

Faculty Publication (Last Five Years)

Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number	Link to the recognition in UGC enlistment of the Journal /Digital C
Impact of Service Quality on Consumer Loyalty- A Study on Telecom Sector in India	Archi Dubey and Dr. A. K. Srivastava	Institute of management	IOSR Journal of Business and Management	Feb. 2016	231976668, E issn2278487X	https://www.iosrjournals.org/iosr-jbm/papers/Vol18-issue2/Ver
OWNERSHIP- DRIVEN ENTREPRENRIAL SAGA: A CASE STUDY OF Vinod Super shop	Vidharthy Jha H. M, A K Srivastava, Mayur Bokad, Pawan A Dande, S M Mishra	Institute of management	South Asian Journal of Business and Management Cases	Jun-17	22779779	doi.org/10.1177/2277977917698219
Celebriety Endorsement and Purchase Intention of Consumers' towards Sports Apparel	Jaya Chandra, A K Srivastava, Rajeev Chaudhary	Institute of management	Internatioanl Journal of Physical and Sports Science	Nov-18	23949953	https://www.researchgate.net/publication/333210806_Impact_c
Iron Man of Silver world: An Enquiry into Alchemy of Shri. Vishwakarma Silver House	Vidharthy Jha H. M, A K Srivastava, Mayur Bokad, P N Kucher, A Dande, S M Mishra	Institute of management	PJMTR: Presidency Journal of Mangement Thoughts and Research	July-Dec 2020	22295275	http://pjmtrjournal.in/pdf/VolumeXIssue2.pdf
Introspection into Green Credence: Theory or Reality	Deshmukh, G. K., Joseph, Sanskrity and Indurkar, S. K	Institute of Management	International Journal of Microfinance	2016	2229-449X	https://www.academia.edu/23969083/Introspection_into_Green
Social Customer Relationship Management - A comprehensive literature review	Kataria, Pawan and Indurkar, Susheel Kumar	Institute of Management	International Journal of Management, Technology And Engineering (IJMTE),	Mar-19	2249-7455	DOI:16.10089.IJMTE.Spl.2019.V9I3.19.27574

			Volume IX, Issue III,			
Customer relationship Management through Social Media: Opportunity and Challenges	Kataria, Pawan and Indurkar, Susheel Kumar	Institute of Management	Tathapi, Vol. 19, Issue. 36	Jun-20	2320-0693.	
A Study on Cyber Crime and Data Breach Management	Guha, Ayush and Indurkar, S. K.	Institute of Management	Research Journal of Engineering and Technology , Vol. 11 , Issue 02,	April –June 2020	0976-2973 (Print), 2321581X (Online).	http://ijersonline.org/HTMLPaper.aspx?Journal=Research%20Journal
An Emperical Study on Influence of Investment Objective Towards Investment Preference of Retail investors In chattishgarh	Teju Kujur, Sanskrity Joseph	Institute of Management	A Review of Research	May-19	2249894X	http://oldror.lbp.world/UploadedData/8562.pdf
Ascendency of Behavioural Finance in Investment Decisions: A Study	Teju Kujur, Sanskrity Joseph	Institute of Management	A Review of Research	Mar-19	2249894X	http://oldror.lbp.world/UploadedData/7848.pdf
A Review on Effect of e Trust and E risk on Consumers of Retail e markets in India: A Comparitive Study based on socio Demographic Variables	Anuraag Agrawal, Sanskrity Joseph	Institute of Management	Journal of Ravishankar University(PART A Social Science	2020	RUA2020-26-1-8	https://jru-a.com/HTMLPaper.aspx?Journal=Journal%20of%20Ravishankar
Employee well Being, Life Satisfaction and Need For Work life Balance	S Kashyap, S Joseph and G K Deshmukh	Institute of Management	IOSR Journal of Business and Management	2016	231976668, E issn2278487X	https://jru-a.com/ShowPDF_Paper.aspx

