

No of Research paper published in Journals

Title of paper	Name of the author/s	Departm ent of the teacher	Name of journal	Year of publi catio n	ISSN number	Link to the recognition in UGC enlistment of the Journal		
						Link to website of the Journal	Link to article / paper / abstract of the article	Is it listed in UGC Care list
Academic Year 2018-2019								
A STUDY OF THE CRM STRATEGIES ADOPTED BY THE PHARMACEUTICAL COMPANIES AT THE LEVEL OF RETAILERS(CHEMIST) IN DELHI CITY	Dr. Gurpreet Kaur Chhabra							
		Management	MERI Journal of Management & IT	2018	ISSN 0974-2093	https://meri.edu.in/journal/wp-content/uploads/2019/02/Abstracts-Oct-2018.pdf	https://meri.edu.in/journal/wp-content/uploads/2019/02/Abstracts-Oct-2018.pdf	UGC care listed
DIGITIZATION : MANAGEMENT AND TECHNICAL CHALLENGES IN B2C MARKET A CASE STUDY OF AMAZON.COM IN INDIA, INTERNATIONAL CONFERENCE PROCEEDINGS, ISBN NO. 978-93-84871-07-9	MR. DINESH GAUR, MS JASLEEN KAUR, MS RITU TYAGI AND MS. GURPREET Kaur							
		Management	MERI Journal of Management & IT	2018	ISSN 0974-2093	https://meri.edu.in/journal/	https://meri.edu.in/journal/	yes
TO STUDY THE ROLE OF HR ANALYTUCS IN PREDICTING THE ECONOMIC VALUE OF ORGANIZATION'S HUMAN CAPITAL INVESTMENT, MJMI, VOL 12, OCT2018	MS. SWATI CHAWLA							
		Management	MERI Journal of management & IT	2018	ISSN 0974-2093	https://meri.edu.in/journal/	https://meri.edu.in/journal/	yes
'IPR- A SOURCE OF COMPETITIVE ADVANTAGE IN PHARMACEUTICAL MARKETING; A CASE OF PRODUCTION OF HUMAN INSULIN THROUGH RECOMBINANT DNA TECHNOLOGY BY NOVO-	MS. GURPREET KAUR CHHABRA							
		Management	MERI Journal of management & IT	2018	978-93-5300-918-1	https://meri.edu.in/journal/	https://meri.edu.in/journal/	yes
FUTURE OF BITCOIN- A REVIEW	Dr Deepshikha Kalra							
		Management	MERI Journal of Management & IT	2018	Vol. 11, No. 2, April, 2018	https://meri.edu.in/journal/wp-content/uploads/2018/08/Abstarcts-MERI-Journal-April-2018.pdf	10.25089/MERI/2018/v11/i2/173958	Print Journal
ESTABLISHING PUBLIC POLICY AS A BRAND WITH SPECIAL REFERENCE TO RSBY	Dr Deepshikha Kalra							
		Management	MERI Journal of Management & IT	2018	ISSN0974-2093, VOL 11 NUMBER 2, OCT 2018	https://meri.edu.in/journal/wp-content/uploads/2018/08/Abstarcts-MERI-Journal-April-2018.pdf	10.25089/MERI/2018/v11/i2/173963	Print Journal

