

Faculty Research

Faculty Publications (Journals)

S.No	Name of the Faculty	Name of Co-Author (If Any)	Title of the Paper	Name of Journal	Year
1	Mr. Tauseef Irfan		Issues, Challenges and Opportunities in the Manufacturing Sector	UGC Recognized Universal Review Journal : ISSN NO: 2277-2723	2019
2	Dr. Mohit Kumar		Interplay between Financial capability and Demographic Profile: An exploratory study in Lucknow	UGC Recognized Universal Review Journal : ISSN NO: 2277-2723	2019
3	Dr. Mohit Kumar	Mr. Rishish Mishra	Correlates of Work-Life Balance and Family Influence on Career Life Stages of Female Employees: Evidence from Literatures	Journal of Emerging Technologies and Innovative Research :ISSN - 2349-5162	2019
4	Mr. Azharuddin Mohammad Mussaiyib		Demonetization in India: Boon or Bane	International Journal of Research in Engineering, IT and Social Science, Vol. 08 Issue 08, ISSN 2250-0588, Page 111-119	2018
5	Dr. Sheetal Sharma	Ms. Neha Tewari	Analysing relationship between Information Communication Technology, Competitiveness and Economic Growth in OECD Countries	Adhyayan –A Journal of Management Sciences, ISSN;2249-1066	2018
6	Dr. Sheetal Sharma	Ms. Tina khandelwal	Exploring Multiple Mediators in Factors Influencing Affective Organizational Commitment: A Study of Indian Medical Practitioners	International Journal of Life Sciences Research, ISSN:2348-313X, Vol 6, Issue 2	2018
7	Dr. Sheetal Sharma	Mr. Vimal Verma	Factors influencing store patronage behaviour for organized retail stores with special reference to food and grocery”	International Journal of Latest Engineering and Management Research, ISSN:2455-4847, Vol 3, Issue 1	2018
8	Dr. Naela Jamal Rushdi	Sushma Singh	A Systematic Literature Review on Evolution of Behavioural Finance	UGC Approved Journal - Adhyayan - Journal of Management Sciences (ISSN No. 2249-1066)	2018
9	Dr. Naela Jamal Rushdi	Sushma Singh	A Study on how behavioural biases of an investor act as antecedent in creating financial scams in India	UGC Approved Journal - MAIMT - Journal of IT & Management (ISSN No. 0974-066X)	2018
10	Dr. Neha Tiwari	Dr Sheetal Sharma	Analyzing relationship between Information Communication Technology, Competitiveness and Economic growth in OECD countries	Adhyayan :A Journal of Management Sciences, ISSN: 2249-1066, Special Issue	2018
11	Dr. Neha Tiwari		An Empirical Analysis of Entrepreneurial Ecosystem in Selected Asian Countries	International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-2 Issue-2, February 2018.	2018

