



SHREE CHANKYA EDUCATION SOCIETY'S  
**INDIRA SCHOOL OF BUSINESS STUDIES PGDM**  
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***Summary of Research Papers***  
**2020-21**

Research Publications AY 2020-21 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. Gagapreet Ahluwalia	Dec-20	Changing dynamics of Sales Management	Sambodhi	ISSN: 2249-6661	Vol. 43, Issue 4, PP:17-20	Peer Reviewed	Print Journal	Compendium 20-21
2	Dr. Gagapreet Ahluwalia	Jun-21	Impact of Technological Advancement on Entrepreneurship	Journal of Oriental Research Madras	ISSN : 0022-3301	Vol. XCII-XXXIII, Page no-39-50	UGC Care Approved	Print Journal	Compendium 20-21
3	Dr. Vidya Nakhate	Mar-21	Indian Economic Story Post 1990-91 And the Three Twins: A Comparative Analysis	Journal of Contemporary Issues in Business and Government	E-ISSN: 1323-6903 DOI: 10.47750/cibg.2021.27.03.116	Vol. 27, No. 3, PP:827-837	Web of Science	<a href="https://www.semanticscholar.org/paper/Indian-Economic-Story-Post-1990-91-And-the-Three-A-Nakhate-Kumar/c10d8c87683216f7124bee6c5d53f982fad0ce7a">https://www.semanticscholar.org/paper/Indian-Economic-Story-Post-1990-91-And-the-Three-A-Nakhate-Kumar/c10d8c87683216f7124bee6c5d53f982fad0ce7a</a>	Compendium 20-21
4	Dr. Vidya Nakhate	Jun-21	Entrepreneurship Development and role of management and	International Journal of Aquatic Science	ISSN: 2008-8019, Vol 12, Issue	page no. 1678-1682	Peer Reviewed	<a href="http://www.journal-aquaticscience.com/article/132497.html">http://www.journal-aquaticscience.com/article/132497.html</a>	Compendium 20-21

			commerce for 21st Century ”		02, 2021,				
5	Prof. Neha Agarwal	Jun -21	Three Decades of Green Advertising- A Review of Literature and Bibliometric analysis	Benchmarking: An International Journal	ISSN - 1463-5771 Vol. 28, Issue 6,	PP:- 1934-1958	Emerald Indexed , Scopus Indexed	<a href="https://doi.org/10.1108/BIJ-07-2020-0380">https://doi.org/10.1108/BIJ-07-2020-0380</a>	Compendium 20-21
6	Dr. Bagirathi Iyer	Jan - March 2021	Social entrepreneurship innovation: advent of a modern epoch post covid 19	Shodh Sarita	2348-2397	Vol.8, issue 29	UGC Care Approved	<a href="#">Print Journal</a>	Compendium 20-21
7	Dr. Gaganpreet .A	Jan - March 2021	Social entrepreneurship innovation: advent of a modern epoch post covid 19	Shodh Sarita	2348-2397	Vol.8, issue 29	UGC Care Approved	<a href="#">Print Journal</a>	Compendium 20-21
8	Dr. Rohan Das	Jan - March 2021	Technical challenges faced during e-learning in india	Shodh Sarita	2348-2397	Vol.8, issue 29	UGC Care Approved	<a href="#">Print Journal</a>	Compendium 20-21
9	Neetu Randhawa	Jan - March 2021	Understanding service innovation and its impact on economic development	Shodh Sarita	2348-2397	Vol.8, issue 29	UGC Care Approved	<a href="#">Print Journal</a>	Compendium 20-21