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			satisfaction and loyalty for theme park visitors			
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2022	School of Business	Pradeep Rathore	The interplay of emerging technologies in pharmaceutical supply chain performance: An empirical investigation for the rise of Pharma 4.0	Technological Forecasting & Social Change	Journal Article
2022	School of Business	Debidutta Pattnaik	The Journal of Advertisings Production and Dissemination of Advertising Knowledge: A 50th Anniversary Commemorative Review	Journal of Advertising	Journal Article
2022	School of Business	Pradeep Rathore	Towards a sustainable organic waste supply chain: A comparison of centralized and decentralized systems	Journal Of Environmental Management	Journal Article
2022	School of Business	Pradeep Rathore	Assessing impact of consumer perceived CSR on consumer attitude and purchase behaviour in retail segment: a stakeholder theory perspective	Society and Business Review	Journal Article
2022	School of Business	Govindan Kannan	Closed loop supply chains 4.0: From risks to benefits through advanced technologies. A literature review and research agenda	International Journal of Production Economics	Journal Article
2022	School of Business	Hemachandran K	Reduction of Healthcare Resources by Classifying Patient\'s Data	Proceedings - 2022 2nd International Conference of Smart Systems and Emerging Technologies SMARTTECH 2022	Conference Proceeding


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2022	SCHOOL OF BUSINESS	Erose Sthapit	Memorable Halal Tourism Experience and Its Effects on Place Attachment	International Journal of Hospitality & Tourism Administration	Journal Article
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2022	SCHOOL OF BUSINESS	Kannan Govindan	A novel buy-back contract coordination mechanism for a manufacturer-retailer circular supply chain regenerating expired products	Journal of Cleaner Production	Journal Article
2022	School of Business	Syed Hasan Jafar	Artificial Intelligence for Capital Markets	Taylor & Francis Group	Journal Article
2021	School of Business	Sayantana Khanra	A Comprehensive Framework for Assessment of e-Government Services	Doctoral Symposium Conference Proceedings	Conference Proceeding
2021	School of Business	Nagaraj Samala Hemachandran K Raul V. Rodriguez	A Customized Interactive Multi-Language Learning Application Model Using Python	JIMS 8i- International Journal of Information Communication and Computing Technology (IJICCT)	Journal Article
2021	School of Business	Rajesh Kumar K V Nagaraj Samala	AI-Driven Intelligent Models for Business Excellence	IGI - Global	Book
2021	School of Business	Nagaraj Samala	Applications of Artificial Intelligence on Customer Experience and Service Quality of the Banking Sector	International Management Review	Journal Article






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2021	School of Business	Pinisetti Swami Sairam	Big Five Personality Traits Inference from Five Facial Shapes Using CNN	4th International Conference on Computing Power and Communication Technologies (GUCON)	Conference Proceeding	
2021	School of Business	Namita Ruparel	Cyberloafing and Cyberslacking in the Workplace: Systematic Literature Review of Past Achievements and Future Promises	Internet Research	Journal Article	
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2021	School of Business	Nagaraj Samala Venkat Reddy Yasa	Factors affecting consumers? willingness to subscribe to over-the-top (OTT) video streaming services in India	Technology in Society	Journal Article	 Enquire
2021	School of Business	Rajesh Kumar K V	Fine-Grained Fish Classification On Underwater Images Using Deep Learning Architectures	Intellectual Property India	Patent	
2021	School of Business	Nagaraj Samala	Heritage hotels and customer experience: a text mining analysis of online reviews	International Journal of Culture Tourism and Hospitality Research	Journal Article	
2021	School of Business	Raul V. Rodriguez	Impact of Artificial Intelligence in the Future of Retail and Customer Engagement	Insights Innovation and Analytics for Optimal Customer Engagement	Book Chapter	
2021	School of Business	Nagaraj Samala	Longitudinal analysis versus cross-sectional analysis in assessing the factors influencing shoppers? impulse purchase behavior ? Do the store ambience and salesperson interactions really matter?	Journal of Retailing and Consumer Services	Journal Article	



