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Research Paper Publication (January- December 2021)

No	Title of the Paper	Name of the Author and Co-author(s)	Name of the Journal	International/ National	ISSN No.	Vol., Issue, Pub. Year Page No.	No. of Citation Index in <i>Scopus/ Web of Science/PubMed</i>
1	Empirical Study to measure Millennial's Buying Behavior with reference to Cause Related Marketing	Sharma Mahendra, Vasavda Maurvi, Shah Suraj	AIMS International Journal of Management, USA	International	1939-7011	Vol.-15(01), Jan.-2021, P.-33-46	UGC-Care
2	Influence of Sensory Branding on Consumer Buying Behavior: An Empirical Evidence with Reference to Coffee Outlets of India	Sharma Mahendra, Vasavda Maurvi, Shah Suraj	International Journal of Management	International	0976-6502	Vol.-12(03), Mar.-2021, P.-654-668	Scopus
3	Managing Job Applications Online: Integrating Website Informativeness and Compatibility in Theory of Planned Behaviour and Technology Acceptance Model	Patel Jayesh, Parikh Abhishek, Jaiswal Anand	Decision	International	0304-0941	Vol.-10(01), Mar.-2021, P.-01-17	Web of Science
4	Case Study: Rise of a Business Leader	Chaturvedi Sourbhi, Bhurke Vineel, Anjali Chandra, Pujari Purvi, Joshi Ajinkya	AIMS Journal of Management	International	2395-6852	Vol.-07(01), Jul.-2021, P.-200-214	UGC-Care
5	Use of mobile wallet among consumers: underlining the role of task-technology fit and network externalities	Baxi Chinmay, Patel Jayesh D.	International Journal of Business Information Systems	International	1746-0972	Vol.37(04), Mar.2021, P.544-563	Scopus
6	Cross Selling Insurance Products- Case Study Publication	Jha Dhara, Rath Biswajit, Veenapani, Tanuku Sridevi, B. Satapathy	AIMS Journal of Management	International	2395-6852	Vol.-07(01), Jul.-2021, P.-165-173	UGC-Care

7	Empirical Study on Impact of Retail Store Layout on Consumer Buying Behavior in Ahmedabad City with reference to Supermarket/Hypermarket	Jadeja Yashpalsinh Joshi Arti	ANVESAK	International	0378 – 4568	Vol.-51(02), Jul.-2021, P.-79-97	UGC Care
8	India as a Cashless Economy and AEPS as Mode of Payment an Analytical Study	Kiri Rajesh, Doshi Ruturaj	The Journal of Oriental Research Madras	International	0022-3301	Vol.-92(05), Sep.-2021, P.-145-151	UGC Care
9	Employee Wellbeing and Employee's Happiness: a Study of an Indian University	Parikh Abhishek, Gadhavi Dharmesh Patel Vipul, Joshi Nirav	Academy of Strategic Management Journal	International	1939-6104	Vol.-20(06), Nov.-2021, P.-01-11	UGC Care