

## RESEARCH INNOVATION AND EXTENSION

### Research Publication From 2013-2021

Publications during the year 2013-14 based on average citation index in Scopus/ Web of Science or PubMed/ Indian Citation Index			
Title of the paper	Name of the author	Title of the journal	Citations excluding self-citations
Development of Social Networking Sites and Their Role in Online Share Trading & Business with Special Reference to Facebook	Dr. Shree Bhagwat, Ritesh Omre & Deepak Chand	<i>International Journal of Business Management &amp; Research (IJBMR)</i>	
Development of Social Networking Sites and Their Role in Business with Special Reference to Facebook	Dr. Shree Bhagwat, A Goutam	<i>IOSR Journal of Business and Management (IOSR-JBM)</i>	
Decision Perspective with Effective Strategic Human Resource Management	Suneet Walia	<i>International Journal of Management, (IAEME)</i>	

Publications during the year 2014-15 based on average citation index in Scopus/ Web of Science or PubMed/ Indian Citation Index			
Title of the paper	Name of the author	Title of the journal	Citations excluding self-citations
Growth of Entrepreneurship in MSME in Madhya Pradesh	Ms. Priti Goswami & Prof. Y.S. Thakur	<i>Asia Pacific Journal of Research,</i>	
Commodity Exchanges In Commodity Markets of India: An Analytical Study of National Commodity Exchanges	Dr. Shree Bhagwat, Angad Singh Maravi	<i>International Journal of Management and Social Sciences Research (IJMSSR)</i>	
A Study on Perception of Human Resource Management Practices with special reference to SARDA Energy and Mineral Ltd. Raipur (C.G.)	P.Vakula Kumari	<i>International Journal of Business and Administration Research Review</i>	
The Role of Forward Markets Commission in Indian Commodity Markets	Dr. Shree Bhagwat, Angad Singh Maravi	<i>International Journal of Research - GRANTHAALAYAH</i>	
A Study of Historical Background of Indian Commodity Market	Dr. Shree Bhagwat, Angad Maravi, Ritesh Omre	<i>EPRA International Journal of Economic And Business Review</i>	
Poverty and its Social Impact in India	Lokesh Uke	<i>(IJMAS) International Journal of Multidisciplinary</i>	

		<i>Approach and Study)</i>	
A Study on Role of Indian Government to the Development of Rural Areas	Lokesh Uke	<i>(JIARM) Journal of International Academic Research for Multidisciplinary</i>	
Revitalize Your Restaurant by Enhancing its Servicescape	Kashyap Anil Kumar	<i>International Journal of Engineering Technology, Management and Applied Sciences,</i>	

<b>Publications during the year 2015-16 based on average citation index in Scopus/ Web of Science or PubMed/ Indian Citation Index</b>			
<b>Title of the paper</b>	<b>Name of the author</b>	<b>Title of the journal</b>	<b>Citations excluding self-citations</b>
Beyond buying to Shoppers: Motivation towards online Shopping	Kumar, Ajay and Thakur, Y. S.	<i>BVIMSR's Journal of Management Research</i>	
A Study of Impact of the WTO Regime on Indian Agricultural Commodities	Dr. Shree Bhagwat, Angad Singh Maravi	<i>International Journal of Research in Finance and Marketing</i>	
Online Shopping Vs Shopping Mall in India: An Overview	Lokesh Uke	<i>(IJSDR) International Journal of Science &amp; Engineering Development Research</i>	
A Study of Commodity Market V/S Multi Commodity Exchange of India Limited (MCX	Dr. Shree Bhagwat, Angad Singh Maravi	<i>International Journal of Research in Management, Economics and Commerce</i>	
An Analysis of Past And Present Status of Commodity Derivatives Market In India	Dr. Shree Bhagwat, Angad Singh Maravi	<i>International Journal of Advanced Research in Management and Social Sciences</i>	
Analysis of Futures Trading on Agricultural And Non Agricultural Commodities In Indian Commodity Markets	Dr. Shree Bhagwat, Angad Singh Maravi	<i>GE-International Journal of Management Research (GE-IJMR)</i>	
Customer Decision Making Side of Ecommerce	Kashyap Anil Kumar and Kumar Ajay	<i>Journal of Marketing Management and Consumer Behavior</i>	
Role of Government in Make in India Campaign.	Ms. Priti Goswami & Prof. Yashwant Singh Thakur	<i>International Journal of Research in IT &amp; Management</i>	

