

RKGIT-MBA Department

Research & Publication by Eminent Faculty Members

Name of Faculty	Topic	Venue/ Journal	National/ International	Presented/ Published
Dr Arvind Singh	Self Renovation and Organizational Growth through Creativity and Innovation	NIESBUD, Delhi	National	Presented
Dr Arvind Singh	HR Reloaded	BLS Institute of Education, Ghaziabad	National	Presented
Dr Arvind Singh	Organisational Effectiveness in Economic Slowdown	IMT, Ghaziabad	National	Presented
Dr Arvind Singh	Inflation and Growth : The Emerging Paradox	PHD Chamber of Commerce and Industry	National	Presented
Dr Arvind Singh	Commerce Education in the New Millennium	OIMT, Rishikesh	National	Presented
Dr Arvind Singh	Corporate Governance & Business Ethics	ITS, Ghaziabad	National	Presented
Dr Arvind Singh	A New Vision of Management in 21st century	ITS, Ghaziabad	National	Presented
Dr Arvind Singh	Six Sigma-A Break Through Approach	Galgotia Group of Colleges, Greater Noida	National	Presented
Dr Arvind Singh	New SEZ policy	PHDCCI, New Delhi	National	Presented
Dr Arvind Singh	Indiaprenuer:new Economy Drivers	DIAS, Delhi	National	Presented
Dr Arvind Singh	Challenges of Current Management Education of India & Suggested Model for Value addition in it	AKGIM, Ghaziabad	International	Presented
Dr Arvind Singh	Covering Uncovered Market Through Innovation	SGIT,Ghaziabad	International	Presented
Dr Arvind Singh	An Empirical study of customer perception about organized v/s Unorganised retail	WISDOM, Vishweshvarya	National	Published
Dr Arvind Singh	An Empirical Study of Contribution of Service Sector in India	Chintan, IILM	National	Published
Dr Arvind Singh	Mutual Funds-The Buzzword Today	WISDOM, Vishweshvarya	National	Published
Dr Arvind Singh	A Study of Sectoral Growth in India	Aatmbodh, RSMT	National	Published
Dr Arvind Singh	Full Capital Account Convertibility-A developing country perspective with particular reference to India: Boon or Ban	IMT, Ghaziabad	National	Published
Dr Arvind Singh	Spiritual Management: That had been Communicated	Pranjana-Integrated, Ghaziabad	National	Published
Dr Arvind Singh	Depository System in India	SAARANSH, RKGIT Journal, Ghaziabad	International	Published
Dr Arvind Singh	Role of Auditing in Indian public Sector Undertaking	SAARANSH, RKGIT Journal, Ghaziabad	International	Published
Dr Vibhuti	Emerging HR Trends- Manager to Servant	GNIT, Greater Noida	National	Presented
Dr Vibhuti	Insurance Sector in India	NIT, Meerut	National	Presented
Dr Vibhuti	Problems & Constraints of Public Sector Enterprises	CERT, Meerut	National	Presented
Dr Vibhuti	Knowledge Management – An Innovation in Educational Sector	INMANTEC ,Ghaziabad	National	Presented
Dr Vibhuti	Role of Knowledge Management in Value Creation	AIM., Ghaziabad	National	Presented
Dr Vibhuti	Social Security of Employees- A Challenging Management Task for HR Managers	LKCM, Ghaziabad	National	Presented
Dr Vibhuti	Knowledge Management: A Paradigm Shift in Corporate Restructuring	MAIM, Haldwani	National	Presented
Dr Vibhuti	Role of Social Media on Consumer Perception - In Special reference to Shopping Websites	Doon Business School, Dehradun	National	Presented
Dr Vibhuti	Employee Retention-A Key to Leadership	Amity University, Jodhpur	International	Presented
Dr Vibhuti	A study of Performance Appraisal in Indian Banking Sector	CMD-Journal of Management, Modinagar	National	Published
Dr Vibhuti	Decision making : The Way Mind Works from Deciding to Action	Journal of National Productivity Council	National	Published
Dr Vibhuti	Total Quality Management: A Weapon of New Era for Quality	CHINTAN	National	Published
Dr Vibhuti	A Case Study on Customer Buying Behaviour towards Selected FMCG Products	IJSRM	International	Published
Dr Vibhuti	Customer's Awareness and their Switching Intention towards Mobile Number Portability: With Special Reference to National Capital Region	IJMRR	International	Published