Security: Issues and Challenges	Dr. Sumit Chauhan	IT	MERI Journal of Management & IT	2018	ISSN0974-2093, VOL 11 NUMBER 2, OCT 2018	https://meri.edu.in/journal/wp-content/uploads/2018/08/Abstracts-MERI-Journal-April-2018.pdf	https://meri.edu.in/journal/wp-content/uploads/2018/08/Abstracts-MERI-Journal-April-2018.pdf	PEER REVIEWED
Ensuring Security in Data Transformation	Dr. Sumit Chauhan	IT	MERI Journal of Management & IT	2018	ISSN0974-2093, VOL 11 NUMBER 2, OCT 2018	https://meri.edu.in/journal/wp-content/uploads/2018/08/Abstracts-MERI-Journal-April-2018.pdf	https://meri.edu.in/journal/wp-content/uploads/2018/08/Abstracts-MERI-Journal-April-2018.pdf	PEER REVIEWED
GREEN ACCOUNTING IN INDIA, MERI-JOURNAL OF MANAGEMENT & IT, VOL 11 NUMBER 2, OCT 2017. - ISSN0974-2093	DR. MANDEEP KAUR	Management	MERI Journal of Management & IT	2018	ISSN0974-2093, VOL 11 NUMBER 2, OCT 2018	https://meri.edu.in/journal/wp-content/uploads/2018/08/Abstracts-MERI-Journal-April-2018.pdf	https://meri.edu.in/journal/	Print Journal
IPR IS NOT A CUP OF TEACHERS FRATERNITY: A STUDY OF IPR CHALLENGES, MERI-JOURNAL OF MANAGEMENT & IT, VOL 11 NUMBER 2, OCT 2017. - ISSN0974-2093	DR. SANGEETA GUPTA & MS. MANSI SAXENA	IT	MERI Journal of Management & IT	2018	ISSN0974-2093, VOL 11 NUMBER 2, OCT 2018	https://meri.edu.in/journal/wp-content/uploads/2018/08/Abstracts-MERI-Journal-April-2018.pdf	10.25089/MERI/2018/v11/i2/173965	Print Journal
'A QUALITATIVE RESEARCH REVIEW OF THE CRM STRATEGIES OF THE SELECTED PHARMACEUTICAL FIRMS IN DELHI' MERI-JOURNAL OF MANAGEMENT & IT, VOL 11 NUMBER 1, OCT 2017. - ISSN0974-2093	Dr. Gurpreet Kaur Chhabra	Management	MERI Journal of Management & IT	2018	Vol 11, No 1 (2018), Pagination: 18-38	https://meri.edu.in/journal/wp-content/uploads/2018/05/Abstracts-Oct-2017-Issue.pdf	DOI:10.25089/MERI/2017/v11/i1/164010	Print Journal
'PMASCE- POLYMORPHIC AND METAMORPHIC SHELLCODE CREATION ENGINE' MERI-JOURNAL OF MANAGEMENT & IT, VOL 11 NUMBER 1, OCT 2017. - ISSN0974-2093	MS. NAVNEET KAUR POPLI	Management	MERI Journal of Management & IT	2018	Vol 11, No 1 (2018), Pagination: 39-55	https://meri.edu.in/journal/wp-content/uploads/2018/05/Abstracts-Oct-2017-Issue.pdf	10.25089/MERI/2017/v11/i1/164011	Print Journal
'DEVELOPING GLOBAL WORKFORCE ACROSS CULTURES'	MS. SWATI CHAWLA	Management	MERI Journal of Management & IT	2018	Vol 11, No 1 (2018), Pagination: 78-89, ISSN0974-2093	https://meri.edu.in/journal/wp-content/uploads/2018/05/Abstracts-Oct-2017-Issue.pdf	DOI:10.25089/MERI/2017/v11/i1/164015	Print Journal
'STUDY OF FOREIGN DIRECT INVESTMENT IN INDIA' MERI-JOURNAL OF MANAGEMENT & IT, VOL 11 NUMBER 1, OCT 2017. - ISSN0974-2093	DR. MANDEEP KAUR		MERI Journal of Management & IT	2018	Vol 11, No 1 (2018), Pagination: 90-106	https://meri.edu.in/journal/wp-content/uploads/2018/05/Abstracts-Oct-2017-Issue.pdf	https://meri.edu.in/journal/wp-content/uploads/2018/05/Abstracts-Oct-2017-Issue.pdf	Print Journal
PERFORMANCE COMPARISON OF SECOND ORDER CONJUGATE ALGORITHMS IN NEURAL NETWORKS FOR PREDICTIVE DATA MINING"	DR. SANGEETA GUPTA	Management	INTERNATIONAL JOURNAL OF ADVANCED AND APPLIED SCIENCES,	2018	4(8), 68-73.	https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=PERFORMANCE+COMPARISON+OF+SECOND+ORDER+CONJUGATE+ALGORITHMS+IN+NEURAL+NETWORKS+FOR+PREDICTIVE+DATA+MINING%E2%80%9D&btnG=	https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=PERFORMANCE+COMPARISON+OF+SECOND+ORDER+CONJUGATE+ALGORITHMS+IN+NEURAL+NETWORKS+FOR+PREDICTIVE+DATA+MINING%E2%80%9D&btnG=	UGC care listed

