

I) Publications

a) Articles / Research Papers published in International and National Journals : -

1. **“Skill Gap Remediation Model: Organization Value Drive Skill Development Model To Find, Nurture and Engage Talent”** published in South Asian Academic Research Journals Vol.6 Issue 2, Feb 2016 ISSN: 2249-7137
2. **“Factors Affecting Individuals To Adopt M-Commerce Services By Youth In Pune City - An Empirical Study Using Modified Technology Acceptance Model”** in South Asian Journal of Marketing & Management Research ISSN:2249-877X Vol. 5, Issue 11, Nov. 2015 Impact Factor: SJIF 2013=4.748
3. **“Accelerating Skill development; Harvesting and ingesting best practices from IT Industry into academic ecosystem”** in International Research Journal of Business and Management (ISSN2322-083X) November- 2015
4. **Competitiveness and Entrepreneurship: Analysis of Global Economy with Special Reference to India and Malaysia** in Advances In Global Business Research Vol. 12, No. 1, ISSN: 1549-9332 November 2015
5. **“A Study Of Three Major Business Excellence Models In Process Criterion”** in International Journal in Management and Social Science (Impact Factor- 3.25) Vol.03 Issue-03, (March, 2015) ISSN: 2321-1784
6. **Review on factors influencing Investor’s Wealth Management Behavior** in International Journal of Business and Management (ISSN 2321-8916 Vol 3 Issue 4, April-2015)
7. **Transforming Students To Leaders: Success Mantras** in Teachnation December 2014 Volume 1 issue 07
8. **“Modeling of Airport Capacity”** published in International Journal of Management and Economics, November 2014, Vol.I No.12, Aurangabad ISSN No. 2231-4687
9. **Green Initiatives in Indian Industry : A Silhouette** published in Journal of Commerce and Management Thought Oct.-Dec. 2013, ISSN No. 0975-623X
10. **“Nature of Business Process Outsourcing Organization and its Impact on Employee Satisfaction – An Empirical Study”** published in International Journal of Research, Vol. 2, Jan- June 2013, ISSN 2231-6124
11. **“Work Life Balance: Dilemma of Modern Society”** published in the Indian Journal of Commerce Vol.65, No.2, April-June 2012, ISSN No. 0019-512X.
12. **“Green Consumption – An Empirical Study of Consumers Attitudes and Perception Regarding Eco-Friendly FMCG Products, with Special Reference to Delhi and NCR Region”** published in **Opinion-International Journal of Business Management – A Journal of Centre for Promotion of Multidisciplinary Research (CPMR), Voume 1, Issue1, December, 2011, ISSN No. 2231-5470, Page No. 64-74.**
13. **“Decision Making Styles of Consumers in Organized Shopping Malls: An Empirical Study”** published in **Pragyaa – Journal of Management of Mody Institute of Technology and Science, ISSN 0975-9603, Volume 2, Issue 1, January – June 2011, Page No. 53-63.**

14. **“Latest Marketing Trends: Indian Initiatives”** published in “International Journal of Management and Economics”, Chetan Publications, Volume I, No.1, July 2011, ISSN NO - 2231- 4687.
15. **“Modern Retailing : Challenges and opportunities”** published in “Contemporary Management” Journal of Lal Bahadur Shastri Institute of Management & Development Studies, Lucknow, Volume 5, No. 1, January-June 2011, ISSN 0974-4002.
16. **“Workforce Mix: A key to Success for Organization in the Era of Globalization”** Handbook Society of Management and Behavioral Science, Volume 2 May-2011
17. **“An Empirical Study of Consumption Behavior of Garment Retail Consumers with special regard to M/s Koutons Retails India Limited”** published in **International Journal of Management Research and Trends (An International Journal, Online Version)**, ISSN -0976-9706 Volume – II Issue-1, Year 2011.
18. **“An Exploratory Study on Water Crises in Delhi: An Analysis of causes and Remedies”** published in **Indian Journal of Commerce and Management Studies (An Internationally Indexed Journal)** ISSN – 2229-5674, Volume-II, Issue-2, March 2011.
19. **“Indian Higher Education at the Cross Roads”** published in Perspectives on Governance of Higher Education – A Vice Chancellor’s Conference ISBN No.: 978-81-910455-1-2 organized by Bharati Vidyapeeth Deemed University, Pune held on 12th – 14th November 2010.
20. **“A Soft System Methodology for Understanding CSR”** published in Journal of IMED Journal of Management and Social Research – The Research Journal of Institute of Management and Entrepreneurship Development, Pune (India), ISSN No.: 0975-8429.
21. **“Sit in the Nano and Play the Piano”** published in BVIMR Management Edge Volume 3 No. 2; July – December 2010 .
22. **“Celebrating the Spirit of Entrepreneurship and its Role in International Business”** published in Journal of Marketing & Communication – The Journal for Thought Leaders and Change Drivers Issue 3 Volume 5 Jan-April 2010 – A Journal of NIILM Centre of Management Studies.
23. **“Role of IQ, EQ, CQ and SQ in Shaping Organization of tomorrow”** published in **Business & Management Chronicle** February 2010 Volume 14, No. 4
24. **“ATM as an Enabler of Customer Satisfaction in Banks – An empirical study”** published in TATVA – THE ESSENCE OF EXCELLENCE – A Journal of Karnataka Law Society’s Institute of Management Education and Research Volume VI No. 2, Jan. 2010.
25. **“A Study of Emotional and Experimental Consumption Behaviour of New Indian Retail Consumer with Special Reference to Delhi Region”** published in Unlock Management, Research Journal in Management Sciences, Volume I – Issue I, Oct. 2009.
26. **“Values, Ethics and Corporate Social Responsibility”** published in Business & Management Chronicle, March 2009.
27. **“Creating Customer Value - Success Mantra for 21st Century”** published in Disha Journal of Management, Volume1, January – March 2009.

