REFERRED JOURNALS (2024-25)									
S.No	**A.Y**	**Research Title**	**Faculty Name**	**Co-Author**	**Co-Author Affliation**	**Journal Name**	**Publication month & Year**	**Publication Refereed in**	**Research Type**
1	2024-25	A Review of factors influencing Job-home balalnce of Indian Women Employees in Service Sectors	Dr.K.Thriveni Kumari	Dr.K.Thriveni Kumari	Delhi School of Business	International Journal of Work Organisation and Emotion	Vol-15 (2), Pg.No.180-196, August, 2024	Scopus, ABDC-B	Article
				Dr.V.Rama Devi	Professor, NIT Warangal, Warangal, Telangana				
2	2024-25	Intellectual capital through decarbonization for achieving Sustainable Development Goal 8: a systematic literature review and future research directions	Meghna Chhabra	Assunta Di Vaio	Department of Law, University of Naples Parthenope, Naples, Italy	Journal of Intellectual Capital	Vol. 25 (7), pp. 54-86,July 2024	SCOPUS: ABDC B	Article
				Anum Zaffar	Department of Law, University of Naples “Parthenope”, Naples, Italy				
				Meghna Chhabra	Delhi School of Business				
3	2024-25	Carbon accounting and integrated reporting for net-zero business models towards sustainable development: A systematic literature review	Meghna Chhabra	Assunta Di Vaio	Department of Law, University of Naples “Parthenope”, Naples, Italy	Business Strategy and the Environment	2024	SCOPUS; ABDC A	Article
				Anum Zaffar	Department of Law, University of Naples “Parthenope”, Naples, Italy				
				Meghna Chhabra	Delhi School of Business				
				Daniel Balsalobre-Lorente	Department of Applied Economics I, University of Castilla-La Mancha, Cuenca, Spain				

S.No	A.Y	Research Title	Faculty Name	Co-Author	Co-Author Affliation	Journal Name	Publication month & Year	Publication Refereed in	Research Type
4	2024-25	Artificial Intelligence in Digital Marketing: A Bibliometric Analysis and Future Research Direction	Rattan Sharma	Rattan Sharma	Delhi School of Business	Abhigyan	2024	EBSCO	Article
				Yatika Khandelwal	Delhi School of Business				
				Sejal Malhotra	Delhi School of Business				
				Gaurav Sarin	T.A. Pai Management Institute				
5	2024-25	Segmenting and Profiling of Mobile App Users on their Lifestyle- Implications for Attitude and Usage Behaviour	Neerja Arora	Neerja Arora	Delhi School of Business	International Journal of Indian Culture and Business Management	Dec. 2024	Wos, J-gate	Article
				Deepak Chawla					
6	2024-25	Will I virtually try and buy?–exploring the adoption of virtual fitting rooms through the lens of perceived value, risk, and consumer characteristics	Dr. Ruchika	Dr. Aashu Aggarwal	Vivekananda Institute of Professional Studies- TC	The International Review of Retail, Distribution and Consumer Research	Jan-25	Scopus	Article
				Dr. Ruchika Sharma	Delhi School of Business				
				Dr. Pratibha Singh	BIMTECH, Noida				
7	2024-25	A Nexus between Corporate Governance and Performance: Evidence from the Indian Insurance Industry	Barkha Goyal	Barkha Goyal	Delhi School of Business	International Journal of Disclosure and Governance	Jan-25	ABDC-B	Article
				Rachita Gulati	IIT Roorkee				

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8	2024-25	Assessing the effect of mindful consumption towards residents' well-being with the mediation of brand loyalty and self-brand connection in tourism.	Dr.Jaspreet Kaur	Dr. Jaspreet Kaur	DSB	Tourism Recreation Research	1-21,01-01-2025	ABDC A	
				Dr. Ruchika Sharma	VSBS				
				Dr. Shikha Sharma	VSBS				
				Dr. ROY	IIMA				
9	2024-25	Assessing the effect of mindful consumption towards residents' well-being with the mediation of brand loyalty and self-brand connection in tourism	Dr. Ruchika	Prof. Jaspreet Kaur	Delhi School of Business	Tourism Recreation Research	Jan-25	ABDC-A	Article
				Dr. Ruchika Sharma	Vivekananda Institute of Professional Studies- TC				
				Dr. Shikha Sharma	Vivekananda Institute of Professional Studies- TC				
				Prof. Subhadip Roy	IIM Ahmedabad, Ahmedabad, India				
10	2024-25	Impact of digital storytelling on improving brand image among consumers.	Dr.Jaspreet Kaur	Dr.Jaspreet Kaur	DSB	Journal of Promotion Management	30(8), 1348-1376.,01-12-2024	ABDC B	
				Dr. Shweta Saini	FDDI				
				Dr. Abhishek behl	Keele Univ				
				Dr.A Poonia	O.P.Jindal Univ				

