



TECNIA INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE

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Appendix 5

iv) Paper/ Magazines published

Number of research papers per teachers in the Journals notified on UGC website during the year

SN	Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number
1	BUSINESS TRANSFORMATION THROUGH RESEARCH INNOVATIONS, Page 78-86	Dr. Sandeep Kumar	Management	International Journal of Advance and Innovative Research; Volume 10, Issue 2 (VI): April - June 2023, ISSN 23947780	2023	2394-7780
2	BUSINESS GROWTH THROUGH DIGITAL TRANSFORMATION, Page 73-77	Dr. Sandeep Kumar	Management	International Journal of Advance and Innovative Research; Volume 10, Issue 2 (VI): April - June 2023, ISSN 23947780	2023	2394-7780
3	An Analytical Study on Framework of GIG Economy: the New World of Work	Dr. Bhupendra Bahadur Tiwari	Management	American Economic Journal: Applied Economics Published By: American Economic Association	2023	1945-7782
4	"Analysis the review of Product on Social Media in Consumer Buying Process"	Dr. Bhoopendra Bharti	Management	International Journal of Research and Analytical reviews (IJRAR),An international Open access peer –reviewed, refereed Journal	2022	2348-1269
5	Perceived impact of financial perspective of Balance Scorecard on the efficiency of Police personal in Uttar Pradesh	Dr. Ruchi Srivastava	Management	Business, Management and Economics Engineering	2023	2669-2481
6	Evaluations of the adoption of Government schemes implemented for improving the level of Financial Inclusion in Rural population of a developing country : Evidences from Rural India	Dr. Ruchi Srivastava	Management	Anvesak	2023	. 0378-4568
7	Business Incubation and Performance of Start-up: An Empirical Review	Dr. Sheenu Arora	Management	Purana	2022	0555-7860
8	Online Teaching of Mass Communication during Covid-19 Pandemic in Delhi: The Students' Perspective	Dr. Gopal Thakur	Journalism and Mass communication	Shodhsamhita Journal UGC Care Group1	2022	2277-7067

9	2. Covid-19 Pandemic: Students Problems and Education System during Lockdown Issues in Bihar, India	Dr. Gopal Thakur	Journalism and Mass communication	Bayan College International Journal of Multidisciplinary Research	2022	2710-2432
10	Drone Technology	Dr. Deepak Sonker	ICT	American Journal of Engineering Research (AJER)	2023	2320-0847
11	Drone Technology	Dr. Arti Bajaj	ICT	American Journal of Engineering Research (AJER)	2023	2320-0847
12	Impact of Artificial Intelligence on Jobs	Ms.Sania kukkar	ICT	Journal of Survey in Fisheries Sciences (SFS) Volume 10 - Issue 2 (2023)	2023	2368-7487
13	Network Traffic Monitoring and Detecting Intrusions - An Explainable Framework	Dr. Neha Gupta	ICT	Computer Networks (Elsevier)	2023	1389-1286
14	Role of New Media Technology in Outreach Learning”.	Ms. Adity Agrawal	Journalism & Mass Communication	CPJ LAW JOURNAL, July.2023, Issue-1.	2023	ISSN 0976-3562
15	Blockchain and Competitive Business Performance (Scopus indexed) - Published	Dr. Yogendra Pratap Singh	Management	1.Springer, Singapore (Springer Nature Singapore Pte Ltd	2022	ISSN: 2350-0557
16	WOMEN AND MEDIA: AN ANALYTICAL STUDY ON WOMEN PORTRAYAL IN TODAY'S TIME	Mr. Mayank Arora	Journalism & Mass Communication	Shodha Prabha (UGC CARE Journal)	2023	0974-8946
17	Online Teaching of Mass Communication during Covid-19 Pandemic in Delhi: The Students' Perspective	Dr. Shivendu Kumar Rai	Journalism and Mass communication	Shodhsamhita Journal UGC Care Group1	2022	2277-7067
18	Role of Media in the transmission of Human Values in Tribal Areas -An Analytical Study	Dr. Shivendu Kumar Rai	Journalism & Mass Communication	International Journal of Arts, Humanities and Social Studies	2022	2582-3647
19	EFFECTIVENESS AND CHALLENGES OF ONLINE LEARNING: A CASE STUDY ON STUDENTS OF HIGHER EDUCATION	Dr. Shivendu Kumar Rai	Journalism & Mass Communication	INTERNATIONAL JOURNAL OF CREATIVE c i RESEARCH THOUGHTS (IJCRT)	2022	2320-2882
20	EFFECTIVENESS AND CHALLENGES OF ONLINE LEARNING: A CASE STUDY ON STUDENTS OF HIGHER EDUCATION	Ms. Priyanka Singh	Journalism & Mass Communication	INTERNATIONAL JOURNAL OF CREATIVE c i RESEARCH THOUGHTS (IJCRT)	2022	2320-2882

