

Publications/ Awards

AWARDS

- **Dr. Sunita** Received a National Award in her capacity as Authorised Resource Person, from the National Centre for Financial Education (NCFE) at the National Awards Ceremony held in Pune, Maharashtra on 5th April 2014, for her distinguished contribution towards promoting NCFE-FLAT 2013-14 examination among schools.
- **Dr. Sunita** Received a National Award for the second time in a row in her capacity as Authorised Resource Person, from the National Centre for Financial Education (NCFE) in 2015, for her distinguished contribution towards promoting NCFE-FLAT 2014-15 examination among schools.

PUBLICATIONS

- **Sushma Arora** authored 'Business Laws' 4th Ed. (2019) for B.Com Course (Sem-2), Delhi University, published under CBCS Programme, Taxmann Publications Pvt. Ltd., New Delhi, India, 2019, ISBN: 987-93-8875-071-2
- **Sushma Arora** co-authored 'Cyber Crimes & Laws' 3rd Ed. (2019) for B.Com (Hons) Course, Sem-IV, Delhi University, published under CBCS Programme, Taxmann Publications Pvt. Ltd., New Delhi, India, 2019, ISBN: 978-93-8875-015-8
- **Sushma Arora** authored 'Business Laws' 3rd Ed. (2018) for B.Com Course (Sem-2), Delhi University, published under CBCS Programme, Taxmann Publications Pvt. Ltd., New Delhi, India, 2018, ISBN: 987-93-5071-825-4
- **Sushma Arora** co-authored 'Cyber Crimes & Laws' 2nd Ed. (2018) for B.Com (H) Course, Sem-IV, Delhi University, published under CBCS Programme, Taxmann Publications Pvt. Ltd., New Delhi, India, 2018,
- **Sushma Arora** co-authored 'Cyber Crimes & Laws' 3rd Ed. (2018) for B.Com Course, Sem-III, Delhi University published under CBCS Programme Taxmann Publications Pvt. Ltd., New Delhi, India. 2018 ISBN: 987-93-8795-765-7
- **Sushma Arora** authored 'Business Laws' 6th Ed. (2018) for B.Com (H) Course (Sem-1), Delhi University, published under CBCS Programme, Taxmann Publications Pvt. Ltd., New Delhi, 2018, ISBN: 978-93-8796-787-1.
- **Sushma Arora** co-authored 'Industrial Laws' 3rd Ed. (2018) for B.Com (H) Course (Sem-5) & B.Com Course (Sem-5), Delhi University, Taxmann Publications Pvt. Ltd., New Delhi, India, 2018, ISBN: 978-93-8795-766-4
- **Sushma Arora** Authored 'Business Laws' 2nd Ed. (2017) for B.Com (H) Course (Sem-1), Odisha University, published under CBCS Programme, Taxmann Publications Pvt. Ltd., New Delhi, India, 2017, ISBN: 978-93-5071-984-8
- **Sushma Arora** Authored Business Laws' 5th Ed. (2017) for B.Com (H) Course (Sem-1), Delhi University, published under CBCS Programme, Taxmann Publications Pvt. Ltd., New Delhi, India, 2017, ISBN: 978-93-5071-732-5
- **Sushma Arora** co-authored Industrial Laws' 2nd Ed. (2017) for B.Com (H) & B.Com Course (Sem-5), Taxmann Publications Pvt. Ltd., New Delhi, India, 2017, ISBN: 978-93-5071-718-9
- **Sushma Arora** co-authored 'Cyber Crimes & Laws' 2nd Ed. (2017) for B.Com Course, Sem-III, Delhi University, published under CBCS Programme, Taxmann Publications Pvt. Ltd., New Delhi, India, 2017, ISBN: 987-93-5071-987-9
- **Gurmeet Kaur** Fundamentals of Investment - Sultan Chand & Sons (P) Ltd. Delhi, 2019, Co-author, ISBN 978-93-87907-94-2

