



# PRESTIGE

INSTITUTE OF MANAGEMENT, GWALIOR  
UGC APPROVED AUTONOMOUS INSTITUTE  
UGC NAAC ACCREDITED 'A' GRADE INSTITUTE

JULY, 2020

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JUNE, 2021

# SRIJAN



# NEWSLETTER



## **vision**

To be an eminent institution of repute that fosters the relentless pursuit of excellence through socially responsible, transformative education, research and training.



## **Mission**

In pursuance to our vision, the institute's mission is to provide value based quality education by innovating and continuously improving upon the disciplines of management, law, commerce and computer applications through advanced methods of training, meaningful research and intimate relations with industry, business and other institutions in the country and abroad.

# Table Of Content

Topic	Pg.no
Ranking Received	1
<b>WEBINAR'S CONDUCTED</b>	4
Webinar On Anxiety, Panic And Remedies	4
Webinar On CSR In Changing Times	5
Webinar on Cyber Security and Digital Safety	5
Born to blog	6
<b>EVENT CONDUCTED</b>	7
Spandan	7
3rd Prestige Global Case Competition	8
International Conference	9
<b>EXPERT TALK ON DATA SCIENCE AND ITS APPLICATIONS IN IT INDUSTRY</b>	11
<b>19TH E-FDP ON CASE WRITING AND CASE TEACHING 2021</b>	12
Research and Publications	16

# Ranking Received

(2020-21)

Rated in A+++ Category among Top B-Schools in India (Business India, December 2020)

Ranked 4th among Outstanding B-Schools of Excellence (CSR- GHRDC, Issue: November 2020)

Ranked 21st among Top B-Schools in India (Academic Insights, Issue: July 2020)

Ranked 1st among Top B-Schools in Central Region (Business World, October 2020)

Ranked 2nd among Top B-Schools in Madhya Pradesh (CSR- GHRDC, Issue: November 2020)

Ranked 3rd among Top BBA Institutes in India (Times BBA Survey, August 2020)

Ranked 3rd among Top Placement BBA Institutes in India (Times BBA Survey, August 2020)

Ranked 26th among India's Best BCA Colleges in India (India Today, July 2020)

**Ranked 27th among India's Best BBA Colleges  
in India (India Today, July 2020)**

**Ranked 58th among India's Best Commerce  
Colleges in India (India Today, July 2020)**

**Ranked 29th among Top BBA institutes in India  
(Outlook India, September 2020)**

**Ranked 6th among Top Commerce institutes in India  
(Outlook India, September 2020)**

**Ranked 51st among Top 75 B-School (Business and  
Management Chronicle 2020)**

**Ranked A+ in Grade Wise Listing (Business  
and Management Chronicle 2020)**

**Ranked 74th among Top B-School All India (The  
Week November 2020)**

**Ranked 57th among Top B-School Private All India  
(The Week November 2020)**

**Ranked 31st among Top B-School West zone in India  
(The Week November 2020)**

**Ranked 25th among Top B-School West zone Private  
in India (The Week November 2020)**

**Ranked 62 nd in Top 100 Management Institutes  
Overall Ranking by Times B-school survey, Mar 21**

**Ranked 46 th in Top 75 Private institutes by  
Times B-school survey, Mar 21**

**Ranked 16 th in MBA Full Time in Central Asia  
by EDUNIVERSAL Ranking Best Masters in The  
World, Mar 21**

**Ranked 36 th in Top Private B-Schools in India by  
C-fore-Education World, May 21**

**Ranked 27 th amongst India's Best BBA  
Colleges, by India Today- MDRA, Jun 21**

**Ranked 26 th amongst India's Best BCA Colleges,  
by India Today- MDRA, Jun 21**

# Webinars Conducted

July 10, 2020

## Webinar On Anxiety, Panic And Remedies Post Lockdown Among Academicians

Dr. Tarika Singh and Dr. Raturaj Baber of Prestige Institute of Management, Gwalior organized a webinar on the topic Anxiety, Panic and Remedies Post Lockdown Among Academicians on 10th July 2020. The resource person of the webinar was Prof. Himanshu Rai, Director, IIM, Indore. He has published extensively, and his current areas of research include Negotiation, Ethical Leadership, Cross Cultural Issues, Management and Religion, Spirituality, Gender, and Influence Tactics. A connoisseur of Sanskrit literature, he has also written about and given discourses on Indian and Western philosophy, which he avidly studies. He discussed on the current aspects of anxiety and panic academicians are facing and discusses the remedies to cope up with such situation. Dr. S.S. Bhakar gave his input on the revival strategies for academicians. Dr. Tarika Singh moderated the session. More than twelve hundred participants got registered for the online webinar from world over via zoom. The webinar was also live streamed through facebook.



July 23, 2020

## **Webinar On CSR In Changing Times**

Dr. Tarika Singh and Asst. Professor Ashwani Gupta of Prestige Institute of Management, Gwalior organized a webinar on the topic CSR in Changing Times on Jul 23, 2020. The resource person of the webinar was Mr. Nixon Joseph, President & Chief Operating Officer at SBI Foundation. He has rich experience in banking, Investments, Risk Management, Corporate Finance, Retail Banking, Risk Management, Credit Analysis and syndication. He is Coordinator of SBI youth for India fellowship has been mentoring hundreds of youths. Corporate Social duty (CSR) is proceeding with responsibility by organizations to coordinate social and natural worries in their business tasks. Changes in the worldwide condition progressively challenge business around the globe to look past budgetary execution, and to incorporate social and natural worries into their vital administration. the significance of Corporate Social Responsibility (CSR), which assumes an essential function in the age of this pandemic Coronavirus, where individuals are attempting their level best to traverse this colossal testing time. Dr. S.S. Bhakar gave his input on the CSR activities during lockdown. Dr. Tarika Singh moderated the session. More than fifteen hundred participants got registered for the online webinar from world over via zoom. The webinar was also live streamed through facebook.