12	Dr. Vaibhav Tripathi	A. P. Singh & R Roy	Effect of economic growth initiatives on regional economies: a study in the Indian context.	International Journal of Entrepreneurship and Innovation Management, 22(3), 286-297 (scopus indexed, ABDC listed)	2018
13	Dr. Sheetal Sharma	Ms. Tina khandelwal	Commitment Profiles of Medical Practitioners and its Implications on Work Outcomes: A Study in Collectivist context	Amity Global HRM Review-International Research Journal of Amity International Business School, UGC Approved & International Refereed journal, ISSN: 2250-60X	2017
14	Dr. Vibhuti Gupta		Is it Really Good to be Emotionally Intelligent: A Review of Literature.	Management Dynamics, 16(2): 64-83. (ISSN: 0972-5067)	2017
15	Dr. Neha Tiwari		Women entrepreneurship in India: A literature review	Amity journal of Entrepreneurship 2(1),47-60	2017
16	Dr. Neha Tiwari	Dr. Anu Kohli	An Empirical Analysis of Entrepreneurial Intention Amongst Students In Uttar Pradesh	Adhyayan: A Journal of Management Sciences, ISSN: 2249-1066, Vol. 7, No. 2, Dec, 2017.	2017
17	Mr. Azharuddin Mohammad Mussaiyib		Goods and Services Tax in India: An Insight	International Journal of Research and Innovation in Applied Science (IJRIAS), Vol. I (Issue VII): ISSN 2454-6194	2016
18	Dr. Vibhuti Gupta		Impact of Globalisation and Technology on Human Capital: A Review of Literature	Vishwakarma Business Review, VI (1): 52-59. (Print ISSN: 2229-6514, Online ISSN: 2230-8237)	2016
19	Dr. Sheetal Sharma	Dr. Manisha Seth	High Performance HR practices: A cross sectoral study of various organizations in Lucknow", U.P,	Journal of Research Innovation in Management Science, ISSN:2454-6542, Vol 2	2016
20	Dr. Sheetal Sharma	Ms. Tina khandelwal	Exploring the underlying dimensions of Organizational Commitment through the Factor Analysis in Medical Practitioners at Lucknow: A Pilot Study	International Journal of Recent Research in Commerce Economics and Management (IJRRCEM), ISSN: 2349-7807, Vol 3, Issue 1	2016
21	Dr. Prakash Singh		Usages of Food Processing Wastages to Manufacture Organic Fertilizers for Agriculture Sectors	Economic Digest Monthly Magazine published by Maharashtra Economic Development Council (MEDC), Mumbai	2016
22	Dr. Prakash Singh		Budgeting the Budget: A way to balance and boost the growth of Indian economy	Economic Digest Monthly Magazine published by Maharashtra Economic Development Council (MEDC), Mumbai	2016
23	Mr. Fawad Ali Khan		Green Marketing: Capitalizing on Shared Values	De Paul Journal of Scientific Research (COSMOS Indexed) Print ISSN: 2394-4412, Online ISSN: 2394-2509	2016
24	Mr. Fawad Ali Khan		Managing Core Conflict: A Practical Approach	VIEWPOINT Journal of Management, Indexed in EBSCO, ISSN: 2229-3925	2016

25	Dr. Neha Tiwari	Dr. Anu Kohli	An Empirical Study of the Factors Affecting the Use of ICTs among Indian Women Entrepreneurs	IUP journal of Entrepreneurship development in June 2016, 13(2), 7.	2016
26	Dr. Neha Tiwari		A review of government policies for Micro, small and medium enterprises in Indian Agriculture and allied sectors	Proceedings of the national seminar on “Global opportunities and challenges for the emerging Indian Economy” ISBN No.978-93-5258-519-9, 2016 (pp-183-188).	2016
27	Dr. Vaibhav Tripathi		Organic farming: A new avenue for rural entrepreneurs for sustainable business.	International Journal of Education and Management Studies, 6(1), 8.	2016
28	Dr. Sheetal Sharma	Ms.Tina Khandelwal	“A review of the Meddling Factors Affecting Employees’ Organizational Commitment at Work place	International Journal of Management and Commerce Innovations, ISSN: 2348-7585, Issue 1, Vol 3	2015
29	Dr. Vibhuti Gupta	Rao, Ekta and Mukherjee, Ranjit	Occupational Stress amongst Faculty Members: A Review of Literature.	International Journal on Research and Development: A Management Review, 4(2): 18-27. (ISSN No. Print: 2319 5479)	2015
30	Dr. Mohit Kumar	Prof. Kushendra Mishra	Modifiers of Financial Capability: An Empirical Study in UP,	International Journal of Management and Social Sciences Research (IJMSSR): ISSN 2319-4421	2015
31	Dr. Mohit Kumar	Prof. Kushendra Mishra	Dwindling Levels of Financial Inclusion: An Exploratory Study in Lucknow, India	Journal of Business Management & Social Sciences Research (JBM&SSR): ISSN 2319-5614	2015
32	Dr. Mohit Kumar	Prof. Kushendra Mishra	Widening Service Quality Gap and Customer Satisfaction: A case of Public Sector Banks	International Journal of Advance Research in Computer Science and Management Studies: ISSN 2321-7782	2015
33	Dr. Mohit Kumar	Dr. Taruna	Contrasting Levels of Financial Capability in India – An Exploratory Study	International Journal of Innovative Research and Development: ISSN 2278-0211	2015
34	Dr. Mohit Kumar		Devising Satisfaction Quotient in the Value Chain: A Case Study of AMUL	Global Journal for Research Analysis: ISSN 2277-8160	2015
35	Dr. Vibhuti Gupta		Taking the First Step Towards Being Emotionally Intelligent	Unison Times, Newsletter of IMS Unison University, Dehradun, Pg 4	2015
36	Dr. Neha Tiwari	Dr. Anu Kohli	“Policy interventions for promoting women entrepreneurship in India”	Proceedings “Human Development in Developing Nations, 2015” ISBN978-81-910666-6-1.	2015
37	Dr. Vaibhav Tripathi	R Roy	Social Entrepreneurship for Sustainable Economic Development: A Need to Increase Workforce Participation.	Global Journal of Enterprise Information System, 7(2)	2015
38	Dr. Sheetal Sharma		“Emotional Intelligence as an antecedent to Perceived Self Efficacy- An Empirical Study	AAYAM –AKGIM Journal of Management, ISSN:2231-4326,Vol 4, Issue 1	2014

