

Research Publications 2011-12

1.1 Books

Sn	Books
1	Baxi, C V & Ray, Rupamanjari Sinha (2011-12) Corporate Social Responsibility published by Vikas Publication House Pvt. Ltd. ISBN: 978-93-259-5764-0
2	Goel, Sandeep (2011) Financial Services by PHI Learning Pvt. Ltd. New Delhi ISBN:978-81-203-4445-7
3	Goyal, D. P. (2011) Enterprise Resource Planning published by Tata McGraw Hill publication, September 2011 ISBN : 978-0-07-107797-2
4	Goyal, D. P. (2012) IT Project Management, published by Macmillan Publications, March 2012 ISBN: 978-9-35-059101-7
5	Jose, Antony & Prasad, A.R.D (2011). Design and Development of a Rule Based Expert System for AACR: A Study of the Application of Artificial Intelligence Techniques in Library and Information Field by VDM Verlag, Germany, 219 p.
6	Jose, Antony (2012). Advances in Digital Library Development (Macmillan Advanced Research Series) by Macmillan Publishers, India, 510 p
7	Jose, Antony (2012). Digital Libraries and Knowledge Organization (Macmillan Advanced Research Series) by Macmillan Publishers, India, 506 p.
8	Kanwal Nayan, kapil & Mukherjee Jaydeep (2011) Case Studies in Marketing by Dorling Kindersley (India) Pvt. Ltd. (Pearson) ISBN: 978-81-317-5633-1
9	Kapoor, Avinash & Kulshrestha, Chinmaya (2011) Branding and Sustainable Competitive Advantage: Building virtual Presence published by IFI Global ISBN :978-1-61350-171-9
10	Kumar, Sanjay (2011) Handbook of Research in Enterprise Systems by Sage Publication New Delhi, ISBN: 978-81-231-0509-1
11	Saini, Debi S. (2011) Social Security Law in India published by Kluwer law International, Netherland ISBN: 978-90-411-3645-9.

1.2 Paper published in International Journal

1	Bhatnagar J., (2012). "Management of innovation: Role of Psychological Empowerment, Work Engagement and Turnover intention in the Indian context" The International Journal of Human Resource Management, Volume 23, Issue 5, pp 928-951
2	Biswas, Soumendu, Verma, Arup (2011) Antecedents of Employee Performance: an empirical investigation in India" Employee Relations Vol 34, No 2, 2012 pp 177-192, Emerald Group Publishing Ltd.
3	Biswas, Soumendu (2011) The Mediator Analysis of Psychological Contract: Relationship with employee engagement and organizational commitment, published in International Journal of Indian Culture and Business Management, December 2011
4	Biswas, Soumendu and Verma, Arup (2012) Linkages between antecedents of in-role performance and intentions to quit: An investigation in India published in International Journal of Human Resource Management, February 2012