July 24, 2020

## **Webinar on Cyber Security and Digital Safety during and Post COVID '19**

Computer Science Club of Prestige Institute of Management, Gwalior organized a webinar on "Cyber Security and Digital Safety during and Post COVID '19". The webinar was conducted on July 24, 2020. Resource person for the same was Mr. Rakshit Tandon, Founder and Director of Hackdev Technology Pvt. Ltd., Advisor-Cyber Peace Foundation, Cyber Security Consultant to Internet and Mobile Association of India. Total 1195 participants from all over India attended the webinar.

## July 31, 2020

### Born to blog

An online blog writing competition was organized, under the banner of H.R Club in the lockdown to showcase the content writing skilling of the participants during the lockdown. The topic for the competition was “The new normal”. The participants were asked to write a blog on the new practices adopted after covid-19. In all 46 participants registered and a total amount of collection received was 1260 Rs/-. The judgment panel included, Miss. Joyce (Asst. Prof. IHM, Gwalior), Mr. Sanjay Gupta (Asst. Prof. PIMG), Mr. Aakash Gupta (Asst. Prof. PIMG). Winners were awarded with gifts worth rs 500/-, 300/-, and 200/-. The judgment criteria included “Idea and concept’, ‘originality’, ‘creativity and uniqueness’, ‘diction of grammar’, ‘flow of language and word limit’. The winners of the event were, Deepanshi Mahajan (winner), Akul (1st runner up), Priyanshu Jha (2nd runner up).



# Events Conducted

## SPANDAN-2020 (November 26-28)

SPANDAN, one of the biggest Management, IT & Law fest of central India was organized from November 26 – 28, 2020. Keeping the CoViD situation in mind, it was organized online for the first time in its history of 23 years. The fest was conducted under the guidance of Dr. Vani Agrawal and Dr. Indira Sharma who acted as the Coordinator and Co- Coordinator respectively. The events of the fest were open to all college students and some were open for school students also.

During these three days, a total of 12 exciting competitive events were held. These were:- Tark Vitark (Debate), Programming Hunarbaaz (Star Debugger), Pratibha ki Khoj (Talent Hunt), Zara Nachke Dikha (Dance Dance), Kaun Banega Business Tycoon (Business Quiz), IT Guru (IT Quiz), Tikdam (Mental Floss), Geet Gata Chal (Music Mania), Chhavi (Photography), Fiat Justitia Lex Quiz (Law Quiz), Alfaaz-e-Rooh (Open Mic), Vyapaar Visheshagya (Business Plan). All these events were well received by the participants across India. The auditions and screening of the events were held in phases for both internal and external participants.

The Core Committee started its work as soon as the idea of digital event propped up. The Students club worked day and night to keep pace with the timings. Different committees were constituted to address each and every aspect. The promotion committee and social media committees were active enough to promote it to every extent.

The total number of students registered for were 869 (647 internal + 222 External). The registration figure was satisfactory enough considering the situations outside.



The Judges committee was able to get the judges on the platform from different parts of the country. Thanks to the technology and the team.

Though it was a dream to have any sponsor this time but the Never say Die approach of the Sponsorship Committee and the Core Committee was laudable. There were 31 sponsors who helped in making the fest more than successful, the main sponsors of the fest were- Paytm, State Bank of India(SBI), Hide Out Cafe, MCF Gwalior, Gwalior Diaries, CCA Developers, Team Legalistic, Life n Frames, Herbiya and Radio Chaska 95FM and the list goes on. The cash and kind received through sponsorship was worth Rs 2,50,000, which was used to distribute the prizes among the participants.

The IT Team provided the all-time support during the whole event and successfully the fest was concluded with a valedictory ceremony on the final day.

## **3rd Prestige Global Case Competition 2020 (December 18, 2020)**

**The 3rd Prestige Global Case Competition 2020 was successfully conducted on December 18, 2020 virtually even with adverse pandemic situation.** Initially, first committee list was floated in the 1st week of August 2020 and then promotion started. The Promotion of 3rd GCC 2020 continued till December 10, 2020. The event received participation from diverse geographic areas across the globe. The total number of cases received was 62 out of which international participation was 32 (Bangladesh – 20, USA- 5, 6- Philippines, 1-Australia), National was 26 and Local was 4. Overall, registered candidates in the event were 57 which included 36 Academicians, 10 Research Scholars, 3 Industry Executive and 8 Students. Total Cases scheduled for presentation were 30 on the main event day i.e. 18th December, 2020 virtually. In that, four sessions were planned and each session had 10 presentations scheduled along with inaugural ceremony of the event. e inaugural ceremony was schedule from 09:00 to 10:30 and inaugural ceremony was enlightened by chief guest of the event, Prof Parimal H. Vyas, VICE-CHANCELLOR, The Maharaja Sayajirao University of Baroda [MSU, Baroda], Guest of Honor was Ms. Rita Chaturvedi, Executive Director at Morgan Stanley, New Jersey, United States and Special Guest was Dr. Macario G. Gayeta, Professor University of the East Caloocan Metro Manila, Philippines.

The case competition included three sessions in which session I and Session II were scheduled parallel from 11:00 to 01:30 and Session III was scheduled from 02:00 to 04:30. In Case Presentation Session, total 28 presentations were presented in three sessions and two were not presented. For the evaluation of received cases, cases were sent to judges 5 days prior to presentation along with teaching notes and Evaluation sheet but name and affiliation were removed from each case. In 3rd Prestige Global Case Competition 2020, panellist for event was selected from top reputed academic institution from India like IIM as well as top reputed foreign universities. There were three winner of event including Winner followed by 1st Runner-up and 2nd Runner-up who won the price of Rs. 10000, Rs. 7000 and Rs. 5000 respectively.

