


Curriculum Vitae

Full Name	Dr. Anoop Pandey			
Designation	Professor			
Department	Commerce			
Campus	Dr. BGR campus, Pauri			
Telephone	-			
Mobile	9990554589			
Email	anoop.pandey2007@gmail.com and dr.anooppandey@gmail.com			
Education Qualification	B.Com; M.Com; PhD			
Teaching Experience	19	Research Experience	17	
Areas of Interest/ Specialization				
<ol style="list-style-type: none"> 1. Economics Administration and Financial Management 2. Finance, Marketing and General Management 3. Research Methodology (Theory and Practical's) 				
Honours & Awards (2017-2022)				
<ol style="list-style-type: none"> 1. Received Best paper Presentation award in Global Conference on Emerging Technologies, Sustainable Innovative Business Practices and Social Well being on 10-11th December 2022 at New Delhi organized by CONFAB 360 degree. 2. Received Best Paper Presentation Award in International Conference on Sustainable Management Practices for Inclusive Growth: Issues, Challenges and Strategies on December 15-16, 2022 Organized by AMITY BUSINESS SCHOOL. GURUGRAM (Haryana) 3. Received Best Paper Presentation Award in International Conference on Circular Economy, Management and Industry 4.0: Leading towards Sustainability held on 21-22nd October 2021. Organized by BVIMSR, Navi Mumbai (Sponsored by AICTE, New Delhi) 4. Research paper titled, “ Emerging Perspective on Religious and Spiritual Tourism in India: The Moderating Role of Religiosity” won 2nd Best paper award in the International e-conference on “ The Digital Transformation in Business Re-Engineering : Post Pandemic Era of Industry 5.0” held on 26-27 August 2021, Organized by Dr. Vithalrao Vikhe Patil Foundation’s Institute of Business Management and Rural Development, Ahmednagar. 5. Research paper titled, “ Effect of E-Resources adoption on Indian SMEs performance : Leading Towards Sustainability” won Best paper presented in AICTE sponsored International Conference on Circular Economy, Management and Industry 4.0 , Leading Towards sustainability held on 21-22nd October 2021. Organized by BVIMSR (Mumbai) and Apeejay School of Management, New Delhi. 6. Received Best paper presentation Award in International Conference Held at Oxford University, London on 19 October 2017 7. Received Best paper Presentation Award at International Conference at BVIMR in 2017. 				
Member of Academic Institutions				
<ol style="list-style-type: none"> 1. Indian Commerce Association 2. Indian Accounting Association 				
Member of Editorial Board				
<ul style="list-style-type: none"> • Editorial Board Member of JGIBS Journal of Management; Gittarattan International Business School, New Delhi. • Reviewer of Iranian journal of Management. (SCOPUS Listed) 				
Research Supervision (Total - 07)				
<ol style="list-style-type: none"> 1. Ms. Aditi Malhotra successfully awarded her doctorate degree on topic “A Study of Consumers Buying Behavior and Their Shopping Styles towards Branded Apparels in Delhi NCR” (Awarded in August, 2018). 2. Ms. Pooja Chaturvedi, successfully awarded her doctorate degree on topic “To frame and validate a model for performance evaluation of Indian Mutual Fund Industry” (Awarded in December 2018) 3. Mr. S. Siva successfully awarded his doctorate degree on topic, “A Study on E-HRM” 				

Practices in Hotel Industries of Delhi” (Awarded in June 2019).

4. Ms. Kriti Jain successfully awarded her doctorate degree on topic, **“Impact of Spirituality on Work Life Balance”** (Awarded on September 2022)
5. **Ms. Manisha Kaushal, successfully submitted her PhD Thesis on topic, “Role of Microfinance institutions in the Development of Startups in India”** (Viva will be schedule in March 2023)
6. Ms. Perna Garg, **successfully submitted her PhD Thesis on topic, “Measuring The Role Of Electronic Word Of Mouth In Determining Behavioral Intention: A Study Of Online Travel Agents In India”** (Thesis Submitted)
7. Mr. Anuj Kumar, is in the process of final submission of Thesis on topic, **“To study the factors responsible for adoption of online tools and its effect on the growth of SMEs”** (Successfully defend his pre-phd thesis submission on February 2023)

Research Projects/ MoU undertaken (Total – 06)

