



SHREE CHANKYA EDUCATION SOCIETY'S
INDIRA SCHOOL OF BUSINESS STUDIES PGDM
 89/2A, Tathawade New Mumbai Pune Highway, Pune-411 033.

Summary of Research Papers
2018-19

PGDM MARKETING

Research Publications AY 2018-19 PGDM Marketing									
S. No.	Name of Faculty	Month	Title of Paper	Journal	ISSN /ISBN	Vol., Issue	Affiliation	Link of Research Paper	Reference of Research Paper
1	Prof. Neetu Randhawa	Dec-18	An Analysis of The Relationship Between Team Cohesiveness and Ethnic Diversity in Organizations.	Journal of Emerging technologies and Innovative Research (JETIR)	2349-5162	Vol. 6 - Issue 3	UGC Care approved	https://www.jetir.org/papers/JETIR1903017.pdf	Compendium 18-19
2	Prof. Neetu Randhawa	Jan-19	The future of Technology on the future of HRM	International Journal of Research and Analytical Reviews	2349-5138	Vol. 6 Issue 1	UGC Care approved	Print Journal	Compendium 18-19
3	Dr. Ba girathi Iyer	Jun-19	A study of consumer behaviour towards food ordering through mobile apps	IJARIT: International Journal of Advanced Research, Ideas and Innovation in Technology	2454-132X	Vol 5 issue 4	UGC Care approved	Print Journal	Compendium 18-19

4	Dr. Gaganpreet Ahluwalia	Jun-19	Relationship Marketing- The road ahead	International Journal of innovative knowledge concepts	2454-2415	Vol VI, Issue 7	Peer Reviewed	Print Journal	Compendium 18-19
5	Dr. Gaganpreet Ahluwalia	Jun-19	Role of Trainer as a Facilitator	Patliputra Journal of Indology	2320-351x	Volume IV, Issue 2	Peer Reviewed	Print Journal	Compendium 18-19
6	Prof. Rohan Das	Apr-19	“Chinook”, the game changer for Indian Air Force	International Conference on Innovative Strategies Being adopted in Management, Technology and Social Sciences	2394-7780	Vol 6, Issue 2	Peer Reviewed	Print Journal	Compendium 18-19
7	Prof Neha Aggrawal	Jun-19	The pricing Dilemma at Autopress India Pvt.Ltd.	International Journal of Advance Research, Ideas and Innovations in Technology	2454-132X	Volume 5, Issue 4	Peer Reviewed	Print Journal	Compendium 18-19