Dr Vibhuti	Rural Marketing : The Untapped Potential – With Special Reference to Consumer's Perspective	ZENITH	International	Published
Dr Vibhuti	Business Ethics : From Theory to Practice	Value Based Management	International	Published
Dr Vishal Srivasatava	Challenges of Current Management Education System of India & Suggested Model for Value addition in it	AKGIT, Ghaziabad	National	Presented
Dr Vishal Srivasatava	Five Knowledge Senses from the Ramayan for Effective Management of International Business	MIMT, Greater Noida	International	Presented
Dr Vishal Srivasatava	Security of e-Transactions in Banking and Financial Sector	Invertis , Bareilly	International	Presented
Dr Vishal Srivasatava	Corporate Governance Practices in India	RBMI, Bareilly	International	Presented
Dr Vishal Srivasatava	Core Competencies required for Auto component MNC's	LKGI, Ghaziabad	International	Presented
Dr Vishal Srivasatava	An Empirical Study of Customer Perception About Organized vs Unorganized Retail	Wisdom, Vishwesharya	National	Published
Dr Vishal Srivasatava	An article on Core Competencies required for Auto component MNC's	LKG Journal	National	Published
Dr Vishal Srivasatava	The Study of Impact of After Sales Services of Passenger Cars on Customer Retention	International Journal of Current Research & Review	International	Published
Dr Vishal Srivasatava	A Study of the Quality Circles Concept in Indian Industry (A Case Study on Bharat Electronics Limited, Ghaziabad)	International Journal of Current Research & Review	International	Published
Dr Vishal Srivasatava	Passenger Car Owners Perceptions of After Sales Service Quality of Service Centers: An Assessment of the SERVQUAL Dimensions	SAARANSH, RKGIT Journal, Ghaziabad	International	Published
Mr Harsh Mohan Sharma	Impact of Global Recession on Indian Economy	IIMT Group of Institutions, Meerut	National	Presented
Mr Harsh Mohan Sharma	Business Advancement in India	Pt Deen Dayal Management College, Meerut	National	Presented
Mr Harsh Mohan Sharma	Consumerism in India: A Win-Win situation for Consumer and Business	SAARANSH, RKGIT Journal	International	Published
Mr Harsh Mohan Sharma	Customer Conception towards Delivered Value: A study of Customers & Dealers of Mobile Phones in Delhi - NCR Region	Knowledge News	International	Published

Mr Harsh Mohan Sharma	Customer Concept Towards Delivered Value: A Study of Customers Propects and Dealers of Mobile Phones in Delhi- NCR Region	International Journal of Ideas	International	Published
Ms Parul Marwah Gupta	Indian Women and Entrepreneurship	SGIT, Ghaziabad	National	Presented
Ms Parul Marwah Gupta	Rural Markets in India: Contribution and Perspective role of IT	Vidya Management College, Meerut	National	Presented
Ms Parul Marwah Gupta	Trade Liberalization	HIMT, Mathura	National	Presented
Ms Parul Marwah Gupta	Emerging Business Issues in Current Economic Scenario	K N Modi, Modinagar	National	Presented
Ms Parul Marwah Gupta	Role of Government in Consumer Protection	Ch. Charan Singh, Meerut	National	Presented
Ms Parul Marwah Gupta	Deceptive Advertizing: Is It Necessary to Attract Consumers Unethitically?	KIET, Ghaziabad	National	Presented
Ms Parul Marwah Gupta	Knowledge Management: Issues and Challenges	INMANTEC, Ghaziabad	National	Presented
Ms Parul Marwah Gupta	Workshop on Writing Research Paper	BIMTECH, Greater Noida	National	Presented
Ms Parul Marwah Gupta	Problems and Constraints of Public Sector Enterprises	CERT, Meerut	National	Presented
Ms Parul Marwah Gupta	Insurance Sector in India	NTI, Meerut	National	Presented
Ms Parul Marwah Gupta	Online Boom in Advertizing: A boom in advertizing sector	LKCM, Ghaziabad	National	Presented
Ms Parul Marwah Gupta	Role of HR in Business in Times of Recession	KC Groups, Himachal Pradesh	National	Presented
Ms Parul Marwah Gupta	Rural Markets: The Untapped Potential in India	KIET, Ghaziabad	National	Presented