PROFOUND ALGORITHMS FOR ASSOCIATION RULES MINING WITH REFERENCE TO SOME APPLICATIONS	Dr. Rashmi Jha	IT	International Journal of Engineering Innovation & Research	2018	Volume 3, Issue 3, ISSN: 2277 – 5668	https://shodhganga.inflibnet.ac.in/handle/10603/442804	https://shodhganga.inflibnet.ac.in/handle/10603/442804	UGC care listed
“STUDENTS PERFORMANCE AND EMPLOYABILITY PREDICTION THROUGH DATA MINING : A SURVEY”	DR. SANGEETA GUPTA	Management	International Journal of Applied Engineering Research	2018	VOL. 10(24) JUNE, 2017	DOI: 10.17485/ijst/2017/v10i24/110791	DOI: 10.17485/ijst/2017/v10i24/110791	UGC CARE LISTED
Establishing Public Policy as A Brand with Special Reference to RSBY	Dr Deepshikha Kalra & Dr V.K. Bishnoi	Management	MERI Journal of Management & IT	2018	ISSN0974-2093, VOL 11 NUMBER 2, OCT 2018	https://meri.edu.in/journal/wp-content/uploads/2018/08/Abstracts-MERI-Journal-April-2018.pdf	https://meri.edu.in/journal/	Print Journal
Leveraging SMAC for Employer Branding to be an Employer of Choice	Dr Maitri	Management	International Journal of Advanced Trends in Computer Applications	2018	ISSN: 2395-3519 Volume 4, Number 2, February -2018, pp. 26-29	https://ijatca.com/	https://d1wqtxts1xzle7.cloudfront.net/54852802/sm1604024-libre.pdf?1509271126=&response-content-disposition=inline%3B+filename%3DLEVERAGING SMAC FOR EMPL	scopus
Comparative analysis of tata motors to other passenger vehicle companies (especially the study on key environmental factors & eco-friendly factors in india)	Dr. Kompal Barara	Management	Inspira- Journal of Modern Management & Entrepreneurship (JMME)	2018	ISSN: 2231-1671	https://inspirajournals.com/Current-Issue-JMME	https://inspirajournals.com/Current-Issue-JMME	UGC care Approved
Case study regarding the tata motors contribution in saving the environment	Dr. Kompal Barara	Management	Inspira-Journal of Commerce, Economics & Computer Science (JCECS)	2018	Vol. 04 NO. 04	https://inspirajournals.com/Issues/Previous-Issue-JCECS/24/42	https://inspirajournals.com/Issues/Previous-Issue-JCECS/24/42	UGC care Approved
A review of HPWPB on Talent Retention	Dr. Sushma Sharma(Main Author)	Management	Research Review Internation Journal	2018	ISSN: 2455-3085 (Online)	https://rrjournals.com/index.php/rrijm	https://rrjournals.com/index.php/rrijm	
Impact of demonetisation	Garima Suri	Management	MERI Journal of Management & IT	2018	Vol 11, No 1 (2018), Pagination: 78-	https://meri.edu.in/journal/wp-content/uploads/2018/05/Abstracts-Oct-2017-Issue.pdf	DOI:10.25089/MERI/2017/v11/i1/164015	Print Journal
Satisfying Service Customer through a Strong Service Strategy	Dr. Gurpreet Kaur Chhabra	Management	IRA- International Journal of Management & Social Sciences	2018	ISSNo 2455-2267	https://journals.research-advances.org/jmss/	https://journals.research-advances.org/jmss/	Print Journal
Employing Decentralized Technologies for Machine-Learning Detection of Advanced Malware	Navneet Kaur Popli, Anup Girdhar,Varnit Goyal	Management	Journal of Advance Research in Dynamical & Control Systems,	2018	ISSNo 1943-023X	http://www.jardcs.org/	https://www.jardcs.org/	Scopus
The role of communication and information in buyer supplier relationship	Dr. Parmjot Singh	Management	Vanyajati	2019	ISSN 0042 2622	https://catalogue.nla.gov.au/catalog/2568020	https://catalogue.nla.gov.au/catalog/2568020	UGC care Approved
Behavioral Economics - A Review & Bibliometric Analysis	Dr Deepshikha Kalra	Management	Journal of Economics, Finance and Management Studies	2022	2644-0490, ISSN (online): 2644-0504, Vol 5 issue 4	DOI: 10.47191/jefms/v5-i4-21	https://ijefm.co.in/v5i4/Doc/21.pdf	UGC CARE LISTED

