## **Research Publications 2017-18**

**Table 24: Summary of Books Published** 

S.No.	Year	Books Published
1	2017-18	Goel, Sandeep. (2017). Finance for non-finance people. London: Routledge.
2	2017-18	Gupta, Parul. (2017). Export Import Management. Chennai: Mcgraw Hill Education.
3	2017-18	Kapil, Sheeba & Kapil, Kanwal N. (2017). Mergers and Acquisitions: Strategy,
		valuation, leveraged buyouts, and financing (2nd ed.). New Delhi: Wiley India.
4	2017-18	Zakaria, Norhayati & Kaushal, Leena Ajit. (Eds.) (2017). Global entrepreneurship and
		new venture creation in the sharing economy. Hershey: IGI Global.
5	2017-18	Kaushal, Leena Ajit & Vallabh, Priyanka (Eds.) (2017). Proceedings of National
		Conference on Managing change in Evolving Economic Scenario, Gurgaon, December
		5-6, 2017. Gurgaon: Management Development Institute.
6	2017-18	Dhameja, Nand L., <b>Panjwani,</b> Ashok & Vijay Aggarwal (2017). Financing and
		managing projects: a guide for executives and professionals. New York: Business
		Expert Press.
7	2017-18	Berman, Barry, Evans, Joel R. Chatterjee, Patrali & <b>Srivastava,</b> Ritu. (2017). Retail
		management: a strategic approach. Noida: Pearson India Education Services.
8	2017-18	Menipaz, Ehud, Menipaz, Amit & <b>Tripathi,</b> Shiv S. (2017). International business:
		theory and practice. New Delhi: Sage.

**Table 25: Paper published in International Journal** 

S.No.	Year	Paper published in International Journal
1	2017-18	Verma, Vikas, Bharadwaj, Sangeeta Shah & Agarwal, Madhushree Nanda (2017).
		Comparing agility and absorptive capacity for superior firm performance in dynamic
		environment. International Journal of Business Environment (IJBE), 9(1), 1 – 17.
2	2017-18	Mazumder, Tanusree, <b>Agarwal</b> , Madhushree Nanda & Sharma, Tanuja (2017).
		Organizational Identification (OID) among Knowledge Workers in the Indian IT
		Industry. India Journal of Industrial Relations, 53(2), 318-330.
3	2017-18	Raman, Aparna, <b>Bharadwaj,</b> Sangeeta Shah & Mukherjee, Jaydeep (2018).
		Developing SOA-enabled service agility capabilities: case studies in services industry.
		International Journal of Business Information Systems, 27 (1), 21-44.
4	2017-18	Verma, Vikas, <b>Bharadwaj,</b> Sangeeta Shah & Agarwal, Madhushree Nanda (2017).
		Comparing agility and absorptive capacity for superior firm performance in dynamic
		environment. International Journal of Business Environment (IJBE), 9(1), 1 – 17.
5	2017-18	Das, Arup Kumar & <b>Bharadwaj,</b> Sangeeta Shah (2017). Framework for alignment of
		service provider value drivers with client expectations in IT services outsourcing.
		International Journal of Business Information Systems, 19 (1), 34-61.
6	2017-18	Nayak, Sunanda & <b>Bhatnagar</b> , Jyotsna (2018). Case Study: Are Our Customer Liaisons
		Helping Or Hurting?. Harvard Business Review, 96 (1), 147-151.
7	2017-18	Sharma, Anshu & <b>Bhatnagar</b> , Jyotsna (2017). Emergence of team engagement under
		time pressure: role of team leader and team climate. <i>Team Performance</i>
		Management: An International Journal, 23 (3), 171-185.
8	2017-18	Chakravarty, Arjya & <b>Bhatnagar</b> , Jyotsna (2017). Engendering leadership in the
		Indian workplace – a framework on cross-level linkages. South Asian Journal of
		Business Studies, 6 (3), 337-364.
9	2017-18	Mishra, Pavitra, <b>Bhatnagar</b> , Jyotsna, Gupta, Rajen & Wadsworth, Shelley MacDermid

S.No.	Year	Paper published in International Journal
		(2017). How work–family enrichment influence innovative work behavior: Role of
		psychological capital and supervisory support. Journal of Management &
		Organization, 1-23. doi:10.1017/jmo.2017.23
10	2017-18	Nayak, Sunanda, <b>Bhatnagar</b> , Jyotsna & Budhwar, Pawan (2018). Leveraging Social
		Networking for Talent Management: An Exploratory Study. <i>Thunderbird International</i>
		Business Review, 60 (1), 21-37.
11	2017-18	Thakur, Shweta Jaiswal & <b>Bhatnagar</b> , Jyotsna (2017). Mediator analysis of job
		embeddedness: relationship between work-life balance practices and turnover
		intentions. Employee Relations, 39 (5), 718-737.
12	2017-18	Srivastava, Pallavi, <b>Bhatnagar</b> , Jyotsna & Pratap, Ashok (2017). Multi-dimensional
		Scale for Measuring Employer Brand . <i>India Journal of Industrial Relations</i> , 52(4),
		659-674.
13	2017-18	Gupta, Nakul & <b>Bhatnagar</b> , Jyotsna (2018). Millennial Entrepreneurs & Climate
		change Management-Across country qualitative analysis of Innovation. <i>India Journal</i>
		of Industrial Relations, 53(3), 488-503.
14	2017-18	Rao, Purnima, Kumar, Satish, <b>Gaur,</b> Vidhu & Verma, Deepak(2017). What constitutes
		financing gap in India SMEs - owners perspective?. Qualitative Research in Financial
4.5	2017.10	Markets, 9(2), 117-131, DOI: 10.1108/QRFM-01-2017-0001
15	2017-18	Kanjilal, Kakali & <b>Ghosh,</b> Sajal (2017). Dynamics of crude oil and gold price post 2008
		global financial crisis: new evidence from threshold vector error-correction model.
16	2017-18	Resources Policy, Vol 52, 358-365.  Kanjilal, Kakali & <b>Ghosh</b> , Sajal (2017). Revisiting income and price elasticity of
10	2017-18	gasoline demand in India: new evidence from cointegration tests. <i>Empirical</i>
		Economics, DOI:10.1007/s00181-017-1334-2
17	2017-18	<b>Goel,</b> Sandeep (2017). Earnings management detection over earnings cycles - the
1,	2017 10	financial intelligence in Indian corporate. Journal of Money Laundering Control,
		20(2), 116-129.
18	2017-18	Seth, Manisha, <b>Goyal</b> , D. P. & Kiran, Ravi (2017). Diminution of Impediments in
		Implementation of Supply Chain Management Information System for Enhancing its
		Effectiveness in Indian Automobile Industry. Journal of Global Information
		Management, 25(3), 1-17.
19	2017-18	Gupta, Amit Kumar (2017). Developing simulation based strategy for food grains
		movement in India using rail-road transport modes: rail transport availability being
		probabilistic. Journal of academy of business and economics, 17 (3) 95-105.
20	2017-18	Gupta, Nakul & Bhatnagar, Jyotsna (2018). Millennial Entrepreneurs & Climate
		change Management-Across country qualitative analysis of Innovation. India Journal
		of Industrial Relations, 53(3), 488-503.
21	2017-18	Kumar, V, Ranjan, Bharath, <b>Gupta,</b> Shaphali & Pozza, Ilaria Dalla (2017). Customer
		engagement in service. Journal of Academy of Marketing Science, DOI:
		10.1007/s11747-017-0565-2
22	2017-18	<b>Gupta,</b> Shaphali, Pansari, Anita & Kumar, V(2018). Global Customer Engagement.
		Journal of International Marketing, 26(1), 1-26.
23	2017-18	Frantz, Terrill L. and <b>Jain,</b> Ajay Kumar (2017). Relating CEO leadership behavior and
		organization culture in the Indian context. Leadership & Organization Development
		Journal, 38(6), 746-764.
24	2017-18	Wasan, Parul Goyal & <b>Jain,</b> Neera (2017). Customizing content for rural mobile
		phones: a study to understand the user needs of rural India. Social Network Analysis
	]	and Mining, 7(1), Doi: 10.1007/s13278-017-0432-7