39	Dr. Mohit Kumar	Prof. Kushendra Mishra	Financial Inclusion: Specifics From India	Indian Journal of Applied Research: ISSN 2249-555X	2014
40	Dr. Mohit Kumar	Prof. Kushendra Mishra	Financial Inclusion: An Imminent Choice in Rural India	Tactful Management Research Journal: ISSN 2319-7943	2014
41	Dr. Mohit Kumar		What Spurs up Employee engagement: An Empirical study in Uttar Pradesh, India	Indian journal of Scientific Research & Management: ISSN 2321-3418	2014
42	Dr. Mohit Kumar		Financial Inclusion: The road traversed and the road ahead.	The International Journal of Business & Management : ISSN 2321-8916	2014

Faculty Research (Conference Presentations)					
S.No	Name of the Faculty	Name of Co-Author (If Any)	Title of the Paper	Name of Journal/Conference	Year
1	Supriya Agrawal		GST Made Processes Simple: Myth or Reality	National conference on Problem of Sectorial Scarcity & Choice in India, organized by ASEDS & BBAU Lucknow	2019
2	Dr. Vibhuti Gupta		Impact of Perceived Organisational Support on Organisational Citizenship Behaviour on Health Care and Cure Professionals	National Conference IIC 2019 on “India as a Service Economy – Emerging Paradigms at Jaipuria Institute of Management, Lucknow.	2019
3	Dr. Mohit Kumar	Mr. Rishish Mishra	Correlates of financial literacy as a precursor to financial inclusion	3 rd National Finance Seminar on Inclusive finance : strategies Fostering Growth & development , organized by Prestige Institute of Management, Gwalior	2019
4	Ms. Supriya Agrawal		Analysis on Achievement of Make in India Campaign with Synergy to Manufacturing in India.	National conference on E-Commerce: Issues, Trends and Opportunities with Special Reference to Make in India organized by PIBM Pune	2018
5	Dr Jyotishree Pandey		Ease of Doing Business in India	National conference on E-Commerce: Issues, Trends and Opportunities with Special Reference to Make in India organized by PIBM Pune	2018
6	Ms. Fatima Aliza		Analysis on Achievement of Make in India Campaign with Synergy to Manufacturing in India.	National conference on E-Commerce: Issues, Trends and Opportunities with Special Reference to Make in India organized by PIBM Pune	2018
7	Ms. Fatima Aliza		A study on Women Entrepreneurial problems and their causes with reference to rural and Sub- urban areas in India	National conference on E-Commerce: Issues, Trends and Opportunities with Special Reference to Make in India organized by PIBM Pune	2018
8	Mr. Sachin Srivastava		Use of Digitisation to control spread of Tuberculosis in India	National Conference on the theme “Achieving Business Synergy through Social, Spiritual & Technological Dimensions” at SMS Lucknow	2018

