



Faculty publications

Sharma, A., Koohang, A., Rana, N. P., Abed S. S., Dwivedi, Y. K. (2022) Intellectual and Conceptual Structure of Journal of Computer Information Systems. *Journal of Computer Information Systems*, <http://dx.doi.org/10.1080/08874417.2021.2021114>.

Debabrata Samanta published paper titled 'Infrastructure Development: Union Budget 2022- 2023', in Kurukshetra, March, 2022, Ministry of Rural Development, Government of India.

Goel, P., Parayitam, S., Sharma, A., Rana, N. P., & Dwivedi, Y. K. (2022). A moderated mediation model for e-impulse buying tendency, customer satisfaction, and intention to continue e-shopping. *Journal of Business Research*, 142, 1–16. <https://doi.org/10.1016/j.jbusres.2021.12.041>

Mohanty N., Sinha, P., & Nath, S. (2022). Factors influencing the consumption of malt based health drinks among Indian consumers: an application of the behavioral reasoning theory. *Academy of Marketing Studies Journal*, 26(S2), 1-19.

Verma R., Verma, J., Kumari, R. (2022). Role of Technology Business Incubator (TBI) in Sustaining Start-Ups: The Case of Startup Incubation and Business Innovation Lab (SIBIL). In: Rajagopal, Behl R. (eds) *Managing Disruptions in Business*. Palgrave Studies in Democracy, Innovation, and Entrepreneurship for Growth. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-79709-6_22

Ranjani Kumari Rajeev Verma, A K Singh, Abdulla Hamad M. A. Fetais (2022) Enablers and Challenges for E-Health Services: A Systematic Literature Review, *International Journal of Electronic Government Research (IJEGR)* Volume 18, Issue 1

“Role of Technology Business Incubator (TBI) in Sustaining Start-Ups: The Case of Startup Incubation and Business Innovation Lab (SIBIL)” In: Rajagopal, Behl R. (eds) *Managing Disruptions in Business*. Palgrave Studies in Democracy, Innovation, and Entrepreneurship for Growth by Rajeev Verma, Jyoti Verma, Ranjani Kumari (2022)

Agrawal K.P., Pani A.K. ‘Normalization of Process Virtualization in Technology-Driven Remote Working Practices’ presented at the forthcoming 82nd Academy of Management (AOM) 2022 annual conference taking place in Seattle, Washington, USA during 5-9 August 2022

Agrawal K.P., Pani A.K., Sharma R., Snehvrat S. (2022). “Virtualization of processes: an investigation”. *Indian Academy of Management 2022 proceedings*, ISBN: 978-93-5593-772-8, pp 104.

“Tax Mitra: Easing Financial Access in Rural India” published by European Case clearing House (ECCH) authored by Rajeev Verma, Nitish Nigam and Ankit Sharma (2022)

“Apni Shala: Ensuring Psychosocial Wellbeing during Crisis”, W25492, Ivey Publishing, 2022, Prof. N. Mohanty, Avi Karan

Mohanty, N., Biswas, S. N., & Mishra, D. (2021). Message Framing and Perceived Risk of Blood Donation. *Journal of Nonprofit & Public Sector Marketing*, 1-29.

“Happy Laundry Services: What Next? Entrepreneurship and Regional Development” has been published by Palgrave Macmillan, NY, https://doi.org/10.1007/978-3-030-45521-7_19 Rajeev Verma and Pável Reyes-Mercado (2021)



