

## FACULTY PUBLICATION (2013-2016)

### List of Publications in year 2014

1. Ruchita Gupta and Karuna Jain, 2014, Adoption of Mobile Telephony in Rural India: An Empirical Study, *Decision Sciences*, 45 (2), 281-307, (ADBC Rankin- A\*),DSJ is in the top 5 journals in IS/T and O/SCM).
2. Lokesh Nagar, Pankaj Dutta and Karuna Jain, 2014, An integrated Supply Chain Model For New Products With Imprecise Production and Supply Under Scenariodependent Fuzzy Random Demand, *International Journal of Systems Science*, 45 (5), 873–887.
3. A.K. Panda, S. Nanda, 2014, Price Discovery and Short Term Dynamism Between Spot and Futures Markets of Sectoral Indices of NSE, SPC ERA *International Journal of Business and Management*, 2 (3). (ISSN-2347-6842).
4. G. Girish, Vijayalakshmi, A.K. Panda, B.Nath, 2014, Forecasting Electricity Prices in Deregulated Wholesale Spot Electricity Market: A Review, *International Journal of Energy Economics and Policy*, 4 (1), 32-42. (listed in SCOPUS)
5. Vikrant Patil, Anju Singh, Neelima Naik and Seema Unnikrishnan, 2014, Estimation of Carbon Stocks In Avicenna Marina Stand Using Allomerty, CHN analysis and GIS methods, *Wetlands*, 34, 379-391. Impact factor 1.572, citation 3.
6. Mayuri R. Naik, Anju Singh, Seema Unnikrishnan and Neelima Naik, 2014, The Role of the Clean Development Mechanism (CDM) in the Development of National Energy Industries, *Energy and Environment*, 25(2), 325-342. Impact factor 0.4.
7. Seema Unnikrishnan, Anju Singh, Bhagyashree Sawant and Neelima Naik, 2014, Environmental Education and Practices in Schools, *Journal of Environmental Research and Development* 9 (1), 271-283. Impact factor 1.613.
8. Mayuri Naik, Bhagyashree Sawant, Anju Singh, Seema Unnikrishnan, Neelima Naik and Indrayani Nimkar, 2014, Role of Clean Development Mechanism and cleaner technologies in achieving energy efficiency in chemical and manufacturing sectors in India. *Journal of Environmental Research and Development* 9 (2), 481-493.
9. Seema Unnikrishnan, Neelima S. Naik, Anju Singh, Bhagyashree Sawant and Aditee Potdar, 2014, Study of Safety and Environmental Management Practices in the Indian Petrochemical Industry, *Current Advances in Environmental Science* 2 (2), 59-72.

10. Santosh Kumar and Narayana Rao K.V. S. S., February 2014, Is Fear (VIX) a Priced Factor in Multi Factor Asset Pricing Modeling?, Indian Journal of Finance, 10.17010/ijf/2014/v8i2/71978
11. Santosh Kumar and Narayana Rao K.V. S. S., Jan-June 2014, Are Fear and Inertia Subsumed in Fama French Three Factor Model?, International Economics and Finance Journal, 9 (1), 23-37.
12. Santosh Kumar and Narayana Rao K.V. S. S., Jan – Dec 2014, Resolving Measurement issues of Size Loadings in Asset Pricing Models, Asia Pacific Finance and Accounting Review, 2 (1-2), 75-86.
13. Ranjani K.S, 2014, Factors influencing impact of microcredit on borrowers Advance Management Research: An International Journal (AMRIJ), 2(1), 44-55.
14. B. K. R. Naik, S. Rameez Raja, Sujay S. and Varun N. S., September 2014-March 2015, Influence of ATMs on Spending Pattern: Situation at Technical Academic Institutions in India, Drishtikon: A Management Journal, 6 (1), 1-12.
15. Mukundan Raghavan, Karuna Jain, Shishir K. Jha, 2014, Integrating the Technology and IP strategy of a firm: A view from the commons theory lens, IIM Bangalore Management Review, Elseiver.
16. Patwardhan Avadhut, Pandey Neeraj and Dhume S. M., 2014, Analysis of Physicians Technology Acceptance Literature in Changing Indian Pharmaceutical Marketing Context: A Markus and Robey's Causal Structure Approach, International Journal of Marketing and Business Communication, 3 (2), 33-45
17. Pandey Neeraj and Jaiswal Anand K., 2014, Change Management: A Case of State Power Utility in India, Asian Case Research Journal (ACRJ), World Scientific Publishing, June, 18 (1), 61-80
18. Nandkeolyar Dilip, Pandey Neeraj, Kiran Ravi and Kumar Shailendra, 2014, Strategic Marketing Options and Firm Performance: A Case of an Independent Automobile Workshop, South Asian Journal of Marketing and Management Research, 4 (4), 1-14
19. Nandkeolyar Dilip, Pandey Neeraj, Kiran Ravi and Kumar Shailendra, 2014, Market Strategies of SMBs with special reference to Automotive and Light Engineering Companies: Insights from India, International Journal of Management Research and Review, 4 (2), 300-312