9	Dr. Naela Jamal Rushdi	Sushma Singh	Behavioral Finance: An Insight to Market Anomalies and the Irrational Minds	National Conference on "Knowledge and Innovation for Sustainable Growth" at IILM Lucknow	2018
10	Dr. Naela Jamal Rushdi	Dr. Prakash Singh	Barriers to Sustainability of Small and Medium-Sized Startups in India	National Conference on "Knowledge and Innovation for Sustainable Growth" at IILM Lucknow	2018
11	Dr. Sheetal Sharma	Dr. Vibhuti Gupta & Dr. Prakash Singh	"Impact of Emotional Intelligence on Resilience-A Study on Working Professionals"	First PAN-IIT International Management Conference organized by IIT Roorkee.	2018
12	Dr. Sheetal Sharma	Ms. Neha Tewari	Analysing relationship between Information Communication Technology, Competitiveness and Economic Growth in OECD Countries	National Conference on Achieving Business Synergy through Social, Spiritual and Technological Dimensions organized by SMS Lucknow and NHRD Lucknow Chapter	2018
13	Ms. Supriya Agrawal		Important Life Skills Needed for Job Sustainability among Management Students	International Conference on Life Skills & Well being of Children & Youth in Digital World organized by IALSE	2018
14	Ms. Supriya Agrawal		Make In India: A Boost to Mobile Manufacturing in India. A Shift of Trend from Importing Handsets to Manufacturing.	National Conference on Economic Reforms & Their Impact on Indian Economy organized by Integral University Lucknow	2018
15	Ms. Supriya Agrawal		Synergising Life Skills For Building Sustainable Employment Through Professional Competencies	National Conference on Achieving Business Synergy through Social Spiritual and Technological Dimensions organized by SMS Lucknow	2018
16	Ms. Supriya Agrawal		Financing in Blue - A Green Approach towards Sustainability	International Conference on Sustainable Management at IIM Kahipur	2018
17	Mr. Fawad Ali Khan	Dr. Fatima Beena	Sustainability for the Community! By the Community! : A study of Community Involvement in CSR through Gamification.	International Conference on Sustainable and Inclusive Development, organized by Academic Exchange and Applied Research; Manipal Academy of Higher Education Dubai and Hochschule Bremen, City University of Applied Sciences, Germany.	2018
18	Mr. Fawad Ali Khan	Prof. (Dr.) Nagendra Yadav	A study of community involvement in CSR through gamification & sustainability.	National Conference on Entrepreneurship Development and Technological Innovation, HBTU Kanpur	2018
19	Ms. Fatima Aliza		Role of Human Asset and Financial Services in making Make In India Campaign a reality	National Conference on Economic Reforms & Their Impact on Indian Economy, Integral University Lucknow	2018
20	Ms. Fatima Aliza		Impact of age and social value on consumer purchase behaviour of luxury brands of clothes in Lucknow	National conference on Achieving Business Synergy through Social Spiritual and Technological Dimensions, SMS Lucknow	2018

21	Ms. Fatima Aliza		A study on Women Entrepreneurial problems and their causes with reference to rural and Sub-urban areas in India	National Conference on E-Commerce: Issues, Trends and Opportunities with Special Reference to Make in India, PIBM Pune	2018
22	Dr. Vibhuti Gupta		Impact of Emotional Intelligence on resilience- A study on working professionals	First PAN-IIT International Management Conference organized by IIT Roorkee.	2018
23	Dr. Vibhuti Gupta		Impact of trust in leadership on sportsmanship behavior of subordinates and moderating role of trait emotional intelligence	First India-Greater Mekong Sub Region International Conference on "Emerging Trends in Social Sciences and Management organized by Fr. Agnel College of Arts and Commerce, Goa	2018
24	Dr. Vibhuti Gupta		Effect of Job Stress on Employee Engagement: A Study of Private Academic Institutions in Dehradun	National Conference on "Knowledge and Innovation for Sustainable Growth" organised by IILM AHL Lucknow.	2018
25	Dr. Mohit Kumar		Contemporary concerns in Higher education with special reference to Uttar Pradesh, India	National Seminar on Changing Paradigms of Higher Education in India: Issues and challenges with special reference to Uttar Pradesh.	2018
26	Dr. Prakash Singh	Dr. Sheetal Sharma & Dr. Vibhuti	Impact of Emotional Intelligence on resilience- A study on working professionals	First PANIIT International Management Conference organized by IIT Roorkee.	2018
27	Dr. Neha Tiwari		An exploratory study of entrepreneurship and innovation in "BRICS" nations"	National Conference on Knowledge and Innovation for sustainable growth organized by IILM Lucknow	2018
28	Dr. Neha Tiwari	Dr. Sheetal Sharma	Analysing relationship between information communication technology, competitiveness and economic growth in OECD countries	National Conference 2018 on the theme "Achieving Business Synergy through Social, Spiritual & Technological Dimensions" held on 24th - 25th February 2018 ,SMS Lucknow	2018
29	Dr. Neha Tiwari	Dr. AnuKohli	An exploratory analysis of Entrepreneurial Ecosystem in India	International Conference on Vision 2022: A New India" organized by Faculty of Commerce, University of Lucknow	2018
30	Dr. Sheetal Sharma	Dr. Manisha Seth	"Managerial Perception of High Performance HR Practices and their Impact on Employee and Organizational Outcomes in the Digital Age"	Fifth Pan-IIM World Management Conference at IIM Lucknow	2017
31	Dr. Vibhuti Gupta		Is it Really Good to be Emotionally Intelligent: A Review of Literature	National Conference on; "Communication and Interpersonal Relationship at Workplace" organized by Jaipuria Institute of Management, Lucknow	2017
32	Dr. Mohit Kumar		Dynamics of Political Identity and Issue Attitudes	National Seminar on Changing Patterns of electoral performance in India with reference to Uttar Pradesh	2017