## **International Conference- 2020 (December 19-20)**

### **“Digitalization as Vehicle for Innovation, Organizational Growth and Effectiveness”**

12th International Conference 2020 was organized on 19th & 20th December 2020 at Prestige Institute of Management, Gwalior. It was organized by Dr. Raturaj Baber, Dr. Praveen Aronkar and Asst Prof Pinky Sodhi. Total 401 submissions were made including thesis, out of which and total registered candidates were 288. e chief guest for the inaugural session were Prof. S Koteswara Rao Agricultural University Gwalior, Keynote speaker were Prof Justin Paul, University of Puerto Rico, guest of Honor were Prof. P K Singh, IIM Indore, Prof. Dogan Gursoy, Wahsington State University and Prof. Sudhir Rana, FIIB New Delhi were special guest for the occasion. Prof. Jayant Sonwalkar VC, MP Bhoj Open University was the chief guest and Dr Arun Sachar was the guest of honor in the valedictory session. In total 16 sessions were planned in span of two days. Day one had 107 presentations made and day two had 103 presentations made. In total 210 presentations were presented in two days. All the papers presented in the sessions were sent to panel members prior to presentation.

The chief guest for the inaugural session were Prof. S Koteswara Rao Agricultural University Gwalior, Keynote speaker were Prof Justin Paul, University of Puerto Rico, guest of Honor were Prof. P K Singh, IIM Indore, Prof. Dogan Gursoy, Wahsington State University and Prof. Sudhir Rana, FIIB New Delhi were special guest for the occasion. Prof. Jayant Sonwalkar VC, MP Bhoj Open University was the chief guest and Dr Arun Sachar was the guest of honor in the valedictory session. In total 16 sessions were planned in span of two days. Day one had 107 presentations made and day two had 103 presentations made. In total 210 presentations were presented in two days. All the papers presented in the sessions were sent to panel members prior to presentation.

Judges for the best thesis competition were:-

1. Prof. Kashif Hussain (Taylor University, Malaysia)
2. Prof. Sonu Goyal (IMI, New Delhi)
3. Dr Jeevan Jyoti, Jammu University

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Following are the winners of the best thesis competition.

Winner Dr. Avadhut Patwardhan, Assistant Professor, MIT, Pune

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Judges for the best paper were:-

1. Prof. Sudhir Rana (FIIB, New Delhi)
2. Prof. Gowher Khan (Skyline University, Sharjah)
3. Prof. Liem Gin Sei , AIBPM, Indonesia



Following are the winners of the best paper.

Winner Dr Komal Nagar, Senior Assistant Professor, The Business School, University of Jammu.

Over all in span of two days the experience of participants was good. Tourism track was open for the first time, the response was great. 24 abstracts were received and 11 presentations were made.

Local- 17

National- 248

International- 23

**International Delegates-** University of Oman, Skyline University UAE, University of the Western Cape South Africa, University of Kelinya, Srilanka, Bangladesh, University of Puerto Rico, Washington State University, Clarkson, University USA, Taylor University Malaysia, Turkey, National open University Nepal, Mexico, Canada, Indonesia, Philippines, Britain, University of Molise, Italy, Japan, South Korea, Bhutan, Kazakhstan, Greece.

## **EXPERT TALK ON DATA SCIENCE AND ITS APPLICATIONS IN IT INDUSTRY (February 27, 2021)**

Mr Ankur Jain , Data Scientist IBM INDIA pvt ltd The event was organised by CS Club on 27-feb-2021 in online mode. Here MBA-BA, BCA, Bsc (hons) students participated. The coordinator of the event was Mr Mahendra Yadav and Co-Coordinator was Ms Kalpana Tomar.



# 19TH e-FDP ON CASE WRITING AND CASE TEACHING 2021

(April 1-4)

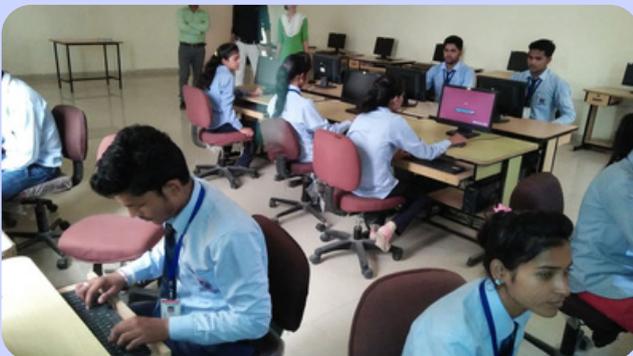
19th eFDP on Case Writing and Case teaching 2021 in collaboration with CII and ISTD and publication partners as case center UK and FIIB business review by sage publication (a scopus indexed journal)

## Day 1: April 1, 2021

Inaugural Session wherein chief guest Mr. Saurabh sangla (ED signet group and Adroit industries) Guest of honor Mr. Asshish Vaishya (Chairman CII and MD precision industrial systems) and respected resource person Dr. S.S. Bhakar (VC IITM university Gwalior) gave their remarkable presence. The opening remarks of the FDP were given by Director Dr. Nishant Joshi, followed by a brief about FDP was presented by the coordinator Dr. Sneha Rajput. All the guest addressed the audience. Dr. Indira Sharma proposed vote of thanks in the capacity of 18th FDP coordinator 2018. The inaugural session was followed by session on how to write good case and opening para graph delivered by Dr.S.S. Bhakar. The day ended with virtual visit to 18 different organizations. Ms. **MOC: Asst. Prof. Rishita Sengar**

## Day 2: April 2, 2021

started with session on How to write case teaching notes followed by team activity among groups on case development.



## **Day 3: April 3, 2021**

The day 3 started with team activity on case development followed by case presentation session evaluated by esteemed panelist Dr. Anil Bajpai and Dr. Harsh Halve. Attendees were delighted to have their valuable suggestions.