- Goel, P., Garg, A., Sharma, A., & Rana, N. P. (2021). I won't touch money because it is dirty: Examining customer's loyalty toward M-payment. *International Journal of Bank Marketing*, ahead-of-print (ahead-of-print). <https://doi.org/10.1108/IJBM-06-2021-0272>
- Nunkoo, R., Sharma, A., Rana, N. P., Dwivedi, Y. K., & Sunnassee, V. A. (2021). Advancing sustainable development goals through interdisciplinarity in sustainable tourism research. *Journal of Sustainable Tourism*, 1–25. <https://doi.org/10.1080/09669582.2021.2004416>
- Baker, H. K., Kumar, S., Goyal, K., & Sharma, A. (2021). International review of financial analysis: A retrospective evaluation between 1992 and 2020. *International Review of Financial Analysis*, 101946. <https://doi.org/10.1016/j.irfa.2021.101946>
- Chatterjee, S., Rana, N. P., Khorana, S., Mikalef, P., & Sharma, A. (2021). Assessing Organizational Users' Intentions and Behavior to AI Integrated CRM Systems: A MetaUTAUT Approach. *Information Systems Frontiers*. <https://doi.org/10.1007/s10796-021-10181-1>
- Chatterjee, S., Rana, N. P., Tamilmani, K., & Sharma, A. (2021). The effect of AI-based CRM on organization performance and competitive advantage: An empirical analysis in the B2B context. *Industrial Marketing Management*, 97, 205–219 <https://doi.org/10.1016/j.indmarman.2021.07.013>
- Sharma, A., Nunkoo, R., Rana, N. P., & Dwivedi, Y. K. (2021). On the intellectual structure and influence of tourism social science research. *Annals of Tourism Research*, 103142. <https://doi.org/10.1016/j.annals.2021.103142>
- Sharma, N., Goel, P., Sharma, A., (2021). I Can Live Without Banks, But Not Without Banking: Role of Trust on Loyalty and Evangelism. *International Journal of Electronic Government Research*, 17 (3).
- Sharma, A., Rana, N. P., & Nunkoo, R. (2021). Fifty years of information management research: A conceptual structure analysis using structural topic modeling. *International Journal of Information Management*, 58, 102316. <https://doi.org/10.1016/j.ijinfomgt.2021.102316>
- Kumar, Santosh and Ranjit Tiwari, "Does the Fundamental Indexation Portfolio Perform Better? An Indian Investigation", *Accounting Research Journal*, (B Category in ABDC Listing), Emerald Publishing, 2021, DOI 10.1108/ARJ-2020-0156.
- Debabrata Samanta published paper titled 'Road to Prosperity: Implication of PMGSY in Rural Development in India', in *Kurukshetra*, July, 2021, Ministry of Rural Development, Government of India.
- Goyal, K., Kumar, S., Rao, P., Colombage, S., & Sharma, Ankit (2021). Financial distress and COVID-19: evidence from working individuals in India. *Qualitative Research in Financial Markets*. (Listed in ABS, Scopus and ABDC).
- Tiwari, R. (2021). Nexus between intellectual capital and profitability with interaction effects: panel data evidence from the Indian healthcare industry. *Journal of Intellectual Capital*. Forthcoming (Ranking ABDC: B)
- Verma, J. Bhattacharjee, S., & Kumari, R. (2021). Convergence of leadership styles and organisational ambidexterity in the perspective of employee engagement: a proposed framework. *Int. J. Business Competition and Growth*, 7(3), pp. 262-283.



Sharma, A., Das, K., Patel, J.D., & Shukla Y.S. (2021). Creativity in Marketing: Scientometric Analysis, Topic Modeling, and Research Agenda. In MICA's 7th International Communication Management Conference, MICA Ahmedabad, India.

“B2B or B2C Dilemma in Maintenance Industry: UrbanKare” published in Emerald Emerging Market Case Studies Journal (2020) by Rajeev Verma, G K Murthy Kothapalli, Ranjani Kumari (2020)

Ranjan, Rajeev; Bhargav, Shreya (2020). Changing Health-Related Behaviour Leveraging Data Analytics. *European Journal of Natural Sciences and Medicine* (ISSN 2601-8705), 3(2), pp.91-99.

Ranjan, Rajeev; Bhargav, Shreya (2020). Whither Social Marketing Interventions in the Management of COVID-19?. *Shodh Sarita* (ISSN 2348-2397), 7(27), pp.199-209

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Singh, A. K., Verma, J., & Verma, R. (2020). Understanding role of market orientated it competence and knowledge sharing mechanism in gaining competitive advantage. *Global Business Review* (by SAGE, Scopus listed). DOI: 10.1177/0972150918824949.