S.No	A.Y	Research Title	Faculty Name	Co-Author	Co-Author Affliation	Journal Name	Publication month & Year	Publication Refereed in	Research Type
11	2024-25	Cyber Security, Cyber Crime and Measures to Prevent in Libraries	Gulshan Sachdeva	Gulshan Sachdeva	Delhi School of Business	CPJ Law Journal	ISSN- 0976-3562,01-01-2025	UGC Care	
				Mukesk Sachdeva	Vivekananda Institute of Professional Studies- TC				
12	2024-25	E-Resources and E-Learning in Higher Education During COVID-19 in India: A Comprehensive Analysis of Benefits and Challenges	Gulshan Sachdeva	Gulshan Sachdeva	Delhi School of Business	TULSSAA journal	Vol-15, Issue (1)	UGC Care	Article
				Anil Kumar Jharotia	NorthCap University, Gurugram				
13	2024-25	Role of AI on EI and its lead to improve HRD skills	Dr.K.Thriveni Kumari	None	Delhi School of Business	Human Resource Development International		ABDC-B	
14	2024	Impact of Emotional Well-being on Job Performance: A Study Based on Service Sector Professionals	Dr. Poonam Khurana	Kapoor, R.	Research Scholar, Amity School of Business, Noida	international Journal of Experimental Research and Review	2455-4855	Scopus	
				Kamra, V.					
				Dr. Poonam Khurana	VSBS				
15	2024	Role of CSR in Promoting Happiness, Reducing Workplace Stress and Burnout in Indian Companies: A Study of Selected Indian Companies	Dr Swati Narula	Dr Aarti Chopra	Associate Professor, Poornima University, Jaipur	International Journal of Experimental Research and Review	2455-4855	Scopus	
				Prof Ravi Kant Modi	Professor, Nirwan University, Jaipur				
				Dr Swati Narula,	VSBS				

S.No	A.Y	Research Title	Faculty Name	Co-Author	Co-Author Affliation	Journal Name	Publication month & Year	Publication Refereed in	Research Type
16	2024	The Fiasco of the Capital Asset Pricing Model An Empirical Study on the Bombay Stock Exchange for the Period 2008-2022	Dr Sant kumar	Bangur, P.		SCMS Journal of Indian Management	9733167	Scopus	
				Kumar, S.	VSBS				
				Malhotra, N.					
17	2024	The CAPM: Exploring its Empirical Evidence on NSE Nifty - From the Period 2008 to 2023	Dr Sant kumar	Bangur, P.		SDMIMD Journal of Management	2320-7906	UGC	
				Kumar, S.	VSBS				
				Malhotra, N.					
18	2024	UNLEASHING GREEN BEAUTY CRUSADE: ROLE OF INFLUENCER RELATIONAL CHARACTERISTICS, PRODUCT PERCEPTIONS, AND WARM GLOW	Dr Ruchika Sharma	Dr Ruchika Sharma	VSBS	Journal of Electronic Commerce Research		ABDC-B	
				Pratibha Singh	Area of Marketing Birla Institute of Management Technology Greater Noida, India				
				Ajeet Sharma	Alliance School of Business Alliance University Bengaluru, India				
19	2024	Mapping the Cybersecurity Research: A Comprehensive Bibliometric Analysis	Dr. Poonam Khurana	Prof. (Dr.) Poonam Khurana	VSBS	International Journal of Experimental Reseach & Review	2455-4855	Scopus	
				Dr. Swati Narula	VSBS				
				Dr. Neelu Tiwari	Jaipuria Institute of Management				
				Ms. Renuka Kapoor	Amity School of Business, Noida				
				Prof. (Dr.) Madhu Arora	NDIM				