## **Day 4: April 4, 2021**

The day commenced with session on Case Teaching delivered by Dr.S.S. Bhakar sir. Dr. Sonal Saxena proposed vote of thanks in the session, followed by Valedictory session where in Dr. Anil Bajpai (COO, Prestige Education foundation gave his remarkable presence as chief guest. Dr. Sneha Rajput presented the FDP report. CA Ajay Lunawat, Prof. Arjun Murthy and Prof. Rajeneesh Prakash Verma gave their valuable feedback.

Dr. Navita Nathani (Deputy Director- Management) gave her concluding remarks. Dr. Chanda Gulati (Coordinator 20th FDP, 2022) proposed vote of thanks.

## **Report 4th Finance Seminar, 2021**

Theme: Unlocking Financial Growth after Lockdown: Issues and Challenges Post Pandemic Covid- 19

Date: 22nd May, 2021 (Saturday)

Total papers received: 132

Total papers presented: 76

Organizing Secretary: Dr. Pooja Jain

Co- Organizing Secretary: Assistant Prof. Gunjan Dwivedi

The 4th Finance Seminar on “Unlocking Financial Growth after Lockdown: Issues and Challenges Post Pandemic Covid- 19 was held on 22nd May, 2021 on online platform through Zoom. The seminar was one day seminar. This seminar was specifically conducted to provide a platform to Academician, Research Scholar and Students.

The 4th Finance Seminar began with inaugural ceremony in the gracious presence of Shri Nixon Joseph, Chief Operating Officer at SBI Foundation as chief guest.

Shri. Mohan Tanksale, Former Chairman & Managing Director, Central Bank of India and Shri. Harish Damodaran, National Rural Affairs and Agriculture Editor of Indian Express as Guest of Honour.

Professor Dr. Md. Anwarul Kabir, Vice Chancellor, State University of Bangladesh as a Keynote Speaker and Dr. Davish Jain as Conference Patron

The Inaugural session began with the details of the Seminar delivered by Organizing Secretary Dr. Pooja Jain. It was followed by welcome address of Nishant Joshi, Seminar Chairman and Director PIMG.

Dr. Navita Nathani (Deputy director – PIMG Management dept), Dr. Tarika Singh (Deputy director PIMG Commerce, IT and Law dept), Asst Prof. Gunjan Dwivedi (Next Coordinator 5th Finance Seminar) Eminent Personalities from the academic world, Guests, Delegates, PIMG Faculty and Staff, representatives from print and electronic media and student volunteer were also presented in the seminar.

This seminar was divided in **three Parallel Track and last track for Best Paper session. In Track 1** The Session Chair was Dr. Kanhaiya Ahuja, and the other panelists were Dr. Harsha Jariwala and Dr. Keyur Nayak. In this track **32 papers were lined up for presentation out of which 23 were presented.** The rapporteur of the session was Asst. Prof. Dr. Raveendra Babu. A and co-rapporteur was Asst Prof. Shaifali Chauhan and Asst. Prof. Shweta Shrivastava.

**In Track 2** The Session Chair was Dr. Abhishek Parikh, and the other panelists were Dr. Prof Tarun Agarwal and Dr. Priya Soloman. In this track **33 papers were lined up for presentation out of which 23 were presented.** The rapporteur of the session was Dr. Abhay Singh Chauhan and co-rapporteur was Dr. Pooja Luniya and Asst. Prof. Vishesh Upmanyu.

**In Track 3** The Session Chair was Dr. Shailesh Rastogi, and the other panelists were Dr. Manoj Das and Dr. Padmaja V. In this track **36 papers were lined up for presentation out of which 21 were presented.** The rapporteur of the session was Dr. K S Rathore and co-rapporteur was Asst. Prof. Saideep Shrivastava and Dr. Shivani Sharma.

**In Best Paper** Session, The Session Chair was Dr. Alok Chakrawal, and the other panelists were Dr. Ankit Katrodia and Dr. Svetlana Tatuskar. In this track **9 papers were selected for presentation from all three parallel tracks.** The rapporteur of the session was Dr. Praveen Aronkar and co-rapporteur was Asst. Prof. Aakash Gupta and Asst. Prof. Kalpana Tomar.

In Valedictory Ceremony Mr. Ajay Vyas, Executive Director, UCO Bank, Guest of Honor Prof Ravinder Rena, Professor of Economics and Internationalisation Project Leader, NWU Business School, North West University Mahikeng South Africa, esteemed Guest of Honor, Dr. Anil Bajpai, COO Prestige Education Foundation, Seminar Chairman Dr. Nishant Joshi, Director PIMG, Dr. Navita Nathani (Deputy director – PIMG Management dept), Dr. Tarika Singh (Deputy director PIMG Commerce, IT and Law dept), Asst Prof. Gunjan Dwivedi (Next Coordinator 5th Finance Seminar) Eminent Personalities from the academic world, Guests, Delegates, PIMG Faculty and Staff, representatives from print and electronic media and student volunteer were also present.