2021	School of Business	Piniseti Swami Sairam	Method and Device for Smart Projector Screen	Intellectual Property India	Patent
2021	School of Business	Piniseti Swami Sairam Kiran K Ravulakollu	Method And System For Intelligent Autonomous Generation Of Customised Micro Nano Bubble For Potable Water	Intellectual Property India	Patent
2021	School of Business	Debidutta Pattnaik	Past present and future of bank marketing: a bibliometric analysis of International Journal of Bank Marketing (1983?2020)	International Journal of Bank Marketing	Journal Article
2021	School of Business	Hemachandran K	Performance Analysis of Different Classification Algorithms for Bank Loan Sectors	4th International Conference on Intelligent Sustainable Systems [ICISS 2021]	Conference Proceeding
2021	School of Business	Hemachandran K	Performance analysis of k-nearest neighbor classification algorithms for bank loan sectors	Advances in Parallel Computing	Conference Proceeding
2021	School of Business	Rajesh Kumar K V	Prediction For Crop Yield Using Agricultural Parameters	Intellectual Property India	Patent
2021	School of Business	Sayantana Khanra	Servitization research: A review and bibliometric analysis of past achievements and future promises	Journal of Business Research	Journal Article
2021	School of Business	Santosh T	Smart Hill Horn	Intellectual Property India	Patent
2021	School of Business	Piniseti Swami Sairam	Technological Opportunities to Fight COVID-19 for Indian Scenario	Use of AI Robotics and Modern Tools to Fight Covid-19	Book Chapter
2021	School of Business	Mallesh Ummalla	The effect of remittances and FDI inflows on income distribution in developing economies	Economic Analysis and Policy	Journal Article
2021	School of Business	Sayantana Khanra	The resource-based view guided sustainable development: a co-citation analysis	Doctoral Symposium Conference Proceedings	Conference Proceeding
2021	School of Business	Hemachandran K	Unlock The Lock Of Fear - Strategies To Conquer Fear In Unsettled Times	cheng du li gong da xue xue bao bian ji bu	Journal Article
2021	School of Business	Aditi Dang Sayantana Khanra	Value creation in hospitality and tourism sector during the COVID-19 Pandemic	MICA 7th International Communication Management Conference	Conference Proceeding



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2021	School of Business	Rajesh Kumar K V Hemachandran K	Introduction To Python And Julia Programming: For Beginners	International Kindle Paperwhite	Book	
2021	School of Business	Raul V. Rodriguez Hemachandran K Samala Nagaraj Piniseti Swami Sairam	Proceedings of International Conference on Artificial Intelligence and Knowledge Processing (AIKP)	Woxsen University	Book	
2020	School of Business	Nagaraj Samala	A Study On Consumers? motivations Towards Organic Food Products In India	Academy of Marketing Studies Journal	Journal Article	
2020	School of Business	Sayantana Khanra	Antecedents of the Barriers Toward the Adoption of Unified Payment Interface	International Working Conference on Transfer and Diffusion of IT	Conference Proceeding	
2020	School of Business	Debojyoti Das	Assessment and Optimization of Clean Energy Equity Risks and Commodity Price Volatility Indexes: Implications for Sustainability	Journal of Cleaner Production	Journal Article	
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2020	School of Business	Raul V. Rodriguez	Breast cancer histopathological images classification using deep learning	Lattice - The Machine Learning Journal	Journal Article	
2020	School of Business	Debojyoti Das	COVID-19 and oil market crash: Revisiting the safe haven property of gold and Bitcoin	Resources Policy	Journal Article	