- **Gurmeet Kaur** Business Mathematics- Sultan Chand & Sons (P) Ltd. Delhi, 2019, Co-author, ISBN 978-93-87907-95-9
- **Gurmeet Kaur** Business Mathematics- Sultan Chand & Sons (P) Ltd. Delhi, 2019, Co-author, ISBN 978-81-8350-756-4
- **Gurmeet Kaur** Consumers' Buying Behaviour Towards P-O-S Promotions Tools: A PLS-SEM Model, Indian Journal of Economics & Business, 2021, Vol no 20(2), ISSN no 0972-5784, Impact factor 0.41
- **Gurmeet Kaur** Impulse Buying Behaviour in Retail Stores: An Empirical Study, Journal of Critical Reviews, 2020, Vol no 7(15), ISSN no 2394-5125,
- **Gurmeet Kaur** Consumers' Buying Behaviour Towards Point-Of-Sales Promotion: A Literature Review, International Journal of Mechanical & Production Engineering Research & Development, 2020, Vol no 10(3), ISSN (P): 2249-6890; ISSN (E): 2249-800
- **Richa Kaur** International Business for B Com (H), MKM Publishers Pvt. Ltd., New Delhi, India, Dec 2018, As Co –Author, ISBN 978-93-87273-13-9
- **Richa Kaur** International Business for B Com, MKM Publishers Pvt. Ltd., New Delhi, India, Dec 2018, As Co –Author, ISBN 978-93-87273-13-9
- **Deepika Jindal** International Business for B Com (H), MKM Publishers Pvt. Ltd., New Delhi, India, Dec 2018, As Co –Author, ISBN 978-93-87273-13-9
- **Deepika Jindal** International Business for B Com, MKM Publishers Pvt. Ltd., New Delhi, India, Dec 2018, As Co –Author, ISBN 978-93-87273-13-9
- **Hritanshu** IMPACT OF SOCIAL MEDIA MARKETING IN RURAL INDIA ,ISSN NO. 2277-9809(0) 2348-9359(P), NOVEMBER-2018, Impact factor 6.231
- **Hritanshu** THE IMPACT OF CLIMATE CHANGE ON INTERNATIONAL BUSINESS STRATEGIES ISSN no. 2277-9809(0) 2348-9359(P), DECEMBER-2018, Impact factor 6.2311
- **Hritanshu** IMPACT OF E-COMMERCE ON INTERNATIONAL BUSINESS: A STUDY WITH RESPECT TO FMCG INDUSTRY, ISSN no 2277-9809(0) 2348-9359(P), JANUARY-2019, Impact factor 6.2311
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- **Hritanshu** CELEBRITY ENDORSEMENTS IN ADVERTISEMENTS AND CONSUMER PERCEPTIONS: A STUDY IN NCR DELHI IN REGARD TO APPAREL RETAIL SEGMENT, ISSN no 2277-9809(0) 2348-9359(P), MAY-2019, Impact factor 6.2311
- **Hritanshu** IMPACT OF SOCIAL MEDIA IN TRAVEL AND TOURISM SECTOR IN INDIA, ISSN no 2250-1959(0) 2348-9367(P), MAY-2019, Impact factor 5.8413
- **Minakshi Paliwal** Impact of Social Media Marketing on Consumer Consciousness and Purchase of Durable Products, Business Information System(BIS), Forthcoming (2021), ISSN no 1746-0980
- **Minakshi Paliwal** Exploring the problem of Internet Addiction: A Review and Analysis of Existing Literature, Journal of Well Being Management and Psychology, 2020, ISSN no 2586-6036
- **Minakshi Paliwal** “*Unleashing the Growth Potential of Indian MSMEs Sector*”, Comparative Economic Research 20 (2): 35-52., 2017, {ISSN:1508-2008; E ISSN:2082-6737}.
- **Renu Yadav** Kataria, S., Saini, V. K., Sharma, A. K., Yadav, R., & Kohli, H. (2021). An integrative approach to the nexus of brand loyalty and corporate social responsibility. International Review on Public and Nonprofit Marketing, 1-25. 1865-1992 ,2021
- **Renu Yadav** Kohli, H. S., Khandai, S., Yadav, R., & Kataria, S. (2021). Brand Love and Brand Hate: Integrating Emotions into Brand-Related Experiences and Loyalty. Journal of International Commerce, Economics and Policy, 12(02), 2150007. ISSN (print): 1793-9933 ISSN (online): 1793- 9941, 2021