5	Ghosh, Sajal "Examining tourism-led growth hypothesis for India" International Journal of Indian and Business Management, Vol 4, No. 3, 2011, Inderscience Enterprises Ltd.
6	Goel, Sandeep (2011) Capital Structure Analysis in Indian Heavy Industry: The pecking order dimension, published in International Journal of Accounting and Financial Management Research (IJAFMR) Vol. 1, Issue 2 Dec. 2011 pp 1-17
7	Goyal, D. P., Sharma Neeraj and Singh Kawaljeet (2011) An Empirical Investigation of Critical Success Factors for KM Implementation in Software Organisations through Factor Analysis, published in Int. Journal on Recent Trends in Engineering and Technology, Vol. 6, No. 1, Nov 2011
8	Goyal, D. P., Sharma Neeraj and Singh Kawaljeet (2011) What Makes or Mars a Knowledge Based Software Process improvement Initiative? Prescriptions from the field published in International Journal of Engineering Sciences, ISSN: 2229-6913 July 2011 Vol. 1 pp 283-302
9	Gupta, Rajen K. and Panda, A. (2012) 'Deconstructing context-sensitive nature of Indians' behavior: a preliminary attempt to develop a taxonomy for three work contexts', IJICBM, 5(6), 2012, pp 696-733.
10	Gupta, Rajen K., Panda A. and Kalra, S.K. (2012) 'Uncovering the influencing factors that shape a bank's branch culture using ethnographic case study method', Intl J of Indian Culture and Business Management, 5(3), 2012, pp 321-365.
11	Gupta, Rajen K., Awasthy R. and Kalra S. K. (2012) 'The organizational socialization of young software engineers: the case study of an US subsidiary in India', International J of Indian Culture and Business Management', 5(4), 2012, pp 415-437.
12	Gupta. Rajen K. and Awasthy Richa(2011) 'Is learning orientation in manufacturing and service firms different in India?', Learning Organization, The, 18(5), pp406-422.
13	Jain, A.K. (2012) Impression management as the moderator of the relationship between emotional intelligence and organizational citizenship behavior. Journal of Behavioral and Applied Management, 13(2)86-107
14	Jain, A.K., Giga, S.I., Cooper, C.L. (2011) Social Power as a Means of Increasing Personal and Organizational Effectiveness: The Mediating Role of Organizational Citizenship Behavior, Journal of Management and Organization, 17(3), 413-432
15	Niranjan TT, Wagner M. Stephan and Aggarwal Vijay (2011) Measuring information distortion in real-world supply chains in International Journal of Production Research, Vol 49, No 11 (June 2011), pp 3343-3362
16	Padhi S S and Aggarwal Vijay, (2011) Competitive Revenue Management for Fixing Quota and Price of Hotel Commodities under Uncertainty in International Journal of Hospitality Management, Vol 30, No. 3 (September 2011), pp 725-734
17	Pillai, A. & Mukherjee, J. (2011). User acceptance of hedonic versus utilitarian social networking websites. Journal of Business Research, Vol. 3(3), pp. 181-192 (ISSN: 1755-4195)
18	Pillania, Rajesh K. (2012) Innovation Research in India: A multidisciplinary literature review in Technological Forecasting & Social change(Elsevier) 79 (2012)716-720 b
19	Pillania, Rajesh K. (2012) Mergers & Acquisitions Strategy in India: Study of Top 100 Firms, Journals of Advanced Research in Management By Winter 2011 Vol. II, Issue 2 (4)
20	Pillania, R.K. (2011). The state of Research on Technological Uncertainties, Social

	Uncertainties and Emerging Markets: A multidisciplinary literature review. Technological forecastings and social change, Vol. 78, pp. 1158-1163.
21	Pohit, Sanjib, Biswas Pradip Kumar and Ashra, Sunil (2011) Incentive structure of India's biofuel programs: status, shortcomings and implications, published in Biofuels Journal, Vol 2 issue 3
22	Rai, Sumita (2011). Perceived fairness of lay-off and its Impact on lay-off Survivors. Paper published in the journal of Academy of Taiwan Business Management Review, Vol.7, No. 2, August 2011
23	Sharma, Radha R. (2011) Intertwining 360 Degree Feedback& Multi-method to Enhance Emotional Intelligence of Managers in India. Academy of Taiwan Business Management Review, Vol. 7, 2, 1-14.
24	Sharma, Radha R. & Saggar, S. (2011). Research and practice of business ethics: Indian case of Shreyans Paper Mills Ltd. Organization and Management, Vol. 1 (13), pp. 37-58 (ISSN: 1899-6116)
25	Sharma, R.R. (2012). Measuring social and emotional intelligence competencies in the Indian context. Cross cultural management: a international Journal, Vol. 19(1) (ISSN: 1352-7606)
26	Singh, P., Bhandarker A., Rai Sumita, Jain Ajay (2011) Relationship between Values and Workplace: An Exploratory Analysis. Vol.11/12 Facilities ISSN: 0263-2772. Emerald Publication.
27	Singh, N.P. (2012) Operational Strategies of Ethnic mobile virtual network operators published in International Journal of Interdisciplinary Telecommunications and Networking 4(1), 1-30, January- March 2012.
28	Singh, Rajvinder, Sandhu, Harminder Singh, Metri Bhimaraya A. and Kaur, Rajinder (2011) Organizational performance, Competitive Advantage and Retail challenges published in International Journal of Strategic Organization and Behavioral Science, Vol-1 no. 2, 2011 pp 22-36
29	Verma, Neena, Pathak Anil Anand (2011) professional practice using appreciative intelligence for ice-breaking" a new design, journal workplace learning vol. 23 no. 4, 2011 pp 276-285, emerald group publishing ltd.,