S.No.	Year	Paper published in International Journal
25	2017-18	Kaushal, Leena Ajit (2017). Case study of Vedanta Alumina Ltd (VAL) Orissa India:
		state and FDI versus democracy?. <i>Valahian Journal of Economic Studies</i> , 8(1), 107-114.
26	2017-18	<b>Kaushal,</b> Leena Ajit (2018). FDI in multi-brand retail: policy perspective. <i>Economic Challenger</i> , 78(20), 25-30.
27	2017-18	<b>Kaushal</b> , Leena Ajit (2017). Home country determinants of outward foreign direct investment in emerging Asian economies: a case study of India. <i>The Empirical Economics Letters</i> , 16(6), 611-619.
28	2017-18	<b>Kaushal,</b> Leena Ajit (2017). India Outward Foreign Direct Investment: Geographical Patterns and sectoral Trends. <i>Empirical Economics Letters</i> , 16(12), 1343-1353.
29	2017-18	Kaushal, Leena Ajit (2018). Outward Foreign Direct Investment: the Indian Experience. <i>Transnational Corporations Review</i> , 10(1), 86-97, DOI: 10.1080/19186444.2018.1436658
30	2017-18	<b>Kaushik,</b> Anjali & Gaur, Kanishk (2017). Cyber Security Risks and Challenges for Industrial Internet of Things. <i>Cutter Business Technology Journal</i> . 30 (7), 13-17.
31	2017-18	Ray, Argha & <b>Kaushik,</b> Anjali (2017). State Transgression on Electronic Expression: Is it for Real?. <i>Information and Computer Security</i> , 25 (4), 382-401.
32	2017-18	Sharma, Chitra & <b>Kaushik</b> , Anjali (2017). Strategy for privacy assurance in offshoring arrangements. <i>Journal of Global Operations and Strategic Sourcing</i> , 10(2), 232-254.
33	2017-18	<b>Kumar,</b> Avanish (2017). Beyond toilets and targets: sanitation mission in India. <i>Development in Practice</i> , 27(3), 408-413.
34	2017-18	<b>Kumar,</b> Avanish & Mahapatro, Meerambika (2018). Community based qualitative health research: negotiating ethics in India. <i>Quality and Quantity: International Journal of Methodology</i> , 52 (3), 1437-1446. https://doi.org/10.1007/s11135-017-0548-x
35	2017-18	Raman, Aparna, Bharadwaj, Sangeeta Shah & <b>Mukherjee</b> , Jaydeep (2018).  Developing SOA-enabled service agility capabilities: case studies in services industry.  International Journal of Business Information Systems, 27 (1), 21-44.
36	2017-18	Kataria, Aarti & <b>Mukherjee</b> , Jaydeep (2017). Sustainability marketing research: current status and future challenges. <i>International Journal of Sustainable Strategic Management</i> , 5(3), 245-266.
37	2017-18	Narain, Vishal & Singh, Aditya Kumar (2017). Fine Muddle: (Re) Configuring Water Conflicts?. <i>Geoforum</i> , 85 (2017), 9-11, DOI: 10.1016/j.geoforum.2017.07.00
38	2017-18	<b>Narain,</b> Vishal, Ranjan, Pranay, Vij, Sumit & Dewan, Aman (2017). Taking the road less taken: reorienting the state for periurban water security. <i>Action Research</i> , DOI: 10.1177/1476750317736370
39	2017-18	<b>Narain,</b> Vishal (2017). Taken for a ride? Mainstreaming periurban transport with urban expansion policies. <i>Land Use Policy,</i> 64, 145-152, DOI: 10.1016/j.landusepol.2017.01.050.
40	2017-18	<b>Panda,</b> Abinash (2018). Experience-centric leadership development process: challenges and way forward for organizations in India. <i>International Journal of Indian Culture and Business Management,</i> 16(1), 99-116.
41	2017-18	<b>Prashar,</b> Anupama (2017). Energy efficiency maturity (EEM) assessment framework for energy-intensive SMEs: proposal and evaluation. <i>Journal of Cleaner Production</i> , 166, 1187-1201.
42	2017-18	<b>Prashar,</b> Anupama (2017). Integration of Taguchi and Shainin DOE for six sigma improvement: an Indian case. <i>International Journal of Quality and Reliability Management</i> , 34(7) 898-924.