1. **Ongoing Major Research Project funded by ICSSR in 2022 on title, “Strategic Technology Adoption and Acquisition : A Review of Policy Intervention and Impact on Performances of SMEs in India”**
2. Principal Investigator for research project titled, **“Organized retailing through shopping malls, a fad or fundamental for the Indian consumers, its evaluation with the unorganized retailing and analysis of its growth potential with the impact on the Indian society”** funded by A.I.C.T.E under R.P.S scheme, Submitted to AICTE on 17th May 2010 Successfully.
3. Principle Researcher for research Project Titled **“Role and Impact of Internet on Indian Tourism Industry”** A Research Project Funded by BVIMR and Submitted to Bharati Vidyapeeth University Institute of Management & Research, New Delhi-110063. (Submission Date 31st May, 2012)
4. Principal Investigator for research project titled, **“ Green Retailing : An Analytical study of Environment Sensitization Practices being followed by retailers in Delhi NCR”** A Research Project Funded by BVIMR and Submitted to Bharati Vidyapeeth University Institute of Management & Research, New Delhi-110063. (Submission date : 30th April, 2013)
5. Principal Researcher for research Project Titled, **“Terrorist Attack: It’s Impact on Indian Tourism Industry”** A Research Project Funded by BVIMR and Submitted to Bharati Vidyapeeth University Institute of Management & Research, New Delhi-110063. (31st May, 2009)
Principal Investigator for Research Project Titled **“Life Insurance as a Better saving option”** Research Project Funded by BVIMR and Submitted to Bharati Vidyapeeth University Institute of Management & Research, New Delhi-110063. (31st May, 2009)

Administrative and Academic Experience (18 Years)

1. A multi-cultural professional with over 18 years of commendable success in Teaching & Training, Research & Development and Knowledge Management
2. A keen planner & implementer with track record of implementing operational policies/norms, systems & controls, motivational schemes & education standards during the career span
3. Dedicated leader with proficiency in managing the administrative activities entailing, faculty appraisal/training and upholding of the institutions motto
4. A top-grade Professor having guided various researches, project formulation, operation, revenue optimization, innovations and learner-centric pedagogy
5. Highly creative educationist and training conceptualist with proven track record of successfully assisting in the completion of corporate funded research projects
6. Successfully conferred up on 70 plus research papers in various conferences and Seminars.
7. Exercises judgment within generally defined practices in selecting methods & techniques for obtaining solutions; effective communicator with excellent relationship management skills and strong analytical, problem solving & organizational skills

Patent Published (03)

1. Application No. 202111049235 A
Title: A Management System and Method for Multimedia Commerce System
Date of Filing Application: 28th October 2021
Publication Date: 26th November 2021
Published in South India
2. Patent Application No. 202211012888
Title: A Method for Business Growth through Innovative Product Designs and Technology Solutions
Date of Filing Application: 09th March, 2022
Published in India

3. Application No. 2022/08314
Title: Innovation Practices for Survival of Small and Medium Enterprises(SMEs) in the Covid 19
Date of Filing Application: 26th July 2022
Publication Date: 28th September 2022
Published in South Africa

