

# Research Publication

## International Journal

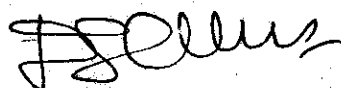
Sl. No	Vol/No./Year of Publication	Title of Paper	Name of Journal
1.	Volume No. 02 Page 1-10	The Impact of Mobile Number Portability	
2.	Volume No. 02 Page 1-10 ISSN 2231-5780	Impact of Mobile Number Portability on Consumer Behavior	
3.	Volume No. 02 Page 1-10	Impact of Mobile Number Portability on Consumer Behavior	
4.	Volume No. 02 Page 1-10	Impact of Mobile Number Portability on Consumer Behavior	
5.	Volume No. 02 Page 1-10	Impact of Mobile Number Portability on Consumer Behavior	
6.	Volume No. 02 Page 1-10	Impact of Mobile Number Portability on Consumer Behavior	
7.	Vol3 No1 Jan 2012 Issn0976-5492	Psychological Mapping of Consumer toward Mobile Number Portability: An Empirical Study	International Journal of Convergence
8.	Vol3 (4), April (2013) ISSN 2231-5780	A Study On Efficient Market Hypothesis Before Reception: An Empirical Testing Through Random Investing	ZUBEMR
9.	VOLUME NO. 3 (2013), ISSUE NO. 02 (FEBRUARY) ISSN 2231-4245	Consumer Sensitivity Towards Pricing of Cosmetic Products: An Empirical Study.	IJRCM

10.	Vol.2 Issue 12, December 2011, ISSN 2249-1619	Work Diversity Management And	ZIR
11.	Volume 2, Issue 1 (June 2012) (ISSN 2249-1619)		
12.	Vol.3 (1, Issue 1) (2012) ISSN 2249-1619		
13.	Volume 3, Issue 1 (June 2012) ISSN 2249-1619		
14.	ISSN 0976-2183 Vol.1 Issue 1 (June 2012) ISSN 2249-1619		
15.	Vol.1 Issue 1 (June 2012) ISSN 2249-1619		
16.	Volume 1 Issue 1 2012		
17.	Vol. 1, No. 3, September- October 2012 (ISSN 2278 - 5973)	<i>Sociological Security in Choosing professional &amp; non-professional doing professional courses in Lucknow City</i>	
18.	Volume2, Issue2 ISSN: 2249-1619	An Empirical Study On Indian Mutual Funds Equity Diversified Growth Schemes" And Their Performance Evaluation	HJRCM
19.	ISSN 0976-2183 VOLUME NO. 3, ISSUE NO. 5 May 2012	Impact of Organization Culture on Employee Motivation and Job Performance	HJRCM

20.	Volume-2 Issue 1 Jan2012	Strategic Study on the Influence of Asian and the US Stock Markets and their Relative Impact	International Journal of Financial Management
21.	Volume 9 Issue 1 ISSN 1513-6485 Jan-Jan2011	An Assessment of Role of Women in Success in some of the Small Business in Lucknow City	
22.	VOLUME NO. 1 (2011) ISSUE NO. 10 (OCTOBER) ISSN 2249-7383	Human Resource Management in the 21 <sup>st</sup> Century: A Study on the Impact of Technology on the Workforce	
23.	IRREDA Volume 1, Issue 1 (December, 2011) ISSN 2249-7383	Impact of Technology on the Workforce: A Study on the Impact of Technology on the Workforce	
24.	VOLUME NO. 1 (2011) ISSUE NO. 1 (OCTOBER) ISSN 2249-7383	Human Resource Management in the 21 <sup>st</sup> Century: A Study on the Impact of Technology on the Workforce	
25.	VOLUME NO. 1 (2011) ISSUE NO. 1 (OCTOBER) ISSN 2249-7383	Human Resource Management in the 21 <sup>st</sup> Century: A Study on the Impact of Technology on the Workforce	
26.	Volume 2 Issue 1 Jan 2012	Strategic Study on the Influence of Asian and the US Stock Markets and their Relative Impact	
27.	VOLUME NO. 1 (2011) ISSUE NO. 1 (OCTOBER) ISSN 2249-7383	Human Resource Management in the 21 <sup>st</sup> Century: A Study on the Impact of Technology on the Workforce	
28.	IRREDA Volume 1, Issue 1 (December, 2011) ISSN 2249-7383	Impact of Technology on the Workforce: A Study on the Impact of Technology on the Workforce	
29.	VOLUME NO. 1 (2011) ISSN: 0974-6836 Pages: 187-204	A Study on Factors Affecting the Performance of Infrastructure Industry in India	
30.	VOLUME NO. 1 (2011), ISSUE NO. 5 (JULY) ISSN 2231-1009	DETERMINANTS OF EMPLOYEE'S MOTIVATION IN 21 <sup>st</sup> CENTURY ERA: AN EMPIRICAL STUDY	
31.	Volume 6 Issue 1 June 20011	Emerging Factors and their impact on Motivation of the employees in current Business Environment: An Empirical Study	Global Journal of Business Management