33	Dr. Mohit Kumar		FDI and its implications on Indian Economy	National Seminar on FDI and its impact on Indian Economy at Raj School of Management Varanasi	2017
34	Dr. Mohit Kumar		Ever growing significance of Innovation in Management Practices	National Seminar on Innovative Business practices on contemporary Growth & sustainable development	2017
35	Dr. Neha Tiwari	Dr. Anu Kohli	An Empirical Analysis on Relationships between Selected Socio-Economic indicators and Female Entrepreneurship in MSMEs in India	3rd International Research Conference on Entrepreneurship & Sustainability: A Skill India Perspective at United Nations Headquarters, Delhi	2017
36	Dr. Prakash Singh		A study on scope and challenges of digital education in India.	International Conference on Ongoing Research in Management and IT (INCON), organized by Audyogik Shikshan Mandal (ASM), Pune, India, ISBN No. : 978-81-924861-3-0	2016
37	Dr. Sheetal Sharma	Dr. Manisha Seth	“An Exploratory study of Managerial Perception of high performance in HR practices”	3rd International Conference on employee Engagement , KJ Somaya IMR, Mumbai with California State University	2016
38	Dr. Mohit Kumar	Prof. Kushendra Mishra	Factors affecting Entrepreneurial Intention Levels: A Role for Education	National Conference on Changing Paradigm of Management Practices for Sustainable Development, BBAU ,Lucknow	2016
39	Dr. Vibhuti Gupta		Socio-cultural and Economic Factors influencing Women Entrepreneurs in India: A Literature Review	National Seminar on; “Women Entrepreneurship in India: Issues and Challenges” organized by Omkarananda Institute of Management and Technology, Rishikesh and sponsored by AICTE	2016
40	Dr. Vibhuti Gupta		HR Policies In India with special reference to Labour Welfare Reforms in India: An Insight	National Seminar on; “Make in -India: Strategies for Sustainable Growth and Development ” at IMS Unison University, Dehradun	2016
41	Dr. Prakash Singh		Usages of Food Processing Wastages to Manufacture Organic Fertilizers for Agriculture Sectors	Economic Digest Monthly Magazine published by Maharashtra Economic Development Council (MEDC), Mumbai	2016
42	Dr. Prakash Singh		Budgeting the Budget: A way to balance and boost the growth of Indian economy	Economic Digest Monthly Magazine published by Maharashtra Economic Development Council (MEDC), Mumbai	2016
43	Dr. Prakash Singh		A study of efficacy of saves girls child initiatives launched by government of India	International Conference on Ongoing Research in Management and IT (INCON), organized by Audyogik Shikshan Mandal (ASM), Pune, India	2016
44	Mr. Fawad Ali Khan		Sustainable Development Through Green Marketing	International Conference on “Growth Drivers of Emerging Economies” Organized by Amity Business School, Amity University	2016
45	Mr. Fawad Ali Khan		Sustainability for the Rural Market in India through Organized Retail	International Conference on “Changing Paradigm of Management Practices for Sustainable Development” organized by School for Management Studies, Babasaheb Bhimrao Ambedkar University, Lucknow	2016

