

SELECTED RESEARCH PUBLICATIONS

- ❖ Kujur F, Singh S, (2019), "Visual Communication and Consumer-Brand Relationship on Social Networking Sites - Uses & Gratifications Theory Perspective", *Journal of Theoretical and Applied Electronic Commerce Research*, Vol 15, Issue 1, pp 30 - 46 Accepted (**SSCI**)
- ❖ Kujur F, Singh S, (2019) "Antecedents of relationship between customer and organization developed through social networking sites", *Management Research Review*, Vol 42, Issue 1, pp 2-24 (**Scopus/ABDC/ESCI**)
- ❖ Pandey P, Singh S & Pathak P, (2019), "Factors affecting turnover intentions in the Indian retail industry", *International Journal of Human Resources Development and Management*, 19(2), pp. 166-182 (**Scopus/ABDC**)
- ❖ Tara, K., Singh, S., Kumar, R., Sundararajan, M.(2019), Geographical locations of banks as an influencer for green banking adoption, *Prabandhan: Indian Journal of Management* 12(1), pp. 21-35 (**Scopus**)
- ❖ Pandey P, Singh S & Pathak P, (2018) "Retail blues in black and white: an emerging market context", *International Journal of Retail & Distribution Management*, Vol.46 Issue:11/12, pp.1002-1025, (**SSCI**)
- ❖ Kujur F, Singh S, (2018) "Emotions as predictor for consumer engagement in YouTube advertisement", *Journal of Advances in Management Research*, Volume 15, Issue 2, pp. 184 - 197 (**Scopus / ESCI**)
- ❖ Kumari A, & Singh S, (2018) "Analysis of Barriers to Women Entrepreneurship through ISM and MICMAC: A Case of Indian MSMEs", *Journal of Enterprising Communities: People and Places in the Global Economy*, Volume 12, Issue 3, (**Scopus / ESCI**)
- ❖ Kumari A, Garg C P & Singh S (2017), Modelling the critical success factors of women entrepreneurship using Fuzzy AHP framework, *Journal of Entrepreneurship in Emerging Economies*, Emerald, Vol 10, Issue 1, pp 81 - 116 (**ESCI/ Scopus**)
- ❖ Anshul A, Pathak P., Singh S, (2018) Turnover Intention Among Generation Y: A Study of Coal Sector, *Journal of Mines, Metals and Fuels*, 66(3), pp. 163-170 (**Scopus**)
- ❖ Sinha P, Singh S (2017), Comparing Risks and Benefits for Value Enhancement of Online Purchase, *Gadjah Mada International Journal of Business*, Vol. 19, No. 3 (September-December 2017), pp 307-326 (**Scopus**)