A Study on Consumer Attitude towards E-Commerce	P.Vakula Kumari	<i>International Research Journal of Economics and Business Studies</i>	
Growth of Entrepreneurship in MSME in Madhya Pradesh	Ms. Priti Goswami & Prof. Yashwant Singh Thakur	<i>Asia Pacific Journal of Research,</i>	
Commodity Exchanges In Commodity Markets of India: An Analytical Study of National Commodity Exchanges	Dr. Shree Bhagwat, Angad Singh Maravi	<i>International Journal of Management and Social Sciences Research (IJMSSR)</i>	
A Study on Perception of Human Resource Management Practices with special reference to SARDA Energy and Mineral Ltd. Raipur (C.G.)	P.Vakula Kumari	<i>International Journal of Business and Administration Research Review</i>	
The Role of Forward Markets Commission In Indian Commodity Markets	Dr. Shree Bhagwat, Angad Singh Maravi	<i>International Journal of Research - GRANTHAALAYAH</i>	
A Study of Historical Background of Indian Commodity Market	Dr. Shree Bhagwat, Angad Maravi, Ritesh Omre	<i>EPRA International Journal of Economic and Business Review</i>	

<b>Publications during the year 2016-17 based on average citation index in Scopus/ Web of Science or PubMed/ Indian Citation Index</b>			
Title of the paper	Name of the author	Title of the journal	Citations excluding self-citations
Demonetization and Its Effects in India	Lokesh Uke	<i>(SSRG-IJEMS) SSRG International Journal of Economics and Management Studies</i>	37
Recent Developments In The Indian Commodity Market	Dr. Shree Bhagwat, Angad Singh Maravi	<i>Asia Pacific Journal of Research</i>	
Beyond buying to Shoppers: Motivation towards online Shopping	Kumar, Ajay and Thakur, Y. S.	<i>BVIMSR's Journal of Management Research</i>	
A Study of Impact of the WTO Regime on Indian Agricultural Commodities	Dr. Shree Bhagwat, Angad Singh Maravi	<i>International Journal of Research in Finance and Marketing</i>	
Online Shopping Vs Shopping Mall in India: An Overview	Lokesh Uke	<i>(IJSDR) International Journal of Science &amp; Engineering Development Research</i>	
A Study of Commodity Market V/S Multi Commodity Exchange of India Limited (MCX	Dr. Shree Bhagwat, Angad Singh Maravi	<i>International Journal of Research in Management,</i>	

		<i>Economics and Commerce</i>	
An Analysis of Past And Present Status of Commodity Derivatives Market In India	Dr. Shree Bhagwat, Angad Singh Maravi	<i>International Journal of Advanced Research in Management and Social Sciences</i>	
Analysis of Futures Trading on Agricultural And Non Agricultural Commodities In Indian Commodity Markets	Dr. Shree Bhagwat, Angad Singh Maravi	<i>GE-International Journal of Management Research (GE-IJMR)</i>	
Customer Decision Making Side of Ecommerce	Kashyap Anil Kumar and Kumar Ajay	<i>Journal of Marketing Management and Consumer Behavior</i>	
Role of Government in Make in India Campaign.	Ms. Priti Goswami & Prof. Yashwant Singh Thakur	<i>International Journal of Research in IT &amp; Management</i>	
A Study on Consumer Attitude towards E-Commerce	P. Vakula Kumari	<i>International Research Journal of Economics and Business Studies</i>	