1.3 Paper published in National Journal

Sn	Paper published in National Journal
1	Atmanand (2012) Open Access System Crucial for Power Reforms published in PTC Chronicle- Journal from PTC India Ltd. in January 2012 pp 17-19
2	Ashra Sunil (2011) Pollution externalities and Government Policy the case of Bio Diesel in India, published in Journal of Infrastructure Development, 2, 1 pp 15-49
3	Biswas, Soumendu (2011) Commitment, Involvement, And Satisfaction As Predictors Of Employee Performance, Published In South Asian Journal Of Management, April 2011
4	Biswas, Soumendu (2011) Psychological climate as an antecedent of job satisfaction and job involvement, published in Indian Journal of Industrial Relations, July 2011
5	Dasgupta, Meeta, Gupta R.K, Sahay. A, (2011) Linking Technological Innovation, Technology Strategy and Organizational Factors: A Review, Global Business Review,12(2) 257-277, SAGE Publications

6	Goel, Sandeep (2012) Efficient Cash Management: The pulse of today's Business, The Management Accountant, March 2012 Vol. 47 No.3 pp 33-34 & 347-348
7	Goel, Sandeep (2012) Demystifying Earnings Management Through Accruals Management: An Indian Corporate Study, Vikalpa Vol.37, No. 1, Jan.-March 2012
8	Goyal, D. P. and Sharma, Neeraj (2011) Development of a model to evaluate Information Systems in Banking Sector in India published in CGC-Management Review,ISSN:2249-5401 Vol. 1 – Issue 2, July – Dec. 2011
9	Goyal, D. P. and Garg, Adarsh (2011) ISs Project Management Practices in IT SMEs in India published in AAYAM-AKGIM Journal of Management, Vol. 1, No. 1, June 2011
10	Goyal, D. P., Hakhu Rahul and Kiran, Ravi (2012) Role of Knowledge sharing culture and knowledge management on the corporate performance: A theoretical discussion, published in IIMS Journal of Management Science, IIM Shillong, January 2012
11	Goyal, Sandeep, Kapoor , Amit and Jaiswal M. P. (2012) Understanding Business Model- Literature Review of concept, Trends and role in the context of base of the Pyramis (BOP) published in Journal of Competitiveness & Strategy, January 2012
12	Jain, A.K. (2012) The Impact of Organizational Size and Alliance Formations on Perceived Organizational Performance. Indian Journal of Industrial Relation, 47(3), 559-574
13	Jain, A.K. (2011) Does Organizational Structure Predict Citizenship Behaviors? Indian Journal of the Indian Academy of Applied Psychology, 37(2), 341-353
14	Jain, A.K. (2011) Self Leadership: A source of sustained motivation, Aspire, India Today, December 2011
15	Kaushik, Anjali (2011) ICT Possibilities in Management of Public Resources: Cases from India published in Vision – The Journal of Business Perspective, Vol. 15(4) Dec. 2011, pp 361-367
16	Mishra, Pavitra and Bhatnagar, Jyotsna (2012) Appreciative Inquiry :Models and Applications, Indian Journal of Industrial Relations, Vol. 47 (3) January 2012
17	Mukherjee, J. & Sundararajan, M. (2012). HCL: Facing the challenge of the laptop market. Vikalpa, Vol. 37(1), pp. 29-37 (ISSN: 0296-0909)
18	Nayak, Sunanda and Bhatnagar, Jyotsna (2011) Talent Management in Health Care Sector Industry : The case of Pulse Care hospital , Management of Change, Vol 1&2 Issue 15 2011 (January – June 2011, July- December 2011).
19	Prasad, Rohit (2011) 2008 Telecom Licensing Policy Conceptual Issues" Published in Economic & Political Weekly EPW Dec 31, 2011, Vol XLVI No 53, Pp 23-26
20	Prasad, Rohit and Ray, Rupamanjari Sinha (2012) Critique of the common service centre scheme published in Economic and Political Weekly in Feb. 11, 2012
21	Saini Debi S. (2011) “Westing Tours and Travels Inc.: The Clash of Two Cultures,” Management & Change, December, 2011
22	Saini, Debi S. (2012) The Crisis of Indian Labour Law, paper published in Economic & Political Weekly in February 25, 2012 Vol. XLVII No. 8
23	Sharma, Radha R. (2011) An Empirical Investigation into the Role of EQ/ Emotional Intelligence Competencies in Mental Well-being in Vision, Sage Publications Vol. 15, no.2, June 2011.
24	Singh, Rajvinder, Sandhu, Harminder Singh, Metri Bhimaraya A. and Kaur, Rajinder (2011) Organizational performance and retail challenges: A Structural Equation approach published in i-Business, June 2011, 3,pp 158-167

