical inference of the exponentiated exponential distribution based on progressive typeII censoring with optimal scheme	International Journal of System Assurance Engineering and Management	Q2
82	Dr. Rashi Hora	2022	Classical and Bayesian Inference for the Inverse Lomax Distribution Under Adaptive Progressive Type-II Censored Data with COVID-19 Application	Journal of Reliability and Statistical Studies	Q3
83	Dr. Rashi Hora	2022	Estimation of the Generalized Logarithmic Transformation Exponential Distribution under Progressively Type-II Censored Data with Application to the COVID-19 Mortality Rates	Mathematics	Web of Sciences
84	Dr. Rashi Hora	2021	Inference for the generalized inverse Lindley distribution under type-II censored data	International Journal of Statistics and Applied Mathematics	UGC-CARE
85	Dr. Sailaja Bohara	2025	AI-driven sustainability marketing transforming consumers' perception toward eco-friendly brands	Discover Sustainability	Q2
86	Dr. Sharat Sharma	2024	Securing Online Transaction: The Role of Block Chain- Based Decentralized Identity Management	Educational Administration: Theory and Practice	Q3

87	Dr. Sujood	2024	Travelling with open eyes! A study to measure consumers' intention towards experiencing immersive technologies at tourism destinations by using an integrated model of TPB, TAM captured through the lens of S-O-R	International Journal of Contemporary Hospitality Management	Web of Sciences
88	Dr. Sujood	2024	Promoting carbon neutrality: Indian tourists' intentions to adopt energy-saving behaviours	Current Issues in Tourism	Q1
89	Dr. Sujood	2024	Entrepreneurial Intention of Tourism and Hospitality Students: An Examination Through the Lens of Theory of Planned Behavior with Perceived Desirability and Perceived Feasibility	Journal of Hospitality & Tourism Education	Q2
90	Dr. Sujood	2024	Work-Life Balance, Career Motivation and Women: A Systematic Literature Review and Research Agenda in the Indian Context	Gender in Management: an International Journal	Q1
91	Dr. Sujood	2024	The power of emotions: combining emotional attachment theory (EAT) and the technology acceptance model (TAM) to predict consumers' intention to use interactive technologies (ITs) at tourism destinations	Tourism Recreation Research	Q1
92	Dr. Sujood	2024	Deciphering the role of perceived discrimination, perceived islamophobia and religiosity in affecting Muslim women's intention of working in the tourism and hospitality (T&H) industry	Journal of Islamic Marketing	Q2
93	Dr. Sujood	2024	From Traditional to Virtual Classrooms: Unravelling Themes and Shaping the Future of Metaverse Education	Interactive Technology and Smart Education	Q1

94	Dr. Sujood	2024	Mapping global research on space tourism (1993-2022): a three-decade bibliometric assessment using R and VOSviewer	Global knowledge, Memory and Communication	Q2
95	Dr. Sujood	2024	Beyond Horizons: Illuminating Urban Tourism - A Systematic Odyssey through Sustainability, Quality of Life, and Natural Environments	International Journal of Tourism Cities	Q1
96	Dr. Sujood	2024	From Screen to Plate: An Investigation of How Information by Social Media Influencers Influence Food Tasting Intentions through the Integration of IAM and TAM Models	Journal of Hospitality and Tourism Insights	Q1
97	Dr. Sujood	2024	Uncorking the Potential of Wine: An empirical prediction of consumers' intention to visit wine tourism destinations (WTDs) post-Covid-19	British Food Journal	Q1
98	Dr. Sujood	2024	Eco-Citizens of Academia: Unraveling Students Behavior towards Biodiversity Management in Higher Education Institutions	International Journal of Sustainability in Higher Education	Q1
99	Dr. Sujood	2024	Unlocking Employee Well-being in Tourism and Hospitality: A Systematic Literature Review	Journal of Tourism, Sustainability and Well-being	WoS
100	Dr. Sujood	2023	Consumers' intention towards the use of smart technologies in tourism and hospitality (T&H) industry: a deeper insight into the integration of TAM, TPB and trust	Journal of Hospitality and Tourism Insights	Q1
101	Dr. Sujood	2023	An investigation of factors affecting solo travel intention among marginalized groups: a case of Indian Muslim Women	Tourism Recreation Research	Q1