IMPLEMENTATION OF INNOVATIVE STRATEGIES ON ENTREPRENEURSHIP BUSINESS AS A DRIVER FOR ECONOMIC DEVELOPMENT AMONG EMERGING ECONOMIC	Dr Deepshikha Kalra	Management	KOREA REVIEW OF INTERNATIONAL STUDIES	2022	ISSN -1226-4741, Volume 15 Issue 34 May 2022	https://kristudies.org/	https://www.researchgate.net/profile/Padmakar-Shahare/publication/361877591_IMPLIMENTATION_OF_INNOVATIVE_STRATEGIES_ON_ENTREPRENEURSHIP_BUSINESS_AS_A_DRIVER_FOR_ECONOMIC_DEVELOPMENT_AMONG_EMERGING_ECONOMI	ABDC Journal
FINANCING AND TECHNOLOGICAL CHALLENGES	Prof.(Dr.) DEEPSHIKHA KALRA AND Dr. RITU	Management	DAMASCIOUS INTERNATIONAL INTERDISCIPLINARY JOURNAL	2022	VOL 1- ISSN: 2456-3404	https://portal.issn.org/resource/ISSN/2456-3404	https://portal.issn.org/resource/ISSN/2456-3404	Print Journal
Design and implementation of IoT based Low cost, effective learning mechanism for empowering STEM education in India	Simmi Madaan	IT	Computer and Mathematics Education (TURCOMAT)	2021	1309-4653	https://turcomat.org/index.php/turkbilmata/index	https://turcomat.org/index.php/turkbilmata/article/view/8241	yes

Number of books Chapter Published during this year

Name of the teacher	Title of the book/chapters published	Title of the paper	Calendar Year of publication	ISBN number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
Academic Year 2018-2019						
Dr. Sushma Sharma	Global Information & Business Strategies	Impact of HPWPB on employee satisfaction, productivity and retention: A framework for nurturing learning organization	2018	ISBN No: 978-93	GIBS, Rohini	GIBS, Rohini
Sangeeta Gupta		FDI and Changing Patterns of International Competition	2018	978-93-87684-37-9	MERI	Banarasi Das Chandiwala Institute of Professional Studies Delhi
Ms. Gurpreet Kaur	Business Transformation through Green, Growth, Globalisation & Governance'	Need and Importance of Applying Industry Specific Customer Profiling- A Proposed Consumer Profiling Model for Pharmaceutical sector	2018	978-93-87684-37-9	MERI	BCIPS, Dwarka
Prof. (Dr.) Dilip Kumar	Research in Media Delhi An Overview		2018	978-93-86184-94	MERI	Galgotia Publication ,Da
Sangeeta Gupta		A Study on IPR: Awareness, Uses, and Challenges in Teaching and Learning Process in digitalized Era	2018	978-93-5300-918-2	MERI	MERI
Ms. Gurpreet Kaur	National Conference on Management and Technical Innovations for IPR	IPR- A Source of Competitive Advantage in Pharmaceutical Marketing; A Case of Production of Human Insulin through Recombinant DNA Technology by Novo-Nordisk	2018	978-93-5300-918-2	MERI	MERI Janakpuri
Dr. Gurpreet Chhabra	Consumer Behaviour		2018	978-93-5119-780-5		biztantra
Dr. Sumit Chauhan	Introduction to computer Graphics		2018	9789350514252		Himalaya Publishing House
Prof. (Dr.) Dilip Kumar	"Is Social Media(Twitter)Spoiling Values of News?"in Liberty Dignity and Change in Journalism		2018	978-81-934480-7	ICSSR ,centre for Mass Communication, University of Rajasthan, Jaipur	Kanishka Publishers, Distributors ,Ansari Road Dariaganj
Prof. (Dr.) Dilip Kumar	"Impact of New Media in an International relations."in Mass Media:Current Scenario and Future Trends Edited by Prof(Dr).Trishu Sharma		2018	978-81-934480-7-6	ICSSR ,centre for Mass Communication, University of Rajasthan, Jaipur	
Ms. Gurpreet Kaur	Inclusive Growth & Building Organization through Sustainable Profitability: A Balanced approach'	Women Empowerment in Rural India through Building Sustainable Business Communities	2018	978-81-933980-3-6	MERI	BCIPS, Dwarka

