



SHREE CHANKYA EDUCATION SOCIETY'S  
**INDIRA SCHOOL OF BUSINESS STUDIES PGDM**  
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***Summary of Research Papers***  
**2019-20**

**PGDM MARKETING**

Research Publications AY 2019-20 PGDM Marketing									
Sr. no.	Name of the faculty	Month of Publication	Title of the Paper	Journal Name	ISSN /ISBN	Vol., Issue	Affiliation	Link of Research Paper	Reference of Research Paper
1	Dr. Bagirathi Iyer	Jan-20	A study on impact of inbound marketing on Manufacturing companies	Our Heritage	0474-9030	Vol 68, Issue 1	UGC Care Approved	Print Journal	Compendium 19-20
2	Dr. Gagapreet Ahluwalia	Dec-19	Sustainability branding at Mondelez International	Our Heritage	0474-9030	Vol-67- Issue-2,	UGC Care Approved	Print Journal	Compendium 19-20
3	Prof. Rohan Das	Jan-20	Emotional Intelligence - A Bibliometric Study	1. Presented in conference- "Leadership and Emotional Intelligence Summit" organized by FEIL in Delhi. 2. Shodh Sarita					

3	Prof. Rohan Das	Jan-20	A study on effectiveness of restructuring the Eco-system of Skill Development in Maharashtra	Shodh Sarita	2348-2397	Vol. 7, Issue 25	UGC Care Approved	Print Journal	Compendium 19-20
4	Prof. Neetu Randhawa	Jan-20	The Co-Relation between Teams Performance and Ethnic Diversity in a Business Organization Singh Randhawa Neetu Pritam, U. Surya Rao	IJRTE	3878	Vol 8, Issue 5	Approved	<a href="https://www.ijrte.org/wp-content/uploads/papers/v8i5/E5765018520.pdf">https://www.ijrte.org/wp-content/uploads/papers/v8i5/E5765018520.pdf</a>	Compendium 19-20
5	Dr. Meena Goyal	Jun-20	Review of buy orders and returns from Amazon.in India: Implications for Amazon and its vendors	Journal of Xi'an University of Architecture & Technology	1006-7930	Vol 2, Issue 6	Peer Reviewed	<a href="#">Print Journal</a>	Compendium 19-20
6	Prof. Neetu Randhawa	1. Jan 2020	1. Correlation between teams performance and ethnic diversity in a business organization.	1. International Journal of Recent Technology and Engineering	2277-3878	1. Vol 08, Issue 05	1. Scopus Indexed	<a href="#">Print Journal</a>	Compendium 19-20
7	Prof. Neetu Randhawa	2. Jan 2020	2. Analytical study on Teams Ethnic Diversity	International Journal of Psychological Rehab	2. 1475-7192	Vol 24, Issue 05	Peer Reviewed	<a href="#">Print Journal</a>	Compendium 19-20