Market Orientation for Agribusiness in Chhatishgarh	G K Deshmukh, S Joseph, R Dewangan	Institute of Management	Asian Journal of Management	2017	2321-5763	http://www.pbr.co.in/2017/2017_month/Oct/3.pdf
Investigating Green Credence of Indian Hotels	S Joseph and G K Deshmukh	Institute of Management	IOSR Journal of Business and Management	2016	231976668, E issn2278487X	https://www.researchgate.net/profile/Gopal-Deshmukh/publication/311908888_Investigating_Green_Credence_of_Indian-Hotels-A-Study.pdf
Corporate Social Responsibility: Insights from Literature Review	S Joseph and G K Deshmukh, A sahu	Institute of Management	Journal of Ravishankar University(PART A Social Science	2019	RUA2020-26-1-8	https://jru-a.com/AbstractView.aspx?PID=2019-25-1-4
Adoption of Green Energy in Rural India	G K Deshmukh, S Joseph, M L Karmakar	Institute of Management	International Journal of Management Studies	2018	2249-0302	10.18843/ijms/v5i3(5)/18
Mobile Shopping Adoption: Research Insights.	Dr. G. K. Deshmukh And Sahu A.	Institute of Management	Journal of Ravishankar University, Part-A,	2020	0970-5910	https://jru-a.com/ShowPDF_Paper.aspx
Mobile Banking Adoption: A Review.	Dr. G. K. Deshmukh And Sahu A.	Institute of Management	Journal of Critical Reviews	2020	2394-5125	http://www.jcreview.com/fulltext/197-1601086135.pdf
Social Media Influence Towards Digital India Initiatives.	Deshmukh, G. K.; Goswami, Arijit and Sahu, Asha.	Institute of Management	The Indian Journal of Commerce	2020	0019-512X(P), 2452-6801(O).	https://icaindia.info/wp-content/uploads/IJC-Jan-June-Revised-2020.pdf
Factors triggering impulse buying: A study among millennials at Raipur City	Prajapati, Bhavana., Deshmukh, G. K., & Goswami, Arijit	Institute of Management	International Journal of Advanced Science and Technology	2020	2005- 4238 (P), 2207-6360(O)	http://sersc.org/journals/index.php/IJAST/article/view/15893
Investigating Influence of Moderators in Adopting Internet: Indian Seniors Perspective	Mukerjee, H. S., Deshmukh, G. K., Mukherjee, D., & Chawla, N	Institute of Management	Global Business Review	2020	0973-0664 (O),	10.1177/0972150920908690

Risk Management in Global CRM IT Projects	Deshmukh, G. K., Mukerjee, H. S., & Prasad, U. D	Institute of Management	Business Perspectives and Research	2020	2394-9937, 2278-5337	10.1177/2278533719887005
Technology Readiness and Likelihood to Use Self-Checkout Services Using Smartphone in Retail Grocery Stores: Empirical Evidences from Hyderabad, India	Mukerjee, H. S., Deshmukh, G. K., & Prasad, U. D	Institute of Management	Business Perspectives and Research	2019	2394-9937, 2278-5337	10.1177/2278533718800118
Adoption of Green Energy in Rural India: Inquisition and Remedies.	Deshmukh, G. K., Joseph, Sanskrity and Karmakar, M. L	Institute of Management	International Journal of Management Studies	2018	2249- 0302 (P),2231-2528 (O)	10.18843/ijms/v5i3(5)/18
Evidencing Adoption and Diffusion amongst Textile Marketers: A Study	Deshmukh, G. K. and Joseph, Sanskrity	Institute of Management	Pacific Business Review International	2017	0974-438X	http://www.pbr.co.in/2017/2017_month/Oct/3.pdf
Market Orientation for Agribusiness in Chhattisgarh	Deshmukh, G. K.; Joseph, Sanskrity and Dewangan, Rashmi	Institute of Management	Asian Journal of Management	2017	0976- 495X (P), 2321-5673 (O),	10.5958/2321-5763.2017.00091.9
videncing the Role of Demographic Variables on Functioning of Consumer Forums- A Case Study	Deshmukh, G. K.; Joseph, Sanskrity and Shastri, Tripti	Institute of Management	International Journal of Research in Management, Economics and Commerce	2017	2250-057X	http://www.indusedu.org/pdfs/IJRMEC/IJRMEC_1326_11755.pdf
Customers Intention to Switch towards Mobile Number Portability in Chhattisgarh – A Study.	Jha, Ashok Kumar., Deshmukh, G. K. and Joseph, Sanskrity	Institute of Management	Asian Journal of Management	2016	0976-495X (P), 2321-5763 (O),	10.5958/2321-5763.2016.00032.9
Patients' Perception of Service Quality of Select Private Hospitals in Chhattisgarh	Ghritlahre, Dilip Kumar., Deshmukh, G. K.	Institute of Management	IFRSA Business Review,	2016	2249 –5444 (O), 2249-8168 (P)	https://www.researchgate.net/profile/Gopal-Deshmukh/publication/303541493_Patients'_Perception_of_Service_Perception-of-Service-Quality-of-Select-Private-Hospitals-in-Chha