Agrawal K.P., Pani A.K., Sharma R. “Pandemic Pandemonium and Remote Working: An Investigation of Determinants and Their Contextual Behavior in Virtualization of WorkFrom-Home (WFH) Process” published by Springer in the book Re-imagining Diffusion and Adoption of Information Technology and Systems: A Continuing Conversation. https://doi.org/10.1007/978-3-030-64849-7_23. Print ISBN 978-3-030-64848-0. Online ISBN 978-3-030-64849-7. First Online 11 December 2020

Debabrata Samanta published paper titled ‘What makes people satisfied with local government service delivery: An empirical investigation in the context of West Bengal, India’, *India Journal of Sustainable Development* in 2020.

Debabrata Samanta published paper titled ‘Loan repayment behavior among the clients of Indian Microfinance Institutions: A household level investigation’, *Journal of Human Behavior in the Social Environment* (Taylor & Francis), in 2020.

Debabrata Samanta and Sibananda Senapati published paper titled ‘Decentralized Governance: Concept and Implications in Planning and Development’, in Kurukshetra, October 2020, Ministry of Rural Development, Government of India.

Tiwari, Ranjit and Santosh Kumar, “ Corporate Ownership Structure and Performance: An Indian Perspective”, *International Journal of Corporate Governance* (B Category in ABDC Listing), Volume 11, Nos 3, 2020

Agrawal K.P. "Factors of big data adoption in public sector organizations" accepted for presentation at the Sixth Biennial Conference of the Indian Academy of Management (INDAM 2020) held in January 2020 at Indian Institute of Management Tiruchirappalli

Ranjan, Rajeev; Sharma, Bhawana (2019). Assessment of Big Data Integration in Changing Health Behaviour amongst the Youth. *The International Journal of Analytical and Experimental Modal Analysis* (ISSN 0886-9367), 11(12), pp.3442-3449



Agrawal K.P. "Big data adoption in public sector organizations" selected for poster presentation at Seventh PAN IIM World Management Conference organized by Indian Institute of Management Rohtak during December 2019

Research paper titled "Exploring antecedents of big data adoption in public sector organizations" selected for presentation at the 7th International Conference on Business Analytics and Intelligence organized by Data Centre and Analytics Lab (DCAL) -a Centre of Excellence in Analytics set up by the Indian Institute of Management Bangalore (IIMB), at Indian Institute of Management Bangalore during Dec 2019

Paper entitled "Understanding The chronology of Organisations –Some strategic perspectives was presented at the 2nd international (EBFS) conference held by MMRDS at Osaka, Japan (Dec21-22-2019)

Vidyarthi, H. & Tiwari, R. (2019). Cost, revenue and profit efficiency characteristics and intellectual capital in Indian Banks. *Journal of Intellectual Capital*, Vol. 21, No. 1, pg. 1-22. (Ranking ABDC: B)

Verma, J. (December 2019). Investigation of Customer Co-creation in Developing New Age Banking Products. In Rajagopal & D. K. Gupta (Ed.), *Strategic Thinking: Connecting Local-Global Business Model* (pp.209-225). New York, Nova Science Publishers.

Verma, R., Sharma, A., & Verma J. (2019). Aryan cabs: leveraging it for rural connectivity. *Emerald Emerging Markets Case Studies*, 9(2):1-21. DOI: 10.1108/EEMCS-04-2019-0085.

Sharma, Anuj & Sharma, Ankit (2019). Introducing Investor Relations as a Subject in the MBA Curriculum: A Proposal for the Improvement of Business School Curricula. *Journal of Organizational Behavior Education*.11, 119-128 (Journal listed in ABS and ABDC).

Verma, J., & Verma R. (2019). Role of Leadership Style on Corporate Entrepreneurship and Firm Innovativeness: Learnings from Startups. *Emerging Markets, Business Governance and Society-Analysing Shifts, Conflicts and Challenges*, edited by Prof. Rajagopal and Prof. Ramesh Behl, Palgrave Macmillan, NY. DOI:10.1007/978-3-319-94613-9_12, Part of ISBN 9783319946122

A.K.Singh, Rajeev V, Jyoti V (2019) Understanding role of Market Orientated IT Competence and Knowledge Sharing Mechanism in gaining Competitive Advantage *Global Business Review*, SAGE

"Aryan Cabs: Leveraging IT for Rural Connectivity" published in *Emerald Emerging Market Case Studies Journal* (2019) Vol. 9 No. 2 pp. 1-21, Rajeev Verma, Anuj Sharma, Jyoti Verma

Mohanty, N., Biswas, S. N., Mishra, D., & Modi, P. (2018). Designing messages for fluorosis mitigation behavior change: Role of message framing and perceived risk. *Health marketing quarterly*, 35(4), 280-297.