46	Dr. Neha Tiwari		A review of government policies for Micro, small and medium enterprises in Indian Agriculture and allied sectors	Proceedings of the national seminar on “Global opportunities and challenges for the emerging Indian Economy” ISBN No.978-93-5258-519-9, 2016 (pp-183-188).	2016
47	Dr. Neha Tiwari	Dr. Anu Kohli	A review on major constraints for female entrepreneurship in India.	69 th All India Commerce Conference organized by Faculty of Commerce, University of Lucknow	2016
48	Dr. Neha Tiwari		A review on framework for women entrepreneurship development	Changing paradigm of Management practices for sustainable development” organized by School of Management studies, BBAU ,Lucknow	2016
49	Dr. Vibhuti Gupta		A Study on Work Life balance and its Impact at a Leading Public Sector Enterprise in Dehradun	National Seminar on; “Managing Business Practices for Sustainable Growth and Excellence” at IMS Unison University, Dehradun	2015
50	Dr. Prakash Singh		Swachh Bharat Abhiyan: A Joining Hands for noble cause	International Conference on Ongoing Research in Management and IT (INCON), organized by Audyogik Shikshan Mandal (ASM), Pune, India	2015
51	Dr. Prakash Singh		A Study of E-Marketing Techniques as Applied to SMEs in Maharashtra	International Conference on Ongoing Research in Management and IT (INCON), organized by Audyogik Shikshan Mandal (ASM), Pune, India	2015
52	Dr. Prakash Singh		A study on need for installing electronic security devices at residential apartments in Pune	International Conference on Ongoing Research in Management and IT (INCON), organized by Audyogik Shikshan Mandal (ASM), Pune, India	2015
53	Dr. Prakash Singh		A Study of problems & possible solutions for better Pune Traffic management	International Conference on Ongoing Research in Management and IT (INCON), organized by Audyogik Shikshan Mandal (ASM), Pune, India	2015
54	Dr. Prakash Singh		A Critical Evaluation of the Role of Rain Water Harvesting Measures in Drought Affected Marathwada Region	International Conference on Ongoing Research in Management and IT (INCON), organized by Audyogik Shikshan Mandal (ASM), Pune, India	2015
55	Dr. Neha Tiwari	Dr. AnuKohli	Policy interventions for promoting women entrepreneurship in India	Swami Sukhdevanand International seminar on Human Development in Developing Nations organized by organized by Swami Sukhdevanand PG College Shahjahanpur , U.P	2015
56	Dr. Neha Tiwari		A review of government policies for Micro, small and medium enterprises in Indian Agriculture and allied sectors	National seminar on Global Opportunities and Challenges in the Emerging Indian Economy organized by organized by Khwaja Moinuddin Chishti Urdu Arabi Farsi University, Lucknow	2015
57	Dr. Mohit Kumar		Financial Inclusion and Role of Indian Banking System	National Conference on Public accountability, Inclusive Growth and Social Transformation, LUCSSC,Lucknow	2014
58	Dr. Mohit Kumar		Corporate Social Responsibility: An Imperative Choice	National Conference on Contemporary Entrepreneurship: Issues and challenges, National PG College,Lucknow	2014
59	Dr. Mohit Kumar	Prof. Kushendra Mishra	Financial Inclusion: The Panormic View of the progress across nation	National Conference on Financial Sustainability, North-Eastern Hill University, Meghalaya	2014