- **Renu Yadav** Kataria, S and Yadav, R (2019), Cause Related Marketing: Paradigms of New Age Marketing, National Press Associates, 14th October, 2019, ISBN 978-93-85835- 66-7
- **Renu Yadav** Kohli, Harpuneet; Khandai, Sujata & Yadav, Renu. (2020). Personality: A Matter of 2020
- **Renu Yadav** Multiple Theories. International Journal of Scientific & Technology Research, 9(3), 5494-99. (2277-8616).
- **Renu Yadav** Yadav, R., Khandai, S., & Singh, S.P. (2019). Examination of the Moderation Effect of Generations on Buying Behavior of Women: A Special Focus on Fashion Apparel. Indian Journal of Economics and Business, 18(1), 147-166. (9725784).
- **Renu Yadav** Nanda, S., & Yadav, R. (2019). Limited Liability Partnership Act, 2008: Breaking The Stereotypes. International Journal of Advance and Innovative Research, Volume 6, Issue 2 (XXXVIII): April - June, 2019. 2394-7780
- **Renu Yadav** Yadav, R., Khandai, S., & Das, S. (2017). Buying Behaviour of Millennial Women: A Cross Regional Analysis. International Journal of Applied Business and Economic Research, 15, 117-132. 0972-7302
- **Preeti Singh** Management Accounting (Unit I to VI), B.Com (Hons), Part 3, 9th August, 2018 Preeti Singh https://sol.du.ac.in/my_modules/type/B.Com_Hons_Part%203/#
- **Preeti Singh** Cost Accounting (Unit IV to VI, Contains 8 Lessons), B.Com(Hons), Part 2, 23rd November, 2018
- **Isha Kumari Bhatt**, Varinder Kumar, Impact of Coronavirus (covid-19) on Entrepreneurship: A critical Insight, HANS SHODH SUDHA, Vol. 1, Issue 4, (2021), pp. 5-16, [https://www.hansshodhsudha.com/fourth issue/April-June%20article%201.pdf](https://www.hansshodhsudha.com/fourth%20issue/April-June%20article%201.pdf)), April June 2021
- **Isha Kumari Bhatt**, Customer Centricity: Antecedents and Barrier, International Journal of research in Commerce, Economics and Management, https://ijrcm.org.in/article_info.php?article_id=9642, 1 July 2021, Impact factor 1.302, ISSN no 2231-4245
- **Isha Kumari Bhatt**, Customer Centricity: A multidimensional perspective, International Journal of research in Commerce, Economics and Management, Vol 11, issue no 7 (2021), https://ijrcm.org.in/article_info.php?article_id=9638, 7 July 2021, 2231-1009
- **Isha Kumari Bhatt**, Firms of Endearment vs. Non Firm of Endearment, International Journal of research in Commerce and Management, 1 July 2021, 0976-2183
- **Ms. Raman Arora** Team Member of an Innovation Project titled “A Comprehensive Analysis of Electric Rickshaw in Comparison to Conventional Fuel Vehicles” during 2015-16 funded by the University of Delhi
- **Ms. Raman Arora** Co Author (Second Author) “Cyber Crimes & Laws’ Semester 3 Taxmann Publications Pvt. Ltd., New Delhi, India 3rd edition, 2018 for CBCS Programme B.Com 987-93-8795- 765-7
- **Ms. Raman Arora** Co Author (Second Author) “ Industrial Laws” Taxmann Publications Pvt. Ltd., New Delhi, India 3rd Edition (2018) for B.COM(H) Course & B.Com Course (Sem 5) , Delhi University , Edited, 978-93-8795- 766-4
- **Ms. Raman Arora** Co Author (Second Author) “Cyber Crimes & Laws’ Taxmann Publications Pvt. Ltd., New Delhi, India 3rd edition, 2019 for CBCS Programme B.Com (Hons.), Semester 4 978-93-8875- 015-8
- **Ms. Raman Arora** Co Author (Second Author) “ Cyber Crimes & Taxmann Publications Pvt. Ltd., New Delhi, 4th edition, 2020 for CBCS 978-93-9071- 249-6
- **Dr. Sunita Gupta & Ms. Soumya Sharma**, “An Empirical Analysis of the Pattern of CSR Expenditure in India”, IJARCMSS – International Journal of Advanced Research in Commerce, Management and Social Science, ISSN: 2581-7930, Volume.4, Issue 1, Page No. 326-338, January – March 2021.

- **Soumya Sharma**, "Foreign Direct Investment in India: Concept, Determinants and its Impact", IJRAR - International Journal of Research and Analytical Reviews (IJRAR), E ISSN 2348-1269, P- ISSN 2349-5138, Volume.6, Issue 2, Page No pp.874- 883, June 2019, Available at : [http://www.ijrar.org/IJRAR19K2696. pdf](http://www.ijrar.org/IJRAR19K2696.pdf)
- **Soumya Sharma**, "Microfinance in India: Concept, Approaches and Challenges", IJRAR - International Journal of Research and Analytical Reviews (IJRAR), E-ISSN 2348-1269, P- ISSN 2349-5138, Volume.6, Issue 2, Page No pp.309-319, May 2019, Available at :[http://www.ijrar.org/IJRAR19K1213. pdf](http://www.ijrar.org/IJRAR19K1213.pdf)
- **Soumya Sharma**, "Financial Inclusion in India: Concepts, Principles and Challenges", IJRAR - International Journal of Research and Analytical Reviews (IJRAR), E-ISSN 2348-1269, P- ISSN 2349-5138, Volume.6, Issue 1, Page No pp.840-851, March 2019, Available at : [http://www.ijrar.org/IJRAR19J3914. pdf](http://www.ijrar.org/IJRAR19J3914.pdf)
- **Soumya Sharma**, "Determinants of Gold Prices in India", IJRAR - International Journal of Research and Analytical Reviews (IJRAR), E ISSN 2348-1269, P- ISSN 2349-5138, Volume.5, Issue 4, Page No pp.909- 921, December 2018.