1.4 Book Chapters:

Sn	Book Chapters
1	Bhatnagar, J and Sharma Rakesh (2012) Case 14.1: Performance Evaluations at Indian OQT-Pharmaceuticals(India) Comparative IHRM: Operating in Other Regions and Countries in Briscoe, Dennis, Schuler, Randall and Tarique , Ibraiz (Eds.) International Human Resource Management, Policies and Practices for Multinational Enterprises, 4th Edition, New York: Routledge
2	Budhwar, P., Bhatnagar J. and Saini, D. (2012), "Organizational Change and Development in India," In C. L. H. Rathbone (Ed) 'Ready for Change', Palgrave Macmillan, Basignstoke.
3	Kapil, Kanwal N. (2011) Lucozade Re-Energizing the Brand, Case studies in marketing: Pearson Education (South Asia), (ISBN: 978-81-317-5633-1
4	Kapil, Kanwal N. (2011) Maggi - From Vice is Nice to Where?, Case studies in marketing: Pearson Education (South Asia), (ISBN: 978-81-317-5633-1
5	Kapil, Kanwal N. (2011) Incredible India- Building A Country as a Tourism Brand, Case studies in marketing: Pearson Education (South Asia), (ISBN: 978-81-317-5633-1
6	Kaushik, Anjali (2011) e-Governance and RTI in India, in E-Governance Policies & Practices , by Excel Publication India ISBN 978-93-81361-42-9
7	Mukherjee, J. (2011). Axiom: Organizational buying situation. Case studies in marketing: Pearson Education (South Asia), pp. 101-102 (ISBN: 978-81-317-5633-1
8	Mukherjee, J. (2011). Industrial buying process: Case study of ULMC. Case studies in marketing: Pearson Education (South Asia), pp. 64-70 (ISBN: 978-81-317-5633-1
9	Mukherjee, J. (2011). Opportunities and challenges in by-product marketing. Case studies in marketing: Pearson Education (South Asia), pp. 84-86 (ISBN: 978-81-317-5633-1
10	Narain, Vishal (2011) Neglected Frontiers Peri-urban Water use and Human Health in the National Capital Region, India published in, Interlacing Water and Human Health, Water in South Asia Volume 3, by sage publication
11	Pillania, Rajesh K. and Banerjee Subhojit (2012) Entertainment and economic contributions of the Indian hindi movie Industry in Handbook on the Economics of leisure published by Edward Elgar Publishing
12	Prakash Anjal, Singh Sreoshi and Narain Vishal (2011) Changing Waterscapes in the Periphery understanding Peri-urban Water Security in Urbanizing India" India Infrastructure Report 2011 pp 162-173
13	Sethi, Anjane & Rathore Shyamli (2012) "Mitigation of Communication Challenges in the Indian Software Industry". In, Arun Patil, Henk Eijkman, Ena Bhattacharyya (Eds.), New Media Communication Skills for Engineers and IT Professionals: Trans-National and Trans-Cultural demands. IGI Global Publication.
14	Sharma, Radha R. & Abraham, P. (2011). Industrial credit and investment corporation of India (ICICI) Bank: The emergent bank of the emerging economics In "Banking with integrity: The winners of the financial crisis?" Edited by Spitzeck, H. Pirson, M. and Dierksmeier, C. Palgrave Macmillan: New York (ISBN: 978-0-230-24633-1), pp.