S.No.	Year	Paper published in International Journal
43	2017-18	Prashar, Anupama (2018). TQM as business strategy: a meta-analysis review.
		International Journal of Productivity and Quality Management. 23(1), 74-88.
44	2017-18	Prashar, Anupama & Antony, Jiju (2018). Towards continuous improvement (CI) in
		professional service delivery: a systematic literature review. Total Quality
		Management & Business Excellence, DOI: 10.1080/14783363.2018.1438842
45	2017-18	Chauhan, Sumedha, Jaiswal, Mahadeo, <b>Rai,</b> Sumita, Motiwalla, Luvai & Pipino, Leo
		(2018). Determinants of adoption for open-source office applications: A plural
		investigation. Information Systems Management, 35(2), 80–97.
46	2017-18	Sahi, Shalini Kalra (2017). Psychological biases of individual investors and financial
		satisfaction. Journal of Consumer Behaviour, 16(6), 511–535. DOI: 10.1002/cb.1644
47	2017-18	Shaikh, Imlak & Tripathy, Arun Kumar (2017). Investor Fear Gauge Index (VIX): a case
		of Asia-pacific securities market. <i>The Empirical Economics Letters,</i> 16(6), 567-575.
48	2017-18	Shaikh, Imlak & Singh, Shabda (2017). On the examination of out-of-pocket health
		expenditures in India, Pakistan, Sri Lanka, Maldives, Bhutan, Bangladesh and Nepal.
40	2047.40	Business: Theory and Practice, 18(1), 25-32.
49	2017-18	Shaikh, Imlak (2017). 2016 U.S. presidential election and the Stock, FX and VIX
F0	2017 10	markets. North American Journal of Economics and Finance, 42(2017), 546-563.
50	2017-18	<b>Shaikh,</b> Imlak (2018). Investors' fear and stock returns: Evidence from National Stock
51	2017-18	Exchange of India. Engineering Economics, 29 (1) 4-12.
21	2017-18	Sharma, Anshu & <b>Sharma</b> , Tanuja (2017). HR analytics and performance appraisal system: a conceptual framework for employee performance improvement.
		Management Research Review, 40(6).684-697, DOI:10.1108/MRR-04-2016-0084
52	2017-18	Mazumder, Tanusree, Agarwal, Nanda Madhushree & <b>Sharma,</b> Tanuja (2017).
32	2017-10	Organizational Identification (OID) among Knowledge Workers in the Indian IT
		Industry. <i>India Journal of Industrial Relations</i> , 53(2), 318-330.
53	2017-18	Singh, Rajesh Kumar, Gunasekaran, Angappa & Kumar, Pravin (2017). Third party
	2027 20	logistics (3PL) selection for cold chain management: a fuzzy AHP and fuzzy TOPSIS
		approach. Annals of Operations Research, DOI: 10.1007/s10479-017-2591-3
54	2017-18	Chand, Mahesg, Bhatia, Neha & Singh, Rajesh Kumar (2018). ANP-MOORA-based
		approach for the analysis of selected issues of green supply chain management.
		Benchmarking: An International Journal, 25(2) 642-659.
55	2017-18	Singh, Rajesh Kumar, Gupta, Ayush & Gunasekaran, Angappa (2018). Analysing the
		interaction of factors for resilient humanitarian supply chain. International Journal of
		<i>Production Research,</i> DOI: <u>10.1080/00207543.2018.1424373</u>
56	2017-18	Singh, Rajesh Kumar, Koul, Saroj & Kumar, Pravin (2017). Analyzing the interaction of
		factors for flexibility in supply chains. Journal of Modelling in Management, 12(4)
		671-689.
57	2017-18	Kumar, Pravin, Singh, Rajesh Kumar & Karishma Kharab (2017). Comparative analysis
		of operational performance of Cellular Mobile Telephone Service Providers in the
		Delhi working area using an approach of fuzzy ELECTRE. Applied Soft Computing, 59
		(2017), 438-447, DOI: 10.1016/j.asoc.2017.06.019
58	2017-18	Gupta, Anchal, <b>Singh,</b> Rajesh Kumar & Suri, P. K. (2017). Prioritising the Factors for
		Analysing Service Quality of 3PL: AHP Approach. <i>Asia-Pacific Journal of Management</i>
	2017 : :	Research and Innovation, 13(1),1-9.
59	2017-18	Singhl, Shaina, <b>Singh</b> , Rajesh Kumar & Seth, Nitin (2017). Ranking of critical success
		factors for online retailing by TOPSIS approach. <i>International Journal of Productivity</i>
		and Quality Management, 21 (3), 359-374.

S.No.	Year	Paper published in International Journal
60	2017-18	Shaikh, Imlak & <b>Tripathy</b> , Arun Kumar (2017). Investor Fear Gauge Index (VIX): a case
		of Asia-pacific securities market. <i>The Empirical Economics Letters,</i> 16(6), 567-575.
61	2017-18	Brahma, Mita & <b>Tripathi</b> , Shiv S. (2017). Conflict and cohesion in the team: influence
		on absorptive capacity and performance of corporate ventures . European Journal of
		Business Research, 17 (2), 75-86.
62	2017-18	Tripathi, Shiv S. & Brahma, Mita (2018). Technology Entrepreneurship in Emerging
		Markets: An Exploration of Entrepreneurial Models Prevalent in India. <i>Technology</i>
		Innovation Management Review, 8(1), 24-32.

**Table 26: Paper Published in National Journal** 

S.No.	Year	Paper published in National Journal
1	2017-18	Verma, Vikas, Bharadwaj, Sangeeta Shah & <b>Agarwal</b> , Madhushree Nanda (2017). Absorptive capacity with alignment for superior firm performance in dynamic environment: an empirical investigation. <i>Indian Journal of Economics &amp; Business</i> , 16 (1), 161-180.
2	2017-18	Verma, Vikas, <b>Bharadwaj</b> , Sangeeta Shah & Agarwal, Madhushree Nanda (2017). Absorptive capacity with alignment for superior firm performance in dynamic environment: an empirical investigation. <i>Indian Journal of Economics &amp; Business</i> , 16 (1), 161-180.
3	2017-18	Das, Arup Kumar & <b>Bharadwaj</b> , Sangeeta Shah (2017). Service provider innovation value drivers and practices in it services outsourcing. <i>Indian Journal of Economics &amp; Business</i> , 16 (1), 1-19.
4	2017-18	<b>Mukherjee,</b> Jaydeep (2017). Managing Sales Team at Balram Beverages. <i>Vision</i> , 21(4), 473–478.
5	2017-18	<b>Mukherjee,</b> Jaydeep (2018). Using New Case Studies for Evaluation of Marketing Student's Academic Performance. <i>Vision</i> , 22 (1), 61-67.