**Conference/Symposium/Workshop Organized/ Participated during last five years (2017-2022)
(Total – 27)**

1. Research paper titled, “ Role of Micro Finance in the sustainability of Startups in India’ presented at ICSSR Sponsored National Conference on ‘Sustainable Management Practices; Trends, Issues & Challenges’ on 1-2 November, 2018 at Central University Punjab, Bathinda, Punjab (India)
2. Research paper titled, “ Sustainable Approach through Social media in SMEs’ presented at ICSSR Sponsored National Conference on ‘Sustainable Management Practices; Trends, Issues & Challenges’ on 1-2 November, 2018 at Central University Punjab, Bathinda, Punjab (India)
3. Research paper titled, “ Effectiveness of EFT in reducing presentation Expression Anxiety Syndrome in students of BVP’ presented at ICSSR Sponsored National Conference on ‘Sustainable Management Practices; Trends, Issues & Challenges’ on 1-2 November, 2018 at Central University Punjab, Bathinda, Punjab (India)
4. Research paper titled, “A study of critical role of Micro Finance Institutions in the startups in India’ presented at First PAN IIT International Management Conference -2018, on November 30 to December 2, 2018. Organized by Department of Management Studies, Indian Institute of Technology, Roorkee (India).
5. Research Paper titled, “Adoption of social media tools among Indian SMEs” presented at Two Day International Conference on "Management Education: The Road Ahead" organized by Shri Mata Vashino Devi University, Katra, J&K
6. Research Paper titled, “A Study on Financial Statement Analysis of Flex Industries Limited” presented in 21 Annual International Conference on Achieving Excellence in higher education (ICSSR Sponsored) at Deen Dayal Upadhyay College, Dwarka (Delhi University on 4-5 January 2020.
7. Research paper titled, Working Capital Analysis and its effect on profitability of the industries : Evidence from the Flex Industries Limited” presented in 21 Annual International Conference on Achieving Excellence in higher education (ICSSR Sponsored) at Deen Dayal Upadhyay College, Dwarka (Delhi University on 4-5 January 2020.
8. Research paper titled, “Study of Artificial Intelligence and its effect on Indian Banking Industry & Its relevance in post covid 19” in International Management Conference on Post Covid Management Strategies: Recovery, Resilience & Adaption, and Schedule on 23-24 April 2021. Organized by IIM BODHGAYA (Bihar).
9. Participated in RESEARCH METHODOLOGY workshop held virtually on 21-22nd April 2021 at the Indian Institute of Management BODH GAYA (BIHAR).
10. Research paper titled, “ Emerging Perspective on Religious and Spiritual Tourism in India: The Moderating Role of Religiosity” in the International e-conference on “ The Digital Transformation in Business Re-Engineering : Post Pandemic Era of Industry 5.0” held on 26-27 August 2021, Organized by Dr. Vithalrao Vikhe Patil Foundation’s Institute of Business Management and Rural Development, Ahmednagar.
11. Research paper titled, “ A Study of Growth and Prospects of mutual Funds in India” Presented in The National Conference on ‘ Advances in Business, Management & Technology” (NCABMT – 2021) Organized by Department of Management Sciences, MCGU on 25th -26th June 2021.
12. Research paper titled, “ A Study on the effect of increasing usage of fintech in financial Services in India” Presented in The National Conference on ‘ Advances in Business, Management & Technology” (NCABMT – 2021) Organized by Department of Management Sciences, MCGU on 25th -26th June 2021.
13. Research Paper titled, “Re-Strategize Bank Marketing with Artificial Intelligence Techniques to survive and thrive in new normal” presented in international Management Research Conference on ‘Socio – Economic Impact of COVID 19 on global Business Practice, held on 3-4 September 2021.Organised by University of Mumbai.
14. Research paper title, “Changing Scenario to Finance: Growth to Development to Sustainable” presented at AICTE Sponsored International Conference on “Emerging Market’s (ICEM 2021), Held on 8-10th July 2021. Organized by Bharati Vidyapeeth (Deemed to be University), Pune
15. Research paper titled, “ Effect of E-Resources adoption on Indian SMEs performance : Leading Towards Sustainability” presented in AICTE sponsored International Conference on Circular Economy, Management and Industry 4.0 , Leading Towards sustainability held on 21-22nd October 2021. Organized by BVIMSR (Mumbai) and Apeejay School of Management, New Delhi.
16. Research paper titled, “Study of Artificial Intelligence and its effect on Indian Banking Industry & Its relevance in post covid 19” in International Management Conference on Post Covid Management Strategies: Recovery, Resilience & Adaption, and Schedule on 23-24 April 2021. Organized by IIM BODHGAYA (Bihar).
17. Participated in RESEARCH METHODOLOGY workshop held virtually on 21-22nd April 2021 at the Indian Institute of Management BODH GAYA (BIHAR).
18. Research paper titled, “ Emerging Perspective on Religious and Spiritual Tourism in India: The Moderating

Role of Religiosity” in the International e-conference on “ The Digital Transformation in Business Re-Engineering : Post Pandemic Era of Industry 5.0” held on 26-27 August 2021, Organized by Dr. Vithalrao Vikhe Patil Foundation’s Institute of Business Management and Rural Development, Ahmednagar.

