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Research Paper Publication (January- December 2025)

No	Title of the Paper	Name of the Author and Co-author(s)	Name of the Journal	International/ National	ISSN No. and Reference No. of UGC listed Journal	Vol., Issue Page No.	No. of Citation Index in <i>Scopus/ Web of Science/Pub Med</i>
1	Stakeholder Green Pressure and Enviropreneurial Marketing: Insights From Japanese SMEs	Patel Jayesh, Trivedi Rohit, Kyoko Fukukawa	Business Strategy and the Environment	International	1099-0836	Vol.-34(02), Feb.-2025, P.-2485-2510	Scopus
2	CRM purchase intention toward private label brand and trust: investigating the role of manufacturer brand quality, firm motives and perceived risk	Sharma Mahendra, Vasavada Maurvi, Shah Suraj	International Journal of Electronic Marketing and Retailing	International	1741-1025	Vol.-16(01), Dec.-2025, P.-01-20	Scopus
3	In-game interactivity, gameful experience and online gamers' purchase intention: a gamification study	Patel Jayesh, Sahu Subrat, Brahmbhatt Pruthvi	Global Knowledge Memory and Communication	International	2514-9342	Vol.-74(08), Oct.-2025, P.-01-16	Scopus
4	AI Enabled Travel: a MOA-Nificent Journey	Halvadia Nirav, Saxena Sumit, Aishwarya Ramasundaram, Kataria Sonia	Asia Pacific Journal of Tourism Research	International	1094-1665	Vol.-30(08), Apr.-2025, P.-1103-1121	Scopus
5	Information Systems in Indian Dairy Cooperatives: A Case Study of Sabar Dairy	Halvadia Nirav, Patel Prakash	Information Systems for Intelligent Systems	International	2367-3370	Vol.-04(01), May.-2025, P.-469-479	Scopus
6	Impact of Perceived Risk and Benefits on Intention to Use Mobile Health Applications: Moderating Role of Information Disclosure Intention	Halvadia Nirav, Sharma Anil, Bhatt Kedar, Halvadia Shekha	Information Systems for Intelligent Systems	International	2367-3370	Vol.-04(01), May.-2025, P.- 377-387	Scopus

7	Expectation Confirmation and User Satisfaction in AI-Enabled Mobile Health Apps: Development of Theoretical Framework	Halvadia Nirav, Aarathi Vaitheeswaran	Information Systems for Intelligent Systems	International	2367-3370	Vol.-04(01), May.-2025, P.-505-513	Scopus
8	The Future of Corporate Social Responsibility (CSR) and Workplace Behaviour: Understanding the Role of Gender Role Orientation in Employee Citizenship of the Indian Banking Sector	Rani Pooja, Chaturvedi Sourbhi	African Journal of Biomedical Research	International	1119-5096	Vol.-28(01), Jan.-2025, P.-438-446	ABDC
9	Examining The Impact of Mobile Payment Apps on Use Behaviour and Satisfaction Through an Extended UTAUT2 Framework	Shah Chirag, Vasavada Maurvi	European Economic Letters	International	2323-5233	Vol.-15(01), Mar.-2025, P.-3866-91	ABDC
10	The Impact of AI-Driven Selection Processes on Organizational Attractiveness: A Justice and Anxiety Perspective	Singh Anuradha, Modi Ashwin	European Economic Letters	International	2323-5233	Vol.-15(02), Jun.-2025, P.-3739-52	ABDC
11	The role of Person-Organisation fit and gender role orientation in a relationship between Corporate Social Responsibility and Organisation Citizenship Behaviour	Rani Pooja	Empirical Economics Letters	International	1681-8997	Vol.-24(02), May.-2025, P.-121-142	Scopus
12	Strategic Ambidexterity in Volatile Markets: How Organizational Learning Mechanisms Enable Simultaneous Exploration and Exploitation	Shah Meet, Jain Neha, Dahiya Suman, Sahni Stuti	Advances in Consumer Research	International	0098-9258	Vol.-02(04), Oct.-2025, P.-5251-59	ABDC
13	Modelling Risk Perception Through Investment Attributes: ACHAID-Based Analysis	Desai Jaydipsinh, Khatri Namrata N., Ramchandani Vinita, Ruchi Singh Maurya	International Journal of Accounting and Economics Studies	International	2309-4508	Vol.-12(08), Dec.-2025, P.-713-719	Scopus

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Book / Journal Published (January- December 2025)

