

B2 – Details about the Research Publications of the existing Permanent Faculty in last three years as per the form at below:

<b>Name of Faculty</b>	<b>Title of Research Paper</b>	<b>Name of Journal</b>	<b>Volume, Number, Year of Journal</b>
Dr.Somnath Chakrabarti	The influences of consumer innovativeness and consumer evaluation attributes in the purchase of fashionable ethnic wear in India	International Journal of Consumer Studies (from Wiley Blackwell)	33 (6), 2009
Dr.Somnath Chakrabarti	Purchase of Organic Food – Influences of Consumer Innovativeness and Opinion Leadership Related Constructs	Business Perspectives	11 (2), 2009
Dr.Srinarayan Sharma	Providing Service Using a Virtualization Infrastructure	Journal of Service Science	2 (2), 2009
Dr.Kunal K.Ganguly	Assessing supply side risk in supply chain with pattern matching	International Journal of Decision Science Risk and Management	1 (3/4), 2009
Dr.Kunal K.Ganguly	Supply side Risk assessment : an application of Yager’s methodology based on Fuzzy Sets”	International Journal of Business Continuity and Risk Management	1 (2), 2009
Dr.Rachita Gulati	Technical Efficiency and its Determinants in Indian Domestic Banking Industry: An Application of DEA and Tobit Analysis	American Journal of Finance and Accounting, Inderscience Publishers Ltd.	1 (3), 2009
Dr.Rachita Gulati	Did Efficiency of Indian Public Sector Banks Converge with Banking Reforms?	International Review of Economics, Springer Publishers Ltd.	56 (1), 2009
Dr.Rachita Gulati	Income-generating efficiency of public sector banks in India: An application of data envelopment analysis	ArthaVijnana	51 (2), 2009
Dr. K. N. Badhani	Response Asymmetry in Return and Volatility Spillover from the US to Indian Stock Market	IUP Journal of Applied Finance	15 (9), 2009

Dr. K. N. Badhani	The Exchange-Rate Volatility: Impact of Industry-Portfolios in Indian Stock Market	ICFAI Journal of Applied Finance	15 (6), 2009
Dr. K. N. Badhani	Anomaly or Rationality: An Empirical Study on Explaining the Day-of-the-Week Effect for S&P CNX Nifty Index in India	International Journal of Business and Emerging Markets	2 (1), 2010
Dr.Kunal K.Ganguly	Understanding Supply risk in supply chain: A fuzzy framework	International Journal of Logistic System and Management	8 (3), 2010
Dr.Somnath Chakrabarti	Factors Influencing Organic Food Purchase in India – Expert Survey Insights	British Food Journal (from Emerald)	112 (8), 2010
Dr.Somnath Chakrabarti	An Empirical Analysis of the Influence of Consumer Evaluation Attributes in the Purchase of Fashionable Ethnic Wear in India	Journal of Marketing & Communication	6 (1), 2010
Dr.Somnath Chakrabarti	A select study of consumer purchase behavior of organic food in Delhi NCR region	Indian Journal of Marketing	40 (8), 2010
Dr.Somnath Chakrabarti	A Psychometric Examination of Steenkamp and Baumgartner Change Seeker Index Scale in Indian Context	Metamorphosis (from IIM Lucknow)	9 (2), 2010
Dr.Somnath Chakrabarti	Purchase of Fashionable Ethnic Wear in India: Findings from Consumer and Expert Surveys	Amity Business Review	11 (1), 2010
Dr.Rachita Gulati	Measuring Efficiency, Effectiveness and Performance of Indian Public Sector Banks	International Journal of Productivity and Performance Management, Emerald Publishers Ltd.	59 (1), 2010
Dr. R. K. Agrawal	Emerging Employment Relationships: Issues and Concerns in Psychological Contract.	The Indian Journal of Industrial Relations	45 (3), 2010
Dr. R. K. Agrawal	Emotional labour and employee engagement in call centres: a study in Indian context.	International Journal of Work Organization and Emotion	3 (4), 2010
Dr.Rachita Gulati	Impact of Non-traditional Activities on the Efficiency of Indian Banks: A Non-parametric Approach	Macroeconomics and Finance in Emerging Market Economies, Taylor & Francis Group	4 (1), 2011