## Publications in Scopus

Authors	Title	Year	Source Title	Vol.(issue)	DOI
Kaurav, R.P.S., Suresh, K.G., Narula, S., Baber, R.	NEW EDUCATION POLICY: QUALITATIVE (CONTENTS) ANALYSIS AND TWITTER MINING (SENTIMENT ANALYSIS)	2020	Journal of Content,	12()Community and Communication	10.31620/JC CC.12.20/02
Chauhan, S., Banerjee, R., Mittal, M.	AN ANALYTICAL STUDY ON IMPULSE BUYING FOR ONLINE SHOPPING DURING COVID-19	2020	Journal of Content, Community and Communication	12()	10.31620/JC CC.12.20/18
Bhakar, S.S., Bhakar, S.	Impact of Price Promotion on brand equity model: A study of online retail store brands	2020	Journal of Content, Community and Communication	10(6)	10.31620/JC CC.06.20/10
Baber, R., Kaurav, R.P.S., Paul, J.	Impact of individual market orientation on selling and customer	2020	Journal of Strategic Marketing	28(4)	10.1080/096 5254X.2018. 1489880
Sikarwar, T., Goyal, A., Mathur, H.	Household debt, financial inclusion, and economic growth of India: Is it alarming for India?	2020	Asian Economic and Financial Review	10(2)	10.18488/jo urnal.aefr.2 020.102.229. 248

Authors	Title	Year	Source Title	Vol.(issue)	DOI
Singh, P., Ahmad, A., Prakash, G., Kushwah, P.K.S.	Investigating the effects of consumer characteristics with respect to brand knowledge and product involvement on brand alliance evaluation	2020	Asia Pacific Journal of Marketing and Logistics	33(8)	10.1108/APJML-05-2019-0321
Baber, R., Upadhyay, Y., Singh Kaurav, R.P., Baber, P.	Application of 'masstige' theory and approaches for the marketing of smartphone brands in India	2020	International Journal of Business and Emerging Markets	12(3)	10.1504/IJBE.2020.109578
Chowdhary, N., Singh Kaurav, R.P., Sharma, A.S.	Segmenting the rural domestic tourists in India	2020	Tourism Review International	24(1)	10.3727/154427220X15791346544761
Banerjee, R., Pathak, R., Mathur, G.	Relationship between personality and job performance:	2020	International Journal of Business Excellence	20(1)	10.1504/IJBE.2020.104844

## Publication in UGC Care

Name of the faculty	Title	YEAR	Journal	ISSN	DOI
Dr Navita Nathani	Ecotherapy	2020	Nature Vacation For Multidimensional Wellbeing, Shodh Sarita, Vol 7, Issue 27(III)	ISSN - 2348-2397, 174-180.	(UGC care list)

## Publications in ABDC Category

Name of the faculty	Title	YEAR	Journal	ISSN
Dr. Chanda Gulati	Role of Emotional Stability and Organizational Politics in Job Dedication	2020	South Asian Journal of Management (SAJM), 28(4), 77-94 (ABDC- C)	(ISSN(O)-2456-6675; ISSN (P)-0972-8058).
Dr. R.P.S Kaurav	Segmenting the domestic rural tourists in India,	2020	Tourism Review International	(ISSN 1943-4421), 24(1), 23-36. (ABDC-C Category,
Dr. Rituraj Baber	Application of 'masstige' theory and approaches for the marketing of smartphone brands in India.	2020	International Journal of Business and Emerging Markets,	12(3), 296-312. ABDC-B Category
Dr. R.P.S Kaurav	Application of 'masstige' theory and approaches for the marketing of smartphone brands in India.	2020	International Journal of Business and Emerging Markets,	12(3), 296-312. ABDC-B Category
Dr. R.P.S Kaurav	Determinants of mobile apps adoption among young adults: theoretical extension and analysis,	2020	Journal of Marketing Communications	(ISSN 1352-7266), 26(4), 1-29. (ABDC-B Category)
Dr. R.P.S Kaurav	Impact of individual market orientation on selling and customer orientation	2020	Journal of Strategic Marketing	(ISSN 0965-254X), 28(4), 288-303. ABDC-A Category,

## Publications in Web of Science

Name of the faculty	Title	YEAR	Journal	ISSN
Dr. Sneha Rajput	Establishing relationship between antecedents of impulse buying	2020	Pacific Business Review International	(ISSN 0974-438X), 13(4), 113-129.

## Paper presented in Journals

Name of the faculty	Title	YEAR	Journal	ISSN
Dr. Garima Mathur	Looking-glass-self: Tale of happiness, self-esteem, and satisfaction with life among transgender from Kinner community	2020	Journal of Public Affairs	e2519
Dr. Garima Mathur	Relationship between personality and job performance: Indian perspective of Triguna theory	2020	International Journal of Business Excellence	online: 1756-0055; ISSN print: 1756-0047
Dr. Sneha Rajput	Exploring the factors affecting digital financial inclusion for socio-economic empowerment, pp.14090-1420	2020	International Journal of Advanced Science and Technology, 29(8)	2005-4238
Dr. Tarika Singh Sikarwar	Content Credibility WhatsApp Messages and Decision to Share: Psychology of Youth.	2020	High Technology Letters	SSN:1006-6748

Name of the faculty	Title	Year	Journal	ISSN
Dr. Tarika Singh Sikarwar	SSN:1006-6748	2020	International Journal of Critical Accounting	ISSN online 1757-9856 ISSN print 1757-9848
Dr. Tarika Singh Sikarwar	AN OPERATIONAL APPROACH TO FINANCIAL STABILITY: ON THE BENEFICIAL ROLE OF REGULATORY GOVERNANCE	2020	Corporate Governance and Sustainability Review	ISSN 2519-8971(print), ISSN 2519-898X (online).
Dr. Tarika Singh Sikarwar	Friday the 13th Effect on Indian Stock Market.	2020	International Journal of Financial Engineering (IJFE)	ISSN: 2424-7863. EISSN: 2424-7944.
Dr. Tarika Singh Sikarwar	Advanced and Emergent Equity Market Behaviour.	2020	International Journal of Innovative Technology and Exploring Engineering	ISSN 2278-3075 (online)
Dr. Tarika Singh Sikarwar	Financial Sector Development and Pecuniary Growth: Evidence from India and the Republic of Korea.	2020	International Journal of Recent Technology and Engineering	ISSN: 2277-3878
Dr. Tarika Singh Sikarwar	Modeling Credit Risk Management and Bank's Profitability	2020	International Journal of Electronic Banking	ISSN 2162-3082
Dr Navita Nathani	The Belt and Road Initiative	2020	An Entrepreneurial Perspective. In: Chan E., Gunasekaran A. (eds) Belt and Road Initiative Collaboration for Success. Textile Science and Clothing Technology. Springer,	(P-ISBN: 978-981-15-1524-8) (Online ISBN: 978-981-15-1525-5)