21	A Descriptive Study on Interface between : Management Education and Social Media	Ms. Jyoti Gupta	Journalism & Mass Communication		2022	2277-9736
22	"MEME MANIA: MAXIMIZING ENGAGEMENT WITH VIRAL MEMES IN MARKETING"	Dr. Shaheen Bano	Journalism & Mass Communication	Shodha Prabha (UGC CARE Journal)	2023	0947-8946
23	"MEME MANIA: MAXIMIZING ENGAGEMENT WITH VIRAL MEMES IN MARKETING"	Ms. Sonia Batra	Journalism & Mass Communication	Shodha Prabha (UGC CARE Journal)	2023	0947-8946
24	"MEME MANIA: MAXIMIZING ENGAGEMENT WITH VIRAL MEMES IN MARKETING"	Mr. Ketan Kumar Kataria	Journalism & Mass Communication	Shodha Prabha (UGC CARE Journal)	2023	0947-8946
25	ROLE OF NEW MEDIA TECHNOLOGY IN OUTREACH LEARNING	Adity Agrawal	Journalism & Mass Communication	Journal of The Maharaja Sayajirao University of Baroda	2023	0025-0422
26	REVIEW PAPER ON MARKETING STRATEGY & CSR WITH SOCIALISM IN THE PANDEMIC ERA	Dr.Bhoopendra Bharti	Management	Education and Society	2023	2278-6864



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Business Laws



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Case Studies

About the Book

This book of “**Business Laws**” covers the various provisions of Acts related to business. An attempt has been made to bring up-to-date information regarding latest Amendments of various Acts. The content of the book is written in a simple language with detailed information. The text is supported with numerous illustrations to enable practical understanding. This book also contains exercise and case studies to assist the students in preparing for the examination.