**Table 27: Book Chapters** 

S.No	Year	Book Chapters
1	2017-18	Bhatnagar, Jyotsna & Thakur, Shweta Jaiswal (2018). Innovation and Human
		Resource Management in Asia. In Cooke, Fang Lee & Kim, Sunghoon. (Eds.),
		Routledge Handbook of Human Resource Management in Asia (pp. 166-182).
		London: Routledge.
2	2017-18	Gupta, Shaphali & Sharma, Dinesh.(2017). Dimensions of Retail Service Convenience
		in Emerging Market Settings: A Qualitative Investigation. In Jauhari, Vinnie. (Eds.),
		Hospitality Marketing and Consumer Behavior. (pp. 103-120). Oak ville: CRC Press.
3	2017-18	Kaushal, Leena Ajit (2018). Rise in the sharing economy: Indian perspective. In
		Zakaria, Norhayati & Kaushal, Leena Ajit. (Eds.), Global Entrepreneurships and New
		Venture Creation in the Sharing Economy. (pp. 113 -129). Hershey: IGI Global.
		doi:10.4018/978-1-5225-2835-7.ch007
4	2017-18	<b>Shaikh,</b> Imlak. (2017). On the examination of value-based performance measures:
		evidence from Indian firms. In Tsounis, Nicholas & Vlachvei, Aspasia (Eds.), Advances
		in Applied Economic Research (pp. 523 -535). Switzerland: Springer.
5	2017-18	Sharma, Radha R & Chawla, Sonam (2018). India: Propelling Engine for ICICI Bank,

		India: Women leadership, Gender Equity or paradigm Shift. In Liza, Castro
		Christiansen et al. (Eds.), Global Human Resource Management Casebook. (pp. 265-
		274). London: Routledge.
6	2017-18	Rastogi, Parag & <b>Sharma</b> , Radha R (2018). Ecopreneurship for Sustainable
		Development. In Dhiman, Satinder & Marques, Joan. (Eds.), Handbook of Engaged
		Sustainability (pp. 1-27), Cham: Springer.
7	2017-18	Srivastava, Ritu. (2018). Social Media Engagement and Return On Engagement. In
		Rishi, Bikramjit & Bandyopadhyay, Subir. (Eds.), Contemporary Issues in Social Media
		Marketing. (pp. 117-131). Oxon: Rutledge.
8	2017-18	Subhalakashmi, Sircar. (2018). Anthropogenic Disaster Economics and the Non-
		human Species. In Singh, Amita, Disaster Law: Emerging Thresholds. (pp. 259-271).
		London: Rutledge.

## **Table 28: Book Review**

S.No.	Year	Book Review
1	2017-18	Bhatnagar, Jyotsna. (2017). [Review of the Book Leadership odyssey: from darkness to
		light by Singh. Pritam. 2016. New Delhi: Sage]. NHRD Network Journal, 10(4), 144-146.
2	2017-18	<b>Bisht,</b> Nidhi S. (2017). [Review of the Book Impatient Manager by Vieira, Walter. 2016.
		New Delhi: Sage]. Vision, 21 (4), 490.
3	2017-18	Gupta, Parul (2017). [Review of the Book Essential book of corporate governance by
		Bajpai, G. N. 2016. New Delhi: Sage]. Consulting Ahead: The Journal of Consultancy
		Development Centre, 11(1), 105-106.
4	2017-18	Kaushal, Leena Ajit. (2017). [Review of the Book Globalization of inequality By
		Bourguigno, Francois. 2015. Oxford: Princeton University Press]. Global Business Review,
		18(2), 1-2.
5	2017-18	Kaushal, Leena Ajit. (2017). [Review of the Book Sharing economy: the end of
		employment and the rise of crowd-based caputalism By Sundararajan, Arun. 2016.
		Cambridge: MIT Press]. Vision, 21(2), 238-239.
6	2017-18	<b>Pillania,</b> Rajesh K. (2018). [Review of the Book Navigating the Maze: Simple Strategies to
		fast track success. 2017. New Delhi: Sage]. Vision, 22(1), 116.
7	2017-18	<b>Srivastava,</b> Ritu (2017). [Review of the Book Aaker on Branding by David Aaker. 2015.
		New Delhi: Sage]. Vision, 21 (3), 335.

**Table 29: Faculty Presented Papers in International Conference** 

S.No.	Year	Papers presented by Faculty in International Conferences
1	2017-18	Gaur, V (2017); "Wisdom of Vedanta for Management Educators of 21st Century" Presented paper in 6th International Conference on Business and Economic Development (ICBED), New York (USA) during 10-11th, April, 2017.
2	2017-18	Narain, V(2017); "Periurbanization in India" Presented paper in Regional Conference on Periurbanization, Shanghai (China), during 8th -10th May, 2017.
3	2017-18	Mishra, A (2017); "Financial Health and Sustainability of Micro Finance Institutions in India" Presented paper in Academic Fora Conference - 10th International Conference on "Business, Economics, Social Science & Humanities - BESSH-2017", Sydney (Australia), during 16th-17th May, 2017.