	and Joseph, Sanskritry					
Go Green Initiatives of Customers: An Introspection of Myths or Reality	Joseph, Sanskritry, Deshmukh, G. K., Saluja Gagandeep	Institute of Management	Global Journal of Emerging Trends in e-Business, Marketing and Consumer Psychology (GJETeMCP)	2016	2311-3170.	https://globalbizresearch.org/files/k552_gjetemcp_sanskritry-joseph.pdf
Mapping Relationship between Employee Performance and Emotional Intelligence: A Study	Deshmukh, G. K., Joseph, Sanskritry	Institute of Management	Pacific Business Review International	2016	0974- 438X	http://www.pbr.co.in/2016/2016_month/March/2.pdf
Introspection into Green Credence: Theory or Reality	Deshmukh, G. K., Joseph, Sanskritry and Indurkar, S. K	Institute of Management	International Journal of Microfinance	2016	2229-449X	https://www.academia.edu/23969083/Introspection_into_Green_Credence_Theory_or_Reality
Product Considerations in Commercial Banks: A Study	Deshmukh, G. K., and Joseph, Sanskritry	Institute of Management	SVIM e Journal of Applied Management	2016	2321- 2535.	https://www.academia.edu/23192113/Product_Considerations_in_Commercial_Banks_A_Study
Online Shopping In India: An Enquiry of Consumers World	Deshmukh, G. K., and Joseph, Sanskritry	Institute of Management	IOSR Journal of Business and Management	2016	2278-487X (O), 2319-7668 (P).	https://www.iosrjournals.org/iosr-jbm/papers/Vol18-issue1/Ver180101.pdf
Behavioural Finance: An Introspection of Investors Psychology	Deshmukh, G. K., and Joseph, Sanskritry	Institute of Management	Indian Journal of Commerce & Management Studies	2016	2229-5674 (O), 2249-0310 (P).	http://www.scholarshub.net/index.php/ijcms/article/view/231

Sl. No.	Name of the teacher	Title of the book/chapters published	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Year of publication	ISBN/ISSN number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
1	Rathore, B. Abhay and Indurkar, S. K	Financial Disruptions: Charting the Road Ahead	Weighing its pros and cons in terms of government and citizens,	Srusti Academy of Management, Bhubaneswar, Conference Proceedings (Full Paper)	Financial Disruptions: Charting the Road Ahead	National	Feb-17		Pt. R. S. University	Srusti Academy of Management, Bhubaneswar
2	Joseph Sanskrity, Deshmukh, G. K., and Indurkar, S. K.	Consumer Behaviour & Contemporary Marketing Strategy	Customer Susceptibility towards Reference Groups: An Empirical Analysis			National	2017	978-93-86256-38-4.	Pt. R. S. University	Excel India Publishers, New Delhi
3	Deshmukh G. K., Joseph, Sanskrity and Indurkar, S. K	Services in Emerging Markets	Profiling Social Customer: A Study			National	2017	978-93-86256-33-1.	Pt. R. S. University	Excel India Publishers, New Delhi
4	Indurkar, S. K., Joseph, Sanskrity and Deshmukh, G. K	Services in Emerging Markets	Investigating SERPERF of Financial Institutions: A Study			National	2017	978-93-86256-33-1.	Pt. R. S. University	Excel India Publishers, New Delhi
5	Indurkar, Susheel Kumar and Dubey, Abhishek	Shiksha Ka Nijikaran: Sambhavnaye evam Samasyaye	Skill Development in India: Challenges and Strategies			National	2017-18	978-93-86932-13-6	Pt. R. S. University	Books Arcade Publishers, New Delhi
6	Sharma, Abhishek, Singh, Hotam and Indurkar, Susheel Kumar	GST – A Road Map of Economic Development for New India	TAT: An Explicit Study			National	2018	978-93-82972-25-9.	Pt. R. S. University	Ram Lubhai Sahni Govt. Mahila PG College, Pilibhit (UP)