Prof. (Dr.) Dilip Kumar	"Projection of Popular Culture through the study of Cinema Market in Contemporary Bollywood" in Media and Youth Engagement Change, Development, Governance and Participation Edited by Dr. Amit Chana and Dr. Ramesh		2018	978-81-932035-9	ICSSR, Centre for Mass Communication, University of Rajasthan, Jaipur	Scholar Publishing House
Prof. (Dr.) Dilip Kumar	Basics of Television Production		2018	978-81-8457-844	ICSSR, Centre for Mass Communication, University of Rajasthan, Jaipur	Kanishka Publishers, Distributors, Ansari Road Dariaganj
Ritu Aggarwal, Dr. Sumit Chauhan, Gaurav Jindal & Arun	Programming in C using Linux		2018	978-8124116517		Haranand Publications
Prof. Lalit Aggarwal & Ms. Gurpreet Kaur Chhabra	National Conference on Management & Technical Innovations For IPR		2018	978-93-5300-918-2	MERI	Goel Printers
Dipti Gupta & Dr. S.K Gupta	National Conference on Management & Technical Innovations For IPR	Implementing Intellectual Property in Field of Human Resource Management	2018	978-93-5300-918-2	MERI	Goel Printers
Dr. Alka Maurya	National Conference on Management & Technical Innovations For IPR	Role of Export Promotion Bodies in Protecting and Promoting the Indian Traditional Product in the Global Market through Geographical Indication	2018	978-93-5300-918-2	MERI	Goel Printers
Dr. Maitri Bhusan	National Conference on Management & Technical Innovations For IPR	Intellectual Property Right: Human Intelligence vs Artificial Intelligence	2018	978-93-5300-918-2	MERI	Goel Printers
Dr. Mandeep Kaur, Nidhi Kukreja, Anisha Bhel, Atiksha Mishra, Akshay Kumar	National Conference on Management & Technical Innovations For IPR	Artificial Intelligence and Intellectual Property Rights : A Survey	2018	978-93-5300-918-2	MERI	Goel Printers
Dr. Gurpreet Chhabra, Beenu khard, & Amit Anil Thomas	National Conference on Management & Technical Innovations For IPR	IPR- A Source of Competitive Advantage in Pharmaceutical Marketing : A Case of Production of Human Insulin Through Recombinant DNA Technology by NovoNordisk	2018	978-93-5300-918-2	MERI	Goel Printers
Mansi Saxena & R. Sangeeta Gupta	National Conference on Management & Technical Innovations For IPR	A Study on IPR: Awareness, Uses and Challenges in Teaching and learning Process in Digitalised Era	2018	978-93-5300-918-2	MERI	Goel Printers
Hemant Satti	National Conference on Management & Technical Innovations For IPR	Intellectual Properties for Startups: Issues and Challenges	2018	978-93-5300-918-2	MERI	Goel Printers
Dr. Richa singh Kapoor & Mayanka Bhalla	National Conference on Management & Technical Innovations For IPR	Start-ups and IP Strategies	2018	978-93-5300-918-2	MERI	Goel Printers
Nitin Mohan sharma, Dr. Deepa Gangwani	National Conference on Management & Technical Innovations For IPR	Technical Innovations: safeguarding Intellectual Properties Online	2018	978-93-5300-918-2	MERI	Goel Printers
Reema Aggarwal	National Conference on Management & Technical Innovations For IPR	IPRS with special references to Copyright Issues in India: Challenges and Impact	2018	978-93-5300-918-2	MERI	Goel Printers
Dr. Samarth Singh	National Conference on Management & Technical Innovations For IPR	Grassroot Innovations: Institutionalisation in India	2018	978-93-5300-918-2	MERI	Goel Printers
Tanya Anand, & Anirudh Mehta	National Conference on Management & Technical Innovations For IPR	Indian geographical Indicators and different Promotional activities to Market them in Domestic and International market	2018	978-93-5300-918-2	MERI	Goel Printers
Pooja Singh, P P Vaishakh raj, & Mansi Saxena	National Conference on Management & Technical Innovations For IPR	A Study on IPR: challenges and Issues in Digitalised era	2018	978-93-5300-918-2	MERI	Goel Printers
Kavita & Deepti Kapoor	National Conference on Management & Technical Innovations For IPR	Issues and Challenges in Competition Law and its enforcement in India	2018	978-93-5300-918-2	MERI	Goel Printers