20. Mehta Nikhil K., 2014, Communication Challenges and Managing Expectations in Indian Supply Chain and Logistics Networks: A View from Middle Management. *Journal of Supply Chain Management Systems*. 3(1), 24-39.
21. Singh, Rohit Kumar and Acharya P., 2014, An AHP model approach to supply chain flexibility: A case study of Indian FMCG firm, *Operation and supply chain management :An International Journal*, 7 (2), 64-69
22. Singh, P., 2014, Book Review of Indian Stock Market An Empirical Analysis Informational Efficiency by G.S. Hiremath, *Journal of Quantitative Economics*
23. Preety Awasthi, Neeraj Dubey and Purnima S. Sangle, 2014, Contemporary Challenges in CRM Technology Adoption A Multichannel View, *International Journal of Electronic Customer Relationship Management*, 8 (1/2/3). Inderscience.
24. Raut R., Kamble S., Jha M., 2014, A kaleidoscopic Study of Service Quality of Passenger Airline Industry of India, *International Journal of Business Insights and Transformation*, 07 (02), 28 – 39.
25. Sinha R., Chaudhuri R., Dhume S., 2014, Role of Environmental Sustainability Practices of Retailers on Ecological Awareness of Customers, *International Journal of Consumerism*, 4 (2), 137-142
26. Sinha R., Chaudhuri R., Dhume S., 2014, Green Retailing: Environmental Strategies of Organized Retailers and Competitive Advantage, *International Postgraduate Business Journal*, 6(1), 115-119
27. Chaudhuri R., 2014, Modeling EPS of an Indian Auto Major, *International Journal of Strategic Business Alliances*, 3 (4), 250 – 262
28. Ranjan Chaudhuri, 2014, Driving Inclusive Growth through Experiential Marketing: A Retail Marketing Perspective, *Prima*, 2 (2), 1 – 21, 2014
29. Gokhale R., and Mathirajan M., 2014, Minimizing Total Weighted Tardiness on Heterogeneous Batch Processors With Incompatible Job Families, *The International Journal of Advanced Manufacturing Technology*, 70(9-12), 1563-1578.
30. Mathirajan M., Gokhale R., and Ramasubramaniam, M., 2014, Modeling of Scheduling Batch Processor in Discrete Parts Manufacturing, In *Supply Chain Strategies, Issues and Models*, 153-192. Springer London.