<b>Publications during the year 2017-18 based on average citation index in Scopus/ Web of Science or PubMed/ Indian Citation Index</b>			
<b>Title of the paper</b>	<b>Name of the author</b>	<b>Title of the journal</b>	<b>Citations excluding self-citations</b>
Assessing the Significance and Measuring the Dynamism of Apparel Retailing in India's Evolving Organized Retail Sector"	Bhagwat Shree, Kumar Ajay and Kashyap Anil Kumar	<i>ZENITH International Journal of Business Economics &amp; Management Research,</i>	
Performance Analysis of Listed Indian Real Estate Developers	Dr. Shree Bhagwat, Meghwant Singh Thakur	<i>IJRAR- International Journal of Research and Analytical Reviews</i>	
RERA's Impact on Indian Real Estate Developers: Effect on Revenue	Dr. Shree Bhagwat, Meghwant Singh Thakur	<i>IJRAR- International Journal of Research and Analytical Reviews</i>	
A Study on Indian Depository System: Growth & Role in Indian Financial Market	Dr. Shree Bhagwat, Ritesh Omre	<i>Journal of Emerging Technologies and Innovative Research (JETIR)</i>	
A comparative analysis of factors affecting customer perception and satisfaction towards home loan services between HDFC Ltd. Bank and Bank of Baroda in Sagar city (M.P)	Yadav, Babita	<i>International Journal of Research and Analytical Reviews</i>	

Punjab National Bank Scam and Its Effects in India”,	Lokesh Uke	<i>International Journal of Research and Analytical Reviews,</i>	
“Future, Growth and Scope of Emerging E-Commerce Business in India”,	Lokesh Uke	<i>International Journal of Research and Analytical Reviews.</i>	
Employee Performance and Their Organizational Commitment in Relation to HRM Practices: A Literature Review	P.Vakula Kumari	<i>IOSR Journal of Business and Management (IOSR-JBM)</i>	Google scholar /04
Measuring Information potential to motivate consumer for online shopping: A review analysis approach	Anil kumar kashyap and Ajay kumar	<i>Asian Journal of research in business economics and management</i>	Google scholar /01
Leveraging utilitarian perspective of online shopping to motivate online shoppers	Anil kumar kashyap and Ajay kumar	<i>International Journal of Retail &amp; Distribution Management</i>	SCOPUS/E SCI/ABDC indexed /21
Demonetization and Its Effects in India	Lokesh Uke	<i>(SSRG-IJEMS) SSRG International Journal of Economics and Management Studies</i>	Google scholar /37
Recent Developments In The Indian Commodity Market	Dr. Shree Bhagwat, Angad Singh Maravi	<i>Asia Pacific Journal of Research</i>	

<b>Publications during the year 2018-19 based on average citation index in Scopus/ Web of Science or PubMed/ Indian Citation Index</b>			
Title of the paper	Name of the author	Title of the journal	Citations excluding self-citations
Understanding Customer Perceived Mall Values-A Confirmatory Factor Analysis Approach	Kashyap Anil Kumar and Kumar Ajay	<i>International Journal of Customer Relationship Marketing and Management (IJCRMM),</i>	SCOPUS indexed
Measuring information potential to understand shoppers' acceptance for online shopping	Kashyap Anil Kumar and Kumar Ajay	<i>International Journal of Business Innovation and Research (IJBIR)</i>	SCOPUS/ABD C indexed
An Exploratory Analysis of Mall Attractiveness Dimensions from Tier-II city's Customers	Dr. Shree Bhagwat, Ajay Kumar, Anil Kumar Kashyap	<i>Int. Journal of Business Innovation and Research, Inderscience Publishers</i>	
An Analysis on Financial Performance of Indian Depositories	Dr. Shree Bhagwat, Ritesh Omre	<i>IJRAR- International Journal of Research and Analytical Reviews</i>	
Adopt a heritage Project Future Management Approach	Prof. Y.S. Thakur and Madhvi Jha	<i>International Journal of Research in Computer</i>	

