

Content

Research Paper Publication (January- December 2024)

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</i> / <i>Web of Science</i> / <i>PubMed</i>
1	Does My School Teach Me Entrepreneurship? School Entrepreneurship Curriculum and Students' Entrepreneurial Intention: A Serial Mediation-Moderation Analysis	Patel Jayesh, Vanani Sanjay, Dasani Vikrant, Sharma Mahendra	International Journal of Social Economics	International	0306-8293	Vol.-51(12), Apr.-2024, P.-1629-45	Scopus
2	Understanding Underdog Brand Positioning Effects Among Emerging Market Consumers: A Moderated Mediation Approach	Patel Jayesh, Trivedi Rohit, Malhotra Svablum, Jagani Khyati	Journal of Product and Brand Management	International	1061-0421	Vol.-33(08), Sep.-2024, P.-1013-26	Scopus
3	Exploring Factors Influencing Online Shopping Behavior for Luxury Goods in the Indian Market	Thakkar Soniya, Halvadia Nirav, Chouhan Usha	Journal of Advanced Research in Applied Sciences and Engineering Technology	International	2462-1943	Vol.-06(02), Jul.-2024, P.-01-22	Scopus
4	Study of Adoption of Ride-hailing Services: Moderating Role of Consumer Frugality and Status Consumption in Collaborative Consumption	Halvadia Nirav, Bhatt Kedar, Shah Priyanka	Research in Transportation Business & Management	International	2210-5395	Vol.-54(05), Jun.-2024, P.-01-09	Scopus
5	Case Study: Bubble Bee - Building Entrepreneurs	Jha Dhara, Venkatasubramanian L., Bhale Tanmay	AIMS Journal of Management	International	2395-6852	Vol.-10(01), Jul.-2024, P.-244-252	UGC-CARE
6	Role of Humility in Job Performance in India	Sinha Rajan, Patel Vipul V., Anand Prakash	JIM QUEST	International	0975-6280	Vol.-20(01), Jun.-2024, P.-31-52	UGC-CARE

7	The Impact of Regional Rural Bank on the Priority Sectors with respect to West Bengal	Nandy Debasish, Das Palan	International Journal for Multidisciplinary Research	International	2582-2160	Vol.-06(05), Sep.-2024, P.-01-08	Referred Journal
8	High-Quality Education and Research Collaboration Play a Key Role in the Success of University-Integrated Hubs: Case Study of Kenyatta University – Chandaria Centre for Innovation	Pascal Nyiringango	African Journal of Education and Practice	International	2519-0296	Vol.-10(01), Feb.-2024, P.-46-55	Referred Journal
9	Linking Engagement to Citizenship: How Well-being Shapes Gen Z Employees' Workplace Behaviors	Tanwar Parikshita, Singh Anuradha, Pawar Noaman Mohamadsalim	GFJMR	International	2229-4651	Vol.-28(01), Jan.-2024, P.-01-14	Refereed Journal
10	Mapping Renewable Trajectories: A Multidimensional Analysis of India and China's Energy Landscape	Kochi Geethalakshmi, Gokul K	GFJMR	International	2229-4651	Vol.-28(01), Jan.-2024, P.-15-24	Refereed Journal
11	Corporate Identity Management and Its Impact on Corporate Identity Attractiveness and Turnover Intention: A Cross-Industry Study	Singh Anuradha, Tanwar Parikshita, Priyadarshi Jay	GFJMR	International	2229-4651	Vol.-28(01), Jan.-2024, P.-25-36	Refereed Journal

Content

Book Chapter Published (January- December 2024)

No	Name of Book Chapter	Authors	Name of the Book	ISBN No. Page No. Pub. Year	Publisher
1	mHealth Apps on the Rise: Exploring the Influence of App and Individual Characteristics on Adoption	Halvadia Nirav, Patel Hiren, Bhatt Kedar, Halvadia Shekha	Proceedings of World Conference on Information Systems for Business Management	978-981-99-8345-2 Pg.-51-64 March 2024	Springer, Singapore
2	Unveiling The Dynamics of Employee Retention: A Comprehensive Study	Panicker Anjali	Boundaryless Organization: Challenges for HR	978-93-340-6422-3 Pg.-209-215 2024	Faculty of Management, GLS University