	115-128.
15	Sharma, R.R. & Mukherji, S. (2011). Can business and humanism go together? The case of the Tata group with a focus on Nano plant In "Humanistic management in practice" Edited by Kimakowitz, E Von, Pirson, M., Spitzbeck, H. Dierksmeier & Amann, W. Palgrave Macmillan (ISBN: 978-0-230-24632-4), pp. 247-265.

1.5 Book Review:

Sn	Book Review
1	Ray, Rupamanjari Sinha (2012) Social conflict, Economic Development and Extractive Industry published in Routledge.
2	Saini, Debi S. (2012) review of a book, Readings and Cases in International Human Resource Management and Organizational Behaviour, 5th edition, by Gunter K. Stahl, Mark E. Mendenhall, and Gary R. Oddou (Eds.), Oxon, Routledge, (UK), 2012, has been published in <i>Vision—The Journal of Business Perspective</i> , Vol.15, No. 3.
3	Saini, Debi S. (2012) The Crisis of Indian Labour Law--review of a book, <i>Human Rights and Law</i> ., Bonded Labour in India by Ramesh Tiwari (New Delhi: Cambridge University Press, 2011) was published in <i>Economic & Political Weekly</i> , Vol. XLVII, No. 8.
4	Saini, Debi S. (2012) review of a book, <i>Research Handbook of Comparative Employment Relations</i> by Michael Bary and Adrian Wilkinson (Eds) (Cheltenham: Edward Elgar, 2011) has been published in <i>Indian Journal of Industrial Relations</i> , Vol. 47, No. 1.
5	Saini, Debi S. (2011) review of a book, <i>Global Human Resource Management Casebook</i> , by James C. Hayton, Michal Biron, Liza Castro Christiansen, and Bard Kuvaas (eds.) (London: Routledge, 2011) has been published in <i>Vision—The Journal of Business Perspective</i> , Vol.15, No. 4.
6	Saini, Debi S. (2011) review of a book, <i>Human Resource Management in Small Business—Achieving Peak Performance</i> . by Cary L. Cooper & Ronald J. Burke (Eds.) (Edward Elgar: Cheltenham, 2011), has been published in <i>Vision—The Journal of Business Perspective</i> , Vol.15, No. 3..
7	Sharma Radha R. (2011) Bridging East West: Psychology & Counseling, book review in <i>Vision</i> , Vol. 15, No. 3

