REFERRED JOURNALS (2021-22)									
S.No.	**A.Y.**	**Research Title**	**Faculty Name**	**Author List**	**Affilation**	**Publication Title**	**Publication Month, Year**	**Publication Vol., Issue, Page No., etc.**	**Publication Referred in**
1	2021-22	The investigation of the key determinants of behaviour of passengers purchasing tickets via online portals and automated ticket vending machines	Renu Vashisth	Renu Vashisth	VIPS-TC	Journal of Contemporary Issues in Business and Government	2022	28(03), 910-919	UGC
				Jyoti Gupta	VIPS-TC				
2	2021-22	WELMSD – Word Embedding and Language Model Based Sarcasm Detection	Gaurav Sarin	Pradeep Kumar	IIM Lucknow	Online Information Review	Oct. 2022	46(7), 1242-1256	ABDC-B
				Gaurav Sarin	Delhi School of Business				
3	2021-22	Artificial Intelligence in Collaborative Information System	Indira Bhardwaj	Monika Arora	Apeejay School of Management	International Journal of Modern Education & Computer Science	Feb. 2022	14(1), 44-55	Scopus
				Indira Bhardwaj	Delhi School of Business				
4	2021-22	Impact of short-lived content on brand love and purchase intention of generation Z	Ruchika Sharma	Ruchika Sharma	VIPS-TC	International Journal of Technology Marketing	Nov. 2021	15(4), 399-425	ABDC-C
				Kritika Nagdev	VIPS-TC				
5	2021-22	Rojiroti: Innovative Microfinance in India	Rajiv Ranjan Thakur	V. Srivastava	Jaipuria Institute of Management	Emerald Emerging Markets Case Studies	Dec. 2021	11(4), 1-31	Scopus
				Rajiv Ranjan Thakur	Delhi School of Business				
6	2021-22	Consumer Perception Towards Electric Vehicle	Renu Vashishth	Renu Vashishth	VIPS-TC	Journal of Contemporary Issues in Business and Government	Dec. 2021	27(6), 1763-1781	UGC
				Jyoti Gupta	VIPS-TC				

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7	2021-22	Impact of Stock Market Volatility on Gold prices during the COVID-19 pandemic	Ramanpreet Singh	Garishma Gulyani	VIPS-TC	Transnational Marketing Journal	Nov. 2021	9 (3), 681-692	Scopus
				Priyanka Gupta	VIPS-TC				
				Ramanpreet Singh	VIPS-TC				
8	2021-22	An Empirical Investigation of the Relationship Between Personality Traits and Fashion Consciousness Among College Going Students in India	Poonam Khurana	Aarush Shokeen	Singhania University	JIMS8M The Journal of Indian Management & Strategy	Oct-Dec. 2021	26 (4), 29-33	COSMOS
				Anshu Lochab	Maharaja Surajmal Institute				
				Poonam Khurana	VIPS-TC				
9	2021-22	Exploring ICT Adoption and Information-Seeking Behavior in Management Colleges	Gulshan Sachdeva	Gulshan Sachdeva	Delhi School of Business	Exploring ICT Adoption and Information-Seeking Behavior in Management Colleges	Dec. 2021	11 (12), 162-167	UGC
				Anil Kumar Jharotia	Shri. Venkateswara University				
10	2021-22	Effect of Social Media Influencers and Celebrity Endorsers on Brand Loyalty through Brand Image	Sharad Gupta	Dhruv Saini	Student, Delhi School of Business	Empirical Economics Letters	Dec. 2021	20 (3), 365-376	ABDC-C
				Megha Sharma	Student, Delhi School of Business				
				Sharad Gupta	Delhi School of Business				
				Harsh Verma	FMS, Delhi University				
11	2021-22	Ranking the Factors Influencing e-Trading Usage in Agricultural Marketing	Sanjay Chaudhary	Sanjay Chaudhary	Delhi School of Business	Global Journal of Flexible Systems Management	July. 2021	22(3), 233-249	Scopus
				P K Suri	Delhi Technical Univeristy				

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12	2021-22	Do Consumers' Beliefs, Knowledge and Awareness Play an Important Role in Willingness to Adopt Pro-Environmental Behaviour?	Rajiv Ranjan Thakur	Vinita Srivastava	Jaipuria Institute of Management	Journal of Emerging Technologies and Business Management	Aug. 2021	10(1), 9-35	COSMOS
				Rajiv Ranjan Thakur	Delhi School of Business				
13	2021-22	Organisation Pursuit Intention Through Perceived Employer Brand, Person Organisation Fit and Perceived Organisational Prestige	Ruchika Sharma	Ruchika Sharma	VIPS-TC	Corporate Reputation Review	Nov. 2021	26, 33-53	ABDC-C
				Karnia Tanwar	Amity Univerity				
14	2021-22	Impact of mandatory corporate social responsibility on corporate financial performance: the Indian experience	Rattan Sharma	Rattan Sharma,	Delhi School of Business	Social Responsibility Journal	May-22	18(4), 704-722	
				Priti Aggarwal	Delhi School of Business				