# National Journal

SL No	Vol/No./Year of Publication	Title of Paper	
1.	ISSN No. :0973-5550		
2.			
3.	Volume-II Issue-1 Jan 2012		
4.	Volume : 3, Issue : 1 Year : 2011.		
5.	Volume-4 Issue-1 Jan 2012/2011		
6.	Volume 1, Number 1, September -		
7.	Volume -4 Issue -1 Jun 2010	<i>A Study on Fundamental Analysis of Indian Stock Market</i>	
8.	Volume2 Issue1 Jan-July 2011	<i>A Study on Fundamental Analysis of Indian Stock Market</i>	
9.	Volume-5 Issue - 1, Jan 2011	<i>Factor influencing students choice of institutions for higher learning</i>	<i>Indian Management Review</i>



(Dr.D.S.Chaubey)

Professor

Faculty of Mgt and Business Studies



## Poster Presentation/Publi

- Presented a paper Title "Role of Educat In Bridging Digital Divide" at International Conference on "ICT-Initiatives, Policies and Governance", organized by School of Computer Science & IT, Uttarakhand State University, Dehradun, India, December 2011 was published in Journal of Education Technology.
- Presented a paper titled "Bridging Digital Divide Through ICT Initiatives" at International conference on Information Technology and Management, organized by Indian Institute of Technology, Kharagpur, India, December 2011.
- Presented a paper titled "Information Technology and its Role in Education and Research" at National Conference on Information Technology and Management, organized by Indian Institute of Technology, Kharagpur, India, December 2011. The paper was published in Journal of Education Technology.
- Presented a paper titled "Information Technology and its Role in Education and Research" at National Conference on Information Technology and Management, organized by Indian Institute of Technology, Kharagpur, India, December 2011. This paper was published in Journal of Education Technology.
- Presented a paper titled "Information Technology and its Role in Education and Research" at National Conference on Information Technology and Management, organized by Indian Institute of Technology, Kharagpur, India, December 2011.
- Presented a paper titled "Information Technology and its Role in Education and Research" at National Conference on Information Technology and Management, organized by Indian Institute of Technology, Kharagpur, India, December 2011.

Two paper "Data Warehousing: A paradigmatic notion in organization's logic" and "Various Approaches for ETL processing in Data Warehousing" are under review process of an international journal.