				and Open Society: Challenges in Eurasia		
2020	School of Business	Debojyoti Das	Do Asian emerging stock markets react to international economic policy uncertainty and geopolitical risk alike? A quantile regression approach	Finance Research Letters	Journal Article	
2020	School of Business	Debojyoti Das	Do green investments react to oil price shocks? Implications for sustainable development	Journal of Cleaner Production	Journal Article	
2020	School of Business	Debojyoti Das	Does Bitcoin hedge crude oil implied volatility and structural shocks? A comparison with gold commodity and the US Dollar	Finance Research Letters	Journal Article	
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2020	School of Business	Raul V. Rodriguez	Impact of Artificial Intelligence on the health protection scheme in India	Public Administration and Policy: An Asia-Pacific Journal	Journal Article	
2020	School of Business	Nagaraj Samala	Marketing Analytics for Customer Engagement: A Viewpoint	International Journal of Information Systems and Social Change	Journal Article	
2020	School of Business	Sayantana Khanra	Orchestration of an e-Government Network: Capturing the Dynamics of e-Government Service Delivery Through Theoretical Analysis and Mathematical Forecasting	IFIP WG 8.6 International Conference on Transfer and Diffusion of IT	Conference Proceeding	
2020	School of Business	Nagaraj Samala	Role of consumer health consciousness food safety & attitude on organic food purchase in emerging market: A serial mediation model	Journal of Retailing and Consumer Services	Journal Article	



2020	School of Business	Syed Hasan Jafar Debdutta Choudhury	Sector Likely to Boom - Post Covid-19	Productivity	Journal Article
2020	School of Business	Debojyoti Das	The asymmetric oil price and policy uncertainty shock exposure of emerging market sectoral equity returns: A quantile regression approach	International Review of Economics and Finance	Journal Article
2019	School of Business	Pushkal Pandey	Critique of the linear compensatory approach in customer satisfaction measurement ; an empirical study	Theoretical Economics Letters	Journal Article
2019	School of Business	Debojyoti Das	Geopolitical Risk and Precious Metals	Journal of Economic Research	Journal Article
2019	School of Business	Debojyoti Das	Geopolitical risk economic policy uncertainty and tourist arrivals: Evidence from a developing country	Tourism Management	Journal Article
2019	School of Business	Debojyoti Das	Has co-movement dynamics in Brazil Russia India China and South Africa (Brics) markets changed after global financial crisis? new evidence from wavelet analysis	Asian Academy of Management Journal of Accounting & Finance	Journal Article
2019	School of Business	Amit Bhadra	Relationship between Customer Equity & Customer Loyalty: A Study of Retail Outlets for Consumer Durables	NMIMS Management Review	Journal Article
2019	School of Business	Rajesh Ittamalla	Service Experience on Customer Emotions and Loyalty	SCMS Journal of Indian Management	Journal Article
2016	School of Business	Sanaria A.D.	A conceptual framework for understanding the impression management strategies used by women in Indian organizations	South Asian Journal of Human Resources Management	Journal Article
2016	School of Business	Vishnuprasad Nagadevara	Internalization of IJVs and Institutions	International Business Strategy	Book Chapter
2016	School of Business	Mendu Rammohon Rao	Labour market and recruitment: Education and employability ? learning from the Indian IT /ITES Industry	In India: Preparation for the World of Work	Book Chapter
2016	School of Business	Ashima Sood	Greenfield development as Tabula Rasa	Economic and Political Weekly	Journal Article