Name of the faculty	Title	YEAR	Journal	ISSN
Dr. Chanda Gulati	Congruence and Internalization as predictor of Citizenship Behaviour: Empirical Investigation using PLS	2020	Effulgence	ISSN(O)-2456-6675; ISSN (P)-0972-8058
Dr. Baber Ruturaj	A review paper on evolution of political marketing	2020	Shodh Sanchar Bulletin	2229-3620
Dr. Baber Ruturaj	New education policy, 2020: Qualitative (contents) analysis and Twitter mining (sentiment analysis)	2020	Journal of Content, Community & Communication	Print-23957514, Eissn24569011
Dr. Baber Ruturaj	Application of 'Masstige' Theory and Approaches for the Marketing of Smartphone Brands in India	2020	International Journal of Business and Emerging Markets	Print ISSN: 1753-6219 Online ISSN: 1753-6227
Dr. Banerjee Richa	Relations between personality and job performance: Indian Perspective of triguna theory.	2020	International Journal of business excellence(IJBEX)	17560055
Dr. Abhay Singh Chauhan	Financial sector development and pecuniary growth: Evidence from India and the republic of Korea	2020	International Journal of Electronic Banking	ISSN 2162-3082

Name of the faculty	Title	YEAR	Journal	ISSN
Dr. Reetu Kumari	Reetu Kumari and Arunodaya Raj Mishra (2020) Multi-criteria COPRAS Method Based on Parametric Measures for Intuitionistic Fuzzy Sets: Application of Green Supplier Selection Multi-criteria COPRAS Method Based on Parametric Measures for Intuitionistic Fuzzy Sets: Application of Green Supplier Selection.	2020	Iranian Journal of Science and Technology, Transactions of Electrical Engineering	2228-6179
Dr. Reetu Kumari	Arunodaya Raj Mishra , Pratibha Rani , Abbas Mardani , Reetu Kumari , Edmundas Kazimieras Zavadskas and Dilip Kumar Sharma (2020) Exponential Fuzzy Divergence Measures for Multi-Criteria Service Quality in Vehicle Insurance Firms	2020	Symmetry	1209-1452
Dr. Rahul Pratap Singh Kaurav	Establishing relationship between antecedents of impulse buying	2020	Pacific Business Review International	(ISSN 0974-438X), 13(4), 113-129.
Dr. Rahul Pratap Singh Kaurav	New Education Policy, 2020: Qualitative (contents) analysis and twitter mining (sentiment) analysis	2020	Journal of Content, Community & Communication	(Print ISSN 2395-7514   e-ISSN 2456-9011), 12(1), 4-13.
Dr. Rahul Pratap Singh Kaurav	Factors of entrepreneurial readiness in society		Journal of Asia Entrepreneurship and Sustainability	(Print ISSN 1177-4541), 16(3), 3-24.

Name of the faculty		Title	YEAR	Journal	ISSN
Dr. Pratap Kaurav	Rahul Singh	Segmenting the domestic rural tourists in India	2020	Tourism Review International	(ISSN 1943-4421), 24(1), 23-36.
Dr. Pratap Kaurav	Rahul Singh	Determinants of mobile apps adoption among young adults: theoretical extension and analysis	2020	Journal of Marketing Communication	(ISSN 1352-7266), 26(4), 1-29.
Dr. Pratap Kaurav	Rahul Singh	Impact of individual market orientation on selling and customer orientation	2020	Journal of Strategic Marketing	(ISSN 0965-254X), 28(4), 288-303.
AP Parpyani	Nidhi	The Impact of Shadow Banks on the Commercial Bank Lending in India with Reference to the Housing Finance Sector.	2020	IJRTE	2277-3878
Asst. Prof. Rajesh Gupta		Relationship assessment of Perceived Quality, Perceived Value, Hospital Image and Patient Satisfaction with respect to Health Services	2020	Dr. Monika Gupta	(ISSN 1943-4421), 24(1), 23-36.
Dr. Gupta	Monika	Content Credibility WhatsApp Messages and Decision to Share: Psychology of youth.	2020	Science Press	10066748
Dr. Gupta	Monika	Modeling Credit Risk Management and Bank's Profitability	2020	International Journal of Electronic Banking	2162-3082.
Dr. Pooja Jain		Exploring the factors affecting digital financial inclusion for socio-economic empowerment	2020	International Journal of Advanced Science and Technology	1409-1420

Name of the faculty	Title	YEAR	Journal	ISSN
Shaifali Chauhan	The Psychology of Investors in Nepalese Stock Market and Investment Decisions	2020	Wutan Huatan Jisuan Jish	726- 755
Dr. Pranshuman Parashar	Predicting Green Purchase Intention through Personal Norms and Perceived Behavioural Control	2020	SYNERGY	NA
Dr Richa banerjee	Relations between personality and job performance:Indian Perspective of triguna theory.	2020	International	17560055

## Chapters Edited in Book

Name of the faculty	Title of the chapter	Name of edited book	YEAR	Publisher
Asst.Prof. Rajesh Gupta	Optimization and Inventory Management. Asset Analytics (Performance and Safety Management)	Springer, Singapore	2020	978-981-13-9697-7
Dr. Raturaj Baber	Discriminant Analysis	An SPSS Guide for Tourism, Hospitality and Events Researchers	2020	Routledge
Dr. Rahul pratap singh Kaurav	Technology Driven Tourism and Hospitality Industry as a Tool for Economic Development: A Bibliometric Analysis	The Emerald Handbook of ICT in Tourism and Hospitality	2020	Emerald Publishing U.K.
Dr. Garima Mathur	The Belt and Road Initiative: An Entrepreneurial Perspective	Belt and Road Initiative - Collaboration for Success. Textile Science and Clothing Technology. P-ISBN: 978-981-15-1524-8; Online ISBN: 978-981-15-1525-5	2020	Springer, Singapore