		<i>Applications and Management</i>	
Assessing the Significance and Measuring the Dynamism of Apparel Retailing in India's Evolving Organized Retail Sector	Bhagwat Shree, Kumar Ajay and Kashyap Anil Kumar	<i>ZENITH International Journal of Business Economics &amp; Management Research,</i>	
Performance Analysis of Listed Indian Real Estate Developers	Dr. Shree Bhagwat, Meghwant Singh Thakur	<i>IJRAR- International Journal of Research and Analytical Reviews</i>	
RERA's Impact on Indian Real Estate Developers: Effect on Revenue	Dr. Shree Bhagwat, Meghwant Singh Thakur	<i>IJRAR- International Journal of Research and Analytical Reviews</i>	
A Study on Indian Depository System: Growth & Role in Indian Financial Market	Dr. Shree Bhagwat, Ritesh Omre	<i>Journal of Emerging Technologies and Innovative Research (JETIR)</i>	
A comparative analysis of factors affecting customer perception and satisfaction towards home loan services between HDFC Ltd. Bank and Bank of Baroda in Sagar city (M.P)	Yadav, Babita	<i>International Journal of Research and Analytical Reviews</i>	
Punjab National Bank Scam and Its Effects in India”,	Lokesh Uke	<i>International Journal of Research and Analytical Reviews,</i>	
“Future, Growth and Scope of Emerging E-Commerce Business in India”,	Lokesh Uke	<i>International Journal of Research and Analytical Reviews.</i>	
Employee Performance and Their Organizational Commitment in Relation to HRM Practices: A Literature Review	P. Vakula Kumari	<i>IOSR Journal of Business and Management (IOSR-JBM)</i>	Google scholar
Measuring Information potential to motivate consumer for online shopping: A review analysis approach	Anil kumar kashyap and Ajay kumar	<i>Asian Journal of Research in Business Economics and Management</i>	Google scholar
Leveraging utilitarian perspective of online shopping to motivate online shoppers	Anil kumar kashyap and Ajay kumar	<i>International Journal of Retail &amp; Distribution Management</i>	SCOPUS/ESCI /ABDC indexed

Publications during the year 2019-20 based on average citation index in Scopus/ Web of Science or PubMed/ Indian Citation Index			
Title of the paper	Name of the author	Title of the journal	Citations excluding self-citations
Understanding Customer Perceived Mall Values-A Confirmatory Factor Analysis Approach	Kashyap Anil Kumar and Kumar Ajay	<i>International Journal of Customer Relationship Marketing and Management (IJCRMM)</i> ,	SCOPUS indexed
Measuring information potential to understand shoppers' acceptance for online shopping"	Kashyap Anil Kumar and Kumar Ajay	<i>International Journal of Business Innovation and Research (IJBIR)</i>	SCOPUS/ABDC indexed
An Exploratory Analysis of Mall Attractiveness Dimensions from Tier-II city's Customers	Dr. Shree Bhagwat, Ajay Kumar, Anil Kumar Kashyap	<i>Int. Journal of Business Innovation and Research, Inderscience Publishers</i>	
A Regression Analysis of CRM and Consumer Satisfaction of Shopping Mall	Uke Lokesh, Pandey K. K.	<i>Madhya Bharti-79</i>	UGC-CARE Listed
A Comparative Study of Consumer Satisfaction of Physical Mall and Virtual Mall: A study on female	Uke Lokesh, Pandey K. K	<i>International Journal of Innovation in Engineering Research and Management, ISSN:2348-4918,</i>	Peer Reviewed
Correlates of HRM Practices, Employee Performance and Organizational Commitment in Public and Private Sector Banks in India.	P. Vakula Kumari & Dr. Pushkar Dubey	<i>Pal Arch's Journal of Archaeology of Egypt/ Egyptology</i>	SCOPUS-Index
Facets of Employee Engagement & Disengagement: A Conceptual Analysis	Suneet Walia	<i>Journal of Emerging Technologies and Innovative Research (JETIR)-International Open Access Journal</i>	
A Regression Analysis of Service Quality and Consumer Satisfaction of Shopping Mall	Uke Lokesh, Pandey K. K	<i>Bhugol Swadesh Charcha, ISSN:2581-4788</i>	UGC-CARE Listed