**(Sonal Sharma)**  
Assistant professor  
Faculty of Mgt. & Business Studies

# CONFERENCE ATTENDED/ PAPER PRESENTATIONS

YEAR	CONFERENCES	ROLE
<u>2009</u>	National Conference on "Changing Trends in HRM", held at ITS Management Institute, Greater Noida, (INDIA), on 23 <sup>rd</sup> August 2009.	Presented Paper on the topic: - "Managing Generation- Y".
<u>2010</u>	National Conference on "Challenges for Management in Next Generation" held at DBIT Dehradun, UK (INDIA) on 12 <sup>th</sup> April 2010	Presented Paper on the topic: - "Challenges for Management in Next Generation".
<u>2010</u>	International Conference on "Changing Consumer Preferences- E-Books vs. Print Books" Haryana.	Presented Paper on the topic: - "Changing Consumer Preferences- E-Books vs. Print Books"
<u>2011</u>	International Conference on "Globalizing Management Education- Issues and Challenges for Industry & Academia", held at India Habitat Center, New Delhi, ORGANIZERS: - ITS Institute of Management, Greater Noida, India & Institute of Public Enterprise (IPE), Hyderabad, India on 5 <sup>th</sup> & 6 <sup>th</sup> Feb. 2011.	Presented Paper on the topic:- "Globalizing Management Education: Issues and Challenges for Industry & Academia".
<u>2011</u>	National Conference on "Contemporary Issues In Management", held at Lingaya's Lalita Devi Institute of Management & Sciences, New Delhi (INDIA), on 11 <sup>th</sup> & 12 <sup>th</sup> March, 2011.	Presented Paper on the topic: - "Impressions of Group Dynamics in Managerial Decision Making".
<u>2011</u>	International Conference on "Business Strategy & Management- Game changers in aftermath of recession: Managing Challenges In Global Economy", held at Kolkata, hosted & organized by Veloxian Learning & Consultancy, Kharavera Nagar, Bhubaneswar, Odisha, INDIA, on 25 <sup>th</sup> June, 2011.	Presented Paper on the topic: "ERP: The Cost Effective Solution to the Major Business Hemispheres (With Special Reference to Human Capital Planning)".
<u>2011</u>	Global Conference On Innovations In Management, London (21 <sup>st</sup> & 22 <sup>nd</sup> July 2011), held at City University London, Organized By CIBMP London.	Presented Paper on the topic "Co relational Review Interface between Academic Achievement & Professional Success".

### *Conference Proceedings*

Singh. Chauhan, A., Ahuja, I. (2010), "Changing Consumer Preferences- E-Books vs. Print Books", 'Management Concepts, Cases & Models', Excel India Publishers, First Impression: 2010, pp: 96- 102, ISBN: 978- 93- 80697- 04- 8

Singh. Chauhan, A., Pandey, T., Dabral, V., Kharayat, R., Kumari, R. (2011), "Globalizing Management Education: Issues and Challenges for Industry & Academia", 'Globalizing Management Education: Issues and Challenges for Industry & Academia', Allied Publishers Pvt. Ltd., 2011, pp: 43- 50, ISBN: 978- 81- 8424- 659- 9

Singh. Chauhan, A., Pandey, T., Dabral, V., Sharma, S., Singha, V., Kukreti, S. (2011), "Co relational Review Interface between Academic Achievement & Professional Success", 'CIBMP Conference Proceedings: Global Conference on Innovations in Management' 'http://www.cibmp.org/Papers/Paper%20634.pdf', ISSN 2046- 6242

### *Journals:*

Singh. Chauhan, A., Pandey, T. (2011), "Administering the Faction- Y: A supporting review with special reference to Generation's Adaptability Characteristics", 'International Journal of Research In Finance & Marketing', Vol.1. Issue 3. (July 2011), pg. 31- 46, ISSN- 2231- 5985  
[[http://www.mairec.org/index\\_files/IJRFM/July2011/MP-208](http://www.mairec.org/index_files/IJRFM/July2011/MP-208)  
[http://mairec.org/index\\_files/IJRFM\\_Volume1\\_Issue3.htm](http://mairec.org/index_files/IJRFM_Volume1_Issue3.htm)] (31-46).pdf

Bharol, C.R., Singh. Chauhan, A., Pandey, T., Dabral, V., Kharayat, R. (2011), "Impressions of Group Dynamics in Managerial Decision Making", 'Contemporary Issues in Management', 'Lingaya's Lalita Devi Journal of Professional Studies', pp- 109- 115 - ISSN- 2230- 987X.

Pandey, T., Singh. Chauhan, A., Khajuria, N., Dabral, V., Kharayat, R. (2011), "Knowledge Management- A justifying Interface in Terms of Its Needs, Barriers, & Dimensions to the Business" 'International Journal of Marketing & Management Research', Vol.2, Issue 11 (Nov. 2011), ISSN (online) 2229-6883, Published by- Sri Krishna International Research & Educational Consortium [[http://www.skirec.com/ijmmr-Volume%202,%20Issue11%20\(November%202011\).html](http://www.skirec.com/ijmmr-Volume%202,%20Issue11%20(November%202011).html)].

Singh. Chauhan, A., Pandey, T., Dabral, V., Kharayat, R., Singha, V., Nabi. Bhatt, U. (2011), "ERP: The Cost Effective Solution to the Major Business Hemispheres (With Special Reference to Human Capital Planning)", "International Journal For Business, Strategy & Management", Ref: ICBSM- 291, Vol:1, No. 1, June 2011 (<http://www.veloxian.com/ECJ/IJBSP/full-paper/291-fp.pdf>).