Ms Parul Marwah Gupta	Leadership Challenges in Learning Organizations	CMD, Modinagar	National	Presented
Ms Parul Marwah Gupta	Green Marketing: The Emerging Concept in Corporate World	IAMR , Ghaziabad	National	Presented
Ms Parul Marwah Gupta	Women Research Potential: In Special Reference to Women Education in India	SD College, Muzaffarnagar	National	Presented
Ms Parul Marwah Gupta	Competency Mapping : An Important Tool Enhancing HR Productivity	KC Group of Institutes, Una	National	Presented
Ms Parul Marwah Gupta	High Quality Communication Skills : The Need of Hour in Special Reference to Business Schools	IDC, Meerut	National	Presented
Ms Parul Marwah Gupta	Leaders: The Drivers of Change in Corporate World	Ambalika Group, Lucknow	National	Presented
Ms Parul Marwah Gupta	Green Marketing: Concepts and Challenges (In special reference to Indian Cultural Imperatives)	CMD, Modinagar	National	Presented
Ms Parul Marwah Gupta	Brain Drain: The Major Challenges of Indian Society	SAARANSH, RKGIT Journal	National	Presented
Ms Parul Marwah Gupta	Women Entrepreneurs: In Special Reference to Indian Corporate Culture	SAARANSH, RKGIT Journal	National	Presented
Ms Parul Marwah Gupta	Companies Act 2013 – The New Amendments Meeting Global Challenges	FCMS, Jodhpur	National	Presented
Ms Parul Marwah Gupta	Role of Social Media on Consumer Perception - In Special reference to Shopping Websites	Doon Business School, Dehradoon	National	Presented
Ms Parul Marwah Gupta	Women Participation in Hotel Industry – In Special Reference to Meerut Region	Motherhood University, Roorkee	National	Presented
Ms Parul Marwah Gupta	A Study on the role of media in Consumer Awareness	SKDC, Shajahanpur	International	Presented
Ms Parul Marwah Gupta	Leaders: The Drivers of change in Organization	Amity University, Jaipur	International	Presented
Ms Parul Marwah Gupta	Employee Retention: A key to Leadership	Amity University, Jaipur	International	Presented
Ms Parul Marwah Gupta	Increasing Access to Higher Education – With Special Reference to Women in India	VCE, Bijnor	International	Presented
Ms Parul Marwah Gupta	Women Entrepreneurs: In special reference to Indian Corporate Culture	Poornima University, Udaipur	International	Presented
Ms Parul Marwah Gupta	Go Green: Initiative effort in Indian Corporate Dimensions	RKGIT, Ghaziabad	International	Presented
Ms Parul Marwah Gupta	Management Conflicts	IMT, Faridabad	International	Presented
Ms Parul Marwah Gupta	Emerging HR Patterns: Empowering Status of Indian Women in Corporate Model	IIMT, Greater Noida	International	Presented
Ms Parul Marwah Gupta	Women Research Potential: In Special Reference to Women Education in India	S.D. College Muzaffarnagar	National	Published
Ms Parul Marwah Gupta	Appreciative Enquiry: The Emerging Need for Training and Development	IJMRR	International	Published
Ms Parul Marwah Gupta	Golden Glitters in Human Resources: Offsetting the Employee Grievances	ZEIJBERG	International	Published
Ms Parul Marwah Gupta	Rural Markets: The Untapped Potential (With special reference to Consumers perspectives)	Zenith Publications	International	Published
Ms Parul Marwah Gupta	Change in Education Sector: A Need of Hour	IJARCSSE	International	Published
Ms Parul Marwah Gupta	Women Empowerment in India: An Ocean of Possibilities & Opportunities	SAARANSH, RKGIT Journal	International	Published
Ms Parul Marwah Gupta	Study of Automobile Industry – Post Sales Service Satisfaction: In special reference to Meerut Region	Vidya International Journal, Meerut	International	Published
Dr Manjusha Goel	Bank Marketing in India – A Framework and Its Growth	ITS, Mohan Nagar	National	Presented
Dr Manjusha Goel	Use of Derivatives in Indian Stock Market	INMANTEC, Ghaziabad	National	Presented
Dr Manjusha Goel	Entrepreneurship And Challenges in Global Environment	SIET, Ghaziabad	National	Presented