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2014	School of Business	Pradeep Racherla	A multinational study of espoused national cultural and review characteristics in the formation of trust in online product reviews	International Journal of Services Technology and Management	Journal Article	
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2014	School of Business	Sanjit Kumar Dash	An Insight to Gem and Jewellery Industry	International journal for neo classical research and development in management	Journal Article	
2014	School of Business	Sanjit Kumar Dash	Application of Kano Model in Identifying Attributes ?A Case Study on School Bus Services	International Journal of Management Studies	Journal Article	
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2014	School of Business	Pradeep Racherla	What We Know and Don't Know About Online Word-of-Mouth: A Review and Synthesis of the Literature	Journal of Interactive Marketing	Journal Article	 Chat
2023	School of Business	Kottakkaran Sooppy Nisar	A Design Of Neuro-Computational Approach For Double-Diffusive Natural Convection Nanofluid Flow	Heliyon	Journal Article	 Enquire
2023	School of Business	Kannan Govindan	A Location-Inventory-Routing Problem To Design A Circular Closed-Loop Supply Chain Network With Carbon Tax Policy For Achieving Circular Economy: An Augmented Epsilon-Constraint Approach	International Journal Of Production Economics	Journal Article	
2023	School of Business	Kannan Govindan	A Machine Learning Driven Multiple Criteria Decision Analysis Using Ls-Svm Feature Elimination: Sustainability Performance Assessment With Incomplete Data	Engineering Applications Of Artificial Intelligence	Journal Article	
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2023	School of Business	Kannan Govindan	A Novel Bi-Objective Optimization Model For An Eco-Efficient Reverse Logistics Network Design Configuration	Journal Of Cleaner Production	Journal Article	
2023	School of Business	Kottakkaran Sooppy Nisar	A Novel Design Of Meyer Wavelet Neural Networks To Study The Epidemiological Smoking Model	Fractals, World Scientific Publishing Company	Journal Article	 Pay Fee
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2023	School of Business	Devika Kannan	An Integrated Fuzzy Mcdm Approach For Manufacturing Process Improvement In Msmes	Annals Of Operations Research	Journal Article
2023	School of Business	Mohd Asif Shah	Analysis Of Digital Education Technique Through Artificial Intelligence And Algorithm Of Machine Learning	Intellectual Property India	Patent
2023	School of Business	Kannan Govindan	Analysis Of Supplier Evaluation And Selection Strategies For Sustainable Collaboration: A Combined Approach Of Best-Worst Method And Tomada De Decisao Interativa Multicriterio	Business Strategy And The Environment	Journal Article
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2023	School of Business	Surbhi Khirbat	Antecedents To An Impeccable Audiobook App. Experience: An Analysis Of Customer Adoption And Preferences	Zenith International Journal Of Business Economics & Management Research	Journal Article
2022	School of Business	Syed Hasan Jafar	Application Of Artificial Intelligence In Banking: A Review	Productivity Press/Machine Learning For Business Analytics	Book Chapter





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2023	School of Business	Shahid Mohammad Ganie	Artificial Intelligence Solutions For The Visually Impaired: A Review	Handbook Of Research On Ai And Knowledge Engineering For Real-Time Business Intelligence	Book Chapter	
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2022	School of Business	Dominik K. Kanbach	Barbarians Inside The Gates: How Private Equity Firms Create Value	Journal Of Business Strategy	Journal Article	 Pay Fee
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2022	School of Business	Ali Kashif Bashir	Deep-Learning Based Proactive Handover For 5G/6G Mobile Networks Using Wireless Information	2022 Ieee Globecom Workshops, Gc Wkshps 2022 - Proceedings	Conference Proceeding	
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2022	School of Business	Mohd Asif Shah	Design Of Framework For Analysis Of Pros And Cons Of Inverter Time Division Multiplexing For Electric Vehicles From The Perspective Of On-Board Controller	Intellectual Property India	Patent	
2023	School of Business	V. Raja Sreedharan	Developing A Capability Maturity Model For Knowledge Exchange Dynamics Among Stakeholders And Universities: Evidence From Morocco Higher Education Institution	Ieee	Journal Article	



			Citizenship Behavior? Moderating Role Of Product Categories And Gender			
2023	School of Business	Kannan Govindan	Doing Good To Be Green And Live Clean! - Linking Corporate Social Responsibility Strategy, Green Innovation, And Environmental Performance: Evidence From Maldivian And Moroccan Small And Medium- Sized Enterprises	Journal Of Cleaner Production	Journal Article	
2023	School of Business	Kottakkaran Sooppy Nisar	Dynamical Behavior Of Rotavirus Epidemic Model With Non- Probabilistic Uncertainty Under Caputo- Fabrizio Derivative	Mathematical Methods In The Applied Sciences	Journal Article	
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2022	School of Business	Karthick Swaminathan	Factors Influencing The Adoption Of Cashless Transactions During Covid-19: An Extension Of Enhanced Utaut With Pandemic Precautionary Measures	Journal Of Financial Services Marketing	Journal Article	