19. Research paper titled, “ A Study of Growth and Prospects of mutual Funds in India” Presented in The National Conference on ‘ Advances in Business, Management & Technology” (NCABMT – 2021) Organized by Department of Management Sciences, MCGU on 25th -26th June 2021.
20. Research paper titled, “ A Study on the effect of increasing usage of fintech in financial Services in India” Presented in The National Conference on ‘ Advances in Business, Management & Technology” (NCABMT – 2021) Organized by Department of Management Sciences, MCGU on 25th -26th June 2021.
21. Research Paper titled, “Re-Strategize Bank Marketing with Artificial Intelligence Techniques to survive and thrive in new normal” presented in international Management Research Conference on ‘Socio – Economic Impact of COVID 19 on global Business Practice, held on 3-4 September 2021.Organised by University of Mumbai.
22. Research paper title, “Changing Scenario to Finance: Growth to Development to Sustainable” presented at AICTE Sponsored International Conference on “Emerging Market’s (ICEM 2021), Held on 8-10th July 2021. Organized by Bharati Vidyapeeth (Deemed to be University), Pune
23. Research paper titled, “ Effect of E-Resources adoption on Indian SMEs performance : Leading Towards Sustainability” presented in AICTE sponsored International Conference on Circular Economy, Management and Industry 4.0 , Leading Towards sustainability held on 21-22nd October 2021. Organized by BVMSR (Mumbai) and Apeejay School of Management, New Delhi.
24. Research paper titled, “ Strategic Technology Adoption of Social Media in Indian SMEs” presented in Global Conference on Emerging Technologies, Sustainable Innovative Business Practices and Social Well **Being on 10-11th December 2022 at New Delhi organized by CONFAB 360 degree.**
25. Research paper titled, “ A Study on adoption of Artificial Techniques in SMEs: Challenegs and Opportunities in India Presented in International Conference on Sustainable Management Practices for Inclusive Growth: Issues, Challenges and Strategies **on December 15-16 , 2022 Organized by AMITY BUSINESS SCHOOL. GURUGRAM (Haryana)**
26. Research paper titled, “ A Study on adoption of Artificial Techniques in SMEs: Challenges and Opportunities in India Presented in International Conference on Sustainable Management Practices for Inclusive Growth: Issues, Challenges and Strategies **on December 15-16 , 2022 Organized by AMITY BUSINESS SCHOOL. GURUGRAM (Haryana)**
27. Research paper titled, “ A Study on effect of online resources on Small and Medium Enterprises: Issues and Challenges During Covid 19” presented in A Two days International Conference on India 2.0, Vision for India@2047: Challenges and Prospects on 14-15 February 2023. Sponsored by ICSSR, New Delhi. Organized Department of Economics, Kurushetra University (Haryana).
28. Research paper title, “Strategic Technology Adoption of Social media in Indian SMEs” presented on 10-11th December 2022 in Confab 360 Degree Global Conference on Emerging Technology, Business, Sustainable Innovative Business Practices and Social Well –Being.
29. Research paper titled, “Adoption of Artificial Intelligence Techniques in SMEs: challenges and Opportunities in Indian SMEs Sector” Presented at International Conference on Sustainable Management Practices for Inclusive Growth: Issues, Challenges and Strategies on December 15-16 2022. Organized by AMITY BUSINESS SCHOOL, Gurugram.
30. Research paper titled, ‘A Study on Artificial Intelligence and internet of Things for Sustainable goals” presented at the International conference on Sustainable Business Management jointly organized by Department of Management Studies IIT Roorkee and Arizona State University, USA from 23rd March to 25th March 2023 at DoMS IIT Roorkee.
31. Paper Titled, “ Implementation of Artificial Intelligence technologies in SMEs” presented in National Conference on Management Education : In Light of NEP 20202 (27-28 March 2023; Organized by Chaudhary bansi Lal Universiyt, Bhiwani in collaboration with Shiksha Sanskriti Utthan Nyas, New Delhi; Jawahar Lal University, New Delhi and Gautam Buddha University, Greater Noida. (Proof Attached)
32. Paper presented on topic, “ Adoption and Acquisition of Artificial Intelligence and Cloud Computing by Small and Medium Enterprise for Enhancing Environment Sustainability” in Global Conference Organized by CONFAB 360 degree on hybrid Mode. (Proof Attached

Publications during last five years (2017-2022) – TOTAL 51

Journals

1. Research Paper titled, “Mobile Evolution: Up Coming Trends and Positioning Branding Occupied by Indian Brand MICROMAX” published in Journal Management Research and Insights with ISSN No. 2347-4459. An UGC Approved Journal. (May 2018 Issue).