- ❖ Gupta H & Singh S (2017), Social Media in Contemporary Marketing: YouTube Advertising for the Guerrillas, *Media Watch*, Vol. 8 (3) pp 413-422 (**Scopus**)
- ❖ Gupta H & Singh S (2017), Sustainable Practices Through Green Guerrilla Marketing – An Innovative Approach, *RISUS - Journal on Innovation and Sustainability*, Vol 8, No 2, pp 61 – 78 (**ESCI**)
- ❖ Kujur, F, Singh, S (2017), Engaging customers through online participation in social networking sites, *Asia Pacific Management Review* Volume 22, Issue 1, Pages 16-24 (**Scopus/ ESCI**)
- ❖ Gupta H, Singh S & Sinha P (2016), Multimedia tool as a predictor for social media advertising - a YouTube way, *Multimedia Tools and Applications*, 76(18), pp. 18557-18568 (**SCIE / Scopus**)
- ❖ Safiullah M., Pathak P., Singh S, (2017) Social media as an upcoming tool for political marketing effectiveness, *Asia Pacific Management Review*, Volume 22, Issue 1, Pages 10-15 (**Scopus / ESCI**)
- ❖ Pandey P, Singh S, Pathak P (2016), Devising retention strategy for front-end employees in retail: an application of analytic hierarchy process, *International Journal of Services, Economics and Management*, Volume 7, Issue 2-4 (pp. 222-245) (**Scopus**)
- ❖ Sinha P, Singh S (2016), E-Retailing In Developing Economy-A Study on Consumers' Perception *Academy of Marketing Studies Journal*, Volume 20, Number 3, pp 62 – 72 (**Scopus /ABDC**)
- ❖ Kuang, Y., Singh, R., Singh, S., Singh, S.P. (2016), A novel macroeconomic forecasting model based on revised multimedia assisted BP neural network model and ant Colony algorithm, *Multimedia Tools and Applications*, 76(18), pp. 18749-18770 (**SCIE / Scopus**)
- ❖ Bhattacharya S, Singh S (2016), Buying behavior of Industrial lubricant by Indian private industries: an Empirical study, *International Journal of Economic Research*, Vol. 13 No 7, 2016 pp 2885 - 2996 (**Scopus**)
- ❖ Kujur, F, Singh, F (2016), Social Networking Sites as a Multimedia Tool for Brand Popularity – An Exploratory Study, *Indian Journal of Science and Technology*, Vol. 9 No 45, pp 1 – 7 (**Scopus**)
- ❖ Pathak P, Singh S (2016), Modern Management Lessons from Ramayana, *Purushartha*, Vol. IX, No. 1, pp 52 -56 (**Scopus**)

- ❖ Safiullah M., Pathak P., Singh S, (2016) Social Media in Managing Political Advertising: A Study of India, *Polish Journal of Management Studies*, Vol. 13, No. 2, pp 121-130 (**Scopus/ESCI**)
- ❖ Sinha P, Singh S (2016), Strategic Analysis of Website Design - An Exploratory Study of Viewers' Expectations, *Indian Journal of Science and Technology*, Vol. 9 No 13 pp 1 – 7 (**Scopus**)
- ❖ Tara K, Singh S, Kumar, R (2015) Green Banking for Environmental Management: A Paradigm Shift, *Current World Environment*, Vol 10, No 3 pp 1029 – 1038 (**Web of Science**)
- ❖ Sinha P, Singh S (2015), Online Shopping in India- An in depth Analysis of Perceived Risks and Benefits, *Vidyabharati International Interdisciplinary Research Journal*, Vol. 4, No. 2, June 2015 pp 11 – 38, (**Web of Science**)
- ❖ Pandey P, Singh S, Pathak P (2015), Ethical Leadership: A Need for New Approach in Retail, *Purushartha*, Vol. 08, No 1, pp 91 – 99 (**Scopus**)
- ❖ Tara K, Singh S, Kumar R (2015), Green Marketing : The New Strategic Imperative by Firms in India, *Indian Journal of Marketing*, Vol. 45 No 7, pp 19-34 (**Scopus**)
- ❖ Tara K, Singh S, (2014), Green Banking : An approach towards Environmental Management, *Prabandhan: Indian Journal of Management*, Vol. 07 No 11, November pp 7-20 (**Scopus**)
- ❖ Sinha P, Singh S (2014), Determinants of Consumers' Perceived Risk in Online Shopping – A Study, *Indian Journal of Marketing*, Vol. 44, No 1, pp 22-32 (**Scopus**)

BOOKS PUBLISHED

- ❖ Pathak P, Sharma R & Singh S (2014), Reinventing the Society – The Search for a Paradigm' MacMillan Publishers India Limited
- ❖ Singh S, et al (2014), Effectiveness, Ethics and Sustainability- The Measures of Organizational Excellence, Excel Publishers
- ❖ Chattopadhyay S, Singh S (2014), Ethics and Values for Engineers and Managers, Himalaya Publishing House
- ❖ Singh S, Pathak P (2012), Human Resource Management in Retail, Vikas Publishing House