31. Chikhalkar, Rekha D, 2014, Consumer decision process: Information Clues at Evaluation Stage, *International Journal of Social Science and Interdisciplinary Research*, 3 (4), 41-49.
32. Gawankar S. and Kamble S., 2014, Retail Revolution in India: History, Evolution, Prospects and Future, *Banaras Hindu University Management Review*, 4 SI, 28-35
33. Jain R, Prem Kumar and Kamble S., 2014, HRD in Indian Organizations: Conceptual Framework, Measure Development and Empirical Test of Model Fit, *Indian Journal of Industrial Relations*, 49 (3), 25–30.
34. Sanjay Sharma and Aniket Ghosh Choudhury, 2014, A Qualitative Study on Evolution of Relationships between Third-Party Logistics Providers and Customers Into Strategic Alliances, *Strategic Outsourcing: an International Journal*, 7 (1), 2-17.
35. Sanjay Sharma and Akshat Sisodia, 2014, Comparative Multi Criteria Analysis and Dependent Optimisation through Integrated Supply Chain, *International Journal of Productivity and Performance Management*, 63 (8), 1046-1069.
36. Verma S., 2014, Online Customer Engagement through Blogs in India, *Journal of Internet Commerce*, 13 (4), 282-301
37. Verma S., 2014, Psychological Interventions for Promoting Sustainable Consumption Behavior: An Empirical Study, *International Journal of Business Innovation and Research*, 8 (4), 373-384
38. Verma S. 2014, A Comprehensive Framework for Internet Banking Adoption : An Empirical Analysis in Indian Context, *International Journal of Business Information System*, 15,(3), 307-324
39. Verma S. and Prasad R.K., 2014, Affective and Cognitive Factors of Television Advertisement: A Study Conducted on Children, *Journal of Marketing and Communication*, 10 (1), 11-18
40. Bhupendra Verma and Shirish Sangle, 2014, Determinants of Sustainable Vision Strategy, *Environmental Management and Sustainable Development*, 2014, 3 (2), 31-43.
41. Bhupendra Verma and Shirish Sangle, 2014, Complementary Asset for Effective Pollution Prevention Strategy, *International Journal of Sustainable Strategic Management*, 4 (4), 326-341. (ABDC Journal) (1 citation)
42. Bhattacharyya Som Sekhar and Jha Sumi, 2014, A Study of Interrelationship Between Individual Level Change Factors With Individual and Organizational Level Benefits, in

The Context of Firms from an Emerging Economy, *International Journal of Business and Globalization*, 13 (4), 482-501.

44. Bhattacharyya Som Sekhar and Jha Sumi, 2014, Development of a Model on Profit Orientation with Organizational Variables in the Context of Emerging Economies, *Journal of Asia Business Studies*, 8 (3), 264-277.
45. Bhattacharyya Som Sekhar, 2014, Real Options Perspectives on Business Firm Human Resource Factor Sourcing and Poverty Alleviation, *International Journal of Indian Culture and Business Management*, 8 (2), 237-252.
46. Bhattacharyya Som Sekhar and Jha Sumi, 2014, Development of a Model Relating Internal Organizational Variables With Customer Orientation in The Context of The Emerging Economy of India, *Asia-Pacific Journal of Business Administration*, 6 (1), 4-17.
47. Jha. S and Srivastava. M., 2014, Organizational Commitment and Culture: a Study at Indian IT and ITES Sector, *Journal of Management Research*, 14 (4), 227-238.
48. Narayana Sushmita A., Rupesh Kumar Pati, and Prem Vrat, 2014, Managerial Research on The Pharmaceutical Supply Chain—A Critical Review and Some Insights for Future Directions, *Journal of Purchasing and Supply Management*, 20 (1), 18-40.
49. Narayana Sushmita A., Arun A. Elias, and Rupesh K. Pati, 2014, Reverse Logistics in The Pharmaceuticals Industry: A Systemic Analysis, *The International Journal of Logistics Management*, 25 (2), 379-398.
50. Agarwal U. A., and Bhargava S., 2014, The Role Of Social Exchange on Work Outcomes: A Study of Indian Managers, *The International Journal of Human Resource Management*, 25 (10), 1484-1504. (Scopus)
51. Agarwal UA, 2014, Linking Justice, Trust and Innovative Work Behaviour to Work Engagement, *Personnel Review*, 43 (1), 41-73. (Scopus)
52. Agarwal U., 2014, Examining the Impact of Social Exchange Relationships on Innovative Work Behaviour: Role of Work Engagement, *Team Performance Management*, 20 (3/4), 102-120. (Scopus)
53. Agarwal U. A., 2014, Examining PCB-Outcomes Relationship: Moderating Role of Individualism, *Vikalpa*, 39 (2), 99. NA