S.No.	Year	Papers presented by Faculty in International Conferences
4	2017-18	Goel, S (2017); "Ethical Accounts -The Driver in Recovering Markets " Presented paper in 22nd EBES (Eurasia Business and Economics Society) Conference, Rome (Italy) during 24-26th May, 2017
5	2017-18	Nath, D (2017); "Impact of Scarcity of Funds on the Behavior of Emerging Angel Investors: Experiences from India "Presented in 2017 International Academic Conference on Business Stockholm (Sweden), during 4-8th June, 2017.
6	2017-18	Ghosh, S. (2017); "Co integration and Causality between Clean Energy usage and Economic Growth in India" Presented paper in 2017 International Academic Conference on Business Stockholm (Sweden) during 4-8 <sup>th</sup> June,2017
7	2017-18	Sharma, T (2017); "Social Innovation Capability Building for Transforming Lives of Financially Challenged Students in India" Presented paper in 24th Innovation and Product Development Management Conference, Reykjavik (ICELAND) during 11-13th June, 2017
8	2017-18	Narain, V (2017); "Cities in Transition: Changing Commons, Socio-Technical Regimes and water (in) Security in Periurban Gurgaon, India" Presented paper in IST 2017 Conference, Gothenburg (Sweden), during 18-21 June, 2017
9	2017-18	Prashar, A(2017); "A Framework for Integration of Design of Experiment (DoE) approaches for Six Sigma Quality Improvement" Presented Paper in The 24th EurOMA conference will be hosted by the Heriot-Watt University, Edinburgh (Scotland) during 1-5th July, 2017
10	2017-18	Singh, R.K (2017); "Modeling the Barriers of Indian Logistics Service Providers: ISM Approach" Presented paper in 7th International Conference on Restructuring of the Global Economy (ROGE), University of Oxford, UK, during 3-4th July,2017
11	2017-18	Bisht, N (2017); "Field Officers Facing Burnout: Role of Work Related Rumination: A Study of Field Officers of Microfinance Institutions in India" Presented paper in 19th Annual International Conference on Changing Business Environment: Game changers, Opportunities and Risks, Vienna, Austria, during 11-15 July, 2017
12	2017-18	Sharma, Radha R. (2017); "A Competency Model for Management Education for Sustainability" Presented paper in PRME Global Forum, New York during 17-18 July, 2017.
13	2017-18	Sharma, Radha R. (2017); "Spirituo-Humanistic Ideology for Sustainable Leadership: Myth or Reality? Ex-Post Factor Research" Presented paper in Academy of Management Conference 'At the Interface', Atlanta, Georgia (USA) during 4-8th August, 2017.
14	2017-18	Sharma, Radha R. 2017); "Being Dimension for Sustainability Mindset: Indian perspective" Presented paper in Academy of Management Conference 'At the Interface', Atlanta, Georgia (USA) during 4-8 <sup>th</sup> Aug, 2017.
15	2017-18	Sharma, Radha R. 2017); "Mitigating Burnout for Promoting Good Health & Well-being at the Workplace: The Role of HR" Keynote Speaker" in 5th International HR Dialogue & Conference, University of Jayewardenepura, Sri Lanka, held on 19 <sup>th</sup> August, 2017
16	2017-18	Sharma, Radha R. (2017); "Evolving a Model of sustainable leadership organizations through Ex-post facto Research" Presented paper in International conference on Advance in Leadership and Management Merging Eastern and Western Perspectives, Bangalore during 4-6 September, 2017
17	2017-18	Sharma, Radha R. 2017); "Convergence of Western and Eastern Perspective into Spirituo Humanistic Leadership with R. Rardasani" Presented paper in International conference on Advance in leadership & Management Merging and Western Perspectives at Indus Business Academy Bangalore during 4-6th September, 2017

S.No.	Year	Papers presented by Faculty in International Conferences
18	2017-18	Singh, N.P.(2017); "Analysis of Acquisition of Infosys Technologies (Conservative Indian MNC)" Presented paper in International Conference on GSOM Emerging Markets 2017, October 2017, St. Petersburg, Moscow, Russia during 3-9 October, 2017
19	2017-18	Tripathi, S.S.(2017); "Conflict and Cohesion in the Team: Influence on Absorptive Capacity and Performance of Corporate Ventures" Presented paper in International Academy of Business Economics (IABE) International Conference 2017, New York, USA during 12-14 October, 2017.
20	2017-18	Gupta, A.K. (2017); "Developing Simulation Based Strategy for Food Grains Movement in India Using Rail Road Transport Modes: Rail Transport Availability Being Probabilistic" Presented Paper in International Academy of Business Economics (IABE) International Conference 2017, New York, USA, during 12-14 October, 2017.
21	2017-18	Narain, V. (2017); "Periurbanization and climate change as stressors on water sources and institutions in the Kumaon Hills: Reflections on key concepts and theories for education curricular" Presented paper in International Conference on Mountain Resources and Livelihoods in the Hindu Kush Himalayas: Higher Education Research and regional Collaboration for Sustainable Mountain Development, Chengdu, China. during 29-31 October, 2017
22	2017-18	Narain, V.(2017); "Mainstreaming disaster risk reduction and resilience in education: a periurban perspective" Presented paper in International Conference on Mainstreaming Resilience and disaster Risk Reduction in Education, December 2017, AIT, Thailand during 1-2 December, 2017.
23	2017-18	Sharma, Radha R.(2017); "Assessment Centres: 75 Journey from physical to Virtual World" Presented submitted to International Conference on Assessment Centre and Talent Management in Emerging Markets, XLRI Jamshedpur during 9-10 December, 2017.
24	2017-18	Singh, R.K.(2017); "Justification of Maintenance Management: Ahp Approach" Presented paper in IEEE-IEEM 2017- IEEE International Conference on Industrial Engineering and Engineering Management, Singapore during Dec 10-13, 2017
25	2017-18	Singh, R.K.(2017); "Analysing the risk in globalized supply chain" Presented paper in 11th ISDSI International Conference, IIM Trichy during 28-30 December, 2017
26	2017-18	Agarwal, M.N.(2017); "Capability Building through Social Innovation-transforming lives of financially challenged students in India" Presented paper in 24th Innovation and Product Development Management Conference, Iceland during 11-13 June 2017

**Table 30: Faculty Presented Papers in National Conference** 

S.No.	Year	Papers Presented in National Conferences
1	2017-18	Biswal, P.C. (2017); "FII Trading Pressure and Stock Volatiilty in India" Presented paper in Globalizing the Finance, Pondicherry University (India) during 10-11 April, 2017.
2	2017-18	Bharadwaj, S.S. (2017); "1. Framework for alignment of service provider value drivers with client expectations in IT services outsourcing" & "2. Understanding the Impact of Social Media on Marketing Strategies of Organizations in India" Presented paper in ACM SIGMIS Computers and People Research 2017: Digital Transformation: The Changing Nature of Organizations, Work and Societies, Bangalore (India) during 21-23 June, 2017.

3	2017-18	Srivastava, R. (2017); "Customer Expectation at the Urban Bottom of Pyramid in India: A Grounded Theory Approach" Presented paper in 3 <sup>rd</sup> International Conference on Drifts in Business, Governance and Societal Values: Conflicts and Challenges, IMI, Bhubaneswar during 8-9 December, 2017.	
4	2017-18	Misra, A.(2017); "Pearland (a case on peer to peer lending)" Presented paper in 3 <sup>rd</sup> International Conference on Drifts in Business, Governance and Societal Values: Conflicts and Challenges, IMI, Bhubaneswar during 8-9 December, 2017	
5	2017-18	Sharma, Radha R. (2017); "Sustainability Research Global Trends" Paper presented in Sustainable Development Goal Summit 2017, Mumbai during 8 <sup>th</sup> December, 2017	
6	2017-18	Jain, A.K. (2017); "Exploring the relationship of personality and culture with emotional Intelligence" Presented paper in National Academy of psychology, 2017 IIT Kharagpur during 22-24 December, 2017	
7	2017-18	Srivastava, R. (2018); "IndiaTashn.com: Building Merchandising as a source of Competitive Advantage" Presented paper in Academy of Indian Marketing Consortium and Conference, Bangalore during 5-8 January, 2018.	

