

Prominent Research Work / Projects of School of Management Sciences - Apeejay Styta University

1. Deepak Halan, Associate Professor, with more than 23 years of experience across the industry and academics, has worked on various Marketing related areas. Prior to Apeejay Styta University, he worked as AVP with IMRB and has several publications on diverse Marketing topics in reputed research journals, magazines and newspapers. Prof. Deepak Halan has submitted his PhD thesis in the area of E-Commerce and Online Retailing.

Key Research Projects / Papers (Students)

- Public Health Implications of Consumers' Environmental Concern and their Willingness to Pay for Eco-Friendly Products: A Study of Buying Behavior of Female Consumers in Delhi & NCR
- 'The Online Offline Dilemma' published in Proceedings of International Conference on Management GD Goenka University (ISBN: 978-93-83842-39-1), April 2014 - written jointly by School of Management Sciences' student, Naina Gulati, and Prof. Deepak Halan
- 'Playing the Green Card' published in proceedings of 3rd International Conference on Management Practices & Research (ISBN: 978-81-906991-6-8), July 2013 - written jointly by School of Management Sciences' student, Preeti Kumari, and Prof. Deepak Halan

Research Papers

- 'Critical Review of Cross-National Differences in Risk associated with Online Shopping' in IMR-Management Speaks - a peer-reviewed bi-annual journal, Vol. 10 No. 1 Jan-June 2017 (ISSN: 2231-1467). Approved by UGC vide S. No. 43633 - written jointly by Prof. Deepak Halan and Dr Varuna Tyagi
- 'Exploring Dimensional Structure of Antecedents of Online Shopping Behavior' in JIMS 8M – The Journal of Indian Management & Strategy, Oct. – Dec. 2017 Vol. 22 Issue 4 (ISSN: 0973-9335) – approved by UGC vide S. No.28603. Indexed/Abstracted: J-Gate, EBSCO Discovery, Summon (Proquest), Thomson Reuters, etc.
- 'Critical Review of Factors Impacting Consumer Online Shopping Behavior' published in Proceedings of 8th National Conference on Innovations for Sustainable Business, February, 2017 (ISBN: 978-93-84562-07-6)
- 'No Easy Day for FDI in Multi-Brand Retail' - *Volume 6 issue 6 (Dec., 2013)*, Pacific Business Review International - *An International Refereed Journal indexed at Cabell's Directories, Ulrichsweb & Indian Citation Index. (ISSN 0974 438X)*. <http://www.pbr.co.in/Dec2013/9.pdf> - written jointly by Prof. Deepak Halan and Prof. Neha Bharadwaj
- 'Big Data: A Pot of Gold' Vol. 14, No.1 June 2015, Apeejay Business Review – Review - A peer-reviewed and refereed bi-annual journal (ISSN: 0974-1798)
- 'Understanding Consumer Psychology via Social Media' Vol. 13, No.1 & 2, January-December 2014, Apeejay Business Review - A peer-reviewed and refereed bi-annual journal (ISSN: 0974-1798) <http://www.apeejay.edu/asm/doc/ABR-December-2014.pdf>

Papers Presented at Conference

- 'Impact of E-Commerce on Small Brick & Mortar Retailers' published in Proceedings of 3rd Conference of Marketing Scholars and Practitioners, June 2015 (ISBN-978-93-84562-007-03-8)
- 'Mom and Pops versus MNCs' published in Proceedings of 6th National Conference on Contemporary Management & Research titled as 'Advancement in Management Theory & Practices', Oct. 2014 (ISBN:978-93-84562-01-4)
- 'Carrefours and Kiranas Can Co-Exist' published in Proceedings of 5th National Conference on Contemporary Issues in Business Management, Oct. 2012

Book Chapters & Newspaper/ Magazine Articles

- Impact of FDI in multi-brand retail on Farmers – Paper published as a chapter in the book titled ‘Emerging Management Paradigm’ (Research India Publications) by Dr Pavnesh Kumar, released in June 2015; (ISBN: 978-93-84144-25-8)
- Article titled ‘Enhanced Customer Experience - The New E-Retail Mantra’ in ETRetail.com - An initiative of The Economic Times dated 8th Nov. 2016
<http://retail.economictimes.indiatimes.com/re-tales/enhanced-customer-experience-the-new-e-retail-mantra/1919>
- Article titled ‘Is it Really a Tug of War between E-tailers and Small Brick & Mortar Retailers?’ in ETRetail.com - An initiative of The Economic Times dated 23rd April 2016
<http://retail.economictimes.indiatimes.com/re-tales/is-it-really-a-tug-of-war-between-e-tailers-and-small-brick-mortar-retailers/1456>
- ‘Lure of the Green Card’– The Strategist (Jan. 2013) - Business Standard Group http://www.business-standard.com/article/management/lure-of-the-green-card-113010700070_1.html
- ‘Has McDonald's bitten off more than it can chew’ - The Strategist (Oct. 2012) https://www.business-standard.com/article/specials/has-mcdonald-s-bitten-off-more-than-it-can-chew-112100800033_1.html