54. Singh, A., and Jha, S., 2014, Revisiting Antecedents of Organisational Health: Organisational Climate, Culture, Values and Employee Empowerment, *International Journal of Qualitative Research in Services*, 1 (4), 305-320.
55. Chattopadhyay, Utpal and Bhawsar Pragya, 2014, The Impact of Globalization on Labour: Evidence from Suzuki Motor's India Venture, *International Journal of Economics, Commerce and Management*, UK, 2 (4), 1-20.
56. Vellala Paramsivan S, Madala Mani K and Chattopadhyay Utpal, 2014, A Theoretical Model for Inclusive Growth in Indian Context, *International Journal of Humanities and Social Science*, 4 (13), 229-235.
57. Saha Aritra and Chattopadhyay Utpal, 2014, The Impact of Hero Honda Joint Venture on Indian Two Wheeler Industry, in Shukla, Smita, Malusare, Rakesh and Deshpande, Aruna (eds.) *Management Innovation and Intervention for Sustainable Development*, Excel India Publishers, New Delhi.
58. Dixit V., Srivastava R. K., and Chauhuri A., 2014, Procurement Scheduling for Complex Projects With Fuzzy Activity Durations and Lead Times, *Computers and Industrial Engineering*, 76, 401-414.
59. Sibanand Senapati and Vijaya Gupta, 2014, Climate Change, Urbanization and Traditional Livelihood: Perspective of Indigenous Fishing Communities of Mumbai, India, *Present Environment and Sustainable Development*, 8 (2), 117-129.
60. Sibanand Senapati and Vijaya Gupta, 2014, Climate Change and Coastal Ecosystems: Issues and Concerns, *International Journal of Environmental Sciences*, 5 (3), 530-543.
61. Barun Kumar Thakur and Vijaya Gupta, 2014, Arsenic Contamination in Groundwater and Its Associated Health Effects in Maner and Shahpur Blocks of Bihar, India, in *One Century of the Discovery of Arsenicosis in Latin America (1914-2014)*, Taylor and Francis, London, pp 619-21.
62. SibanandSenapati and Vijaya Gupta, 2014, Climate Change Vulnerability and Livelihood Sustainability in Coastal Regions of India, (Das, A., and P. Mishra, Edt.) *Environment, Natural Resources and the Indian Economy*, New Century Publication, New Delhi, India, ISBN: 978-81-7708-348-4