2. Research paper titled, "Anticipation for Employee Retention through E- Induction Program Analysis" in International Journal Management with ISSN No. 978-93-86171-88-7 (Online Journal)
3. Research paper titled, 'An Empirical Investigation into the factors Influencing E-HRM Practices in Hotel Industry' published at Vindya International Journal of Management Volume 2 Issue 2. September 2017. ISSN No. 2395-2059.
4. Research paper titled, "A Study of Consumer Awareness towards mobile handset Producers with special reference to Brand Micromax" published in Journal of Management Insight, Journal of BCIPS, ISSN 2456-1088, Dwarka Vol. III Jan-Dec 2018 Page No. 39-52.
5. Research paper titled, "Use of Social Media as an Integrated Marketing Tool in Business" published in Journal of Management (**IAEME**), Issue-3, Volume-5, 2018. (ISSN No. 2347-3940) Impact Factor: 2.43 **UGC Approved**
6. Research paper titled, "Factors Affecting the Role of Micro Finance in the Sustainability of Startups in India" published in Journal of Emerging Technologies and Innovative Research, Volume VI Issue V May 2019. UGC Approved. ISSN 2349-5162 (**UGC Approved No. 63975**).
7. Research paper titled, Consumer Decision making Styles of Indian Consumers for branded Clothing: An Empirical Study is in under review process of Publication in *The Indian Journal of Commerce*.
8. Research paper titled, "Anticipation for Employee Retention through E- Induction Program Analysis" published in International Journal Management with ISSN No. 978-93-86171-88-7 (Online Journal)
9. **Research Paper titled, "Spirituality - A Healing Technique in 21st century"** published in Think India Journal, Vol 22 Issue Oct-Dec 2019, pp4665-4670 **UGC Care Listed Journal. (Impact Factor 6.2).**
10. **Research paper titled, "Green Accounting: A New Challenge for Indian Accounting System"**published in Test of Engineering and Management, August 2020 (**SCOPUS LISTED JOURNAL**).
11. **Research paper titled, "How Adoption of Online Resources Can Help Indian SMEs in Improving Performance during COVID-19 Pandemic, August 2020 (SCOPUS LISTED JOURNAL).**
12. Research paper titled, "Perceptual Mutual Fund Performance Model: An Indian Investor's Perspective" published in *The Indian Journal of Commerce – UGC CARE LISTED JOURNAL*, July – December 2018. (Page No 72-94).
13. **Research Paper titled, " A Study on an Automobile Revolution and Future of Electric cars in India" is accepted for publication in International Journal of Management(April 2020). SCOPUS INDEXED JOURNAL.**
14. **Research Paper titled, "EXAMINING MODERATING ROLE OF PERSONAL IDENTIFYING INFORMATION IN TRAVEL RELATED DECISIONS"** published in **International Journal of tourism Cities** (ISSN: 2056-5607) in May 2020 **Indexed in SCOPUS and ABDC Journal (EMERALD PUBLISHING HOUSE)**
15. Research paper titled, "Towards sustainable tourism: an empirical investigation", Published in *Foresight*, DOI: <https://doi.org/10.1108/FS-04-2020-0042> in August, 2020 **Indexed in Scopus and ABDC Journal. (EMERALD PUBLISHING HOUSE)**
16. **Research paper titled, Impact Of Online Resources / Technology Adoption On SMEs Performance" published in PIMT Journal of Research, Page No. 83-87. Volume-13, No.-1 (A) (October-December) 2020 ISSN No: 2278-7925 UGC Care Listed Journal.**
17. Research paper titled, "**Work Life Balance: An organizational tool and key to life satisfactory**", published in PIMT Journal of Research. UGC Approved (Care List) Volume 13, No.3 **April-May 2021** (ISSN No. 2278-7925).
18. Research paper titled, "**Study of Literature review on Micro Finance as Boon for Poor**", published in PIMT Journal of Research, UGC Approved (Care List). Volume 13, No.3 **April-May 2021** (ISSN No. 2278-7925).

