

Research Publication in Journals:

Sr. No.	Title of research article/papers	Name of Journal	Year of pub., vol. no. & page nos.	Whether Sole author /Co-author/	ISBN /ISSN No.	Impact Factor
1.	Examining the context-specific reasons and adoption of artificial intelligence-based voice assistants: A behavioural reasoning theory approach	International Journal of Consumer Studies (Scopus) ABDC 'A' Journal	2023	Dr. Gowhar Rasool and Ms Anjali Pathania	1470-6431	9.9
2.	Business Intelligence as an Integrative Approach for Chalking Up Excellence in Higher Education Sector	IJ Publication	2023	Ghai S., Bhasin J., Sharma N.,(2023)	ISSN:2349-5162	
3.	Exploring the Concept of “Digital Well-Being: A Bibliometric Analysis”	AkiNik Publications	2023	Ghai S.,Bhasin J., Mushtaq S	ISSN: 2708-4515	---
4.	Combined Scale for Measurement of Job Outcomes: Psychometric Properties and Validation	Journal of General management Research	2017	Prof Jaya Bhasin	2348 – 5434	
5.	Work-Family Enrichment - A Step Beyond Conflict	International Journal for Research in Engineering Application & Management	2018	Prof Jaya Bhasin	2454-9150	

		(IJREAM)				
6.	Entrepreneurial Intentions of Students in Higher Education Sector	Amity Journal of Entrepreneurship	2017	Prof Jaya Bhasin	2456-1541	
7.	Turnover Intention and Retention Strategies: Reviewing the lost glory of nursing.	Amity Global HRM Review	2017	Prof Jaya Bhasin	2250-060X	
8.	High Potential Workforce : Scale Development and Validation in Banking Sector	Amity Global HRM Review	2017	Prof Jaya Bhasin	2250-060X	
9.	Understanding determinants and barriers of mobile shopping adoption using behavioral reasoning theory	Journal of Retailing and Consumer Services	2017	Dr. Neelika Arora	0969-6989	
10.	Consumer adoption of m-banking: a behavioral reasoning theory perspective	International Journal of Bank Marketing	2017	Dr. Neelika Arora	0265-2323	
11.	Exploring the Relationship of Psycap and Turnover Intentions: A Study among Health Professionals	Amity Business Review	2018	Dr. Neelika Arora	0972-2343	
12.	Adoption of E-Recruitment mobile apps: a study based on UTAUT2 framework	Journal of Organisation and Human	2018	Dr. Neelika Arora	2277-3274	

		Behaviour				
13.	Investigating E tailer's perceived Website Quality using Analytical Hierarchy Process Technique	Procedia Computer Science	2017	Ms Anjali Pathania,Dr. Gowhar Rasool	1877-0509	
14.	Antecedents for success of ecommerce platforms: An investigative approach	International Journal of Information Technology and Management	2017	Ms Anjali Pathania, Dr Gowhar Rasool , Mr Asif Ali	1461-4111	
15.	A Measure of Supervisory Power: Scale Development and Validation	Jindal Journal of Business Research	2017	Dr. Gowhar Rasool	2321-0311	
16.	Determinants of Tourists' Site-Specific Environmentally Responsible Behavior: An Eco-Sensitive Zone Perspective	Journal of Travel Research	2021	Dr. Neelika Arora	1552-6763	
17.	Employer Brand Experience and Organizational Citizenship Behaviour: Mediating Role of Employee Engagement	Asia-Pacific Journal of Business Administration	2021	Prof Jaya Bhasin	1757-4323	
18.	Enhancing Organizational Effectiveness through Intellectual Capital: Empirical Evidence from Indian Pharmaceutical Sector. Optimization	Journal of Research in Management	2020	Prof Jaya Bhasin		

19.	Exploring the Associations Among Intellectual Capital, Organization Learning Capabilities and Effectiveness.	The Indian Journal of Commerce	2020	Prof Jaya Bhasin,Dr Shahid Mushtaq		
20.	Influence of psychological capital on turnover intentions: empirical evidence from Indian paramedics	International Journal of Work Innovation	2020	Dr. Neelika Arora	2043-9040	
21.	Measurement of Cultural Intelligence and Its Impact on Psychological Adaptation of International Students in India	Vision-The Journal of Business Perspective	2020	Prof Jaya Bhasin	0972-2629	
22.	Reallocation of HR Functions: A Study of HR Effectiveness in Banking Sector	Jindal Journal of Business Research	2020	Prof Jaya Bhasin,Dr Shahid Mushtaq		
23.	Social comparison and continuance intention of smart fitness wearables: an extended expectation confirmation theory perspective	Behaviour & Information Technology	2021	Dr. Neelika Arora	13623001	
24.	Reading between the lines: untwining online user-generated content using sentiment analysis	Journal of Research in Interactive Marketing	2021	Dr. Gowhar Rasool , Ms Anjali Pathania	2040-7122	
25.	Investigating power styles and behavioural compliance for effective hospital administration: An application of AHP	International Journal of Health Care Quality Assurance	2019	Ms Anjali Pathania,Dr. Gowhar Rasool	0952-6862	

26.	Voice in Words: A Mixed-Method Approach for Decoding Digital Footprints Using Online Reviews	Journal of Quality Assurance in Hospitality & Tourism	2022	Dr. Gowhar Rasool , Ms Anjali Pathania	1528-0098	
27.	Measuring Entrepreneurial Orientation in Developing Economies: Scale Development and Validation	Jindal Journal of Business Research	2021	Asif Ali, Ashok Aima, Jaya Bhasin and Robert D. Hisrich	2321-0311	
28.	<u>Understanding customer repurchase intention in e-commerce: Role of perceived price, delivery quality, and perceived value</u>	Jindal Journal of Business Research	2019	Asif Ali and Jaya Bhasin	2321-0312	
29.	EVOLUTION OF NEUROLEADERSHIP: BIBLIOMETRIC ANALYSIS AND NETWORK VISUALIZATION MS ANJALI CHOUDHARY1 and PROF. JAYA BHASIN	(Accountancy Business and the Public Interest Category B)	2023	Ms Anjali Choudhary and Prof. Jaya Bhasin	1745-7718	