Verma, R., & Verma J. (2018). Innovation in the Provision of Medical Services in India, in *Start-Up Enterprises and Contemporary Innovation Strategies*. Global Marketplace, published by IGI Global, USA. DOI: 10.4018/978-1-5225-4831-7.

Paper entitled 'Industrial Products and Shift in Value Chain – Perspectives from innovation Policy '- presented at IISES conference to be held at Vienna from 1st – 4th October 2018.

Tiwari, R. & Vidyarthi, H. (2018). Intellectual capital and corporate performance: a case of Indian banks. *Journal of Accounting in Emerging Economies*, Vol. 8, No. 1, pg. 84-105. (Ranking ABDC: B)



Paper entitled 'From Exploration to Exploitation –Some perspectives from Organizational designing presented at AICBM conference organized by FLE Society at Boston from 17th – 19th, May 2017

Organizational Structure in Indian Context –Int Journal of Civic engagement and social change, Vol 4, Issue 2, 2017 (with Dr. D. K. Srivastava)

Innovation, Organisational Structure and Culture- Its impact & linkage on organization – A review – Int journal of Civic Engagement and social change, Vol 4, Issue 1, 2017 (with Dr. D. K. Srivastava)

Verma, J., & Sinha, A. (2016). Knowledge Sharing in Cross-Functional Teams and its Antecedents: Role of Mutual Trust as a Moderator. *Journal of Information and Knowledge Management*, 15(3). doi.org/10.1142/S0219649216500337.

Verma, J., & Bhattacharjee, S. B. (2016). Medical Tourism in India: Position and Statistics. *Journal of Indian Management Research and Practice*. National Research Conference Special Issue (on “Business Management and Information Technology”) organized by MIT School of Management, Pune.

Paper entitled 'Using power distance as an organizational level variable. A Comprehensive theoretical review' presented at the MAC-MME conference organized by Czech Technical Society at Prague from 9th -10th December, 2016

Tiwari, R. (2016). Intrinsic value estimates and its accuracy: evidence from Indian manufacturing industry. *Future Business Journal*, Vol. 2, No. 2, pg. 138-151.

Sethi, P. & Tiwari, R. (2016). New evidences on determinants of capital structure from the Indian manufacturing industry. *Corporate Ownership and Control*, Vol. 13, No. 3, pg. 81-87. (Ranking ABDC: B).

Pingle, S. S., Verma, J., & Bhattacharjee, S. B. (2015). Missing Links in Performance Appraisal: A Conceptual Study. *International Journal of Advance Research in Management and Social Sciences*. 4(6) (ISSN 2278-6236) (<http://www.indianjournals.com/ijor.aspx?target=ijor:ijarmss&volume=4&issue=6&article=014>)

Mohanty, N. (2015). Understanding Rural Retailer at the Base of the Fortune Pyramid. *Journal of Rural and Industrial Development*, 3(2), 20-23.

Verma, J. (2015). Knowledge Creation and Management: New Challenges for Managers (editors, Kazuo Ichijo and Ikujiro Nonaka, 2007 published by Oxford University Press, New York). *The IUP Journal of Knowledge Management*, 13(4). (http://www.iupindia.in/1510/Knowledge%20Management/Knowledge_Management_Focus.asp)

Verma J., & Verma, R. (2014). Evaluating Social Marketing Programme Implementation Using Service Dominant Logic Framework: A Study of Service Innovation in Sarva Shiksha Abhiyan in 'Trends in Management Research', Proceedings of Doctoral Conference in Management, ANVESH-2014, Institute of Management, NIRMA University (ISBN-978-81-923049-1-5).