1.6 Paper Presented in International Conference

Sn	Paper Presented in International Conference
1	Aggarwal Vijay , Padhi, S S, and Bhatnagar Virendra (2011) Performance Improvement in Parallel Manufacturing Systems through Scenario Analysis and Optimal Design of Parameters, Presented at the 2011 POMS (Production and Operations Management Society) 22 nd Annual Conference in Reno, Nevada (USA), April 29 – May 2, 2011
2	Biswas, Soumendu (2011) Antecedents of organizational citizenship behavior (OCB): Test of a moderated latent variable model in the Indian context paper presented at Society of Industrial and Organizational Psychology conference, Chicago, USA on April 14-16, 2011
3	Goparaj, H & Sharma, Radha R. (2011) Bridging West and East on People Competencies: Evolving Triple S Model from the Ancient Literature and Applying it in Social Sector at International Conference on Faith & Spirituality at Work during Nov. 7-9, 2011 at Arkansas, USA.
4	Goparaj, H., Sharma, Radha R. (2012) SOS Village: The Enigma of Professionalization of Social Responsibility, at Ninth AIMS International Conference on Management, held at Pune (India) on Jan. 1-4, 2012.
5	Goyal D. P., sharma Neeraj and Singh Kanwaljeet (2012) Is Technology Universal Panacea for Knowledge and Experience Management? Answers from Indian IT Sector; paper presented at 6 th ICISTM-2012, held at Grenoble Ecole de Management, Grenoble , France on March 26-28, 2012
6	Goyal D. P. and Garg Adarsh (2011) Environmental Sustainability in IT Industry, paper presented at International Conference on “Organizations in the New Millennium Challenges & Opportunities” (ICON 2011), was held at Ghaziabad on 14 th – 15 th October 2011
7	Jain A. K., Malhotra , N. K. And Guan., C. (2012) Positive and Negative Affectivity as the mediator of volunteerism and service oriented citizenship behaviour and customer loyalty, paper presented at the International Conference in Marketing held at IIM Lucknow (Noida Campus) on January 12-14, 2012
8	Kapoor, Amit (2011) presented a paper titled China and India- The Rise of Asia Pacific at 14 th Competitiveness Institute(TCI) Annual Global Conference held at Auckland, New Zealand on November 27 – December 03, 2011
9	Kaushik, Anjali (2011) presented paper titled E-governance and RTI in India at 8 th International Conference at Ahmedabad on October 17-18, 2011
10	Kumar, Avani (2011) Chasing or changing goalposts to achieve millennium development goals (MDGS) presented at Sustainable Development conference at Islamabad, Pakistan on December 13-15, 2011
11	Narain, Vishal (2011) Emerging periurban water issues in India: Insights from Gurgaon presented at East-West Center Conference held at Islamabad, Pakistan on Dec. 16-18, 2011
12	Narain, Vishal (2011) Mobilizing Change for peri urban water management at Sixth Open Science Meeting (OSM) held at Jakarta, Indonesia on November 28-29, 2011
13	Narain, Vishal (2011) Narratives, Discourses and power: the appropriation of Land and water resources at the periphery of global cities presented at Interpretive Policy analysis conference, held at Cardiff, UK on June 23-25, 2011
14	Narain, Vishal (2011) Global Cities, local water sources: where the urban shadow falls at World Water Week at Stockholm, on August 21-27, 2011
15	Saini, Debi S. (2011) Key Labour Laws in India: Structure and working at SHRM Conference at Las vegas, USA on June 26-29, 2011
16	Saini, Debi S. (2011) Present a paper on Transformational change through people management Strategy: The case of Tata Steel Ltd at Conference on change, people and organizational wellbeing organized by School of Management, Curtin University, Perth, Australia on September 14-16, 2011
17	Sethi, Anjanee & Sharma, Archana, 2011, Enhancing Faculty Engagement and Student Enrolment through Branding using Online Channels: Challenges and Opportunities, Paper presented at the International Conference on Organizations In The New