No	Name of Book Chapter	Authors	Name of the Book	ISBN No. Page No. Pub. Year	Publisher
1	Future of Work - Proceedings of GCeMP 2k24 16th International Conference on Future of Work (Modern Technology Intelligent Workplace Experiecne & Value Creation Workforce transformation)	Mahendra Sharma, Hiren Patel, Priyanka Pathak, Jayesh Patel	Future of Work - Proceedings of GCeMP 2k24 16th International Conference on Future of Work (Modern Technology Intelligent Workplace Experiecne & Value Creation Workforce transformation)	978-93-6557-596-5 Pg.-001-104 July 2025	Himalaya Publishing House Pvt. Ltd.
2	Management Case Studies from TOP UAE Corporates	Mahendra Sharma, Hiren Patel, Priyanka Pathak, Remi Mitra, Suraj Shah, Nirav Halvadia	Management Case Studies from TOP UAE Corporates	978-81-991606-0-6 Pg.-001-194 August 2025	Ganpat University - Faculty of Management Studies
3	Ganpat University-Faculty of Management Studies Journal of Management and Research (GFJMR)	Mahendra Sharma, Hiren Patel, Patel Jayesh, Halvadia Nirav	Ganpat University-Faculty of Management Studies Journal of Management and Research (GFJMR)	2229-4651 Vol. 27	Ganpat University - Faculty of Management Studies
4	Ganpat University-Faculty of Management Studies Journal of Management and Research (GFJMR)	Mahendra Sharma, Hiren Patel, Jayesh Patel, Nirav Halvadia	Ganpat University-Faculty of Management Studies Journal of Management and Research (GFJMR)	2229-4651 Vol. 28	Ganpat University - Faculty of Management Studies

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Book Chapter Published (January- December 2025)

No	Name of Book Chapter	Authors	Name of the Book	ISBN No. Page No. Pub. Year	Publisher
1	CASE 01: NewRA - An Artificial Intelligence Driven Enterprise Platform for Next-Gen Business Solutions	Mahendra Sharma Jaydipsinh Desai, Satyen Parikh, Chaitali Shah, Meghna Patel	Management Case Studies from TOP UAE Corporates	978-81-991606-0-6 Pg.-001-010 August 2025	Ganpat University - Faculty of Management Studies
2	CASE 02: Transforming Human Resources: Nigulf's Approach To AI Integration	Mahendra Sharma Satyen Parikh, Jaydipsinh Desai, Chaitali Shah, Meghna Patel	Management Case Studies from TOP UAE Corporates	978-81-991606-0-6 Pg.-011-023 August 2025	Ganpat University - Faculty of Management Studies
3	CASE 03: Enhancing Patient Experience through Sensory Branding: The Case of Medcare Royal Specialty Hospital, Dubai	Mahendra Sharma Remi Mitra, Suraj Shah, P A Jaleel, Arzina Karim, Hemisha Gedia, Usha Gedia	Management Case Studies from TOP UAE Corporates	978-81-991606-0-6 Pg.-024-040 August 2025	Ganpat University - Faculty of Management Studies
4	CASE 04: Navigating the Influencer Landscape: A Case Study of Jashanmal's Digital Marketing Strategy	Hiren J. Patel, Vipul B. Patel, Mahendra Sharma Disha Limbhachiya	Management Case Studies from TOP UAE Corporates	978-81-991606-0-6 Pg.-041-049 August 2025	Ganpat University - Faculty of Management Studies
5	CASE 05: Rolling Towards Health: The Success Story of Aster DM Healthcare's Mobile Clinics	Remi Mitra, Suraj Shah,	Management Case Studies from TOP UAE Corporates	978-81-991606-0-6 Pg.-050-062 August 2025	Ganpat University - Faculty of

		P A Jaleel, Mahendra Sharma Arzina Karim, Hemisha Gedia, Usha Gedia			Management Studies
6	CASE 06: Ashok Leyland's Success in the Middle East: A Case Study of Successfully Overcoming Brand Trap	Nirav Halvadia, Umashankar Umapathy, Mahendra Sharma Hiren Patel, Maitreyi Vyas	Management Case Studies from TOP UAE Corporates	978-81-991606-0-6 Pg.-063-076 August 2025	Ganpat University - Faculty of Management Studies
7	CASE 07: Breaking the Mould: How Ashok Leyland successfully transformed its Brand Image and built a portfolio in the Middle East?	Hiren Patel, Mahendra Sharma Nirav Halvadia, Remi Mitra, Umashankar Umapathy, Gopi Parmar	Management Case Studies from TOP UAE Corporates	978-81-991606-0-6 Pg.-077-088 August 2025	Ganpat University - Faculty of Management Studies