

Title of the Paper	Author(s)	National / International	Name of the Conference	Date & Year
Determinants of mobile banking revolution: A step towards financial inclusion	Dr. Ajai Pal Sharma	International	"Financial Inclusion: Financial Sustainable development in global context"	February 3, 2019
Teaching Management through Science and Arts	Dr. Ajai Pal Sharma	National	"Transcending Borders and Disciplines: Culture, Literature and So	April 27-28, 2019
Rural Management in Digital Era	Dr. Ajai Pal Sharma	National	"India at the Crossroad of Development and the role of Manager	April 20, 2019
Role of telecommunication in sustainable development	Dr. Ajai Pal Sharma	International	"Sustainable development through cooperatives" organised by C	March 26 - 27, 2018
Consumer Protection Issues in E-commerce & its Impact on Business	Dr. Ajai Pal Sharma	National	"Consumer Protection in E-Commerce and Digital Era: Issues and	September 17-18, 2018
Role of Marketing in Public Administration	Dr. Ajai Pal Sharma	National	"People, Planet & Profit in Sustainable Development & Contribut	April 07, 2018
Digitisation in Line of Reshaping Digital Transactions	Dr. Ajai Pal Sharma	International	"The New Digital Age Reshaping Strategies for Business Organisa	February 23 - 24, 2017
Study of telecommunication framework for understanding mobile banking	Dr. Ajai Pal Sharma	International	"Startup India Recipe for Inclusive Entrepreneurship and Innovati	March 2 - 3, 2017
Mobile broadband evolution a road to m-banking	Dr. Ajai Pal Sharma	National	"Demonetisation to e-Monetisation: The road ahead and contrib	March 25, 2017
Mobile Broadband: A Road Towards M-Banking	Dr. Ajai Pal Sharma	International	"Management Practices for the New Economy (ICMAPRANE -17)"	February 10-11, 2017
Corporate Social Responsibility in India: A Journey towards Social Inclusion	Dr. Ajai Pal Sharma	International	"Management Practices for the New Economy (ICMAPRANE -17)"	February 10-11, 2017
Broadband and E-governance	Dr. Ajai Pal Sharma	International	"Make in India, Through Sustainable Development: Achieving Inc	February 5 - 6, 2016
Impact of broadband in healthcare services leading from e-health to m-health	Dr. Ajai Pal Sharma	National	"Digital India: Recent Paradigm Shift in IT, Media and Managemen	March 19, 2016
Assessing Industrial Spread for Make in Haryana	Dr. Ajai Pal Sharma	National	"Make in Haryana: A Road Ahead" organized by Department of E	March 17-18, 2016
Brand Preference of Mobile Phone Users among the Students in India	Dr. Ajai Pal Sharma	National	"Business and Management" organized by Haryana Business Sch	February 10-11, 2016
Telecommunication Framework for Transforming Indian Villages	Dr. Ajai Pal Sharma	National	"Rural Transformation in India and Innovation: Challenges, Oppo	October 17, 2015
Mobile Broadband Towards Developing a Viable Mobile Knowledge Economy	Dr. Ajai Pal Sharma	International	"Skill Development and Technological Innovations for Economic	November 28, 2015
Emerging Business Opportunities in Packaged Food Industry	Dr. Ajai Pal Sharma	National	"Make in India: Emerging Trends in Trade & Innovations for Effec	April 17-18, 2015
Window-shopping to Show-rooming: A Study of Paradigm Shift	Dr. Ajai Pal Sharma	International	"Marketing: Concepts to Applications" organized by DAV Centen	September 12-13, 2014
Impact of Globalization on Indian Economy: A Critical Analysis	Dr. Ajai Pal Sharma	National	"Critical Issues of the Indian Economy" organized by Central Univ	January 22-23, 2014
Perceptual Study of Rural Consumers for Evaluating and Selecting Products	Dr. Ajai Pal Sharma	National	"Application and Role of Statistics in Multidisciplinary Research" o	October 23-24, 2013
The Art and Science of Leadership in Turbulent Times	Dr. Ajai Pal Sharma	National	Organised by Rukmini Devi Institute of Advanced Studies	April 20, 2013
Innovative Solutions for Effective Food Grain Supply Chain Management	Dr. Ajai Pal Sharma	International	"Innovative Solutions for Effective Food Grain Supply Chain Manag	February 02-03, 2013
Virtual Merchandising: Breaking the Barrier of Traditional Marketing	Dr. Ajai Pal Sharma	National	"Emerging Paradigms in Marketing" organized by Jamia Millia Isl	Oct 10, 2012