60	Dr. Vibhuti Gupta		Occupational Stress amongst Faculty Members: A Cross Cultural Review of Literature with Special Reference to India	National Seminar on, “Corporate India 2020: Emerging Business Dynamics” held at IMS Unison University, Dehradun	2014
61	Dr. Vibhuti Gupta		Impact of Globalisation and Technology on Human Capital: Redefining the Existing and Exploring New Vistas	National Seminar on, “Corporate India 2020: Emerging Business Dynamics” held at IMS Unison University, Dehradun	2014
62	Dr. Prakash Singh		Leadership challenge among corporate organizations in India	National Conference on Organizational Leadership, Culture and Ethics organized by Novel Institute of Management Studies, Pune, India	2014
63	Dr. Prakash Singh		A Use of Festive Events for Marketing & Promotional Activities to boost SMEs growth in Maharashtra	National Conference on Organizational Leadership, Culture and Ethics organized by Novel Institute of Management Studies, Pune, India	2014
64	Dr. Prakash Singh		Use of Social Media for Marketing & Promotional Activities of SMEs in India	International Conference on Ongoing Research in Management and IT (INCON), organized by Audyogik Shikshan Mandal (ASM), Pune, India	2014
65	Dr. Prakash Singh		SWOT Analysis of SMEs of India with respect to Maharashtra region	International Conference on Ongoing Research in Management and IT (INCON), organized by Audyogik Shikshan Mandal (ASM), Pune, India	2014
66	Dr. Mohit Kumar		Financial Inclusion and Role of Indian Banking System	National Conference on Public accountability, Inclusive Growth and Social Transformation, LUCSSC,Lucknow	2014
67	Dr. Neha Tiwari		Contemporary challenges to Entrepreneurship Development in India	National seminar on “Contemporary Entrepreneurship: Issues and challenges” organized by National PG College	2014

Books/Book Chapters written by IILM Faculty

S.No	Name of Author/Author's	Title of the Book/Book Chapter	Publisher	Edition/Year
1	Dr. Sheetal Sharma & Prof. Vinay Sharma	Self-instructional material on International Marketing	School of Commerce and management ,Yashwantrao Chavan Maharashtra Open University,Nashik,Maharashtra	ISBN-978-81-8055-41+F5:F128-6 , year 2017
2	Dr. Sheetal Sharma & Prof. Vinay Sharma	Self-instructional material on Industrial Relations & Labour Laws	School of Commerce and management ,Yashwantrao Chavan Maharashtra Open	ISBN -978-81-8055-464-3 ,2017

			University, Nashik, Maharashtra	
3	Dr. Prakash Singh, Dr. Sandeep Pachpandey & Dr. S.B. Mathur	Basic of Marketing	Success Publications, Pune	ISBN No. : 978-93-5158-557-2, 2016
4	Dr. Sheetal Sharma	An Exploratory study of managerial perception of High performance HR practices”	Excel Book Publishers	978-93-85777-14-1, 2016
5	Dr. Sheetal Sharma	Chapter on Faculty Retention Issues and Challenges in Management Education” published in the edited book	by MTC (Management Teachers Consortium – Global	97881922178262, Yr 2013
6	Dr. Sheetal Sharma	Chapter titled “Emotional Intelligence- A key to effective Human Resource management	Himalaya Book Publishing House, Mumbai	978-93-5142-647-9, YR 2013
7	Dr. Sheetal Sharma	“Knowledge Management for Competitive Excellence - A Balanced Scorecard-Based Approach”	Bharti Publications, New Delhi.	ISBN.9789381212059, 2011
8	Dr. Madhurima Lall & Sheetal Sharma	Text Book on Personal Growth and Training and Development	Excel Book Publishers	ISBN 978-81-7446-760-7, 2009
9	Dr. Sheetal Sharma	Self-Instructional Material ‘Managing Change through Organizational development	Excel Book Publishers for AIMA_CME	2009
10	Dr. Sheetal Sharma	Self-Instructional Material on ‘Managerial Leadership’	Excel Book Publishers for AIMA_CME	2009
11	Dr. Sheetal Sharma	Self-Instructional Material on “Organizational Development and Change”	Excel Book Publishers for Bharthiar University, Coimbatore	2009