2. Ridhi Bhatia, Assistant Professor, has more than 10 years of experience across the industry and academics. She is a B.Com (H) graduate from Hansraj College, Delhi University and an MBA from Fore School of Management. She has worked in corporate (Financial & Risk Management domain) and has been teaching Finance courses to the management students. Prof. Ridhi Bhatia is pursuing her PhD and has published/presented several papers in reputed journals and conferences.

Key Research Projects / Papers (Students)

- A Study on ‘Usage of Technology on Delivery Of Healthcare Services in Tier 3 Cities: The Emerging Metros of Tomorrow’ by Manish Kumar, under the mentorship of Prof. Ridhi Bhatia
- ‘To Study the Perception regarding E-Health amongst Healthcare Professionals and Consumers’ by Neelanja Chaturvedi, under the mentorship of Prof. Ridhi Bhatia
- ‘A study on Financial Literacy amongst People of Mangolia’ by Enkhtsetseg Ganzorigt, under the mentorship of Prof. Ridhi Bhatia

Research Papers

- Published paper on ‘E-Health in India: A Model for Healthcare Accessibility at the Bottom of the Pyramid’ in **International Journal of Electronic Healthcare, Inderscience (Scopus Indexed)**, in 2017
<https://www.inderscienceonline.com/doi/abs/10.1504/IJEH.2018.092178>
- Published Paper on ‘Beta Factor, Systematic Risk and Unsystematic Risk: A Study of Prominent Companies of IT and Banking Sector’ in Management Dynamics (Publication of Jaipuria Institute of Management), in 2014

<https://web.b.ebscohost.com/abstract?direct=true&profile=ehost&scope=site&authtype=crawler&jrnl=09725067&AN=116954276&h=dYquHtkTsReQmctA5Lp2FVkhfPITjpe5WACQtX9yVsnKDKJtVsvl984GKfA1%2bYis9HQAKRtjT3e4%2bOmkFlavQ%3d%3d&crl=c&resultNs=AdminWebAuth&resultLocal=ErrCrlNoProfile&crlhashurl=login.aspx%3fdirect%3dtrue%26profile%3dehost%26scope%3dsite%26authtype%3dcrawler%26jrnl%3d09725067%26AN%3d116954276>

Papers Presented at Conference

- Presented and published research paper titled 'E-Health Services Value Proposition for Healthcare Providers: A Case Study of Three Large Hospitals in New Delhi', at 27th **RESER (European Association for Research on Services)** International conference held from September 7 to 9, 2017 at **Bilbao, Spain**. ISBN number 978-84-697-5412-2
- Presented and published research paper titled 'Healthcare Accessibility at the Bottom of the Pyramid: A study of the scope of E-Health in India' 2015, IMRA-IIMB International Conference held **at Indian Institute of Management Bangalore (IIMB) in December 2015. ISBN: 978-0-9573841-3-2**
- Presented and published Case study on 'Managing Foreign Exchange Risk Using Derivatives: A Case of Garg Brothers & Co.' at 2nd International Case Conclave Elixir, held at G.D. Goenka University, Gurugram, in September 2015. ISBN 978-93-84869-74-8
- Presented and published case study on 'Financial story of Middle Class: Need for Financial Planning & its implementation' at G.D. Goenka University, Gurugram, in December 2014.

Book Chapters

- Book Published on 'Business Organization' with Vikas Publications for MBA/BBA and B.Com Students (sole author) in 2014

3. Dr Ranjana Gujrati, Assistant Professor, has more than 6 years of experience in the academics. She is a B.Com. (H) and M.Com. from Banaras Hindu University. She is also the Junior Research Fellowship holder (UGC-NET-JRF) in the areas of Commerce and Human Resource Management. She has done PhD in the area of Organizational Behaviour and has been teaching the courses of Human Resource Management, Organizational Behaviour, and Business Research Methodology. She is working as a qualified trainer of soft skills. Earlier, she has worked with ICFAI Academy and has attended various workshops/conferences.