102	Dr. Sujood	2023	A Rapid Assessment of Monkeypox: Is the Global Tourism and Hospitality Industry Ready for Another Havoc?	Journal of Quality Assurance in Hospitality & Tourism	Q2
103	Dr. Sujood	2023	User's intention towards the use of digital libraries: a post COVID-19 scenario	Digital Library Perspectives	Q1
104	Dr. Sujood	2023	Mapping 30 years of tourism and hospitality research in the Arab world: a review based on bibliometric analysis	Tourism Review	Q1
105	Dr. Sujood	2023	Emerging themes in food tourism: a systematic literature review and research agenda	British Food Journal	Q1
106	Dr. Sunita Chowdhury	2023	A Review Paper on Considerations affecting the Consumer Behaviour in Buying Scenario: A Study of various factors.	Journal of Interdisciplinary Cycle Research (JICR) Journal, Volume XV, Issue V	UGC-CARE
107	Dr. Yousuf khan	2023	Dynamic Linkages Among Energy Consumption, Urbanization, & Ecological Footprint: Empirical Evidence from NARDL Approach.	Management of Environmental Quality	Q1, ABDC -C
108	Dr. Yousuf khan	2023	On the Impact of Financial Development, Economic Growth, and Public Outlay on Alleviating Poverty in India	Indian Journal of Economics and Development	Q4
109	Dr. Yousuf khan	2023	The Elusive Connectedness between Foreign Direct Investment, Institutional Investment, Loans and Bank Credit in India	Indian Journal of Economics and Development	Q4
110	Dr. Yousuf khan	2021	DETERMINANTS OF CARBON EMISSION, ENVIRONMENTAL KUZNETS CURVE HYPOTHESIS: AN EMPIRICAL EVIDENCE FROM INDIA.	International Journal of Energy, Environment and Economics	Q3
111	Dr. Yousuf khan	2025	<u>Mitigating emissions in India: an asymmetric perspective on fossil fuel use</u>	International Journal of Energy Sector Management	Q2, ABDC- C

112	Dr. Yousuf Khan	2025	<u>Do institutions and trade openness mitigate the impacts of inflation on the financial system? Evidence from the Indian economy</u>	Journal of Social and Economic Development,	Q2 , ABDC -C
113	Dr.Nidhi Srivastava	2024	Towards Sustainable Entrepreneurship: Understanding Intent and Setting Future Research Priorities	Optimization	Google Scholar
114	Manish Verma	2024	VADER-RF: a novel scheme for protecting user privacy on android devices	International Journal of System Assurance Engineering and Management	Q2
115	Manish Verma	2025	Adaptive Differential Privacy for Protecting User Confidential Information on Android Devices	Journal of Information Technology Management, 2025	Q3
116	Manish Verma	2025	Enhancing Privacy Protection on Android Devices through Federated Learning and Differential Privacy	MATRIX Academic International Online Journal Of Engineering And Technology	Google Scholar
117	Nishant Tyagi	2024	Securing Online Transactions: The Role of Blockchain- Based Decentralized Identity Management	Educational Administration: Theory and Practice	Q3
118	Priyanka Sadhna	2023	Engaging the emerging Generation Z employees at workplace: A qualitative study in the IT sector.	Vivekananda Journal of Research, 12 (2), 117-135	NA
119	Priyanka Sadhna	2022	Engaging Generation Z employees in Indian IT sector: The role of job crafting.	Asian Journal of Multidimensional Research	Impact Factor: 8.179
120	Priyanka Sadhna	2022	Gen Z entering the workforce: Restructuring HR policies and practices for fostering the task performance and organizational commitment.	Journal of Public Affairs	ABDC B