19. Research paper titled, **“Spirituality and its relationship with satisfaction with life”** in The Journal of Madras UGC Approved (Care List) (ISSN: 0022-3301) Vol – XCII-XXVII, **(Impact Factor: 7.193)**, June 2021.
20. Research paper titled, **“Factors affecting the role of micro finance in the promotion of the start-ups in India”** in The Journal of Madras UGC Approved (Care List) (ISSN: 0022-3301) Vol – XCII-XXVII, **(Impact Factor: 7.193)**, June 2021
21. Research paper titled, “ To Frame and validate A Model for performance Evaluation of Micro Finance Institutions in India” published in Journal of Management and Entrepreneurship (UGC care Listed Journal) Vol. 15 No.4 (October – December 2021)**(Impact Factor 4.257)**
22. Research paper titled, “ A Study on the role of Emotional Intelligence and its Effect on Work Life Balance” published in Journal of Management and Entrepreneurship (UGC care Listed Journal) Vol. 15 No.4 (October – December 2021) **(Impact Factor 4.257)**
23. Research Paper titled, **“Decomposing the Effect of Brand Image in Influencing Information Adoption: The case of Online travel Agents”** Published in Business Perspectives and Research (Page No. 1-17) Sage Publication Journal (DOI: 10.1177/22785337211034104) August 2021.**(This Journal is Indexed in SCOPUS, ABDC, UGC CARE (Group II) Indian Citation Index (ICI) (Impact Factor 1.24 and H-Index – 9)**
24. Research Paper Titled, “Adoption of Online Resources to improve the Marketing Performance of SMEs: Online Resources and SMEs” published in Asia Pacific Journal of Health Management **(Issue of August 2021) (SCOPUS Indexed Journal)(Impact Factor 0.44 and H-Index – 2) doi: 10.24083/apjhm.v16i4.1295.**
25. Research paper titled, “How AI has proved to be a game changer for organizations to conquer Covid 19” is published in Pacific Business Review International. Page no. 57-69; Vol 13 Issue 2 (June 2021) www.pbr.co.in (This Journal is also indexed in **WEB of Science**) **(Impact factor 8.396)**
26. Research Paper Titled, “Artificial Intelligence (Online Resource): A Panacea for SMEs in Healthcare” published in Asia Pacific Journal of Health Management **(Issue of December 2021) (SCOPUS Indexed Journal)(Impact Factor 0.44 and H-Index – 2) doi: 10.24083/apjhm.v16i4.1295**
27. Research Paper Titled, “Use of ICT in Teaching Vocational Subjects” published in International Journal of Education and Development using Information and Communication Technology (IJEDICT) 2021 Vol.17, Issue 4, pp 148-158. **(Issue of December 2021).**
28. Research paper title, **“Redefining Virtual Teaching-Learning Pedagogy** is published as a chapter in Book Theme **“Redefining Virtual Teaching-Learning Pedagogy” by Wiley Publication (Scopus Indexed) February 2022.**
29. Research paper titled, “Restrategize Bank marketing with Artificial Intelligence Techniques to Survive and thrive in new national. Published in Socio – Economic Impact of C Covid – 19 on Globalization Business Practices in 2022. Published by **University of Mumbai.**
30. Research paper titled, **“Work Life Balance: An organizational tool and key to life satisfactory”**, published in PIMT Journal of Research. UGC Approved (Care List) Volume 13, No.3 **April-May 2021** (ISSN No. 2278-7925).
31. Research paper titled, **“Study of Literature review on Micro Finance as Boon for Poor”**, published in PIMT Journal of Research, UGC Approved (Care List). Volume 13, No.3 **April-May 2021** (ISSN No. 2278-7925).
32. Research paper titled, **“Spirituality and its relationship with satisfaction with life”** in The Journal of Madras UGC Approved (Care List) (ISSN: 0022-3301) Vol – XCII-XXVII, **(Impact Factor: 7.193)**, June 2021.
33. Research paper titled, **“Factors affecting the role of micro finance in the promotion of the start-ups in India”** in The Journal of Madras UGC Approved (Care List) (ISSN: 0022-3301) Vol – XCII-XXVII, **(Impact Factor: 7.193)**, June 2021