Table 31: Seminars/Workshops/Roundtables Organized

S.No.	Seminars/Workshops/Round Tables	Delivered by/ Organized by	Date
1	Harvard Business Publishing Simulations	Mr. Navid Sharifi	4-Dec-17
2	Publishing in Impact Factor Journals in Digital Age	Prof. Varun Grover	15-Dec-17
3	Mays Business School Texas A&M University	Prof. Manjit Yadav	3-Jan-18
4	Developing an international academic career	Prof. Piyush Sharma	2-Jan-18
5	Seminar on "How to Conduct a Rigorous and Relevant Research	Dr. V. Kumar	26-Apr-17
6	Research seminar on "Teal Organizations and Corporate Social Responsibility: A European Perspective"	Prof. Moreno	27-Apr-17
7	Seminar on Publishing Different Types of Research; Steps and Strategies for conceptual, empirical and review articles	Dr. Justin Paul	23-May-17
8	HR Conclave on "Corporate Social Responsibility and Intellectual Disability	Ms Sushmita Shekhar	30-Jun-17
9	Getting the best out of the Doctoral program - Challenges and Strategies'	Prof. Ravi Kumar	12-Feb-18
10	The Value of CEO Extraversion: Implications for CEO Pay and Firm Performance"	Dr. Shavin Malhotra	22-Feb-18

**Table 32: Cases Published** 

S.No.	Year	Cases Published in leading Case Clear Houses
1	2017-18	Jain, Shilpi & <b>Aeron</b> , Prageet (2017). Taxi Wars and KITT Pvt. Ltd. (Case Study No. 9B17M042) London, Canada: Richard Ivey School of Business.
2	2017-18	Tiwari, Anjali & <b>Agarwal</b> , Madhushree Nanda (2017). Shirdi Infratech: Should a star

S.No.	Year	Cases Published in leading Case Clear Houses
		manager be fired. (Case Study No. 9B17C034), London, Canada: Richard Ivey
		School of Business.
3	2017-18	Ahmad, Saleha & <b>Agarwal</b> , Madhushree Nanda (2017). Winners Trend Pvt. Ltd.:
		The Dilemma of Growth. (Case Study No. 9B18M017) London, Canada: Richard Ivey
		School of Business.
4	2017-18	Agarwal, Madhushree Nanda & Mukherjee, Jaydeep (2017). Technology Uncorked:
		Crowdsourcing for Ideas. (Case Study No. W17455), London, Canada: Richard Ivey School of Business.
		School of Busiliess.
5	2017-18	Sharma, Chitra & <b>Bharadwaj</b> , Sangeeta Shah (2017). DXSD: Transforming
	2017 10	Migrations. (Case Study No. W17358) London, Canada: Richard Ivey School of
		Business.
6	2017-18	<b>Bisht,</b> Nidhi S. & Gupta, Parul (2018). iGATE and the CEO: A Breach of Agreement.
		(Case Study No. 9B18M005) London, Canada: Richard Ivey School of Business.
7	2017-18	Dasgupta, Meeta (2017). Emerald trail - feeling at home on vacation. (Case Study
		No. 9B17M185) London, Canada: Richard Ivey School of Business.
8	2017-18	Dasgupta, Meeta & Iyer, S. Veena(2017). Ibibo: grow independently or sell?. (Case
		Study No. 9B17M113) London, Canada: Richard Ivey School of Business.
9	2017-18	Pradhan, Bandinee, Srivastava, Ritu & <b>Dasgupta,</b> Meeta (2018). Nukkad, the
		Chaitastic Teafe: Consider Efficacy in Growth Options. (Case Study No. 9B18A003)
		London, Canada: Richard Ivey School of Business.
10	2017-18	Dasgupta, Meeta (2017). Volkswagen and Tata Motors: a strategic alliance in India.
	2017.10	(Case Study No. 9B17M158) London, Canada: Richard Ivey School of Business.
11	2017-18	Dash, Ashutosh (2018). Kumar Sweets: Product Profitability Analysis. (Case Study
12	2017-18	No. 9B18B002). London, Canada: Richard Ivey School of Business.  Goel, Sandeep. (2018). Relevance of Reliance Industries' Dividend Policy To
12	2017-10	Shareholders' Value. (Case Study No. 17/590C) Hong Kong: Asia Case Research
		Centre, University of Hong Kong.
13	2017-18	Singh, N. P. & <b>Gupta</b> , Nakul (2018). Infosys: The Buyout Strategy for Vision 2020.
		(Case Study No. 9B18M032) London, Canada: Richard Ivey School of Business.
14	2017-18	Bisht, Nidhi S. & <b>Gupta</b> , Parul (2018). iGATE and the CEO: A Breach of Agreement.
		(Case Study No. 9B18M005) London, Canada: Richard Ivey School of Business.
15	2017-18	Dasgupta, Meeta & Iyer, S. Veena(2017). Ibibo: grow independently or sell?. (Case
		Study No. 9B17M113) London, Canada: Richard Ivey School of Business.
16	2017-18	Batra, Ronak & Jain, Neera (2017). Tata Steel - the acquisition of corus. (Case Study
		No. 9B17M071) London, Canada: Richard Ivey School of Business.
17	2017-18	Acharya, Ira & <b>Jain</b> , Neera (2018). Gemini Edibles and Fats India: In Pursuit of
		Growth. (Case Study No. 9B18M006) London, Canada: Richard Ivey School of
10	2017 10	Business.  Nullharian Javdson (2017) OSSCubar Deciding on the Lovers of Crowth (Case
18	2017-18	Mukherjee, Jaydeep (2017). OSSCube: Deciding on the Levers of Growth. (Case
19	2017-18	Study No. W17457) London, Canada: Richard Ivey School of Business.  Agarwal, Madhushree Nanda & <b>Mukherjee</b> , Jaydeep (2017). Technology Uncorked:
19	2017-10	Crowdsourcing for Ideas. (Case Study No. W17455), London, Canada: Richard Ivey
		School of Business.
20	2017-18	Srivastava, Ritu, <b>Prashar,</b> Anupama & Bhardwaj, Punit (2018). Tashn.com:
		Developing Merchanising for Competitive advantage. (Case Study No. 9B18A010).
		London, Canada: Richard Ivey School of Business.
21	2017-18	Prashar, Anupama (2017). Shopclues - turning logistics into a competitive