			Evidence From Knowledge-Intensive Professional Service Firms		
2023	School of Business	Dominik K. Kanbach	Freeletics: Strategic Corporate Venturing in a Digital Scale-Up	Ivey Publishing	Case Study
2023	School of Business	Boya Venkatesu	Fundamental Ideas Behind Control Charts /Handbook Of Research On Ai And Knowledge Engineering For Real-Time Business Intelligence	Igi Global Publications	Book Chapter
2022	School of Business	Kannan Govindan	Green Reverse Logistics Network Design For Medical Waste Management: A Circular Economy Transition Through Case Approach	Journal Of Environmental Management	Journal Article
2023	School of Business	Manimaran Kathiresan	Gst On Real Estate Sector	Taxguru	Journal Article
2023	School of Business	Parvez Alam Khan	Hope-Hype Of Green Innovation, Corporate Governance Index, And Impact On Firm Financial Performance: A Comparative Study Of Southeast Asian Countries	Environmental Science And Pollution Research	Journal Article
2022	School of Business	Debdutta Choudhury	How Does Ai Leadership Affect Strategic Implementation	Crc Press	Book Chapter
2023	School of Business	Sameeullah Khan	I Feel So Embarrassed, Still, I Want It! The Self-Presentational Dilemma Of Counterfeit Luxury Buyers	Journal Of Consumer Marketing	Journal Article
2023	School of Business	<b>Mohd Asif Shah</b>	Implementation Of Ai-Based Approaches To Automated Visual Detection Of Geometrical Defects In Composite Manufacturing Processes	Intellectual Property India	Patent
2023	School of Business	<b>Mohd Asif Shah</b>	Implementation Of Artificial Intelligence And Machine Learning Approaches For Safety Management Aspects In Civil Engineering	Intellectual Property India	Patent
2023	School of Business	<b>Mohd Asif Shah</b>	Implementation Of Artificial Intelligence Based Technique Integrated With Molecule Machines To Generalise Automated Chemistry	Intellectual Property India	Patent


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			English Language Among Students		
2023	School of Business	Mohd Asif Shah	Implementation Of Blockchain Techniques In Supply Chain Management For Smart And Intelligent Computing	Intellectual Property India	Patent
2022	School of Business	Mohd Asif Shah	Implementation Of Classification Models And Their Impact On Treating Cancerous Nodes Through Nanoparticles	Intellectual Property India	Patent
2023	School of Business	Mohd Asif Shah	Implementation Of Effective Drug Delivery System For Cancer Immunotherapy Using Porous Nanomaterials	Intellectual Property India	Patent
2023	School of Business	Mohd Asif Shah	Implementation Of Green Internet Of Things (Iot) For Eco-Friendly And Sustainable Smart Cities	Intellectual Property India	Patent
2022	School of Business	Mohd Asif Shah	Implementation Of Machine Learning Techniques For Attack And Anomaly Detection In Internet Of Things (Iot) Sensors And Sites	Intellectual Property India	Patent
2023	School of Business	Mohd Asif Shah	Implementation Of Nanoparticle Drug Delivery Techniques For Diagnosis And Target Therapy In Pediatric Brain Cancer	Intellectual Property India	Patent
2022	School of Business	Mohd Asif Shah	Implementation Of Novel Techniques Of Non-Rigid Image Registration For High Dose Rate Brachytherapy In Inter-Fraction Cervical Cancer	Intellectual Property India	Patent
2023	School of Business	Mohd Asif Shah	Implementation Of Systematic Framework For Analysis Of Subordination Of Emerging Capitalist Economies Along With Financial Capitalism	Intellectual Property India	Patent
2023	School of Business	Mohd Asif Shah	Implementation Of Techniques To Understand The Impact Of Nano Delivery Systems In The Treatment Of Cardiovascular Diseases	Intellectual Property India	Patent
2023	School of Business	Mohd Asif Shah	Implementation Of Type 2 Fuzzy Ontology To Improve Semantic Interoperability For Healthcare And Diagnosis Of Depression	Intellectual Property India	Patent