34. Research paper titled, “ To Frame and validate A Model for performance Evaluation of Micro Finance Institutions in India” published in Journal of Management and Entrepreneurship (UGC care Listed Journal) Vol. 15 No.4 (October – December 2021)(**Impact Factor 4.257**)
35. Research paper titled, “ A Study on the role of Emotional Intelligence and its Effect on Work Life Balance” published in Journal of Management and Entrepreneurship (UGC care Listed Journal) Vol. 15 No.4 (October – December 2021) (**Impact Factor 4.257**).
- 36.
37. Research Paper titled, “Decomposing the Effect of Brand Image in Influencing Information Adoption: The case of Online travel Agents” Published in Business Perspectives and Research (Page No. 1-17) Sage Publication Journal (DOI: 10.1177/22785337211034104) August 2021.(**This Journal is Indexed in SCOPUS, ABDC, UGC CARE (Group II) Indian Citation Index (ICI) (Impact Factor 1.24 and H-Index – 9)**)
38. Research Paper Titled, “Adoption of Online Resources to improve the Marketing Performance of SMEs: Online Resources and SMEs” published in Asia Pacific Journal of Health Management (**Issue of August 2021**) (**SCOPUS Indexed Journal**)(**Impact Factor 0.44 and H-Index – 2**) doi: 10.24083/apjhm.v16i4.1295
39. Research paper titled, “How AI has proved to be a game changer for organizations to conquer Covid 19” is published in Pacific Business Review International. Page no. 57-69; Vol 13 Issue 2 (June 2021) www.pbr.co.in (This Journal is also indexed in **WEB of Science**) (**Impact factor 8.396**)
40. Research Paper Titled, “Artificial Intelligence (Online Resource): A Panacea for SMEs in Healthcare” published in Asia Pacific Journal of Health Management (**Issue of December 2021**) (**SCOPUS Indexed Journal**)(**Impact Factor 0.44 and H-Index – 2**) doi: 10.24083/apjhm.v16i4.1295
41. Research Paper Titled, “Use of ICT in Teaching Vocational Subjects” published in International Journal of Education and Development using Information and Communication Technology (IJEDICT) 2021 Vol.17, Issue 4, pp 148-158. (**Issue of December 2021**).
42. Research paper titled, “A Study on the Effect of Increasing Usage of Fintech Financial Services Sector in India” Published in Book Titled, “Advances in Business Management & Technology, Volume –II Published by Bharati Publication, new Delhi – 110002.
43. Research paper title, “New Age Teaching Pedagogy: Innovative Teaching Methods and Their Impact on Educational Performance of the Students” is published as a chapter in Book Theme “**Redefining Virtual Teaching-Learning Pedagogy**” by Wiley Publication (Scopus Indexed) February 2022.
44. **Research titled, “A PERSPECTIVE ON ONLINE EDUCATION AND THE ROLE OF TECHNOLOGY IN THE HIGHER EDUCATION SEGMENT” publication in ACTA Journal of Management (Web of Science) (Issue: December 2022).**
45. A Review of Adoption Theories on Technology Acquisition in Indian SMEs- Academy of Marketing Studies Journal- **ABDC-B** (Print ISSN: 1095-6298; Online ISSN: 1528-2678)- Proof attached
46. Strategy Technology Adoption of Social media IN Indian SMEs – Indian management Review - UGC Care Listed Journal ISSN – P No. 1551-6849 and ISSN –E – no. 2834-5487.
47. Understanding factors Influence Technical Inertia in Family-Run SMEs: A Study on Technological Adoption Challenges – TARU PUBLICATIONS - Listed in ABDC C and Web of Science.

Proceedings (02)

1. **1.** Research paper titled, *Sustainable approach through social media in SMEs*” published in book titled, *Managing Sustainable Development: Concepts, Issues & Challenges*. Page: 85-92 ISBN No. 978-93-88982-10-8

2. Research paper titled, “A Study on the Effect of Increasing Usage of Fintech Financial Services Sector in India” Published in Book Titled, “Advances in Business Management & Technology, Volume –II Published by Bharati Publication, new Delhi – 110002.
3. Research paper title, “Innovative Teaching Methods and Their Impact on Educational Performance of the Students” published in Book titled, “Redefining Virtual Teaching Learning Pedagogy” Published by Wiley Online Library. - **SCOPUS INDEXED**
4. Research paper title, “Significance of e-Learning in Indian Modern Higher Education System: A Review” published in Book titled, “Redefining Virtual Teaching Learning Pedagogy” Published by Wiley Online Library. - **SCOPUS INDEXED**

Total Number of Research Publications: 130 (Included Book Chapters)