

### Details of Research papers published in refereed journals/ Conferences

Sr. No	Name of Faculty	Deptt.	Title of the research / Review paper	Name of the Journal/ Conference	Database listing of Journal/ Conference	ISSN No	Indexing Type: SCI/ ESCI /Scopus	Volume, Issue, Page No / Date
1.	Pooja Gupta	BBA, GSB	To study the impact of Investor's Perception and Behavior on Volatility in Indian Stock Market	TEST- Engineering and Management	UGC Care List	0193-4120	Scopus indexed	Vol.83, page no. 2640-2649
2.	Pooja Gupta	BBA, GSB	Analysis the Impact of Behavioral Biases on Stock Market: A Structured Literature Review.	International Journal of Research and Analytical Reviews(IJRAR)	UGC Approved	2349-1269		Vol.6, Iss.2, May,2019.
3.	Pooja Gupta	BBA, GSB	An Extensive Literature Review on Behavioral Biases	ZENITH International Journal of Multidisciplinary Research	UGC Approved	2231-5780		Vol.9, iss.5, May,2019.
4.	Pooja Gupta	BBA, GSB	Emerging Trends in Retail Sector: 3D Virtual Reality Store	International Journal of Marketing & Technology	Blind Peer Reviewed Open Access	2249-1058		Vol.8, Iss.11, Nov,18.
Sr. No	Name of Faculty	Department	Title of the research / Review paper	Name of the Seminar/ Conference	Type	Date	Place	
5.	Pooja Gupta	BBA, GSB	A study to analyze the presence of Herding bias in Indian Stock Market	Emerging Perspectives of Finance and Changing Economic Scenario	National Conference	February, 29,2020.	IMS, Ghaziabad.	

6.	Pooja Gupta	BBA, GSB	The Emergence of Behavioral Finance: History, Background and Theory of Behavioral Finance.	Emerging Perspectives of Finance and Changing Economic Scenario	National Conference	February 29,2020.	IMS, Ghaziabad.	
7.	Pooja Gupta	BBA, GSB	Entrepreneurship and Innovation in E-Business.	Current Trends in Business & Economics	National Conference	February 15-16,2020.	SD College, Panipat.	
8.	Pooja Gupta	BBA, GSB	Integrated Reporting in India: Opportunities and Challenges Ahead	65 <sup>th</sup> All India Commerce Association of ICA	National Conference	November 9-11,2012	K.P.B. Hinduja College of Commerce, Mumbai.	
9.	Pooja Gupta	BBA, GSB	Future and Forward Market	Emerging Issues in Derivative Market in India	National Conference	December, 15, 2012	IMSAR, Rohtak	
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1	Ajay Goel	BBA, GSB	A Novel Digital Color Image Steganography using DWT	International Journal of Computer Sciences and Engineering	UGC Regd.		Vol.-7, Issue-3 ISSN : 2347-2693	
2	Ajay Goel	BBA, GSB	PVO-Based Multiple Message Segments Reversible Data Hiding	Research Analysis & Evaluation	UGC Regd.		UGC Regd. No 41022", April-2019	
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1.	Vardha Mago	BBA, GSB	Digital Marketing Hubs: Emerging Trend	International Journal of Engineering Technology Science and Research (IJETSR)	UGC Regd.		Vol.5, Issue 4, ISSN 2394-3386	
2.	Vardha Mago	BBA, GSB	Financial Performance Appraisal of Sun Pharmaceuticals & Lupin: A Comparative Study.	International journal of Management, IT & Engineering (2018)	Ugc listed		Vol.9 Issue 8 (1). ISSN: 2249-0558	
3	Vardha Mago	BBA, GSB	Emerging Trends in Retail Sector: 3D Virtual Store	International journal of Management, IT & Engineering (2018)	UGC listed		Vol.8 Issue 5(2). ISSN: 2249-2496	
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1.	Shailja Kumari	BBA, GSB	India and China relation current agreements and strength 7 weakness	International Journal environmental economics, commerce & education management (2015)	UGC listed		Vol.2. ISSN:2348-314x	
2.	Shailja Kumari	BBA, GSB	Latest amendments in taxation policy of India	EPRATrust journal	UGC regd.		Vol.2 ISSN:2347-7431	

### Detail of Book Published

Sr. No	Name of Faculty	Deptt.	Title of Book	Publication Type	Name of the publisher	ISBN No:	Year
1	Pooja Gupta	BBA, GSB	Business Legislation	Co- Author/ Co-Editor	Thakur Publishers, Lucknow	978-93-83130-50-4	2014

### Details of Research papers published as Chapters in Edited Book

Sr. No	Name of Faculty	Department	Title of the research paper	Name of the publisher	Copyright	ISBN No:	Page Number
1.	Pooja Gupta	BBA, GSB	Latest Approaches in Modern Advertising	Bharti Publication, New Delhi.	IAMD	978-93-86608-83-3	192-198
2.	Pooja Gupta	BBA, GSB	Ethical Marketing- A Social Responsibility	Bharti Publication, New Delhi.	IAMD	978-93-86608-83-3	244-249