1.7 Paper presented at National Conference

Sn	Paper presented at National Conference
1	Bhatnagar, Jyotsna (2011) Building Green Sustainable Organizational Capability in Emerging Market: Case of Wipro presented at Indian Academy of Management Conference held at IIM, Bangalore on December 18-20, 2011
2	Jain, A. K. (2011) Moderating effect of Emotional Intelligence on the relationship between tolerance of Ambiguity and Managerial effectiveness presented at National Academy of Psychology Conference held at IRMA, Anand on December 12-14, 2011
3	Mishra Pavitra, Gupta, Rajen, Bhatnagar: Jyotsna (2011) Work-Family Enrichment: Exploring the phenomenon through grounded theory,: paper presented at IIM Bangalore, 2nd INDIAN ACADEMY OF MANAGEMENT (IAM) CONFERENCE 2011 In collaboration with ACADEMY OF INTERNATIONAL BUSINESS – INDIA CHAPTER ‘Managing in the New Economy: Exploring the Indian Context’, 18 – 20 December 2011
4	Narain, Vishal (2011) Peri urban water flows in urban expansion and planning: case study of Gurgaon at National seminar on Design and Planning for Sustainable Habitat at New Delhi on July 15-16, 2011
5	Narain, Vishal (2011) Whose land whose water? Water rights equity and justice in a periurban context at Water Justice Issues in South Asia, Pune in April 18-21, 2011
6	Nayak, Sunanda, Bhatnagar, Jyotsna, Bhudhwar Pawan (2011) Leveraging social networking for talent management: An exploratory study: Aston University, , paper presented at IIM Bangalore, 2nd INDIAN ACADEMY OF MANAGEMENT (IAM) CONFERENCE 2011 In collaboration with ACADEMY OF INTERNATIONAL BUSINESS – INDIA CHAPTER ‘Managing in the New Economy: Exploring the Indian Context’, 18 – 20 December 2011
7	Ollapaly, Anita, Gupta , Rajen, Bhatnagar ,Jyotsna (2011) Person Team Fit: Exploring the phenomenon, paper presented at IIM Bangalore, 2nd INDIAN ACADEMY OF MANAGEMENT (IAM) CONFERENCE 2011 In collaboration with ACADEMY OF INTERNATIONAL BUSINESS – INDIA CHAPTER ‘Managing in the New Economy: Exploring the Indian Context’, 18 – 20 December 2011
8	Prasad, Rohit (2012) Conceptual aspects of 2008 telecom licensing policy presented at ITS India 2012 conference held at New Delhi on February 22-14, 2012
9	Sharma, Radha R. (2011) Cognitive and Motivation Strategies for Student Engagement at National Summit on Academia-Corporate Interface for Upskilling Leaders of Tomorrow on November 9, 2011 organized by PHD Chamber of Commerce and Industry and Indira Gandhi National Open University (IGNOU), New Delhi

1.8 Cases Published

Sn	Cases Published
1	Bhandarker, A. & Rai, Sumita (2012) Effective Leadership at Zensar Technologies: Riding the wave of change: Case published in Asia Case Research centre (ACRC) University of Hong –Kong

2	Choudhary, Hukum S., Kumar, Sushil, Agarwal, Vijay and Bajaj, Gita (2011), Airport Metro Expressline: Infrastructure Project Financing and Implementation through Public Private Partnership, Richard Ivey School of Business, The University of Western Ontario, 9B11N015.
3	Das, Arup K., Bharadawaj, Sangeeta S. and Kaiser Kate M. (2011) Managing Customer Relationship in Offshore outsourcing: B2Bcs, An Israeli Consulting Firm published by IVEY, Richard Ivey School of Business, The university of Western Ontario on 24/05/2011
4	Gupta Rajen K., Thomas, J. and Arora A. P. (2011) 'Ballarpur Industries Ltd.: Aligning Marketing Strategy in a Turbulent Environment', in Emerging Markets Case Studies Collection, Emerald, 2011.
5	Mukherjee J. (2011), "BBMCI: Setting up a distribution channel in India", Emerald Emerging Markets Case Study Collection, Volume 1, Number 1, pp 1-10, ISSN 2045-0621.
6	Mukherjee J. (2012), "Bulk deal in Bagri Market", Vision, Volume 15 (4), pp 369-377, ISSN 0972 – 2629.
7	Mukherjee J., Trivedy M. (2011), "Corporate Brand Building at SRF: Challenge of selecting the brand consultant", Emerald Emerging Markets Case Study Collection, Volume1, Number4, pp. 1-18, ISSN 2045-0621.
8	Pillai Anandan, Arora Ashok (2011) OSS cube: leveraging Social Media, published by Ivey Publishing (29/06/2011)
9	Rai Sumita & Banerjee A. (2012). Stick On Adhesive Limited. A Strategic Pursuit in Challenging Economy. Accepted for publication in Asian Case Research Journal (ACRJ) World Scientific publication.
10	Sharma, Radha R. & Abraham, P. (2011-12). ICICI Bank: The Emergent Bank of Emerging Economies (research case) in Banking with Integrity: The Winners of Financial Crisis. Eds. Spitzeck, H.; Pirson, M.; & Dievksmeir, C. Palgrave Macmillan, USA, UK, 115-128.
11	Sharma, Radha R. & Abraham, P. (2011).K.V. Kamath: A Visionary Leader in Banking Sector, in Organisational Behaviour, McShane Steven, Glinow Mary Ann, Mc Graw-Hill, 613-615.
12	Sharma, Radha, & Abraham, P. (2011). Leveraging Human Capital for Business Growth: A Case of ICICI Bank, India "Global HRM Case Book sponsored by Academy of Management published by Rutledge USA.
13	Sharma, Rakesh and Bhatnagar, J. (2011) "OQT Labs: in search of a right fit", Vision, Vol 15(1) published by Sage publication, New Delhi.