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2023	School of Business	<b>Mohd Asif Shah</b>	Industrial-Organizational Psychology And Human Resource Management Analysis Through Big Data Analytics	Intellectual Property India	Patent
2022	School of Business	Julián D Cortés	Industry-Research Fronts – Private Sector Collaboration With Research Institutions In Latin America And The Caribbean	Journal Of Information Science	Patent
2022	School of Business	Fernando de Oliveira Santini	Information Technology Adoption By Small And Medium Enterprises: A Meta-Analysis	Journal Of Small Business And Entrepreneurship	Journal Article
2023	School of Business	<b>Mohd Asif Shah</b>	Integration Of Iot And Deep Learning Approaches For Air Pollution Monitoring In Smart Cities	Intellectual Property India	Patent
2022	School of Business	Piniseti Swami Sairam	Intelligent Approaches For Disease Diagnosis, Prevention, And Treatment	Lecture Notes In Electrical Engineering	Conference Proceeding
2023	School of Business	<b>Mohd Asif Shah</b>	Intelligent Driver Model-Based Vehicular Ad Hoc Network Communication In Real-Time Using 5G New Radio Wireless Networks	Ieee Access	Journal Article
2023	School of Business	Rajesh Kumar K V	Iot-Edge Computing For Efficient And Effective Information Process On Industrial Automation	Ieee International Conference On Networking And Communications 2023 (Icnwc 2023) – Hybrid Mode	Conference Proceeding
2021	School of Business	Manimaran Kathiresan	Is Factory License Mandatory For Msme Sector?	Taxguru	Journal Article
2022	School of Business	Dominik K. Kanbach	Lifespans Of Corporate And Independent Venture Capitalists: A Systematic Review	Venture Capital	Journal Article
2023	School of Business	<b>Mohd Asif Shah</b>	Load Balancing And Service Discovery Using Docker Swarm For Microservice Based Big Data Applications	Journal Of Cloud Computing	Journal Article


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2022	School of Business	Mohd Asif Shah	Machine Learning Based Approach To Study The Influence Of Earthquake Parameters On The Bidirectional Behaviour Of Base Isolation Systems	Intellectual Property India	Patent	
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2022	School of Business	Mohd Asif Shah	Machine Learning Based Technique To Analyze The Pros And Cons Of In-Situ Gel Formation Containing Aloe Vera Extract	Intellectual Property India	Patent	 Pay Fee
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2023	School of Business	Parvez Alam Khan	Modelling The Dynamic Linkage Amidst Energy Prices And Twin Deficit In India: Empirical Investigation Within Linear And Nonlinear Framework	Energies	Journal Article	
2023	School of Business	Fernando de Oliveira Santini	Network Capabilities And Firm Performance: A Meta-Analytical Study	Management Decision	Journal Article	
2023	School of Business	Kottakkaran Sooppy Nisar	Neuro-Computing Intelligent Networks To Analyze Casson Nanofluid Flow Over A Curved Stretching Surface	Waves In Random And Complex Media	Journal Article	



			Cloud Computing Service Model With Suggested Solution		
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2023	School of Business	Kottakkaran Sooppy Nisar	On The Approximate Controllability Of Non-Densely Defined Sobolev-Type Nonlocal Hilfer Fractional Neutral Volterra-Fredholm Delay Integro-Differential System	Alexandria Engineering Journal	Journal Article
2023	School of Business	Kannan Govindan	Pathways To Low Carbon Energy Transition Through Multi Criteria Assessment Of Offshore Wind Energy Barriers	Technological Forecasting And Social Change	Journal Article
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2023	School of Business	Hemachandran K	Performance Analysis Of Deep Learning Algorithms In Diagnosis Of Malaria Disease	Diagnostics	Journal Article
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2022	School of Business	Debdutta Choudhury	Quantum Impact On Organisational Performance	Crc Press	Book Chapter
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2023	School of Business	Mohd Asif Shah	Systematic Approach Using Artificial Intelligence And Iot Based Technique For Accurate Detection Of Crop Disease	Intellectual Property India	Patent	 Pay Fee
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2023	School of Business	Kannan Govindan	The Contingency Effects Of Dependence Relationship On Supply Chain Information Sharing And Agility	International Journal Of Logistics Management	Journal Article	
2023	School of Business	Mohd Asif Shah	The Efficacy Of Artificial Intelligence And Internet Of Things Models For Soil Monitoring And Crop Management	Intellectual Property India	Patent	
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2023	School of Business	Parvez Alam Khan	Nexus Of Green Governance And Circular Economy: An Emerging Paradigm	"Icesg 2022   International Conference On Environmental, Social And Governance "	Conference Proceeding	
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