Analysis of E-Governance: An Effective Tool for Good Governance	Dr. Ajai Pal Sharma	National	"Inclusive Democracy: People, Power & Progress" organized by C	June 30-31, 2012
ICT as Catalyst for Empowering Rural India	Dr. Ajai Pal Sharma	National	"Gram Panchayat-Lessons in Effective Governance for 21 <sup>st</sup> Centu	April 21, 2012
Providing Convenience to Customer in Context of Food Consumption	Dr. Ajai Pal Sharma	International	"Sustainable Management Practices" organized by Faculty of Ma	March 30-31, 2012
FDI in Multi-Retail: A Critical Analysis of Aha! Effects	Dr. Ajai Pal Sharma	National	"Winning Strategies in a Competitive Setup: Searching 'Aha' Effe	February 24-25, 2012
Green Marketing: Issues and Challenges	Dr. Ajai Pal Sharma	National	"Green Management Practices as Competitive Strategy: Innovati	January 21-22, 2012
Uses and Misuses of Web Technology	Dr. Ajai Pal Sharma	National	"Web Knowledge Based Systems: Emerging Trends and Perspecti	April 30, 2011
Role of Women Teacher in Society	Dr. Ajai Pal Sharma	National	"Women Education in India: Opportunities and Challenges" orga	March 29, 2011
Changing Dynamics of Global Markets	Dr. Ajai Pal Sharma	International	"Excellence of Sustainable Development: Emerging Global Trends	February 19-20, 2011
Accommodating People with Disability in the Main Stream of Work	Dr. Ajai Pal Sharma	International	"Role of HRM Perspective in Disability Sector" organised by Tecr	January 28-29, 2011
Green Business Solutions: How Technology Can Make a Difference	Dr. Ajai Pal Sharma	International	"Green Business Solutions: Imperatives and Opportunities" orgar	January 29-30, 2010
Rural Business in India: The Hidden Treasure Hunt	Dr. Ajai Pal Sharma	National	"Rural Business Management-Imperatives for Sustainable Busine	Oct 30, 2009
Influence of Social Media Promotions on Resident Psychologists	Dr. Neelika Arora	International (within country)	16th NASMEI Conference - An International Marketing Conferen	19/12/22
Consumer Adoption of Circular Fashion: A behavioral reasoning	Dr. Neelika Arora	International (within country)	International Conference on Reimagining Marketing with Techno	10/02/23
Exploring the challenges Experienced by Women Entrepreneurs	Dr. Neelika Arora	International (within country)	International Conference on Reimagining Marketing with Techno	24/03/23
Perceived Barriers of Hosting Tourists in Peer-to-Peer Accommodation	Dr. Neelika Arora	International (within country)	International Conference on Recent Advances in Business, Manag	15/03/23
What determines Entry Level Professionals at Adopt Job Search?	Dr. Neelika Arora	International (within country)	International Conference on Contemporary Issues in Business In	02/08/18
Understanding Rural Resident Perception towards sustainable tourism	Dr. Neelika Arora	International (within country)	International Conference on Sustainable Destination Excellence, S	17/02/11
Understanding Fair Pricing Perception of Consumers on E-Commerce	Dr. Neelika Arora	International (within country)	National Workshop on Fair Trade Practices in Digital Marketing S	12/12/19
The paradigm shift from competition to co-opeition: A strategic Dr.	Dr. Neelika Arora	International (Abroad)	3rd International Conference of Indian TourismCongress, Indian	23/06/11
Strategic Talent Modelling for Competitive Advantage in Tourism	Dr. Neelika Arora	National	National Conference on "Integrated Strategies for Marketing Tou	27/03/14
Perception of Local Community towards corporate social respons	Dr. Neelika Arora	International (within country)	4th International Conference on Sustainable DestinationExcellen	04/03/17
Perceived Risks in Souvenir Buying Behaviour of Indian Domesti	Dr. Neelika Arora	National	National Seminar on Tourism and Hospitality Industry:Omissions	15/10/11
Maximizing Host Community Benefit From Leveraging Sports Ev	Dr. Neelika Arora	International (within country)	3rd International Conference on Sustainable Destination Excellen	06/02/16
Impact of Psychological Capital on turnover intentions: A study ;	Dr. Neelika Arora	National	HRD Congress on "Nurturing World Class Organizationsin an Em	17/11/16
Ecotourism and Sustainable Development; Connecting the Thec	Dr. Neelika Arora	International (within country)	5th International Conference on Sustainable DestinationExcellen	24/10/18