Pandey, T., Singh. Chauhan, A. (2012), "Managing The Generation Y", 'H.R. Zephyr', An Annual Human Resource Journal by Lotus Institute, Bareilly, India, Vol. 1, issue:1., Jan. 2012- Dec. 2012, Pg. 28- 32, ISSN: 2277- 2634.  
([http://lotus.edu.in/publication/index.php?option=com\\_content&view=article&id=86:managing-the-generation-y-a-supporting-review-with-special-reference-to-generations-adaptability&catid=36:hr&Itemid=60](http://lotus.edu.in/publication/index.php?option=com_content&view=article&id=86:managing-the-generation-y-a-supporting-review-with-special-reference-to-generations-adaptability&catid=36:hr&Itemid=60))

### *Abstracts:*

Singh. Chauhan, A., Ahuja, I. (2010), "Changing Consumer Preferences- E-Books vs. Print Books", 'Management Concepts, Cases & Models', Excel India Publishers, First Impression: 2010

Singh. Chauhan, A. (forthcoming), "Managing Generation- Y", "National Journal of Management Excellence", Vol.-I, No.-I.

Singh. Chauhan, A., Pandey, T., Dabral, V., Kharayat, R., Singha, V., Nabi. Bhatt, U. (2011), "ERP: The Cost Effective Solution to the Major Business Hemispheres (With Special Reference to Human Capital Planning", 'A Book Of Abstracts', Pg- 87- ISBN- 81- 87912- 08- 01, Ref: ICBSM- 291 (<http://www.veloxian.com/ECJ/IJBSM/ecj-abstract-3.php#a291>).

#### **WORKSHOP (S):**

**Year: 2012**

Title: "4 days' Workshop on SPSS & Research Methods"; Speaker: Dr Saurabh Agarwal from SPSS South Asia, Bangalore; Organizer/s: Uttaranchal Institute of Management in Association with SPSS South Asia, Bangalore INDIA

**Year: 2010**

Title: "1 day Workshop on Organizational Behaviour"; Addresser/ Speaker: Dr. Kavita Singh (Faculty, Deptt of Management Studies, FMS, University of Delhi, New Delhi, INDIA.); Organizer/s: Pearson Education, New Delhi; Venue: Institute of Management Studies (IMS), Dehradun, INDIA

  
(Mr. Abhishek Chauhan)

Sr. Lecturer

Faculty of Mgt. & Business Studies



**CONFERENCE ATTENDED/ PAPER PRESENTATIONS:**

<u>Year</u>	<u>Conferences</u>	<u>Role</u>
<u>2009</u>	National Conference on "Changing Trends in HRM", held at ITS Management Institute, Knowledge Park, Greater Noida, (INDIA), on 23 <sup>rd</sup> August 2009.	Presented Paper on the topic: "Knowledge Management".
<u>2010</u>	National Conference on "Challenges for Management in Next Generation" held at DBIT Dehradun, UK (INDIA) on 12 <sup>th</sup> April 2010	Presented Paper on the topic: "Impact Of Group Dynamics On Decision Making".
<u>2010</u>	National Conference on "Managing Global Business in Competitive Business Environment" held at the Ratan Group Of Institutions (RGI), Mohali, Chandigarh (INDIA) on 1 <sup>st</sup> May 2010	Presented Paper on the topic: "Managing Knowledge in Competitive Business Environment".
<u>2010</u>	International Conference on "Innovative Practices in Management & Information Technology for Excellence" held at Maharaja Agrasen Institute of Management & Technology (MAIMT), Jagadhri, Yamunanagar, Haryana (INDIA) on 8 <sup>th</sup> May 2010.	Presented Paper on the topic: "Role of Management towards Employee Retention in Present Scenario".
<u>2011</u>	International Conference on "Globalizing Management Education- Issues and Challenges for Industry & Academia", held at India Habitat Center, New Delhi, ORGANIZERS: - ITS Institute of Management, Greater Noida, India & Institute of Public Enterprise (IPE), Hyderabad, India on 5 <sup>th</sup> & 6 <sup>th</sup> Feb. 2011.	Presented Paper on the topic: "Globalizing Management Education: Issues and Challenges for Industry & Academia".
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#### *Conference Proceedings:*