121	Priyanka Sadhna	2021	How do digital natives perceive and react toward online advertising? Implications for SMEs.	Journal of Strategic Marketing	ABDC A
122	Priyanka Sadhna	2020	Key motivators for driving work performance amid COVID-19 in developing nations.	International Journal of Work Organisation and Emotion,	ABDC B
123	Priyanka Sadhna	2025	The Digital Frontier: AI and Metaverse as Catalysts for Organizational Justice and Employee Engagement in EdTech	Global Business Review	Q2, ABDC-C
124	Rajeev Sirohi	2025	Examining the Influence of Perceived Risk on Online Purchase Intention: A Structural Equation Modelling Study Leveraging Multigroup Analysis	Advances in Consumer Research	ABDC--B
125	Rajeev Sirohi	2025	Factors Driving Intention to Adopt Sustainable Farming Practices in India: An Empirical Analysis	European Economic Letters	ABDC-C
126	Rajeev Sirohi	2025	Factors affecting the Acceptance of Self-Service Technologies in the Indian Banking Sector	Journal of Commerce and Accounting Research	ABDC-C, UGC Care
127	Rajeev Sirohi	2025	Effect of E-Service Quality on Repurchase Intention of E-Commerce Customers in India	Advances in Consumer Research	ABDC--B
128	Rajeev Sirohi	2024	The linkage between Marketing Intensity and Firm Performance: A Quantile Regression Approach	Indian Journal of Marketing	ABDC-C, Q3, UGC Care
129	Rajeev Sirohi	2021	Factors Influencing Customer Acceptance of Electric Vehicles in India	Empirical Economics Letters	ABDC-C
130	Rajeev Sirohi	2021	A Measure of Retail Service Quality and Its Marketing Implications	Empirical Economics Letters	ABDC-C
131	Rashi	2024	An AI Based Customer Relationship Management Framework for Business Applications	IJISAE	Scopus

132	Sharat Sharma	2024	Securing Online Transactions: The Role of Blockchain- Based Decentralized Identity Management	Educational Administration: Theory and Practice	Q3
133	Sujood	2024	Faith in Metaverse: Understanding Adoption Intentions of Metaverse amongst the Muslim Students	Journal of Islamic Marketing	Q2
134	Sujood	2024	Archaeotourism Unveiled: A Systematic Literature Review and Chronicles of Built Heritage Conservation	Conservation and Management of Archaeological Sites	Q3
135	Suman	2024	Dynamic Capabilities of Environmentally Sustainable Enterprises: An Exploratory Study	South Asian Journal of Business and Management Cases	Q3
136	Suman	2023	Mapping the Grassroots Innovation Research: A Bibliometric Analysis and Future Agenda	Journal of Scientometric Research	Q3
137	Sumit Maheshwari	2024	A systematic literature review of imperfect quality items: challenges, opportunities, and insights with reference to SDGs	Annals of Operations Research	Q1
138	Sunita Chowdhary	2024	Central Bank Digital Currency: A Bibliometric Analysis of Scopus Database	Journal of Smart Computing and Communications	IEEE
139	Yag Bala Kapil	2024	A Study about the Social Media Users' Preferences to Purchase Online/Offline Product/Services”	Internatioanal Journal of advance and Innovative Research	IF-7.15
140	YAGBALA KAPIL	2024	A Study about the Social Media Users' Preferences to Purchase Online/Offline Product/Services	International Journal of Advance and Innovative Research	IF-7.15
141	YAGBALA KAPIL	2023	Waste To Wealth: A Case Of Environmental Sustainability- Asia’s Largest Garbage Mountain In Ghazipur (Delhi)	European Chemical Bulletin	Web of Sciences

142	YAGBALA KAPIL	2023	FACTORS PROMOTING THE ENTREPRENEURSHIP ECOSYSTEM IN HEIS OF INDIA AND ITS IMPACT ON MILLENNIALS' EDUCATION	Intern. Journal of Profess. Bus. Review	Q4
143	YAGBALA KAPIL	2022	A Critical Analysis Of Zoom Video Communication For Intrapreneurial Efficiency In Pandemic Era: A Real Warrior	Journal of Positive School Psychology	Q2