Number of paper published in Conferences in (National & International) during this year

Name of the teacher	Title of the book/chapters published	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Calendar Year of publication	ISSN number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
Academic Year 2018-2019									
Dr. Sushma Sharma	Global Information & Business Strategies	Impact of HPWPB on employee satisfaction, productivity and retention: A framework for nurturing learning organization	8th National Conference on Management & Information Technology on 8th-9th Dec., 2017	Management & Information Technology	National	2018	ISSN No- 978-93	GIBS, Rohini	GIBS, Rohini
Sangeeta Gupta		FDI and Changing Patterns of International Competition	Business Transformation Through Green, Growth, Globalization and Governance	Business Transformation Through Green, Growth, Globalization and Governance	National	2018	978-93-87684-37-9	MERI	Banarasi Das Chandiwala Institute of Professional Studies Delhi
Ms. Gurpreet Kaur	Business Transformation through Green, Growth, Globalisation & Governance'	Need and Importance of Applying Industry Specific Customer Profiling- A Proposed Consumer Profiling Model for Pharmaceutical sector			National	2018	978-93-87684-37-9	MERI	BCIPS, Dwarka
Prof. (Dr.) Dilip Kumar	Research in Media Delhi An Overview				National	2018	978-93-86184-94	MERI	Galgotia Publication .Da
Sangeeta Gupta		A Study on IPR: Awareness, Uses, and Challenges in Teaching and Learning Process in digitalized Era	Management and Technical Innovations for IPR	Management and Technical Innovations for IPR	National	2018	978-93-5300-918-2	MERI	MERI
Ms. Gurpreet Kaur	National Conference on Management and Technical Innovations for IPR	IPR- A Source of Competitive Advantage in Pharmaceutical Marketing: A Case of Production of Human Insulin through Recombinant DNA Technology by Novo-Nordisk			National	2018	978-93-5300-918-2	MERI	MERI Janakpuri
Dr. Gurpreet Chhabra	Consumer Behaviour Introduction to computer Graphics					2018	978-93-5119-780-5		biztantra Himalaya Publishing House
Dr. Sumit Chauhan						2018	9789350514252		
Prof. (Dr.) Dilip Kumar	"Is Social Media(Twitter)Spoiling Values of News?"in Liberty Dignity and Change in Journalism				National	2018	978-81-934480-7	ICSSR ,centre for Mass Communication, University of Rajasthan,Jaipur	Kanishka Publishers, Distributors ,Ansari Road Dariaganj
Prof. (Dr.) Dilip Kumar	"Impact of New Media in an International relations."in Mass Media:Current Scenario and Future Trends Edited by Prof(Dr).Trishu Sharma				National	2018	978-81-934480-7-6	ICSSR ,centre for Mass Communication, University of Rajasthan,Jaipur	
Ms. Gurpreet Kaur	Inclusive Growth & Building Organization through Sustainable Profitability: A Balanced approach'	Women Empowerment in Rural India through Building Sustainable Business Communities			National	2018	978-81-933980-3-6	MERI	BCIPS, Dwarka
Prof. (Dr.) Dilip Kumar	"Projection of Popular Culture through the study of Cinema Market in Contemporary Bollywood" in Media and Youth Engagement Change, Development, Governance and Participation Edited by Dr.Amit Chana and Dr.Ramesh				National	2018	978-81-932035-9	ICSSR ,centre for Mass Communication, University of Rajasthan,Jaipur	Scholar Publishing House
Prof. (Dr.) Dilip Kumar	Basics of Television Production				National	2018	978-81-8457-844	ICSSR ,centre for Mass Communication, University of Rajasthan,Jaipur	Kanishka Publishers, Distributors ,Ansari Road Dariaganj
Ritu Aggarwal, Dr. Sumit Chauhan, Gaurav Jindal & Arun	Programming in C using Linux					2018	978-8124116517		Haranand Publications
Prof. Lalit Aggarwal & Ms. Gurpreet Kaur Chhabra	National Conference on Management & Technical Innovations For IPR		National Conference on Management & Technical Innovations For IPR	National Conference on Management & Technical Innovations For IPR	National	2018	978-93-5300-918-2	MERI	Goel Printers