7	Baghel, Dipti and Indurkar, S. K.	Women Issues in Developing Countries: Some Reflections	Social Development of Rural Women through NRLM SHG in Durg District of Chhattisgarh			International	2018	978-93-87631-08-3	Pt. R. S. University	Delton Publishing House (P) Ltd., Delhi
8	Joseph, Sanskrity, Indurkar, S. K. and Deshmukh, G. K	Women on The Edge of Progression: Reflections from Third World Countries	Women Centric Retention Policies: Inquisition and Solutions			International	2018	978- 81-8435- 601-4	Pt. R. S. University	Adhyayan Publishers & Distributors , New Delhi
9	Kataria, Pawan and Indurkar, Susheel Kumar	Paradigm Shift in Business Practices and Technology	A Comprehensive Review of the Research Literature on Social Customer relationship Management			National	2019	978-93-88155-67-0	Pt. R. S. University	Utkash Publication, Meerut
10	Joseph, Sanskrity, Indurkar, S. K. and Deshmukh, G. K		Mobile Commerce Adoption: Research Insights	Conference Proceedings of National Conference on Emerging Trends In Engineering Technology And Management	NCETETM 2019	National	2018	978-93-85525-50-6.	Pt. R. S. University	Amity University, Raipur
11	Dr G. K. Deshmukh		Risk Management in Global CRM IT Projects	Conference Proceeding of 13th SIMSR Global Marketing Conference	GMC- 2018	International	2018	978-93-81715-14-7.	Pt. R. S. University	SIMSR, Mumbai
12	Dr G. K. Deshmukh		From Idea to Successful Business	Proceedings of International		International	2017	978-93-83893-05-8.	Pt. R. S. University	IIT, Delhi

			Innovation: A Study	I Conference on Strategies in Volatile and Uncertain Environment for Emerging Markets,						
13	Dr G. K. Deshmukh	Emerging Business Practices	Consumer Behaviour in Virtual Markets: A Study			National	2018	978-93-86724-72-4	Pt. R. S. University	Excel India Publishers
14	Dr G. K. Deshmukh	Riding the New Tides: Navigating the Future through Effective People Management,	Conceptualizing Corporate Reputation: An Empirical Analysis.			International	2017	978-1-78635-417-4.	Pt. R. S. University	Emerald Group Publishing
15	Dr G. K. Deshmukh	Development, Sustainability and Happiness: Perspectives and Challenges for Youth 2025	Skill Statement of Companies: An Analysis between Reality & Dreams.			International	2017	978-93-86432-09-4	Pt. R. S. University	Bloomsbury Publishing
16	Dr G. K. Deshmukh	Management Practices for the New Economy,	Adoption and Diffusion of Innovation Amongst Textile Retailers in Chhattisgarh: A Study			International	2017	978-93-86432-08-7	Pt. R. S. University	Bloomsbury Publishing
17	Dr G. K. Deshmukh	Services in Emerging Markets	Profiling Social Customers: A Study			National	2017	978-93-86256-33-1	Pt. R. S. University	Excel India Publishers
18	Dr G. K. Deshmukh	Services in Emerging Markets	Investigating SERVPERF of Financial Institutions: A Study.			National	2017	978-93-86256-33-1	Pt. R. S. University	Excel India Publishers,

19	Dr G. K. Deshmukh	Consumer Behaviour & Contemporary Marketing Strategy,	Customers Susceptability towards Reference Groups: An Empirical Analysis			National	2017	978-93-86256-32-4.	Pt. R. S. University	Excel India Publishers
20	Dr G. K. Deshmukh	Social Media and Organizational Sustainability	Identifying Pied Pipers of Social Media: A Study			International	2017	978-93-85936-04-3	Pt. R. S. University	Bloomsbury Publishing
21	Dr G. K. Deshmukh	New Age Ecosystem for Empowering Trade, Industry and Society	Evaluating Customers' Readiness for Green India: A Study			National	2016	978-93-85777-08-0	Pt. R. S. University	Excel India Publishers
22	Dr G. K. Deshmukh	New Age Ecosystem for Empowering Trade, Industry and Society	Alternate Banking: A Study on Digital Way to Provide Services			National	2016	978-93-85777-08-0	Pt. R. S. University	Excel India Publishers
23	Dr G. K. Deshmukh	Macro and Micro Dynamics for Empowering Trade, Industry and Society	Foreign Direct Investment in India: An Assessment of Myth and Reality			National	2016	978-93-85777-07-3	Pt. R. S. University	Excel India Publishers