28. **“Marketing India as a Brand - Brand India, an idea whose time has come”** ASBM Journal of Management, Bhubaneswar on December 2008, Volume I No. 1, 2008. published in **Indian Journal of Marketing, Volume XXXIX, No. 6 - June, 2009.**
29. **“E-waste Management”** published in ASBM Journal of Management, Bhubaneswar, December, 2008.
30. **“Kids mean Business – Marketers Beware! A Market Survey on Impact of Advertising on Kids”** published in Indian Journal of Marketing, Volume XXXVIII, 8th August, 2008 Issue.
31. **“Cherry Picking: The Consumption Pattern of the New Indian Retail Consumer (Delhi Region)”** published in the **Journal of IPM Meerut**, Volume 9, No. 1, January -June, 2008.
32. **“Management Education for the new Age”** published in **Rukmani Devi Institute of Advanced Studies** for the National Seminar held on 6th October, 2007
33. **“Building a team that delivers”** published in **“Business Line”** a business daily from The Hindu Group of publications on 7th May, 2007.
34. **“Role of Human Resource Management in Making an Organization Lean, Clean and Green”** published in **University News Volume 44 No. 19 May 08-14, 2006.**
35. **“Management Education-Where do we go from here?”** published in the proceedings of the Third AIMS (Association of Indian Management Scholars) International Conference of Management organized jointly by IIM (Indian Institute of Management) & AIMS held at IIM, Ahmedabad on 1-4th January, 2006.
36. **“ Education Service Marketing : A Case Study of BVIMR, New Delhi”** published in **Rajiv Academy Journal for Technology & Management**, Volume I, June 2005.
37. **“Taking Information Technology right up to the kitchen”** published in Management Review, a Journal of Delhi Management Association, (October-December, 2005; Volume 29).
38. **“To Make the Elephant Dance”** published in **Career Economy**, March – April, 04 and May – June, 04 issue (two parts).
39. **“Benchmarking! A Tool for Competitive Edge”** published in **SID - Saket Industrial Digest**, June 2004,
40. **“Admission Modalities of Management Courses”**, **University News**, Volume 42 No. 23, June 7 – 13, 2004 issue, ISSN-0566-2257
41. **“Product Liability and Marketing Responsibility in the Globalised Economy”** published in **Indian Journal of Applied Economics**, Volume 1, July, 2004.
42. **“Innovation, Flexibility and Technology Transfer”** published in the Conference Proceedings of Third Global Conference on Flexible Systems Management **“GLOGIFT”** organized by Jamia Milia Islamia from 13th -15th March, 2004.
43. **“Universities to Develop Knowledgeable Societies”** published in **University News (Special Issue)**, Volume 42, No. 46, 15th -21st November, 2004, ISSN-0566-2257.
44. **“Challenges for a Business School”** published in **University News**, Volume 42 No. 06, 09th -15th February, 2004, ISSN-0566-2257.
45. **“Development of Chaddar Industry in Solapur, Maharashtra”** published in **Effulgence**, Management Journal of RDIAS, Volume 2, Number 1, January – June 2004, ISSN : 0972-8058.

46. **“Employment Generation & Entrepreneurship Development”** published in **University News**, Volume 41, No. 42, 20th – 26th October, 2003.
47. **“Prospects of Chaddar Industry in Solapur”** published in **Southern Economist**, Volume 42, Number 15 & 16, ISSN 0038-4046, 1st & 15th December, 2003.
48. **“A Historical Prospective of Powerlooms in India”** published in **The Indian Textile Journal**, October 2003.
49. **“New Dimensions in College Administration”** published in **University News**, 39(50), 10th -16th December, 2001.

I b) Publications in Conference Proceedings:

1. **“Sustainable Supply Chain Management through Enterprise Resource Planning (ERP): A Model of Sustainable Computing through ICT”** in International Conference on “ Computing for Sustainable Global Development”, 5th March 2014
2. **“Employee Retention: The key to branding an organization inside out- new concept of HR as station”** ISBN:978-93-5097-503-9 12th south Asian management forum 2013 organized by Indsearch pune & AMDISA on feb 2013
3. **“Indian Higher Education at the Cross Roads”** ISBN No: 978-81-910455-1-2 vice-chancellors conference held 12th – 14th November 2010 organized by Bharati Vidyapeeth Deemed University Pune.
4. **“Employee Brand Equity a Tool for Successful organizations”** seminar held on 26th – 28th February 2009 organized by Sinhgad Institute of Business Administration and Computer Application.
5. **“Management Education for the New Age”** published in the proceedings of 7th **National Conference on Innovations in Management Practices** organized by Faculty of Management Studies, Gurukul Kangri University, Haridwar 26th August, 2007.
6. **“Emergence of New Society and Business Transformation”** published in conference proceedings of 3rd National Conference on **“From Home to World: Work Place for Intellectual Indian”** held at Maharishi Markandeshwar Institute Of Management (MMIM) Mullana, Ambala 11th -13th February, 2005.
7. **“Effectiveness of Management Education”** in the Asian Conference on Management Education at Rajasthan Vidyapeeth, Udaipur, Rajasthan from 28th to 31st October, 2001.