Dipti Gupta & Dr. S.K Gupta	National Conference on Management & Technical Innovations For IPR	Implementing Intellectual Property in Field of Human Resource Management	National Conference on Management & Technical Innovations For IPR	National Conference on Management & Technical Innovations For IPR	National	2018	978-93-5300-918-2	MERI	Goel Printers
Dr. Alka Maurya	National Conference on Management & Technical Innovations For IPR	Role of Export Promotion Bodies in Protecting and Promoting the Indian Traditional Product in the Global Market through Geographical Indication	National Conference on Management & Technical Innovations For IPR	National Conference on Management & Technical Innovations For IPR	National	2018	978-93-5300-918-2	MERI	Goel Printers
Dr. Maitri Bhusan	National Conference on Management & Technical Innovations For IPR	Intellectual Property Right: Human Intelligence vs Artificial Intelligence	National Conference on Management & Technical Innovations For IPR	National Conference on Management & Technical Innovations For IPR	National	2018	978-93-5300-918-2	MERI	Goel Printers
Dr. Mandep Kaur, Nidhi Kukreja, Anisha Bhel, Atiksha Mishra, Akshay Kumar	National Conference on Management & Technical Innovations For IPR	Artificial Intelligence and Intellectual Property Rights : A Survey	National Conference on Management & Technical Innovations For IPR	National Conference on Management & Technical Innovations For IPR	National	2018	978-93-5300-918-2	MERI	Goel Printers
Dr. Gurpreet Chhabra, Beenu khard, & Amit Anil Thomas	National Conference on Management & Technical Innovations For IPR	IPR- A Source of Competitive Advantage in Pharmaceutical Marketing : A Case of Production of Human Insulin Through Recombinant DNA Technology by NovoNordisk	National Conference on Management & Technical Innovations For IPR	National Conference on Management & Technical Innovations For IPR	National	2018	978-93-5300-918-2	MERI	Goel Printers
Mansi Saxena & R. Sangeeta Gupta	National Conference on Management & Technical Innovations For IPR	A Study on IPR: Awareness, Uses and Challenges in Teaching and learning Process in Digitalised Era	National Conference on Management & Technical Innovations For IPR	National Conference on Management & Technical Innovations For IPR	National	2018	978-93-5300-918-2	MERI	Goel Printers
Hemant Satti	National Conference on Management & Technical Innovations For IPR	Intellectual Properties for Startups: Issues and Challenges	National Conference on Management & Technical Innovations For IPR	National Conference on Management & Technical Innovations For IPR	National	2018	978-93-5300-918-2	MERI	Goel Printers
Dr. Richa singh Kapoor & Mayanka Bhalla	National Conference on Management & Technical Innovations For IPR	Start-ups and IP Strategies	National Conference on Management & Technical Innovations For IPR	National Conference on Management & Technical Innovations For IPR	National	2018	978-93-5300-918-2	MERI	Goel Printers
Nitin Mohan sharma, Dr. Deepa Gangwani	National Conference on Management & Technical Innovations For IPR	Technical Innovations: safeguarding Intellectual Properties Online	National Conference on Management & Technical Innovations For IPR	National Conference on Management & Technical Innovations For IPR	National	2018	978-93-5300-918-2	MERI	Goel Printers
Reema Aggarwal	National Conference on Management & Technical Innovations For IPR	IPRS with special references to Copyright Issues in India: Challenges and Impact	National Conference on Management & Technical Innovations For IPR	National Conference on Management & Technical Innovations For IPR	National	2018	978-93-5300-918-2	MERI	Goel Printers
Dr. Samarth Singh	National Conference on Management & Technical Innovations For IPR	Grassroot Innovations: Institutionalisation in India	National Conference on Management & Technical Innovations For IPR	National Conference on Management & Technical Innovations For IPR	National	2018	978-93-5300-918-2	MERI	Goel Printers
Tanya Anand, & Anirudh Mehta	National Conference on Management & Technical Innovations For IPR	Indian geographical Indicators and different Promotional activities to Market them in Domestic and International market	National Conference on Management & Technical Innovations For IPR	National Conference on Management & Technical Innovations For IPR	National	2018	978-93-5300-918-2	MERI	Goel Printers
Pooja Singh, P P Vaishakh raj, & Mansi Saxena	National Conference on Management & Technical Innovations For IPR	A Study on IPR: challenges and Issues in Digitalised era	National Conference on Management & Technical Innovations For IPR	National Conference on Management & Technical Innovations For IPR	National	2018	978-93-5300-918-2	MERI	Goel Printers
Kavita & Deepti Kapoor	National Conference on Management & Technical Innovations For IPR	Issues and Challenges in Competition Law and its enforcement in India	National Conference on Management & Technical Innovations For IPR	National Conference on Management & Technical Innovations For IPR	National	2018	978-93-5300-918-2	MERI	Goel Printers



