



JSS Mahavidyapeetha
JSS Academy of Technical Education, Noida
Department of Management Studies



Publication Details

Journal Publications: 2022

1. Dr. Aanchal Singhal, “Digital Innovations in Financial Services: Challenges & Opportunities”, YMER, Vol. 21, Issue-2, February'22, ISSN: 0044-0477
2. Himani Sharma, Dr. Bindu Arora, Dr. Aanchal Singhal, Kapil Pandey, “Bibliometric Analysis on Capacity Building Development Contemporary Requisite for Small Holder Farmers”, Empirical Economics Letters, Sp. Issue 5, Vol. 21, April'22, ISSN: 1681-8997

Journal Publications: 2021

3. Dr. Aanchal Singhal, “Environmental Accounting”, MERC Global International Journal of Management, Volume 9, Issue 1, (2021) pp 10-13, 2021

Conference Publications: 2021

1. Dr. Anju Tripathi, “Engaged Workforce: A key Driver of Organizational excellence”, International Conference on “Managing Inflection Point in Changing Landscape: Through Technological Innovations”, April 2021
2. Dr. Anju Tripathi, “Redefining HR Practices In Covid-19 Pandemic: Onboarding And Managing New Hires”, Int e-conference on " Sustainable future for Humanity: The new learning curve" at Maitreyi college, University of Delhi, 24th February, 2021

Journal Publications: 2020

1. Mr. Sadashiva T, Dr. Adarsh Garg, Dr. Mujibur Rahman, Digital marketing adoption changes the business performance dynamics of SMEs in India: A research scope, International Journal of Advanced Science and Technology, Vol. 29, No. 7, (2020), pp. 8542-855044013, 2020,

2. Mr. Ankur Garg, "System and Methods for Suspicious Activities Detection in ATM Machine by Using Deep Learning and Computer Vision", International Journal of Computing and Technology Management, Volume 12 Issue 2(2020) pp 61-75, 2020
3. Dr. Anju Tripathi, "Impact of Demographic factors on Academic Performance of Management Teachers", Purushartha: A Journal of Management Ethics & Spirituality, Vol. 12, No 02, pp. 95-106. July 2020, DOI: <https://doi.org/10.21844/pajmes.v11i1.14609>, (SCOPUS)

Conference Publications: 2020

1. Rakesh Bhatt, "Implications of Artificial Intelligence (AI) in Indian Higher Education", International Conference on Advancements in Interdisciplinary Research (ICAIR2020), July 24-26, 2020

Journal Publications: 2019

1. Dr. Pratibha Giri, "The Impression of Emotional Intelligence on University Students' Academic Performance", International Journal of Recent Technology and Engineering (IJRTE), Issue 3, Volume 8 ISSN: 2277-3878 pp 2171-2178, Sept.- 2019
2. Dr. Pratibha Giri, "Entrepreneurial Development in Make in India Era", SAARANSH RKG Journal of Management, No.2, Volume 10 pp 83-92 ISSN 0975-4601 (P) 43466, 2019
3. Dr. Anju Tripathi, "Impact of Demographic factors on Academic Performance of Management Teachers", Purushartha: A Journal of Management Ethics & Spirituality Vol. 12, No 02, , Print ISSN-0975-024X e-ISSN-2456-1371, Sep 2019-Feb 2020, DOI: <https://doi.org/10.21844/pajmes.v11i1.14609>, (SCOPUS)

Conference Publications: 2019

1. Dr. Anju Tripathi, "A conceptual analysis of Ethnocentric Behavior & it's implication", International Conference on "Marketing in the Digital World: Impact on the Indian Economy",

7th December, 2019

2. Dr. Aanchal Singhal, “Cashless Economy in India: Challenges & Opportunity”, International Conference on "Marketing in the Digital World: Impact on the Indian Economy, December, 2019

Journal Publications: 2018

1. Dr. Anju Tripathi, “Assessing the Influence of Intrinsic Motivation on Academic Performance: A study of Management Teachers”, *Pertanika Journal of Social Sciences & Humanities* (Published by Universiti Putra Malaysia Press), Vol. 26 (3), PP. 1455-1470, , 2018
2. Dr. Anju Tripathi, “Analyzing the Association of Intrinsic Factors of Motivation and Academic Performance of Teachers”, *Purushartha- A Journal of Management, Ethics and Spirituality* Vol. 11, No 1, 2018, DOI: <https://doi.org/10.21844/pajmes.v11i1.14609>, (SCOPUS)
3. Dr. Aanchal Singhal, “Depth and Impact of Microfinance With Special Reference to Uttarakhand”, *Amity Business Review*, Volume 19, No. 1, 2018
4. Dr. Tapas Das, “Exchange Rate in the liberalized economic environment in India-A critical study”, *Asian Journal of Multidimensional Research*, UGC Journal Vol 7, Issue 3, March 2018