Continuance Intention of Online Learning Platforms: AnExtende	Dr. Neelika Arora	International (within country)	International Conference on Rethinking Business :Designing Strat	19/12/20
Consumer Trust on Reviews for Hotel Bookings: An empirical an	Dr. Neelika Arora	International (within country)	4th International Conference on Advances in Management & Dig	28/09/19
Consumer Adoption of Online Reviews: An Information Processi	Dr. Neelika Arora	International (within country)	Academy of Global Business Advancement, IIT New Delhi	03/07/19
Cross cultural Intelligence and Adaptability: A study of students	Dr. Shahid Mushtaq	International	Research and Business Sustainability organised by Department o	16/12/16
Examining the role of social networking sites in cultural intellige	Dr. Shahid Mushtaq	International	Digital Revolution in Business : Convergence and Integration org	27/09/17
Human Resource Outsourcing : Emerging Paradigm and Research	Dr. Shahid Mushtaq	International	9th International Conference on Mapping Global Changes in Bus	20/01/18
Green Human Resource Management a panacea for sustainable	Dr. Shahid Mushtaq	International	2nd Pritam Singh Memorial (PRISM) Conference organized IIM N	17/11/22
A measure of potential for bank employees : Scale Development	Dr. Shahid Mushtaq	International	7th International Business Horizon. INBUSH ERA World SUMMIT	09/02/17
Locus of Control for Mental Well Being	Dr. Shahid Mushtaq	International	2th International Conference on Management Practices and Rese	29/04/23
Impact of MSMEs in Economic Growth	Dr. Shahid Mushtaq	National	Service Integration for Value Generation in Tourism and Allied Se	27/02/16
Impact of Digital Technologies on Hospitality Marketing: Case	Dr. Naresh Kumar She	National	Future of Work: Adapting to a changing Landscape	29th & 30th November, 2023
Future of Digitalization and AI-based Technology in Hospitality	Dr. Naresh Kumar She	International	Global Shift in Hospitality Sector Emphasizing on Accommodation,	8th & 9th May, 2023
Mapping User Generated Content in Social Media Marketing: A	Dr. Naresh Kumar She	National	Sustainable Development Goals: A multidisciplinary Ingress	4th & 5th April, 2023
Assessment of Digital Marketing Strategies to Re-thinking Touri	Dr. Naresh Kumar She	International	Rethinking Tourism to Strive for Sustainable and Community Ind	30th November, 2022
Research Trends in Social Media Marketing using User Generate	Dr. Naresh Kumar She	International	2 <sup>nd</sup> Pritam Singh Memorial (PRISM)	17th-19th November,2022
A study on e-tourism marketing strategies to promote tourism	Dr. Naresh Kumar She	International	Reflection on New Tourism and New Normal in Post Covid world	26th & 27th May, 2022
Assessment and Evaluation of Ph.D. Degree: Some Ethical Issue	Dr. Naresh Kumar She	National	Assessment and Evaluation: Recent Trends and Challenges	5th & 6th February, 2020
Swami Vivekananda's Ideas on Higher Education	Dr. Naresh Kumar She	National	Emergence of New India: Philosophy and Teachings of Swami Vi	16th & 17th January, 2020
The Aadhbuth Bouli Temple of Sukrala Mata (Tall Village): An	Dr. Naresh Kumar She	National	Destination Branding and Competitive Positioning	6th-8th September, 2018
Sustainable development of Religious and Heritage Sites as Tou	Dr. Naresh Kumar She	National	Silk Route Tourism: The Revival of Tributaries of Cultural and Arcl	4th-6th May 2017
Medical Tourism in India: Emerging trends and Challenges Ahea	Dr. Naresh Kumar She	National	Tourism and Sustainable Development	30th March 2017
Contribution of Kashmir Philosophy to Ethical Values in Busines	Dr. Naresh Kumar She	International	with special reference to Abhinavagupta	23th & 24th March 2017
E-tailing in India: Emerging trends and Challenges ahead	Dr. Naresh Kumar She	National	Sustainable Resource Management in North West Himalayas: So	18th & 19th March 2015
Ethics in Business: Contemporary Issues and Challenges	Dr. Naresh Kumar She	National	Business Dynamics: Contemporary Issues and Challenges	21-22 March,2014
Corporate Social Responsibility and Sustainable Development: I	Dr. Naresh Kumar She	National	Corporate Social Responsibility for Sustainable and Inclusive Gro	13-14 December,2013
Conservation and Preservation of Heritage Sites: Strategic Plan	Dr. Naresh Kumar She	National	Restoring Cultural Linkages -- The Silk Route Connection to Desti	30-31 March, 2013