S.No.	Year	Cases Published in leading Case Clear Houses
		advantage. (Case Study No. 9B17D008). London, Canada: Richard Ivey School of
		Business.
22	2017-18	Pathak, Sanjeev & <b>Pillania</b> , Rajesh Kumar (2017). Lagom Kitchen + Brewery: a quest
		for survival. (Case Study No. 9B17M128) London, Canada: Richard Ivey School of
		Business.
23	2017-18	Dua, Ashok K & Rai, Sumita (2017). Ratan tata: ethical leadership. (Case Study No.
		9B17C017) London, Canada: Richard Ivey School of Business.
24	2017-18	Singh, N. P. & Gupta, Nakul (2018). Infosys: The Buyout Strategy for Vision 2020.
		(Case Study No. 9B18M032) London, Canada: Richard Ivey School of Business.
25	2017-18	Pradhan, Bandinee, <b>Srivastava,</b> Ritu & Dasgupta, Meeta (2018). Nukkad, the
		Chaitastic Teafe: Consider Efficacy in Growth Options. (Case Study No. 9B18A003 )
		London, Canada: Richard Ivey School of Business.
26	2017-18	<b>Srivastava,</b> Ritu, Prashar, Anupama & Bhardwaj, Punit (2018). Tashn.com:
		Developing Merchanising for Competitive advantage. (Case Study No. 9B18A010).
		London, Canada: Richard Ivey School of Business.
27	2017-18	Brahma, Mita & <b>Tripathi</b> , Shiv S. (2017). Kritikal solutions: the Big Leap. (Case Study
		No. 9B17M118) London, Canada: Richard Ivey School of Business.

Table 33: News Paper / Magazine Article

S.No.	Year	News Paper / Magazine Article	
1	2017-18	<b>Atmanand.</b> (2017, Dec 6). Revamping Management Study. <i>Hindustan Times.</i>	
2	2017-18	<b>Bhusnurmath,</b> N. R. (2017, May 1). Neither prompt nor corrective. <i>Financial</i>	
		Express.	
3	2017-18	Bhusnurmath, N. R. (2017, November 8). Unorthodox view of bank	
		recapitalisation. Financial Express.	
4	2017-18	Ghosh, Sajal & Prasad, Rohit. (2017, May 9). India's solar mission can cause new	
		debt problems. Mint.	
5	2017-18	Vrishab, Prakash & <b>Ghosh,</b> Sajal. (2017, Nov 2). Clean Coal, not solar is the silver	
		bullet for India's Carbon emission reduction. Hindustan Times.	
6	2017-18	Kaushal, Leena Ajit . (2017, Dec 27). Demonetisation effect. <i>The Pioneer</i> .	
7	2017-18	Kumar, Avanish. (2018, Feb 14). Towards EDU Evolution. The Pioneer.	
8	2017-18	Singh, Kumar Aditya & Narain, Vishal. (2017, Jun 30). Ways of seeing. <i>Governance</i>	
		Now.	
9	2017-18	Prasad, Rohit. (2017, May 4). Ruinous disequilibrium in Chhattisgarh. Mint.	
10	2017-18	Ghosh, Sajal & <b>Prasad</b> , Rohit. (2017, May 9). India's solar mission can cause new	
		debt problems. Mint.	
11	2017-18	<b>Prasad,</b> Rohit. (2017, May 18). Every democracy needs a little disloyalty. <i>Mint</i> .	
12	2017-18	Shridhar, V & <b>Prasad,</b> Rohit. (2017, Jun 12). Why are telecom firms in the	
		doldrums?. Mint.	
13	2017-18	<b>Prasad,</b> Rohit. (2017, Jun 15). Trump exit: masterstroke, death knell, or farce. <i>Mint.</i>	
14	2017-18	<b>Prasad,</b> Rohit. (2017, Jun 29). Chaotic consensus on GST. <i>Mint</i> .	
15	2017-18	<b>Prasad,</b> Rohit. (2017, Jul 13). Worth watching - Nitish Kumar's future moves. <i>Mint.</i>	
16	2017-18	<b>Prasad,</b> Rohit. (2017, Jul 27). North Korea is certainly not Cuba. <i>Mint</i> .	
17	2017-18	<b>Prasad,</b> Rohit. (2017, Aug 10). Deciphering India's consummate chameleon. <i>Mint.</i>	
18	2017-18	Prasad, Rohit. (2017, Aug 24). Battles of the bitcoin. Mint.	