## Papers presented in Seminars and Conferences

Name of the faculty	Details of Research Paper/ Article Presented	YEAR	National/ International	Seminar/ Workshop/ Conference
Asst. Prof. Simran Rohira	Impact of Heuristics On Investor's Investment Decisions	2020	International	Conference
Asst.Prof. Krishan Kant Yadav	Collaborative Filtering Based Personalized Recommender System	2020	International	Conference
Dr. Sneha Rajput	Antecedents of Customer Loyalty: A Study on consumer durables in the Indian Market	2020	International	Conference
Dr. Sneha Rajput	"Examining a Moderating Role of Country of Origin Image Among Social Media Campaign, Ethnocentrism, and Purchase Intention"	2020	International	Conference
Dr. Sneha Rajput	"Antecedents of Customer Loyalty and WOM: A Study On Consumer Durables in Emerging Economies"	2020	International	Conference

Name of the faculty	Details of Research Paper/ Article Presented	YEAR	National/ International	Seminar/ Workshop/ Conference
Dr. Sneha Rajput	"Store Atmospherics as an Antecedent of Impulse Buying Inducing Store Satisfaction- A Study of Hypermarkets in Emerging Economies"	2020	International	Conference
Dr. Tarika Singh Sikarwar	Economic growth and International Trade: Case Studies for ASEAN	2020	International	Conference
Dr. Tarika Singh Sikarwar	Determinants of Financial Personality and Investment Bias: A study of Women in Education Sector.	2020	International	Conference
Dr. Tarika Singh Sikarwar	Determinants of Financial Personality and Investment Bias: A study of Women in Education Sector	2020	International	Conference
Dr. Tarika Singh Sikarwar	What Determines Risk of Bankruptcy?	2020	International	Conference
Dr. Navita Nathani	Covid 19 and its impact on retail sector: A study in Indian Context	2020	National	E-Conference
Dr. Navita Nathani	Participated in 3 days national E-conference and presented a paper titled Covid19 and its impact on retail sector: a study in Indian Context	2020	National	E-Conference
Dr. Chanda Gulati	Role of Emotional Equanimity and Organizational Politics in Job dedication	2020	International	Conference
Asst. Prof. Gunjan Dwivedi	Presented Paper on Economic Growth, Energy Consumption & Carbon Dioxide Emissions: EvidenceForDevelopingCountry	2020	International	Conference

Name of the faculty	Details of Research Paper/ Article Presented	YEAR	National/ International	Seminar/ Workshop/ Conference
Asst. Prof. Gunjan Dwivedi	Firm Performance & Stock Returns: A Study on BSE Listed Companies	2020	International	Conference
Asst. Prof. Gunjan Dwivedi	Presented Paper on Impact of Covid-19 on Retail Sector	2020	National	Webinar
Asst. Prof. Gunjan Dwivedi	Presented Paper on Covid-19 & Its Impact on Retail Sector: A Study in Indian Context"National E-Conference on Challenges & Strategies in Business Management: Post Covid Era organized by Awadhesh Pratap Singh University Rewa M.P. (16th June 2020)	2020	National	Conference
Brahmmanand Sharma	Covid-19 & Its Impact on Retail Sector : A Study in Indian Context	2020	National	Conference
Brahmmanand Sharma	EFFECT OF CUSTOMER SATISFACTION ON CUSTOMER LOYALTY MEDIATED BY PERCEIVED RISK IN ONLINE RETAIL	2020	International	Conference
Dr. Pooja G Luniya	'Impact of Covid-19 in Indian Economy' by Indian Accounting Association, Gwalior Branch,	2020	National	E Webinar
Dr. Indira Sharma	Sharma, Indira. , Upadhyaya, Ajit. (2020). Mediating effect of Friendship on relationship between Depression, Anxiety and Perceived Stress. Seventh International HR conference at K J Somaiya Institute of Management Studies & Research, Mumbai.	2020	International	Conference

Name of the faculty	Details of Research Paper/ Article Presented	YEAR	National/ International	Seminar/ Workshop/ Conference
Dr. Indira Sharma	Role of Emotional Intelligence and Organizational Citizenship Behavior in predicting Job Performance.	2020	International	Conference
Dr. Indira Sharma	Role of Emotional Resilience on Employees Stress, Anxiety and Depression.	2020	International	Conference
Dr. Raturaj Baber	Attended Conference on "Digitalization as vehicle for innovation, growth and organizational effectiveness"	2020	International	Conference
Dr. Abhay Singh Chauhan	Spillover effect of Covid-19: Impact on Indian Economy	2020	National	Seminar
Dr. Abhay Singh Chauhan	Impact of Financial Literacy and Financial Decision Making: Empirical Evidence from Gwalior Region	2020	International	Conference
Dr. Abhay Singh Chauhan	Impact of e-banking on profitability of commercial banks in India	2020	International	Conference
Dr. Priyanka Chawla	The Causal Relationship between Government Expenditures and Government Tax Revenues: Evidence From India,7th PAN World Management Conference: Indian Institute of Management (IIM) Rohtak	2020	National	Conference
Dr. Priyanka Chawla	Impact of GST on Digital E-Commerce Business in India,Daulat Ram College University of Delhi on Income Inequality,		National	Conference

