**Research Papers**

1. Shankar, A., **Morya, K. K**. (2021). ‘Pricing of Mobile Telephony Services in India after the Launch of Services by Reliance India.’ *Turkish Online Journal of Qualitative Inquiry*, 12 (6), pp. 5310-5318.. (SCOPUS)
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3. Singh, M., **Morya, K. K.** (2020). **‘**Security of Critical Infrastructure: Issues and Challenges- An Indian Perspective.’ *Mukt Shabd Journal*, 9(8). pp. 993-997 (UGCABDC - B)
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11. Yadav, S., **Morya, K. K., (**2019). ‘A Study of Employee Engagement and Its Impact on Organizational Citizenship Behavior in the Hotel Industry’ *the IUP Journal of Organizational Behavior,* 18(1), pp.7-31. (SSRN, SCOPUS)
12. **Morya, K. K**., Yadav, S., 2018). ‘Impact of employer branding on organization citizenship behaviour in service industry’, *MAIMT Journal of IT and Management,* 11(2). pp. 67-82. (UGC)
13. .**Morya, K. K.,** Yadav, S. (2017). ‘Employee engagement & internal employer branding: A study of service Industry’, *Jharkhand Journal of Development and Management studies,* 15(4). pp. 7557 – 7569. (UGC)
14. **Morya, K.K.** (2016). ‘A Brief Introduction to Emerging Technologies for Efficient Supply Chain Management’, *Logistics Xpress,* 8(2).pp. 37-39.
15. Dugar, A., **Morya, K.K*.,*** Shreshtha, M. (2010 ‘Service Modification through extending Mass Customization in the Professional Education Service Industry: Scope, Challenge and Management’, *The Fed Uni Journal of Higher Education, V(3)*. pp. 63-81.).
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1. Gupta, A., Pandey, A., **Morya, K. K.** and Kaur, A., (2023). ‘A Deliberation on a Resilient Public Healthcare System during a Crisis Situation in the State of Haryana’, International Conference on “Advances in Health, Safety, Fire, Environment, Allied Sciences & Sustainability, November 29-30, G D Goenka University, Sohna, India.
2. Morya, K. K., (2023). ‘Prudent Inclusivity of Sustainability and Climate Change in Higher Education’, 4th International Conference on Global Business Strategies for Sustainability GLOBUSS 2023), January 19-20, 2023.
3. **Morya, K. K**., Shankar, A. (2020). ‘Is Fierce Competition a Reason for Performance Plunge of Mobile Telephony Sector in India?’, *International Conference on Research in Business (ICRB 2020)*, India International Centre, New Delhi, India.
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6. **Morya, K.K.**, Gupta, N., (2015) ‘Starbucks Indian Entry: Challenge for Existing Café Chain’. *GDGU-Elixir 2015: International Case Conclave,* September 4, Gurgaon*.*
7. **Morya, K.K*.****,* Goyal, K. (2014) ‘Customer Perception about Downward Vertical Extension of a Luxury Brand: A Case of Louis Vuitton in Indian Market’, GDGU International Conference, April, 25-26, Gurgaon.
8. **Morya, K.K**., (2013). ‘A Theoretical Study of Supply Chain Orientation Gap between MNCs and SMEs’. *7th ISDSI & 5th OSCM International Conference, IMI,* December 28 -30, New Delhi.
9. **Morya, K. K**., (2012). ‘A Predicament in Indian Retail Sector: Deliberation for Way Out’, *Managing a Service Led Economy, British Northern Universities India Forum Conferenc*e, Lancaster India Centre, January4-5, Taj Club House, Chennai, India.
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13. **Morya, K.K.**, Dugar, A., (2006 ‘Supply Chain Integration: An Ongoing Approach for Sustainability’, IILM,Jaipur.
14. **Morya, K. K**. (2006). ‘RFID’, National Seminar organized by Amity University Jaipur.