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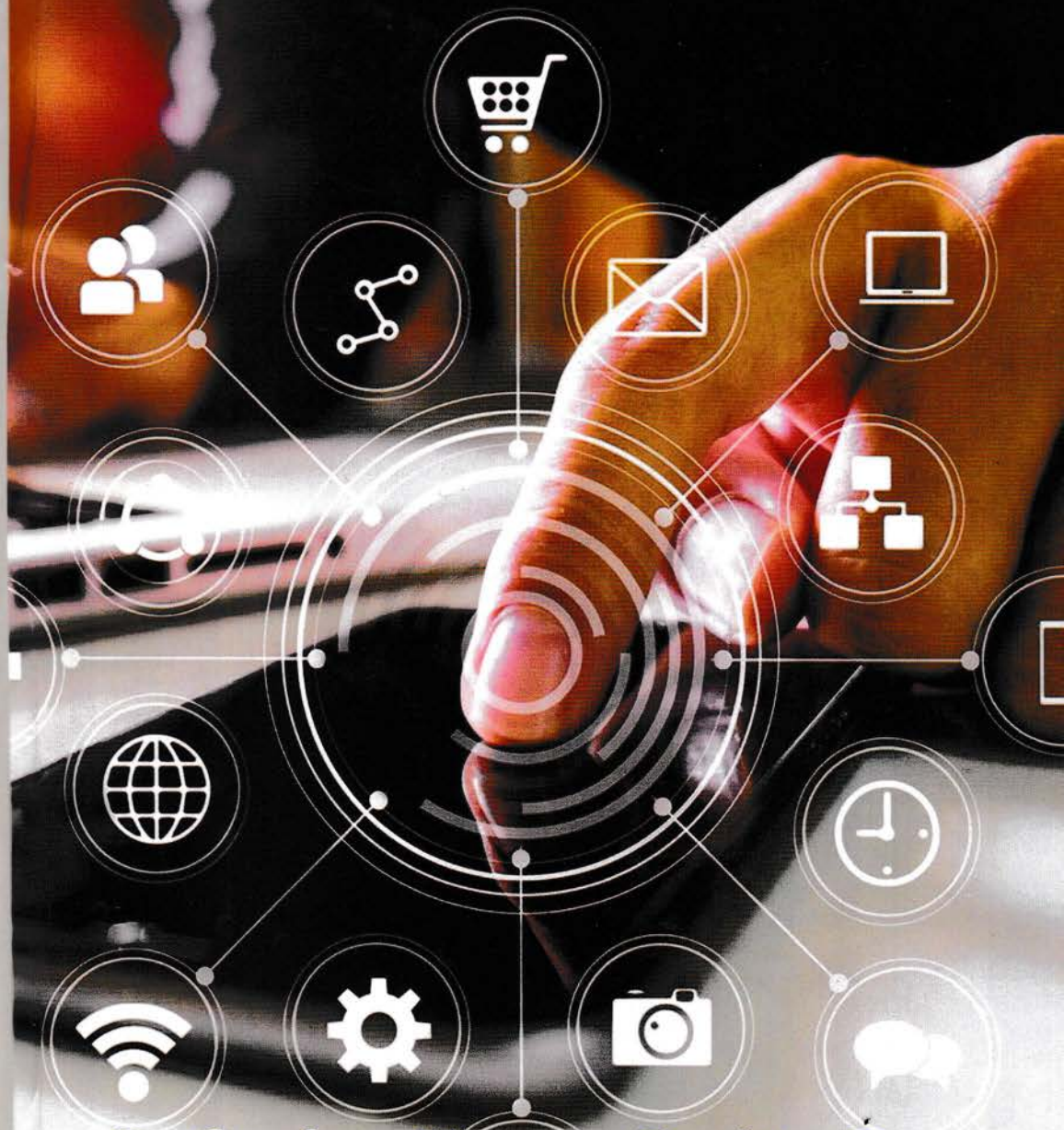
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Innovative Marketing



Dr. Sandeep Kumar • Dr. Ajay Kumar

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Strategic Management



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About the Book

This book of “**Strategic Management**” provides detailed analysing of various aspects related to the organisational strategic management. The material in this book is designed to provide maximum flexibility of use for teachers and students alike. Each topic has been started with fundamental introduction and developed steadily up to the standard form. Case studies and exercises are also provided in this book. This book is useful not only for students who are pursuing their studies but also for those working in the educational institutions and corporate world.

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Guru Gobind Singh Indraprastha University, MBA 3rd Semester

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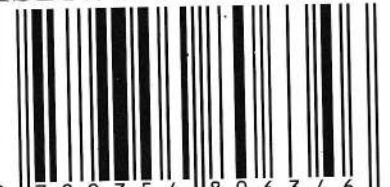
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MEDIA AND SOCIETY

Dr. Ajay Kumar • Dr. Sandeep Kumar



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THRUST AREA FOR INDUSTRY 4.0

**Artificial Intelligence,
Internet of Things, Virtual Reality**

Dr. Ajay Kumar • Dr. Sandeep Kumar



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Visual Communication

The Power of the Lens

*Dr. Shivendu Kumar Rai
Mr. Karan Singh*

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Visual Communication

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