

Recent Faculty Publication

Journals

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_o
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://pjmrjournal.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), Volume IX, Issue III,	Mar-19	2249-7455	DOI:16.10089.IJMTE Spl.2019.V9I3.19.27574
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.	Desmukh, 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
Evidencing 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. and Joseph, Sanskrity	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_Quality_of_Select_Private_Hospitals_in_Chhattisgarh
Go Green Initiatives of Customers: An Introspection of Myths or Reality	Joseph, Sanskrity, 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_sanskrity-joseph
Mapping Relationship between Employee Performance and Emotional Intelligence: A Study	Deshmukh, G. K., Joseph, Sanskrity	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, Sanskrity and Indurkar, S. K	Institute of Management	International Journal of Microfinance	2016	2229-449X	https://www.academia.edu/23969083/Introspection_into_Green_Credence
Product Considerations in Commercial Banks: A Study	Deshmukh, G. K., and Joseph, Sanskrity	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, Sanskrity	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, Sanskrity	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/2311
Iron Man of Silver Word- An Enquiry into Alchemy of Shri Vishwakarma Silver House	Bidhyarthi, Jha H. M., Srivastava, A. Dande, P.M.	Institute of Management	PJMTR Presidency Journal of management	2020	2229-5275	

	Kuchar and Mishra, S. M		Thoughts and Research			
Delighted Niche Driven Entrepreneurial Odyssey: A Case Study of Maharaja Masala Udyog	Bidhyarthi, Jha H. M., Srivastava, A. Dande, P.M. Kuchar and Mishra, S. M	Institute of Management	International Journal of Entrepreneurship and Innovation Management	2020		
Risk Management in Global CRM IT Projects	Dr G. K. Deshmukh, Hory Sankar Mukerjee, and U. Devi Prasad	Institute of Management	Business Perspectives and Research	Jul-20	2394-9937, 2278-5337	https://journals.sagepub.com/doi/abs/10.1177/227853371988700
MOBILE BANKING ADOPTION: A REVIEW	Asha Sahu, Dr. G. K. Deshmukh	Institute of Management	Journal of Critical Reviews	Jul-20	ISSN- 2394-5125	https://www.jcreview.com/admin/Uploads/Files/61a75afe9f9df1.9
Mobile Shopping Adoption: Research Insights	Asha Sahu, Dr. G. K. Deshmukh	Institute of Management	Journal of Ravishankar University	Jul-20	ISSN: 0970-5910	https://jru-a.com/AbstractView.aspx?PID=2020-26-1-3
Factors triggering impulse buying: A study among millennials at Raipur City	Bhavna Prajapati , Dr. G.K. Deshmukh, Arijit Goswami	Institute of Management	International Journal of Advanced Science and Technology	2020	2005-4238 (Print) ISSN: 2207-6360 (Online)	http://serisc.org/journals/index.php/IJAST/article/view/15893

Books

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
24		World Trade after Covid-19	Consumer Perception of Market during Covid-19 : A study on Indian Perspective towards Grocery Products				2021	9789390965-05-2	Pt. R. S. University	
25	Saket Ranjan Praveer and Ashish Kumar Srivastava	Digital Innovation	Discomfort of Websites Design in Online Shopping : A Study on Perceived Irritation as a			International	2022	978-93-93715-14-2.	Pt. R. S. University	Bloomsbury Publication

			Mediating Variable							
26	Susheel Kumar Indurkar and Sanskriti Joseph	Digital Innovation	Twitter for Customer Engagement: An Enquiry			International	2022	978-93-93715-14-2.	Pt. R. S. University	Bloomsbury Publication
27	Sanskriti Joseph and Susheel Kumar Indurkar	Digital Innovation	Twitter for Customer Engagement: An Enquiry			International	2022	978-93-93715-14-2.	Pt. R. S. University	Bloomsbury Publication