Pandey, T. (2010), "Role of Management towards Employee Retention in Present Scenario", 'Management Concepts, Cases & Models', Excel India Publishers, First Impression: 2010, pp: 274- 281, ISBN: 978- 93- 80697- 04- 8

Singh. Chauhan, A., Pandey, T., Dabral, V., Kharayat, R., Kumari, R. (2011), "Globalizing Management Education: Issues and Challenges for Industry & Academia", 'Globalizing Management Education: Issues and Challenges for Industry & Academia', Allied Publishers Pvt. Ltd., 2011, pp: 43- 50, ISBN: 978- 81- 8424- 659- 9

Singh. Chauhan, A., Pandey, T., Dabral, V., Sharma, S., Singha, V., Kukreti, S. (2011), "Co relational Review Interface between Academic Achievement & Professional Success", 'CIBMP Conference Proceedings: Global Conference on Innovations in Management' <http://www.cibmp.org/Papers/Paper%20634.pdf>, ISSN 2046- 6242

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Bharol, C.R., Singh. Chauhan, A., Pandey, T., Dabral, V., Kharayat, R. (2011), "Impressions of Group Dynamics in Managerial Decision Making", 'Contemporary Issues in Management', 'Lingaya's Lalita Devi Journal of Professional Studies', pp- 109- 115 - ISSN- 2230- 987X.

Pandey, T., Singh. Chauhan, A., Khajuria, N., Dabral, V., Kharayat, R. (2011), "Knowledge Management- A justifying Interface in Terms of Its Needs, Barriers, & Dimensions to the Business" 'International Journal of Marketing & Management Research', Vol.2, Issue 11 (Nov. 2011), ISSN (online) 2229-6883, Published by- Sri Krishna International Research & Educational Consortium [[http://www.skirec.com/ijmmr-Volume%202,%20Issue11%20\(November%202011\).html](http://www.skirec.com/ijmmr-Volume%202,%20Issue11%20(November%202011).html)].

Singh. Chauhan, A., Pandey, T., Dabral, V., Kharayat, R., Singha, V., Nabi. Bhatt, U. (2011), "ERP: The Cost Effective Solution to the Major Business Hemispheres (With Special Reference to Human Capital Planning)", "International Journal For Business, Strategy & Management", Ref: ICBSM- 291, Vol:1, No. 1, June 2011 (<http://www.veloxian.com/ECJ/IJBSP/full-paper/291-fp.pdf>).

Pandey, T., Singh. Chauhan, A. (2012), "Managing The Generation Y", 'H.R. Zephyr', An Annual Human Resource Journal by Lotus Institute, Bareilly, India, Vol. 1, issue:1., Jan. 2012- Dec. 2012, Pg. 28- 32, ISSN: 2277- 2634. ([http://lotus.edu.in/publication/index.php?option=com\\_content&view=article&id=86:managing-the-generation-y-a-supporting-review-with-special-reference-to-generations-adaptability&catid=36:hr&Itemid=60](http://lotus.edu.in/publication/index.php?option=com_content&view=article&id=86:managing-the-generation-y-a-supporting-review-with-special-reference-to-generations-adaptability&catid=36:hr&Itemid=60))

Pandey, T., Singh. Chauhan, A. (2013), "HR Issues Towards Managing MSMEs Operating in india During Globalization Trends (With special reference Too HR Ooutsourcing)- A Review", 'South Asian Academic Research Journal'- ~~UPCOMING~~

**Abstracts:**

Pandey, T. (2010), "Role of Management towards Employee Retention in Present Scenario", 'International Conference on Innovative Practices in Management and Information Technology for Excellence', Souvenir Pg- 47, Excel India Publishers.

Pandey, T. (2010), "Managing Knowledge in Competitive Business Environment", 'National Conference on Managing Global Business In Competitive Business Environment', Souvenir Pg- 32.

Singh. Chauhan, A., Pandey, T., Dabral, V., Kharayat, R., Singha, V., Nabi. Bhatt, U. (2011), "ERP: The Cost Effective Solution to the Major Business Hemispheres (With Special Reference to Human Capital Planning)", 'A Book Of Abstracts', Pg- 87- ISBN- 81- 87912- 08- 01, Ref: ICBSM- 291 (<http://www.veloxian.com/ECJ/IJBSM/ecj-abstract-3.php#a291>).