Dr Manjusha Goel	Contemporary Issues for the Information Professionals in Digital Era	INMANTEC, Ghaziabad	National	Presented
Dr Manjusha Goel	The role of Entrepreneurship in Economic Development	IDEAL, Ghaziabad	National	Presented
Dr Manjusha Goel	The role of Women Entrepreneur in India	BIMTEC Greater Noida	National	Presented
Dr Manjusha Goel	The role of Financial Institutions in Expanding Social Enterprises	TIAS, New Delhi	National	Presented
Dr Manjusha Goel	The Trends of Mergers & Acquisition in Indian Economy	LKCM, Ghaziabad	National	Presented
Dr Manjusha Goel	Basel Accord for Capital Adequacy & Its Implementation In Indian Banking System	Wisdom, Vishveshwaraya Group, Ghaziabad	National	Published
Dr Manjusha Goel	A New marketing Mix Structure of Banking Sector : A Comparative Study	International Journal of Marketing	International	Published
Dr Manjusha Goel	The Great Recession: Reasons And Indicators	Journal of Scientific Research	International	Published
Dr Ashish Kumar Singh	Overview of Economic Development in India with Some Non-Economic Factors	SS P. G. College, Shahjahanpur	National	Presented
Dr Ashish Kumar Singh	Rural Retailing in India	KIET, Ghaziabad	National	Presented
Dr Ashish Kumar Singh	The Role of Financial Institutions in Expanding Social Enterprises	Tecnia Institute, New Delhi	National	Presented
Dr Ashish Kumar Singh	Ethics in Business	KIET, Ghaziabad	National	Presented
Dr Ashish Kumar Singh	Role of ICT in Teaching and Learning.	College of Edcation, Greater Noida	International	Presented
Dr Ashish Kumar Singh	Gap Between Desirability & Availability of Banking Services: A Study of Banking Services	Journal of Rajasthan Statistical Association	National	Published
Dr Ashish Kumar Singh	Invertors Preferences and Satisfaction between Mutual Funds and direct Investment in Equity market	HR Journal of Management	National	Published
Dr Ashish Kumar Singh	An Exploratory Investigation on FDI in India	Journal of Uttaranchal Business Review	National	Published
Dr Ashish Kumar Singh	Customer preferences Towards Banking Services in Ghaziabad	Journal of Business Studies	National	Published

Dr Ashish Kumar Singh	Satisfaction and Expectation with Modern Indian Banking: An Empirical Assessment	Journal of Tecnia	National	Published
Dr Ashish Kumar Singh	A Study on Factors Influencing the Purchase Decision of FMCG among Ghaziabad Consumer's with Factor Analysis	SRM-IMT Journal	National	Published
Dr Ashish Kumar Singh	Some Ratio Type Estimators under Measurement Errors	World Applied Science Journal	International	Published
Dr Ashish Kumar Singh	Consumers Preferences, Behavior and Satisfaction with respect to Banking Services Quality in Ghaziabad (NCR Region)	IJSR	International	Published
Dr Ashish Kumar Singh	A Study of Consumer Preferences towards Car Purchasing with reference to Ghaziabad	Vidya International Journal	International	Published
Ms Nishi Pathak	Bank Marketing in India: A framework and Its Growth	ITS Mohan Nagar	National	Presented
Ms Nishi Pathak	Rural Opportunities in India	KIET, Ghaziabad	National	Presented
Ms Nishi Pathak	Knowledge Management Issues & Challenges	INMANTEC, Ghaziabad	National	Presented
Ms Nishi Pathak	Ethics in Professionals	KIET, Ghaziabad	National	Presented
Ms Nishi Pathak	The role of Women Entrepreneur in India	BIMTECH, Greater Noida	National	Presented
Ms Nishi Pathak	The role of Financial Institutions in Expanding Social Enterprises	TIES, New Delhi	National	Presented
Ms Nishi Pathak	Role of ICT in Teaching & Learning	College of Education, Greater Noida	International	Presented
Ms Nishi Pathak	Rural Retailing	Zenith	International	Published
Ms Nishi Pathak	The Great Recession : Reasons And Indicators	International Journal Of Scientific Research	International	Published
Ms Swati Tyagi	Role of Corporate Governance in Development of Nation	SIMT, Kashipur	National	Presented