S.No.	Year	News Paper / Magazine Article	
19	2017-18	<b>Prasad,</b> Rohit. (2017, Sep 7). The auction that runs the internet. <i>Mint</i> .	
20	2017-18	<b>Prasad,</b> Rohit. (2017, Sep 21). Ad auctions and the market for horses. <i>Mint.</i>	
21	2017-18	<b>Prasad,</b> Rohit. (2017, Oct 19). Possible link between Pyongyang and Doklam. <i>Mint.</i>	
22	2017-18	<b>Prasad,</b> Rohit. (2017, Oct 5). long and short of the Indian economy. <i>Mint.</i>	
23	2017-18	<b>Prasad,</b> Rohit. (2017, Nov 2). Demonetization's impact on domestic remittances.	
		Mint.	
24	2017-18	<b>Prasad,</b> Rohit. (2017, Nov 16). Fixing legal liability for air quality. <i>Mint</i> .	
25	2017-18	<b>Prasad,</b> Rohit. (2017, Nov 30). Telecom on the rocks with a twist of IUC. <i>Mint</i> .	
26	2017-18	Prasad, Rohit. (2017, Dec 14). Rahul Gandhi and beer - 'dhokla' game. Mint.	
27	2017-18	<b>Prasad,</b> Rohit. (2017, Dec 28). 2G Verdict and Opposition unity. <i>Mint.</i>	
28	2017-18	<b>Prasad,</b> Rohit. (2018, Jan 11). Cocktail of instant talaq and gau raksha. <i>Mint.</i>	
29	2017-18	<b>Prasad,</b> Rohit. (2018, Jan 18). Judicial primacy is not the same as exclusivity. <i>Mint</i> .	
30	2017-18	<b>Prasad,</b> Rohit. (2018, Feb 7). What the IPL can learn from telecom. <i>Mint</i> .	
31	2017-18	<b>Prasad,</b> Rohit. (2018, Feb 22). For now, it is advantage North Korea. <i>Mint.</i>	
32	2017-18	Sharma, Tanuja, <b>Agarwal</b> , Madhushree Nanda & Ashwini, Kirti. (2017, June, 11-	
		13,). Capability Building through social innovation - Transforming lives of financially	
		challenged students in india. Paper presented at 24th Innovation and Product	
		Development Management Conference, Reykjavik, Iceland: European Institute for	
22	2017.10	Advanced Studies in Management.	
33	2017-18	<b>Bisht,</b> Nidhi S. (2017, July 11-15). Job stressors and burnout in field officers of	
		microfinance institutions in India: Role Of Work Related Rumination. In Delener, N & Schweikert, Charistina. Paper presented at Nineteenth Annual International	
		Conference, Changing Business Environment: Gamechangers, Opportunity and	
		Risk. (pp 45-54) Vienna, Austria: Global Business And Technology Association.	
34	2017-18	<b>Ghosh,</b> Sajal & Kanjilal, Kakali (2017, June 4-8). Cointegration and causality	
] 54	2017 10	between clean energy usage and economic growth in India. Paper presented 2017	
		International Academic Conference on Business Stockholm, 2017 International	
		Conference on Education Stockholm & 2017 International Conference on	
		Technology in Education, Stockholm: Clute Institute.	
35	2017-18	Pandey, Shipra, Singh, Rajesh Kumar & Kaushik, Anjali (2017, December 28-30).	
		Analysing the risks in globalised supply chains. Paper presented at 11th ISDSI	
		International Conference, Tiruchirappalli: Indian Institute of Management (IIM).	
36	2017-18	Nath, Dhruv. (2017, June 4-8). Impact Of Scarcity Of Funds On The Behavior Of	
		Emerging Angel Investors: Experiences From India. Paper presented at 2017	
		International Academic Conference on Business Stockholm, 2017 International	
		Conference on Education Stockholm & 2017 International Conference on	
		Technology in Education, Stockholm: Clute Institute.	
37	2017-18	Sharma, Radha R. (2017, July 18-19,). A Competency Model for Management	
		education for sustainability. Paper presented at 2017 Global Forum for Responsible	
		Management Education, New York: Principles for Responsible Management	
20	2017.10	Education (PRME).	
38	2017-18	Sharma, Radha R. (2017, August 19). Mitigating Burnout for promoting good health	
		& well being at the workplace: the role of HR. Paper presented at 5th International	
		HR Dialogue and & International HR Confernece, Sri Lanka: University of Sri Jayewardenepura.	
39	2017-18	Sharma, Radha R. (2017, August 4-8). Perspectives on Interfaith Similarities and	
39	2017-10	Pluralism on Human Behavior. Paper presented at AOM Annual Meeting 2017,	
		Atlanta, Georgia: Academy of Management.	
		Actuated, Georgia: Actuacity of Mulagement.	

S.No.	Year	News Paper / Magazine Article	
40	2017-18	<b>Sharma,</b> Radha R. (2017, August 4-8). Spirituo-humanistic Ideology for Sustainable Leadership: Myth or Reality? Ex-Post Facto Research. Paper presented at AOM Annual Meeting 2017, Academy of Management Proceedings, 2017 (1), Atlanta, Georgia: Academy of Management. DOI: 10.5465/ambpp.2017.12031abstract.	
41	2017-18	Pandey, Shipra, <b>Singh</b> , Rajesh Kumar & Kaushik, Anjali (2017, December 28-30). Analysing the risks in globalised supply chains. Paper presented at 11th ISDSI International Conference, Tiruchirappalli: Indian Institute of Management (IIM).	
42	2017-18	<b>Singh,</b> Rajesh Kumar. (2018, March 9-11). Burnining of the Crop residue: a major environment problem in Delhi NCR. Paper presented at Fourth International Conference on Reuse and Recycling of Materials (ICRM 2018), Kottayam: Mahatma Gandhi University.	
43	2017-18	Yadav, Sachin, <b>Singh</b> , Rajesh Kumar & Kumar, Pravin (2017 December 10-17). Justification of Maintenance Management: AHP approach. Paper presented at 2017 IEEE International Conference on Industrial Engineering and Engineering Management. Singapore: IEEE. DOI: 10.1109/IEEM.2017.8290034	
44	2017-18	Gupta, Anchal, <b>Singh</b> , Rajesh Kumar & Suri, Pradeep (2017, July 3-4). Modeling the barriers of Indian logistics service providers: ISM Approach. Paper presented at 7 <sup>th</sup> International Conference on Restructuring of the Global Economy, Business and Management Review 9(1), Oxford: University of Oxford.	
45	2017-18	Gupta, Anchal, <b>Singh</b> , Rajesh Kumar & Suri, Pradeep Kumar (2017, December 11-13,). Ranking of Best Practices of logistics service provider using Fuzzy AHP. Paper presented at 7th Global conference on Flexible Systems Management, GLOGIFT 2017: Transforming Organization through Flexible Systems Management, (pp 49) Delhi: Delhi School of Management.	
46	2017-18	Bhandari, Dimple, Garg, S. K. & <b>Singh</b> , Rajesh Kumar (2017, December 11-13,). Developing a framework for Green Flexible Manufacturing Systems. Paper presented at 7th Global conference on Flexible Systems Management, GLOGIFT 2017: Transforming Organization through Flexible Systems Management, (pp 47) Delhi: Delhi School of Management.	
47	2017-18	Gulyani, Gaatha & <b>Sharma</b> , Tanuja. (2017, May 4-7). An exploration and evaluation of how total rewards influence work happiness in new ventures: a mixed method study. Paper presented at 8th Conference On Excellence In Research and Education, Indore: Indian Institute of Management.	
48	2017-18	Sharma, Tanuja, Agarwal, Madhushree Nanda & Ashwini, Kirti. (2017, June, 11-13,). Capability Building through social innovation - Transforming lives of financially challenged students in india. Paper presented at 24th Innovation and Product Development Management Conference, REYKJAVIK, ICELAND: European Institute for Advanced Studies in Management.	