Papers

- Paper on '**A Review of Marketing Concept as a Vehicle for Promoting Corporate Entrepreneurship: Implications for Nigerian Firms**' (published in **Hermeneutics- Biannual Refereed International Journal of Business and Social Studies- ISSN 2231-6353**) Vol. 6, Issue 2, Sep. 2016, pp. 47-52.
- Contributed a chapter entitled '**Global Gender Gap and Women Empowerment - A Study of BRICS**' in the book **Women Empowerment-A Positive Approach** (published by Social Research Foundation, Kanpur- ISBN 978-81-932375-6-4), 1st edition, July 2016, pp. 80-100.

- Paper on **‘Financial Inclusion in Nigeria: Is Microfinance Successful?’** (Published in **Indian Journal of Business Research and Analysis - ISSN 2456 0545**), Vol. 1, Issue 1, April-June 2016, pp. 8-13.
- Paper on **‘Employee Engagement in India and China: A Comparative Study’** (published in **Pacific Business Review International - Referred & Indexed Journal - ISSN 0974-438X**), Vol. 7, Issue 4, October 2014, pp. 1-9.
- Paper on **‘An Assessment of Indian Academicians’ Satisfaction Level with Workplace Environment: A Descriptive Study’** (Published in **Pacific Business Review International-Referred & Indexed Journal ISSN 0974-438X**), Vol. 5, Issue 8, Feb. 2013, pp. 13-22.

Conferences Attended

- **Presented Paper on ‘Mindfulness at Workplace - Lessons for Indian Organizations from around the World’** in 7th International Conference – *‘Spirituality beyond Repertoire - A Leadership Key to Societal Happiness and Sustained Harmony’*, in School of Management Sciences, Varanasi on 23rd & 24th Feb. 2019.
- **Participation in ‘7th International Accreditation Conference 2014’** from Nov. 3-4, 2014 offered by Standards for Educational Advancement & Accreditation Trust, New Delhi.
- **Participation in ‘International Conference on Issues and Challenges in Doctoral Research’** on Aug 25, 2014 held at India International Center, New Delhi.

Overview of School of Management Sciences’ PhD Students’ Research work as of Feb. 2019

Name of the Student	Academic Year & Date of Admission	Supervisor/Co-Supervisor	Title of the Research Work	Remarks
Mohammad Ibrahim (Bangladesh)	2014 -15 (29 Dec. 2014)	Dr Ranjana Gujrati (Supervisor) & Prof. Kamal Kishore (Co-Supervisor)	‘Performance of Non-Life Insurance Sector in Bangladesh- Comparative Study of Public & Private Firms’	Data collection & analysis is done. Pre-submission report preparation is on.
Lawan Amdan Lawan (Nigeria)	2014 -15 (15.04.2014)	Dr Ranjana Gujrati (Supervisor) Dr. Varuna Tyagi (Co-Supervisor)	Analysis of the Impact of Entrepreneurship Education on Entrepreneurial Intention among Higher Education Students in Nigeria	Data collection is done and analysis is in progress
Mustapha Gimba Kumshe (Nigeria)	2014 - 15 (04.09.2014)	Dr Ranjana Gujrati (Supervisor)	‘Socio-Economic Empowerment of Women through Micro Finance Banks in Northern Nigeria: An Empirical Assessment’	Research work is in progress, Data Collection stage
Ankita Sethi	2014 - 15	Dr Varuna Tyagi (Mentor)	NA	Student needs

(01.08.2014)

Sonia Sehrawat	2014 - 15 (12.08.2014)	Dr Varuna (Supervisor)	Tyagi	'Employees' Personality and Work Life Balance: A study of IT firms in Delhi-NCR'	to complete the course work Letter of non-reporting has been sent, student is continuing. Registration letter is issued to the student. Research work is going on. Degree has been awarded in Convocation of Sep 2018.
Ishita Adhikari	2011 - 12 (11.10.2011)	Dr Varuna (Supervisor) & Dr B.S. Moshal (Co-Supervisor)	Tyagi	'The Impact of Mentor Functions and Abilities on Mentoring Outcomes'	
Deepak Halan	2014 - 15 (31.07.2014)	Dr Varuna (Supervisor) Dr Alok Saklani (Co-Supervisor)	Tyagi	'Antecedents of Behavioural Intentions: A Study on Online Shopping Behaviour in India'	Thesis submission was done on 7th Aug 2018.