Mohanty, N.M. and Biswas, S.N (2014) "Freedom and reactance: the case of social marketing for public health," in *Social Psychology of Health - Issues and concerns in India* (ed.), Concept

Attended an international conference NCIETM(National Conference on Industrial Engineering and Technology Management held at NITIE Mumbai from 28th -30th October, 2014)



Paper entitled 'Using Hofstedeian dimension's to understand societal implications within a country A theoretical critique' presented at IJAS conference at Ryerson University, Toronto Canada from 20th - 23rd May, 2013.

Kumar, R. & Mehta, M. (2013). Indian Leadership: Concept and Context. In J. Rajasekar & L. S. Beh (Eds.), Culture and Gender in Leadership (pp. 182-199). London: Palgrave Macmillan.

Attended an international conference ICTM (International Conference on Technology and Innovation Management-2012) held at IISC Bangalore from 18th -20th July, 2012

Paper entitled 'Poverty, Social innovation and societal ideas and values -A perspective 'presented at IJAS conference at Harvard University, USA from 27 th-31st may -2012.

Power distance: A facilitator or deterrent for Innovation (International Journal of Business Excellence, Vol 5, No 6, 2012.(With Dr. D. K. Srivastava) (Cited by 2)

Organizational structures, Environmental uncertainty, Effective innovation outcome Indian institute of Industrial engineering journal. Volume II issue 25, 2011) (with Dr. D. K. Srivastava)

Structuring for Innovation- Int. J. Business Excellence, Vol. 4, No. 5, 2011.(with Dr D.K. Srivastava) (Cited By 4)

An integrated fuzzy -Ahp approach for supplier selection and purchasing decisions. International Journal of Services and Operations management, Vol.10, No.04, 2011 (with Rakesh Raut ,Harsh V.Bhasin , and Sachin Kamble)

Paper entitled Organisational Structures and Innovation -A Brief Review by Sayan Banerjee. Rakesh Raut was accepted at International Conference of Business and Management (ICBM) held at Bangkok 2010.

Paper entitled Human Behavior - A deterrent or a participator in Supplier–Buyer selection? (Authors – Sayan Banerjee & Rakesh Raut) has been selected at International Conference on Operations Research applications in Engineering and Management (ICOREM) held at Anna University, Tiruchirappalli, India May 2009.

Paper entitled 'A concept of Partnership and Strategic Alliances in Supply Chain Management' authored by Sayan Banerjee, Rakesh Raut, Harsh V Bhasin, has been presented at SOM Conference held at Department of Management IIT Madras, India Dec 2009)

Paper entitled “Entrepreneurial Strategy, Power Distance, Innovation” presented at ANVESH, (an International conference held at Institute of Management- Nirma University) (Ahmedabad) held from (9th -11th) April, 2008 only for doctoral scholars.

Paper entitled 'Linkages between Structure and Culture - A review' (Authors-Rakesh Raut, Sayan Banerjee, Asif Tadvi has been presented at SOM conference held at Department of Management, IIT Madras, India,De

Paper entitled 'Understanding Organisational designing –Perspectives from literature' Authored by Sayan Banerjee

From Exploration to exploitation –Link between strategy and structure Some perspectives from organizational designing - Authored by Sayan Banerjee



Sinha A., Sharif, A., Adhikari, A., and Sharma, A. Dependence structure between Indian Financial Market and Energy Commodities: A cross quantilogram based evidence. *Annals of Operations Research* <https://doi.org/10.1007/s10479-021-04511-4> (ABS -3 and ABDC ranked “A” grade journal).

Prof. Sudeep Rohit’s paper titled "Thinking, feeling and coping by BoP healthcare consumers: policy-based intervention in an emerging market" has been accepted by the *Journal of Marketing Management*.

"Social innovation a theoretical approach in intertwining climate change with social innovation", Chapter published in “Handbook of Research on Climate Change Impact on Health and Environmental Sustainability” by IGI Global.

“Innovation, Organisational Structure and Culture- Its impact & linkage on organization – A review”, *American International Journal of Social Sciences*, (with Dr. D. K. Srivastava)

“Understanding Organisational Innovativeness Structure Culture Entrepreneurship-Some Perspectives
“- A chapter published by *Civic Engagement in social and political constructs* –Published by IGI Global.