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20	2024	Mapping the Cybersecurity Research: A Comprehensive Bibliometric Analysis	Dr. Swati Narula	Prof. (Dr.) Poonam Khurana	VSBS	International Journal of Experimental Reseach & Review	2455-4855	Scopus	
				Dr. Swati Narula	VSBS				
				Dr. Neelu Tiwari	Jaipuria Institute of Management				
				Ms. Renuka Kapoor	Amity School of Business, Noida				
				Prof. (Dr.) Madhu Arora	NDIM				
21	2025	Empirical Obstacles in the Carhart Model -Insights from the Fama-MacBeth Analysis of Nifty 50 for the period April 2008-June 2023	Dr. Sant Kumar		VSBS	Journal of Commerce and Business Studies	23220767	UGC	
22	2024	Tapping generative AI capabilities: a study to examine continued intention to use ChatGPT in the travel planning	Dr Aanchal Aggarwal	Dr. Nupur	VSBS	Asia Pacific Journal of Tourism Research	1741-6509	ABDC-A	
				Parul Manchanda	VSBS				
				Dr Aanchal Aggarwal	VSBS				
				Maggo, V.	VSBS				
23	2024	Role of online health communities in patient compliance: a social support perspective	Dr Kritika Nagdev Raisetia	Shuchita Pant Tewari,	Jaipuria Institute of Management – Noida	Journal of Systems and information technology	1328-7265	ABDC-B	
				Richa Misra,	Jaipuria Institute of Management – Noida				
				Dr Kritika Nagdev Raisetia	VSBS				
				Himani Sharma	University Canada West, Vancouver, Canada				

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24	2024	Revisiting The Empirical Challenges To The CAPM: A Study of the NSE During and Post COVID-19	Dr. Sant Kumar		VSBS	JIMS 8M: The Journal of Indian Management & Strategy	0973-9335	UGC	
25	2024	Emotional Labour: A Bibliometric Analysis and Implications for Future Research	Dr. Poonam Khurana	Ms. Renuka Kapoor	Research Scholar, Amity School of Business, Noida	Ramanujan International Journal of Business and Research	2455-5959	UGC	
				Kamra, V.	VSBS				
				Dr. Poonam Khurana	VSBS				
26	2025	Generative AI in Business Transformation: The Role of AI in Operational Efficiency, Innovation, and Ethical Implications	Prof(Dr.) Ramanpreet singh	Gupta Priyanka	VSBS	JIMS 8M: The Journal of Indian Management & Strategy	0973-9335	UGC	
				Prof(Dr.) Ramanpreet singh	VSBS				
27	2025	Quantum Marketing: Redefining Strategies For Consumer Engagement In A Complex Marketplace	Dr Aanchal Aggarwal	Dr Aanchal Aggarwal	VSBS	Industrial Engineering Journal	0970-2555	UGC	
				Arora, Nupur,	VSBS				
				Dawar, Shruti					
28	2025	Navigating impact: a systematic review of social entrepreneurship's journey towards sustainable development	Dr Kritika Nagdev Raisetia	Dr Kritika Nagdev Raisetia	VSBS	International Journal of Organizational Analysis	1934-8835	ESCI , Scopus, ABDC-B	
				Sarah Ahtesham	(Jamia Millia Islamia, New Delhi, India);				
				Surabhi Paliwal	(Amity University Noida, India);				
				Simon Smith	(Oxford Brookes Business School, Oxford Brookes University, Oxford, UK);				
				Anupama Rajesh	(Amity Business School, Amity University, Noida, India)				

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29	2025	The Empirical Performance of the CAPM on NSE Nifty 50: A Study from April 2008 to June 2024 by Using the BJS Methodology	Dr. Sant Kumar	NA	VIPS	MUDRA: Journal of Finance and Accounting, Journal Press of India	2347-4467	UGC Care	
30	2025	Empirical Obstacles in the Carhart Model – Insights from the Fama-MacBeth Analysis of Nifty 50 for the Period April 2008 - June 2023	Dr. Sant Kumar	NA	VIPS	Journal of Commerce & Business Studies (JCBS), Delhi University	2322-0767	UGC ccare	