63. Singh, V. K., 2014, Black-Scholes Options Pricing Formula: Confluence of Financial Economics, Mathematics, and Computational Science, *Asia-Pacific Journal of Management Research and Innovation*. SAGE Publication, 10(1), 1-17.
64. Singh, V. K., 2014, Competency of Monte Carlo and Black-Scholes in Pricing Nifty Index Options: a vis-à-vis Study, *Monte Carlo Methods and Applications*, Walter de Gruyter GmbH, Germany, 20(1), 61-76.
65. Singh, V. K., 2014, Parity Analysis of Non-log Normality of Black-Scholes and Its Inter-competence, *International Journal of Financial Market and Derivatives*, 3(4), 358 - 391.
66. Uttam N. and Verma P., 2014, December. Development of fuzzy model to integrate the human intuition with lead time estimation. In *Proceedings of the Conference on Manufacturing Excellence: Imperative for Emerging Economies* (pp. 18-21).
67. Panandikar S.C., 2014, The Performance of Indian Commercial Banks Based on Multiple Criteria of Efficiency, *IUP Journal of Bank Management*, 13(3), 7.
68. Phadke S.S.D., Khan S.A., Iqbal R. and KS R., 2014, Assessment of Endurance, Power, and Flexibility of Navi Mumbai Traffic Police, *International Journal of Medicine and Pharmaceutical Sciences*, 4(11).
69. Phadke S.S.D., Patra P. and Iqbal R., 2014, Psychosocial Problems in Traffic Police: Cross Sectional Survey Using COPSOQ, *Mental health*, 79, 51-8.
70. Phadke S.S.D., Sandhu H.A.S.M.E.E.T. and Rauf Iqbal S.Y., 2014, Prevalence of Obesity in Navi-Mumbai Traffic Police and Associated Change in Lumbar Curvature Angle, *Journal of International Academic Research for Multidisciplinary*, 2(3), 566-574.
71. Das S.K. and Mukhopadhyay S., 2014, Integrating Ergonomics Tools in Physical Therapy for Musculoskeletal Risk Assessment and Rehabilitation - A Review, *International Journal of Engineering & Scientific Research*, 2(10), 136-155.
72. Pathak V., 2014, Comparison of Quality of Life and Organizational Stress Among Nurses from Metro and Non-Metro Indian Cities. *Research*.
73. Binny A. and Koilakuntla M., 2014, September, Hiding Secret Information Using LSB Based Audio Steganography, *Soft Computing and Machine Intelligence (ISCMI)*, 2014 International Conference on 56-59. IEEE.
74. Ekkuluri P., Patyal V.S., Koilakuntla M. and Gavai M., 2014, Conjoint analysis for strategic decisions: a case of two schools, *The Business & Management Review*, 5(2), 20.

75. Tamboli M.A. and Biswas P.K., 2014, Evaluation of M-Learning Applications from Usability Perspective, American Journal of Advanced Computing, 1(1).
76. Joshi M. and Biswas P.K., 2014, Big Data-Compelling Organizations beyond Data Warehousing, International Journal of Innovative Research and Development. ISSN 2278–0211, 3(12).
77. Sinha R.R. and Date H.A., 2014, Maturity of Knowledge Management and Knowledge Enabled Business Process, International Journal of Research in Business and Technology, 4(1), 367-373.
78. Prasad T., 2014, Developing enterprise culture among the students through intercollegiate competitions: A case of student enterprise competition (SEC) 2007, Developments in Business Simulation and Experiential Learning, 35.
79. Prasad T., 2014, Mandi: Learning Management Through Field Sales Experience, Developments in Business Simulation and Experiential Learning, 31.
80. Prasad R.K. and Jha M.K., 2014, Consumer buying decisions models: A descriptive study, International Journal of Innovation and Applied Studies, 6(3), 335.
81. Dulange S.R., Pundir A.K. and Ganapathy L., 2014, Quantification of Factors Influencing Productivity using AHP Technique: An Approach towards Productivity Improvement, Journal of Business Management & Social Sciences Research, 3(3).
82. Dulange S.R., Pundir A.K. and Ganapathy L., 2014, Performance of Power Loom Textiles: A Resource-based View, International Journal of Innovative Research in Advanced Engineering, 1 (6), 68-82.
83. Mishra R., Pundir A.K. and Ganapathy L., 2014, Manufacturing flexibility research: A review of literature and agenda for future research, Global Journal of Flexible Systems Management, 15(2), 101-112.
84. Dulange S.R., Pundir A.K. and Ganapathy L., 2014, Impact of Maintenance on Profitability: A Case Study of Power Loom Textile, The International Journal of Business & Management, 2(7),
85. Dulange S.R., Pundir A.K. and Ganapathy L., 2014, Prioritization of factors impacting on performance of power looms using AHP, Journal of Industrial Engineering International, 10(4), 217-227.



86. Pillai A.K.R., Pundir A.K. and Ganapathy L., 2014, Improving information technology infrastructure library service delivery using an integrated lean six sigma framework: A case study in a software application support scenario, *Journal of Software Engineering and Applications*, 7(6), 483.
87. Ratnakar R., Nair S.K. and Bin Sayeed O., 2014, Spiritual evolution level and its relationship with type A behaviour, self-monitoring behaviour and optimism. *International Journal of Indian Culture and Business Management*, 8(2), 198-215.