**WORKSHOP (S):**

**Year: 2012**

Title: "4 days' Workshop on SPSS & Research Methods"; Speaker: Dr Saurabh Agarwal from SPSS South Asia, Bangalore; Organizer/s: Uttaranchal Institute of Management in Association with SPSS South Asia, Bangalore INDIA

**Year: 2010**

Title: "1 day Workshop on Organizational Behaviour"; Addresser/ Speaker: Dr. Kavita Singh (Faculty, Deptt of Management Studies, FMS, University of Delhi, New Delhi, INDIA.); Organizer/s: Pearson Education, New Delhi; Venue: Institute of Management Studies (IMS), Dehradun, INDIA



(Tweena Pandey)

Sr.Lecturer

Faculty of Mgt. and Business Studies

-Presented a paper title "The role of IT in knowledge Management" at world conference on 'Advances in communication and control system CACCS-2013", held at DIT University' Dehradun in April 2013.


-Publication of a paper title "SPI through knowledge Management is under process at Gurukul Kangri Vishwa vidyalay Haridwar

  
(Mit~~ali~~ Chugh)

Assistant Professor

Faculty of Mgt. & Business Studies

1. Presented a paper entitled "**Harvesting the Benefits of Cloud Rain in Rural Marketing**" for International Conference on Marketing and Business Strategy (ICOMBS 2012) "Innovations in Technology – Implications for Marketing and Business Strategy", organized by **IBS, Hyderabad**.
2. International Journal Paper: Entitled "**E-Learning through cloud Computing: Shaping the Future of Learning for Learner of Tomorrow**" has been accepted for presentation at the 2012 International Conference on Information Technology and Management Science (**ICITMS 2012**) held on October 20~21, 2012 in **Chongqing, China** and paper will be published in the conference proceedings by **Springer**, which will be submitted to Ei Compendex.
3. Paper Entitled "**The Green Cloud: Environment Friendly**" published in National Seminar on "Contemporary Issues & challenges for sustainability of management education & its applications" held on 18 April 2012 at Dev Bhoomi Group of Institutions (DBIT), Dehradun.
4. Paper entitled "**Small Businesses and Cloud: Innovation to Rise with IT Fusion**", Published in National Seminar on "CREATING VALUE BY EMBRACING CHANGE" held on 31st March, 2012 at Kite Group of institutions, Meerut.
5. Paper Entitled "**E-learning Era: Imparting Knowledge in Management Education**" Published in National Seminar held at Omkarananda Institute of Management & Technology (OIMT) Rishikesh.

  
(Pooja Gupta)  
Sr. Lecturer  
Faculty of Mgt & Business Studies

Uttaranchal Business Review  
June 2012  
Vol.-2 issue -01  
ISSN2277-1816

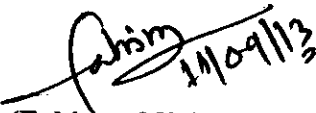
Topic "Developing effective Fault Tolerant Coverage Protocol for wireless sensor Networks".

ANUSANDHAN  
RNI No.PIHENG/1999/131  
June 2013, Vol.XV  
Topic "Dual Nuclear and Nuclarity and Metrizable"

Seek Digital library -July 2013 Topic "Quotient space and Canonical mapping with application in Computer Science".

Uttaranchal Business Review  
June 2013  
Vol.-2 issue -01  
ISSN2277-1816

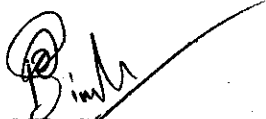
Topic " Wireless sensor Networks: Their different challenges"



(Fahim uddin)  
Sr.Lecturer  
Faculty of Management & Business Studies



Management Education in 21<sup>st</sup> Century: "Experience of 1st decade in AICTE sponsored National seminar held on February 11-12, 2012 at Omkarnanda Institute of Mgt. Studies, Rishikesh (The paper was adjudged as best paper of conference.

A handwritten signature in black ink, appearing to read 'Rahul Kr. Singh', with a long, sweeping horizontal stroke extending to the right.