1.9 News Paper / Magazine Article

Sn	News Paper / Magazine Article
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1	Atmanand (2011) Keeping an eye on lines of losses energy audit can check losses of distribution firms article published in The Financial Express on December 12, 2011
2	Atmanand (2011) Policy scan securing the future A high-growth economy will need holistic energy policies to back it up in The Financial Express, Aug. 8, 2011
3	Atmanand (2011) Power Market Narrow access article published in The Financial

	Express, October 17, 2011
4	Atmanand (2011) Greenhouse Gas Emissions Carbon trading holds enormous business potential for India, article published in The Financial Express on June 27, 2011
5	Atmanand (2011) Electricity- Open Access is not cheap for Everyone, Cross Subsidisation surcharge makes delivered cost high in some states, article published in The Financial Express on February 06, 2012
6	Atmanand (2011) Solar Energy- Falling Equipment Prices hold hope, Numbers show thin films cost advantage over crystalline is closing fast, article published in The Financial Express on April 18, 2011
7	Atmanand (2011) Project Financing- Bankability remains key concern, Improving SEBs' financial health is the key to restoring bankers' confidence, article published in The Financial Express, September 19, 2011
8	Atmanand (2011) Policy- Coal and power: common destiny, power sector cannot grow unless domestic coal industry propels it, article published in The Financial Express, March 05, 2012
9	Bajaj Gita(2011) Skills to shine in Education Times on May 23, 2011
10	Chandwani Sanjay (2011) Return of the Samurai, Article published in Business World October 2011
11	Ghosh Sajal, prasad Rohit (2011) The possibility of a sane fuel policy, Mint (Friday Dec 23, 2011)
12	Ghosh, Sajal (2011) Lip Service to petro fuel Consumer article published in The Economic Times November 05, 2011)
13	Jain K Ajay (2011) Powerful Minds, Article published in India Today Aspire on December 5, 2011
14	Kapil Kanwal (2011) Management Development Institute, An Insight, Article published in The Telegraph on November 23, 2011
15	Kapoor Amit (2012) Demographic Mathematics article published in, Financial express, Jan. 14, 2012
16	Kapoor Avinash(2012) The Nuances of fairness ads, Article published in Asian Age in January 27, 2012
17	Prasad Rohit & Ray Rupamanjari (2011) The Tele centre-Mobile Tango, The Economic times, September 23, 2011
18	Prasad Rohit (2011) Non-linear innovations for telecom growth, Article published in Mint on November 11, 2011
19	Prasad Rohit (2011) NTP 2011 & Telecom Valuation, Article published in Economic Times on November 11, 2011
20	Prasad Rohit (2011) Rainbow Bridge to Broadband, Article published in Economic Times on December 14, 2011
21	Prasad Rohit (2011) Revamp the telecom Policy, The new telecom policy is moving in the right direction , but details will make or break it, in The Economic Times, on May 18, 2011
22	prasad Rohit (2011) Telecom Economics that NTP 2011 needs to heed in Mint Views, June 29, 2011
23	Prasad Rohit (2011) Time to seed an entrepreneurial landscape, Article published in Mint on December 14, 2011
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