Name of the faculty	Details of Research Paper/ Article Presented	YEAR	National/ International	Seminar/ Workshop/ Conference
Smrita Bhadouria	Bhadouria, Smrita & Rajesh Gupta (2020) "Multi variable Assessment on the Performance of Students in Statistics: An empirical Evaluation "Presented in 12th International e-Conference on "Digitalization as Vehicle for Innovation, Organization Growth &Effectiveness" held during December 28-30, 2020 at Prestige Institute of Management Gwalior.	2020	International	Conference
Smrita Bhadouria	Bhadouria, Smrita (2020) "Impact of Teacher Quality, Self Concept, Ask For Help, Interpretation, Worth of Statistics on Performance of Students in Statistics "Presented in International e-Conference on " Recent trends in analysis and optimization" held during November,9-11,2020 at NITTTR, Bhopal	2020	International	Conference
Smrita Bhadouria	Chauhan, Reeta, Smrita Bhadouria &Shailja Bhaker(2020) "Impact of Customer Awareness, Attitude and Motivation on Purchase Intention with reference to Herbal Products" Presented in one day international web conference on "Innovative Teaching and Learning Platforms Tools and Technologies Reform after Covid-19" held on June 4,2020 organized by Bhopal Intellectual Progressive Education Society (BIPES) IG, Bhopal	2020	International	Conference

Name of the faculty	Details of Research Paper/ Article Presented	YEAR	National/ International	Seminar/ Workshop/ Conference
Smrita Bhadouria	"Antecedents of Customer Loyalty: A study on Consumer Durables in the Indian Market	2020	International	Conference
Dr. Sonal Saxena	Family Friendly Human Resource Practices as predictors of Job Performance and Commitment with the mediating role of work place spirituality in Indian Private Sector	2020	International	Conference
Dr. Indira Sharma	Role of Emotional Resilience on Employees Stress, Anxiety and Depression. International Web	2020	International	Conference
Dr. Indira Sharma	Role of Emotional Intelligence and Organizational Citizenship Behavior in predicting Job Performance	2020	International	Conference
Dr. Indira Sharma	Mediating effect of Friendship on relationship between Depression, Anxiety and Perceived Stress	2020	International	Conference
Shaifali Chauhan	Digitalization as a Vehicle for Innovation, Organizational Growth, and Effectiveness	2020	International	Conference
Asst. Prof. Nidhi Jain	Workshop on Structural Equation Modeling using AMOS	2020	International	Workshop
Asst. Prof. Nidhi Jain	National Webinar on New Education Policy 2020 Organized by the School of Management, BBD University, Lucknow, India	2020	International	Seminar

Name of the faculty	Details of Research Paper/ Article Presented	YEAR	National/ International	Seminar/ Workshop/ Conference
Asst. Prof. Nidhi Jain	National Webinar on Sampling Organized by Sage University, Indore in Collaboration with The Global Association of Social Sciences	2020	International	Seminar
Asst. Prof. Nidhi Jain	National Webinar on Impact of Covid- 19 on Emerging and Developing Economy Organized by Prestige Institute of Management, Gwalior	2020	International	Seminar
Asst. Prof. Nidhi Jain	v International Webinar on Mental Health for Teachers Organized by the Institute of Professional Studies, Gwalior	2020	International	Seminar
Asst. Prof. Nidhi Jain	v International Webinar on Education 4.0 Organized by the Institute of Professional Studies	2020	International	Seminar
Asst. Prof. Nidhi Jain	v National Webinar on Role of Media in the age of Covid-19: Responsibility of the Fourth Pillar of Democracy organized by the Prestige Institute of Management	2020	International	Seminar
Asst. Prof. Nidhi Jain	National Webinar on Anxiety, Panic and Remedies Post Lockdown among Academicians Organized by Prestige Institute of Management	2020	International	Seminar

Name of the faculty	Details of Research Paper/ Article Presented	YEAR	National/ International	Seminar/ Workshop/ Conference
Asst. Prof. Nidhi Jain	National Webinar on How to Write an Excellent Research Paper for Publication Organized by Amity Science, Technology & Innovation Foundation	2020	International	Seminar
Asst. Prof. Nidhi Jain	National Webinar on Improving Emotional Intelligence through Personality Development Organized by Institute of Professional Studies, Gwalior (M.P.)	2020	International	Seminar
Asst. Prof. Nidhi Jain	v TEQIP-III Certified National Webinar on Simple Vastu Tips for Positive Energy Organized by IPS College of Technology and Management, Gwalior, (M.P.)	2020	International	Seminar
Asst. Prof. Nidhi Jain	International e-Seminar on Teach Tolerance- Need of the Present Era Organized by Aadinath College of Education & AIAER in association with All India Association for Educational Research	2020	International	Seminar
Asst. Prof. Nidhi Jain	IIT Delhi Webinar on How to Publish and Succeed with Open access Publication Organized by IIT Delhi in association with Taylor & Francis Group	2020	International	Seminar
Asst. Prof. Nidhi Jain	National Webinar on Impact of Covid19 on Indian Economy by IAA Organized by Indian Accounting Association	2020	International	Seminar
st. Prof. Vivek Shrivastava	"Impact of Push and Pull factors on destination selection decision of working professionals"		International	Conference

Name of the faculty	Details of Research Paper/ Article Presented	YEAR	National/ International	Seminar/ Workshop/ Conference
Dr . Richa Banerjee	"The Impact of Fashion Involvement and Hedonistic Consumption Tendency on Purchase Intention Towards Fashion Apparel Industry"	2020	International	Conference

## Faculty Achievements

Name of Faculty Member	Name of Guide	PhD Title	Year of Award
Dr. Praveen Aronkar	Dr. S S Bhakar	Crowding and Customer Choice on Service Experiences: A study of retail outlets	2020



# PRESTIGE

INSTITUTE OF MANAGEMENT, GWALIOR  
UGC APPROVED AUTONOMOUS INSTITUTE  
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Created by Genius Gangwani  
Student at PIMR, Gwalior