Conference Publications: 2018

1. Dr. Aanchal Singhal, “Microfinance: Issues and challenges in India”, National Conference on Creating Innovations in digital era: Management and IT perspective”, 2018
2. Dr. Anju Tripathi, “Achieving and maintaining excellence in organisations: The role of strategic leadership”, National Conference on Creating Innovations in digital era: Management and IT perspective, 2018
3. Sapna Mathur, “Motivation for buying green electronics: A study of young customers in Delhi NCR”, *Abhigyaan*, FORE school of Management, Accepted on 24-01-2019
4. Sadashiva T, “A Study on Impact and Role of Digital Marketing strategies in building brand loyalty of customers in India”, International Conference on Paradigm Shift in Management & Technology (ICPSMT-2K18), 2018

Journal Publications: 2017

1. Dr. Yogendra Singh, “Demonetization: An Analysis of Intended Benefits and Unintended Consequences”, International Journal of Latest Technology in Engineering, Management & Applied Science (IJLTEMAS), Volume VI, Issue VII, 2017
2. Dr. Kokila Saxena, “Social cognition a tool to build a peaceful and democratic society in south Asia: In organizational context”, Global Journal of Human Social Science, Volume: 16, Issue:1, 2018
3. Anju Tripathi, “Achievement motivation as an internal psychological drive and predictor of Performance: A Qualitative study of Literature”, NIET Journal of Management, Vol. 8, Issue 1, pp.03-10, 2017
4. Anju Tripathi, “Measuring the association of demographic factors and customer orientation of sales professionals of BSNL”, Aayam AKGIM Journal of Management Vol. 8, Issue 1, 2017
5. Reeva Verma, “A Laconic Reflection Of EXIM Bank’s Endeavors For Enhancing India’s Trade With BRICS Nations”, International Journal of Science Technology & Management, Vol.No6, Issue No.04, 2017
6. Pratibha Girim, “Foreign Trade Policy(2015-2020): A means to achieve Export Excellence”, International Journal of Trade and Global Business Perspectives, No.2, Volume 7 ISSN 2319-9059(P), 2017
7. Pratibha Giri, “EXIM POLICY(2015-2020): Taking Indian Exports towards Sustainable and Lasting Growth”, International Journal of Movement Education and Social Science(IJMESS), Issue VII, Volume 6 ISSN 2278-0793, 2017

Conference Publications: 2017

1. Rakesh Bhatt, “A Study of Digital India practices in promoting Agripreneurs in Uttar Pradesh”, International Journal of Science & Engineering Development Research, 2017
2. Anju Tripathi, “Customer orientation of BSNL employees: A Variance Study”, Management and Computing technologies Vision 2050, IIMT Delhi, 2017

3. Aanchal Singhal, "Looking beyond income poverty through Microfinance (Case Study of PAHAL an NGO in Uttarakhand)", *Global Journal of Business Management* Vol.11, Issue No.1 42887, 2017
4. Aanchal Singhal, "Impact of Microfinance- An empirical study with special reference to Uttarakhand", *Research Revolution: International Journal of Social Science and Management* Vol.V, Issue 4 42887, 2017
5. Aanchal Singhal, "Microfinance: A tool for the socio-economic development of Poor", *International Journal of Commerce and Management Research*, Vol. 3, Issue 4, pp. 9-1242887, 2017

Journal Publications: 2016

1. Reeva Verma, "A Grassroots Initiative Of Exim Bank In Reconnoitering Prospect Of Make In India Through Agriculture", *International Journal of Trade & Global Business Perspectives Pezzottaite Journals*, Volume 5, Number 3, July -September' 2016
2. Sapna Mathur, "A outlook on Consumers Perception for Green products: An Empirical Syudy of Delhi NCR", *PRAYAS: AN International Journal of Multidisciplinary Studies*, PIJMS III (1), 2016

Conference Publications: 2016

1. Dr. Kokila Saxena, "Economic Development & Industrial Relations in world domain: Past and Future directions", *International Conference, MLSU*, June, 2016