### Chapters in Books:

- 1. Lokesh Uke:** "Recent Bank Scam in India: Special reference with PNB", Financial Fraud and Scam in India, Edition 2018, K.G. Publication Modinagar (U.P.), ISBN:978-81-934616-7-9
- 2. Lokesh Uke:** "Problems and Reforms in Indian Higher Education", Managing Challenges for Higher Education, Edition 2017, Horizon Books Gwalior MP, ISBN: - 978-93-86369-09-3

3. **Lokesh Uke:** *“Poverty: A Major Problem in India”*, Poverty Alleviation in India, Edition 2015, Manglam Publisher and Distributors Delhi, ISBN: - 978-93-82816-232
4. **Dr. Suneet Walia:** *“Role of Employees in Enhancing Customer Relationship & Satisfaction (A Study at Indian PSU Banks)”*, Edited Book Changing Paradigms in Marketing of Financial Services, ISBN: 978-93-88342-16-2, Manakin Press, July ‘2019.
5. **Dr. Anil Kumar Kashyap:** *“E-Governance to Digital India: Reforms through IT and ITes”*, Information Technology & Its role for India's Business World Development, ISBN: 978-93-24457-21—2, Success Publication, Pune, 2017.
6. **Dr. Anil Kumar Kashyap:** *“Assessment of the cause of Non-Performing Assets and the Performance of Public Sector Banks in India”*, Transformations in Indian Financial Sector, ISBN: 978-1-7303-230-0, SARA book publication, Ahmedabad, 2017.
7. **Dr. Anil Kumar Kashyap:** *“MBAs are at crossroad: A way ahead to rejuvenate management education in India”*, Management Education: Emerging Trends, Challenges and Innovation, ISBN: 978-81-929700-4-2, SVN publishing House, Sagar, 2018.
8. **Dr. Anil Kumar Kashyap:** *“A sustainable and commercially viable approach of delivering financial services to rural India”*, Changing Paradigms in Marketing Financial Services, ISBN: Manakin Press, New Delhi, 2020.

### **Awards and Honors**

1. Honorary Title of Brew Master by Finisher Bush Corporation U.S.A. (the largest Beer Brewery in the world given to Prof. Y. S. Thakur.
2. YUVA Rathan Award in All India Youth Conference Delhi given to Prof. Y. S. Thakur.
3. Mother Teresa Sadhbhavna Award Conferred by GLOBAL Achievers Foundation Delhi
4. Best Business Academic of the year Award- 2009, to Ms. Babita Yadav (62<sup>nd</sup> Annual Conference of the Indian Commerce Association - 2009)
5. Two groups participated in 2<sup>nd</sup> Parliamentary Debate and won 2<sup>nd</sup> prize and octo-prize (G-1 Ms. Devayani Singh, Ms. Neha Jain, Ms. Tasneen Hussain and Ms. Harshita Pandey, G-2 Ms. Gunjan Jain, Ms. Rolly Saraf, Mr. Dushyant Singh and Mr. Yash Dubey)



6. Ms. Devani Singh participate in “Mood-Indigo-IIT”, Session 2013 and represent University for (Street Play and Third Bell-Drama)
7. Ms. Devani Singh and Ms. Harshita Pandey participate in “Mood-Indigo-IIT”, Session 2014 and represent University for (Spell -Zeal and Just a Minute Champ).
8. Prof. Y. S. Thakur as NAAC Expert Committee Member for the year 2015, 2016 and 2017.
9. Prof. Y. S. Thakur as Scrutiny Committee Member A.I.C.T.E. 12/09/2018.
10. Mr. Siddharth Bilaiya Participated and awarded for innovation in “Start-Up India MP”, Session 2018.
11. Prof. Y. S. Thakur awarded with teacher excellence award by “Rotary Club of Indore Central”, Session 2020.
12. Prof. Y. S. Thakur Union Public Service Commission expert member for 2020 final interview 02-06 March 2020.

### **Extension and Outreach Activities:**

Department of Business Management, organized a Blood Donation Camp on 18.09.2014 at the University Hospital. In this camp 79 students & faculties donated their blood.