MANAGEMENT EDUCATION & RESEARCH INSTITUTE

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52-55, INSTITUTIONAL AREA, JANAKPURI, NEW DELHI – 110058

PHONES : 011-28522201, 28522202, 28522203 FAX : 011-28522204

E-MAIL : meribs@meri.edu.in Website : www.meri.edu.in

Details of Books (Academic Year 2018-2019)

Author Name	Book's Publication Year	Name of Book	Web link Of Book	Publisher name
Dr. Gurpreet Chhabra	2018	Consumer Behaviour	https://www.amazon.in/Consumer-Behaviour-BIZTANTRA-Gurpreet-Chhabra/dp/9351197808/ref=sr_1_1?crid=NQNOIKJ0LY8N&keywords=books+of+wiley+consumer+behaviour+by+gurpreet+kaur+chhabra&nsdOptOutParam=true&qid=1697272760&sprefix=books+of+wiley+consumer+behaviour+by+gurpreet+kaur+chhabra%2Caps%2C241&sr=8-1	Biztantra
Dr. Sumit Chauhan	Revised version 2018	Introduction to computer Graphics	https://www.amazon.in/Introduction-Computer-Graphics-Chauhan-S/dp/9350514257/ref=sr_1_18?keywords=introduction+to+computer+graphics&qid=1698052414&sr=8-18	Himalaya Publishing House
Ritu Aggrawal, Dr. Sumit Chauhan, Gaurav Jindal & Arun Bakshi	2018	Programming in C using Linux	https://amzn.eu/d/6ii3Ewu	Haranand Publications

No of Projects & Grants received from external agencies for research projects / endowments in the institution during the last five years (INR in Lakhs)

2018-2019								
S.NO	Name of the research project/ endowment	Name of the Principal Investigator/Co-investigator	Department of Principal Investigator	Year of Award	Amount Sanctioned	Duration of the project	Name of the Funding Agency	Type (Government/non-Government)
1	Industry Sponsored Projects	Ms. Ritu Aggarwal	MANAGEMENT	10-Jun-19	5 lakhs	7 months	RKS	NON GOVERNMENT
2	Industry Sponsored Projects	Ms. Deepa	MANAGEMENT	01-Jun-19	4 lakhs	10 months	MERI CET	NON GOVERNMENT
3	Psychometric testing of School teachers	Dr Maitri	Department of Management	04-Jul-18	5 lakhs	6 months	RKS	Non Government
4	Analysis of Business accelerators	Dr Samarth Singh	Department of IT and Dept of Management	15-Aug-18	2 lakhs	8 months	RKS	Non Government
5	Online Reputation Management	Dr Samarth Singh	Department of Management	30-Jul-18	2 lakhs	8 months	MERI	Non Government