FDPs & MDPs Conducted by IILM Faculty

S.No	Name of the Trainer	Topic of FDP/MDP	FDP/MDP	Organized By	No. of Participants	Year
1	Mr. Sachin Srivastava	Time Management	MDP	HDB Financial Services	22	2019
2	Mr. Sachin Srivastava	Manpower Retention and Motivation Strategies	MDP	IILM Lucknow and Indian Industries Association	18	2019
3	Dr. Vibhuti Gupta	Manpower Retention and Motivation Strategies	MDP	IILM Lucknow and Indian Industries Association	18	2019
4	Dr. Sheetal Sharma	Manpower Retention and Motivation Strategies	MDP	IILM Lucknow and Indian Industries Association	18	2019
5	Mr. Tauseef Irfan	Time Management	MDP	HDB Financial Services	45	2019
6	Mr. Tauseef Irfan	Operational Effectiveness	MDP	HDB Financial Services	35	2019
7	Mr. Tauseef Irfan	Seven Habits of Highly Effective Managers	MDP	HDB Financial Services	25	2019
8	Mr. Sachin Srivastava	Pricing Models	MDP	ICWAI Management Accounting Research Foundation, New Delhi	16	2018
9	Dr. Naela Jamal Rushdi	5 Secrets of Financial Well-being	MDP	Lucknow Central Departmental Store	37	2018
10	Dr. Sheetal Sharma	“Developing Behavioural competencies for personal effectiveness” for school teachers of Banyan Tree School Jagdishpur & Lucknow	FDP	Banyan Tree School Jagdishpur & Lucknow	40	2015
11	Dr. Sheetal Sharma	“Interpersonal competencies for customer and service orientation	MDP	Power Grid Corporation of India	30	2014
12	Dr. Sheetal Sharma	“Developing behavioural competencies for	MDP	Power Grid Corporation of India	35	2013

		customer and service orientation				
13	Dr. Sheetal Sharma	“Managing Team Performance	MDP	Power Grid Corporation of India	30	2013
14	Dr. Sheetal Sharma	“Training for HRD’	MDP	SAVERA-An NGO for Rural Development & Villagers education	25	2009
15	Dr. Sheetal Sharma	“Performance management	MDP	Nishat Hospital, Lucknow	25	2009

Case Studies Developed by IILM Faculty

S.No	Name of the Faculty	Title of the Case	Publication	Year
1	Dr. Vaibhav Tripathi	Sahaj Crafts: The challenge of alleviating poverty in western Rajasthan.	Emerald Emerging Markets Case Studies.	2019
2	Dr. Prakash Singh	Succession Crisis @ Tata”	EVOLVE 2017: Case Study Development Competition organized by Audyogik Shikshan Mandal (ASM), Pune, India	2017
3	Dr. Prakash Singh	From Connecting People to Disconnecting Business	Basic of Marketing” published by Success Publication, Pune	2016
4	Dr. Prakash Singh	Tug of War between Online and Offline in retail	EVOLVE 2016: Case Study Development Competition organized by Audyogik Shikshan Mandal (ASM), Pune	2016
5	Dr. Prakash Singh	From entry to no entry: A Ranbaxy case study on ban imposed by USFDA	EVOLVE 2015: Case Study Development Competition organized by Audyogik Shikshan Mandal (ASM), Pune	2015

PhD Guided by IILM Faculty

S.No	Faculty Name	Name of the Research Scholar	Title of the Thesis	Institution	Year of Enrolment	Year of Award
1	Dr. Sheetal Sharma	Ms. Sapna Aeron	“Personality Types And Group Behaviour: An Exploratory Research In Indian It Industry	Dr. APJ Abdul Kalam Technical University	2010	2018
2	Dr. Sheetal Sharma	Mr. Vimal Chandra Verma	An empirical study of Antecedents influencing purchase behavior and store patronage for packaged food among elderly shoppers”	Dr. APJ Abdul Kalam Technical University	2013	2018
3	Dr. Sheetal Sharma	Ms. Tina Khandelwal	“ Organizational Commitment and its Mediating Factors- A Study of Medical Practitioners in Uttar Pradesh	Dr. APJ Abdul Kalam Technical University	2013	Submitted in 2018
4	Dr. Naela Jamal Rushdi	Ms. Sushma	A Study on Impact of Behavioural Biases on Financial Risk Tolerance among Investors of UP	Dr. APJ Abdul Kalam Technical University	2015	
5	Dr. Naela Jamal Rushdi	Mr. Anurag Shukla	Role of Behavioural Biases in Investors' Stock Trading Decisions	Dr. APJ Abdul Kalam Technical University	2015	
6	Dr. Naela Jamal Rushdi	Ms. Malobika Bose	A Study of Crowdfunding and its Acceptability and Sustainability as a Future Source of Entrepreneurial Funding and its Impact on Indian Startups	Dr. APJ Abdul Kalam Technical University	2016	
7	Dr. Naela Jamal Rushdi	Ms. Supriya	Impact of Goods and Services Tax on Readymade Garments Traders in Lucknow	Amity University	2018	