

Research Publications

1. Tudu, P.N. (2022), The Danger in Danger-A study on the psychological impact of COVID-19 lockdown on people in the Indian context. *International Journal of Disaster Risk Reduction*. 77, 1-9. (Elsevier Publication, ABDC-A)
2. Pandey, M & Poonia, R. (2022). Analyzing the Effect of Cause-related Advertisement on Attitude towards Brand, *World Review of Entrepreneurship, Management and Sustainable Development*, DOI 10.1504/WREMSD.2022. 10044489.
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4. Tripathi, N. N., Binu Raj Asha & Tiwari, A. K. (2022). Do employees' salaries and board of director's remuneration impact gold demand? An empirical study. *Resources Policy*, 75, 102542. <https://doi.org/10.1016/j.resourpol.2021.102542> (ABDC - B & SCOPUS).
5. Tripathi NN; Binu Raj Asha; Syamala, S. R; Tiwari A K, (2022). Does Corporate Governance Play a Dynamic Role in Mitigating Opportunistic Transactions: Evidence from India, *International Journal of Economic Policy in Emerging Economies*. <https://doi.org/10.1504/IJEPEE.2022.10044140> (ABDC - C & SCOPUS).
6. Sharma, P., Saha, S., and Balaji, M.S (2022), "Retrospective View and Thematic Analysis of Business -to-Business Relationships through Bibliometric Analysis", *Journal of Business -to-Business Marketing*, Vol. 29, No. 1, pp. 19-42. [ABDC- B category]
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9. Asha Binu Raj, N. Akbar Jan, A.K. Subramani (2022), Building corporate reputation through corporate social responsibility: the mediation role of employer branding, *International Journal of Social Economics*, DOI: 10.1108/IJSE-09-2021-0541, (ABDC-B; SCOPUS Indexed).
10. K. Rajamani, N. Akbar Jan, A. K. Subramani, A. Nirmal Raj (2022), Access to Finance: Challenges Faced by Micro, Small, and Medium Enterprises in India, *Engineering Economics journal*, Vol. 33, No. 1, pp. 73-85 (ABDC-B; SCOPUS Indexed).
11. Nishit Kumar Srivastava, Namrata Chatterjee, A.K. Subramani, N. Akbar Jan, Pankaj Kumar Singh (2021), Is Health Consciousness and Perceived Privacy Protection Critical to Use Wearable Health Devices? Extending the Model of Goal-directed Behavior, Benchmarking – an international journal, DOI 10.1108/BIJ-12-2020-0631, (ABDC-B; SCOPUS Indexed).
12. Nayeem, MA (2022). "Impact of Technostress on Productivity in Public Sector Banks of India" *Indian Journal of Industrial Relations*, Vol. 57, No. 3, pp.384-398. January 2022. ISSN 0019-5286. ABDC C Category Journal.
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16. Sharma, R. & Chimote, N., " Psychological and Emotional Considerations for Diabetic Patients during Global Pandemic SARS-CoV-2", *Empirical Economics Letters*, Vol.20, No.4, Pp.197-204, August-2021, ISSN 1681 8997, ABDC-C.
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19. Srivastava N.K., Chatterjee N., A.K. Subramani, N. Akbar Jan and Singh P.K. "Is health consciousness and perceived privacy protection critical to use wearable health devices? Extending the model of goal-directed behavior", *Benchmarking: An International Journal* Emerald Publishing Limited, <https://doi.org/10.1108/BIJ-12-2020-0631> (December 2021), (Scopus, ABDC- "B", ABS- 1)
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26. Westerman, W. James; Bhaskara Rao, Madasu; Sita Vanka & Gupta, Manish (2020). Sustainable Human Resource Management and the triple bottom-line: Multi-stakeholder strategies, concepts and engagement. *Human Resource Management Review*. 30(3):1-4, pp.1-4. (ABDC A, Scopus)
27. Sharma, G. D., Ghura, A. S., Mahendru, M., Erkut, B., Kaur Bedi, D. (2020). Panic during COVID-19 pandemic! A qualitative investigation into the psychosocial experiences of a sample of Indian people. *Frontiers in Psychology*, 11, 2494. (Impact factor 2.33, Scopus Indexed)
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