**(Rahul Kr. Singh)**

Sr. Lecturer

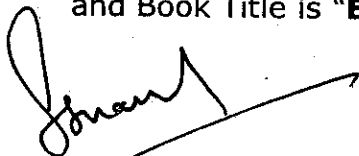
Faculty of Mgt. & Business Studies

## **Paper Published and Presented**

- **Research Paper** Published in **Uttaranchal Business Review** a bi-annual Journal for IT and Management on " **A critical Study of Cloud Computing Services and their Threats to Business** " for June 2013 Edition , **ISSN NO:2277 1816**
- **Research Paper** Published in **IEEE International Conference on "Network and Computational Intelligence "** in **ICNCI 2011 China** On "**4 G The Network of New Era**" on May 21- 22 -2011 , **ISBN NO: 978-1-61284-239-4 Page No. 268.**
- **Research Paper Present and Published** on "**ICT Empowers Techno-Socio Development**" in **TSPC'11 an IEEE National** conference organized by Bhagwant Group Of Institute **Muzzafarnagar (U.P) India** on March 10-12-2011 , **ISBN NO-93-80697-75-9 Page No.219**
- **Research Paper Published on "Digital Convergence Technology in modern IT"** in **National Conference** on **5 March 2011** at **Haldwani, Nainital, Uttarakhand, India**
- **Research paper Presented on "Mobile Device and Multimedia" in Technologies and Trends in Advance Computing** organized by **Dev Bhoomi Group Of Institutes , Dehradun India** on **23 November 2010**

## **Book Published**


- I have authored a book on **E-Governance** under the **Anand publication** and Book Title is "**E-governance**" this book is for **BSC-IT**



(Sameer Dev Sharma)  
Senior Lecturer  
Faculty of Mgt. & Business Studies

Paper Detail.

- Paper "E-Waste: A Big Concern" published in Samaj Vigyan Shodh patrika Vol-1 part II no.XXII in April-Sept 2013.

  
(Ruby Faizan)  
Assistant Professor  
Faculty of Mgt. & Business Studies

#### **PUBLICATIONS IN NATIONAL INTERNATIONAL JOURNALS**

Published a paper titled " Brand Awareness and Customer Preferences for FMCG Products in Rural Market" : An Empirical Study on the Rural Market of Garhwal Region [VSRD-IJBMR, Vol. 2 (8), 2012, 434-443

Published a paper titled "Work-Family Challenges And Their Impact On Career Decisions: A Study Of Women Professionals At Selected Call Centres In Dehradun" ELK Asia Pacific Journal of Marketing and Retail Management, July 2013

#### **PAPER PRESENTED IN SEMINARS/CONFERENCES**

Presented a paper on "Impact of tourism in on economic development of Uttarakhand ( a study of major temples of gharwal region- with special focus on char dham yatra)" during International seminar held at IMS Dehradun in July 2012

Presented a paper on "The Changing Status of Women in India." during National Conference on Change Management (Dt. 16-17 March, 2012) held at DIT Noida.

Presented a paper on "Customer Satisfaction in Retail Banking Sector":- A Study on Selected Public Sector Banks of India, during National Conference on Paradigm Shift in Marketing & Financial Spectrum of Business in India (Dt. 07-08 April, 2012) held at IIMT Aligarh.

Presented a paper on "Violence against women in India : Preventive measures" during National Seminar on Managerial Excellence and Human rights(Dt. 27-28 Jan 2013) held at SMJN (PG) College, Haridwar.

#### **SEMINARS/CONFERENCES/WORKSHOPS ATTENDED**

Participated in 6 days Quality Improvement Programme on "Tools & techniques in research methodology" during: June 02-07, 2013 at IIT Roorkie

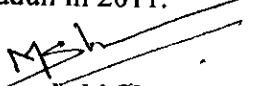
Participated in 6 days Quality Improvement Programme on "Critical perspectives on Research Methodology" during: June 11-15, 2012 at IIT Roorkie

Participated in two day workshop on Research Methodology at IMS Dehradun in April 2012.

Attended an International conference on "India: Two Decades of economic Liberalization-Growth and Governance" in association with ICSSR, New Delhi & GIZ Germany at Doon University during 18th & 19th November 2011, Dehradun.

Participated in One day FDP programme on Experiential Learning organized by ICFAI Dehradun in June 2010.

Participated in One day FDP Programme on "Intellectual Property rights" organized by FICCI at Dehradun in 2011.

  
(Ms. Meenakshi Sharma)  
Assistant Professor  
Faculty of Mgt & Business Studies