Dr.Dwarika Prasad Uniyal	Understanding the Tween Shopper	Amity Business Review	12 (1), 2011
Dr.Dwarika Prasad Uniyal	An experimental study on the role of store benefit and information search by shoppers towards in-store communication	Journal of Global Business Advancement, Inderscience, UK	4 (3), 2011
Dr.Srinarayan Sharma	A Review of IT Virtualization and Its Costs and Benefits	American Journal of Information Technology	1 (1), 2011
Dr.Srinarayan Sharma	A Framework for Enhancing Systems Security	Journal of Privacy and Security	7 (4), 2011
Dr. R. K. Agrawal	Building Employer Brand Image through Early Recruitment Practices: A Study in Indian Context	Asia-Pacific Business Review	7 (2), 2011
Dr.Navneet Kaur	Share Buyback: Indian Experience	Indian Management Studies Journal	15 (1), 2011
Dr.Navneet Kaur	A Review of Backtesting Methods for evaluating Value-at-Risk	International Review of Business Research Papers	2 (4), 2011
Dr. K M Baharul Islam	Liabilities of software suppliers in respect of losses vis-à-vis exclusion of liability clauses	NEF Journal of Commerce and Management	1 (2), 2011
Dr. R. K. Agrawal	Attracting Talent from Indian B-Schools through Employer Branding: A Mediation Model	International Journal of Indian Culture & Business Management	5 (5), 2012
Dr. R. K. Agrawal	Psychological Empowerment and Turnover Intention: A Study of IT Product and Service Companies in India	International Journal of Indian Culture & Business Management	5 (2), 2012
Dr.Somnath Chakrabarti	A Comparative Study of Consumer Innovators and Non Innovators among BSNL 3G Mobile Service Users	Journal of Marketing & Communication	8 (1), 2012
Dr.Kunal K.Ganguly	Process Improvement for Rolling Mill through the DMAIC Six Sigma approach	International Journal for Quality Research	6 (3), 2012

Dr.Mudit Kulshreshtha	Efficiency Evaluation of Municipal Solid Waste Management Utilities in Urban Cities of the State of Madhya Pradesh, India using Stochastic Frontier Analysis.	Emerald Benchmarking: an Emerald, International Journal, Emerald, USA	19 (3), 2012
Dr.Dwarika Prasad Uniyal	Café Groove Yard: A Case on Student Entrepreneurship	SIT Journal of Management	1 (1), 2012
Dr.Dwarika Prasad Uniyal	Internationalization of retail businesses and can FDI redefine the retail environment in India?	Special Report: Jindal University Press, India.	2012
Dr.Srinarayan Sharma	Adoption of Personal Digital Assistants: An Empirical Study	American Journal of Information Technology	Forthcoming
Dr.Dwarika Prasad Uniyal	Service Quality Measurement Effectiveness for Banks: Strategic Implications in the Chinese Context	International Journal of Qualitative Research in Services, Inderscience, UK	Forthcoming in 2013
Dr.Dwarika Prasad Uniyal	An Exploratory Approach to Develop a New Scale to Measure the Construct of Shopping Involvement	Journal for Global Business Advancement, Inderscience, UK	Forthcoming in 2013
Dr.Dwarika Prasad Uniyal	A Co-evolutionary Model as a Collaborative Mechanism for the Business Exchange in the High Technology Industrial Value Chain	Jindal Journal of Business Research, Sage Publications, India	Forthcoming in 2013
Dr.Kunal K.Ganguly	A Fuzzy AHP approach for inbound supply risk assessment	Benchmarking – an International Journal	Forthcoming in 2013