Managing Stress through Yoga: For Healthy Living	Dr. Naresh Kumar She	International	World Yoga Conference on Global Peace and Harmony Through	21-23 February, 2013
Ethical Values in Buddhism: Relevance in the Emerging Business	Dr. Naresh Kumar She	National	12th Annual Conference , Dehradun	2-4 November, 2012
Medical Tourism: Contemporary Challenges and Growth Opport	Dr. Naresh Kumar She	National	Sustainable Practices in Trans- Himalayan Destinations	2-3 March, 2012
Trends and challenges in ephemeral content: A SLR approach	Dr. Anju Thapa	International	International Paris Science Congress on Social Sciences & Humar	25-27 August, 2023
A Study on ephemeral content using S-O-R approach: Mediatin	Dr. Anju Thapa	International	4th International Siirt Conference on Scientific Research, Turkey (	17-18 November, 2023
Entangling the link between Social Media and Overtourism	Dr. Anju Thapa	International	International Conference on Rethinking Tourism to Strive for Sus	30th November, 2022
Unwinding Natural wetlands as a potential tourist destination i	Dr. Anju Thapa	International	International Conference on Rethinking Tourism to Strive for Sus	30th November, 2022
Repercussion of Covid-19 vis -à-vis different modes of transpor	Dr. Anju Thapa	International	6th International Conference on COVID-19: Implications for Busi	8th June, 2022
The Tempo of Indian Economy: A Macroeconomic Analysis	Dr. Anju Thapa	International	Futuristic Strategy for Sustainable Banking and financial Services	1st August, 2020
Impact of deceptive advertising on customer purchase intentio	Dr. Anju Thapa	National	Consumer Protection and Welfare	1st -2nd May 2019
Green Supply Chain Management: Opportunities and Perspectiv	Dr. Anju Thapa	International	Strategic Marketing Initiatives in Emerging Markets (SMIES)	15-16 March, 2019
Destination Marketing: Exploring Manda National Park	Dr. Anju Thapa	International	Sustainable Destination Excellence: Transforming Social Commur	23-24 February, 2018
Destination Marketing: A strategic instrument to promote Jamr	Dr. Anju Thapa	National	Destination Branding and Competitive Positioning	2018
Cultural Tourism: Identifying Avenues in promoting Tourist Dest	Dr. Anju Thapa	National	Silk Route Tourism: The Revival of Tributaries of Cultural and Arcl	4th -6th May, 2017
Medical Tourism in India: Emerging Trends and Challenges ahea	Dr. Anju Thapa	National	Tourism and Sustainable Development	30th March, 2017
Impact of Information Management Practices on Business Perfo	Dr. Anju Thapa	National	HRD Congress on Nurturing World Class Organisations in an Em	16- 18 September, 2016
Role of Tourism in developing Employment Opportunities in Jar	Dr. Anju Thapa	National	SAP National Conference	2014
Medi-tech-tourism: Technology based tourism for Medical touri	Dr. Anju Thapa	International	Sustainable Practices in Trans-Himalayan destinations (SPTHD-2C	2012
E-Learning and Employee Education: A Study of Jammu Region	Dr. Anju Thapa	National	Innovative Challenges in Information Services: Changing Paradig	2012
Infostress: Technology driven stress among the new generation	Dr. Anju Thapa	National	7th JK Science Congress	2011
Cross- Cultural marketing across the Globe: Issues and Opportu	Dr. Anju Thapa	International	Cross-Cultural Research and Human Resource Management	2011
Information Technology assets and organizational competitiven	Dr. Anju Thapa	National	Road map for sustainable corporate Growth in India	2011
Cultural Tourism: Issues and Opportunities in promoting tourist	Dr. Anju Thapa	National	SAP National Conference	2011
Role of Information in selecting Tourist Destination: A case stud	Dr. Anju Thapa	International	Sustainable destination excellence: Innovation in alternative touri	2011
Role of Information technology in managing knowledge organi	Dr. Anju Thapa	National	UGC-SAP	2011
Ethical Behavior and Issues across the cultures: A comparative s	Dr. Anju Thapa	International	Cross- Cultural Research and Human Resource Management	2010
Women Entrepreneurship: Dare to think Beyond	Dr. Anju Thapa	National	School of Management Studies	2009
Telecommunication Framework for Transforming Indian Villages	Dr. Arun Yadav	National	"Rural Transformation in India and Innovation: Challenges, Oppo	October 17, 2015
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