

Publications

Journal Papers:

1. “Adoption of Information and Communication Technology towards growth of Small and Medium Enterprises: A Case Study of Indian Enterprises” Published in *International Journal of Indian culture and Business Management*, Vol. 8, No.2, pp.182-197, 2014. (ISSN No. Online-1753-0814, Print: 1753-0806)
2. “Information Technology: A growth navigator for Small-scale industries in India” published in *Journal of Cases on Information Technology*, Vol.10 (3), pp. 48-57, July-September, 2008 (ISSN: 1548-7717)
3. “Customer Satisfaction in Nutritional Supplements: A Literature Study and Analysis” published in *Indian Journal of Applied Research* Vol. 6, Issue 11 (ISSN No.-2249-555X)

Research Article in International Magazines / Book Chapters:

1. “Impact of Corruption on the Economy of a Nation: A Study” published in *Advances in Management and Technology: Mapping Strength with Opportunities (Mc Graw Hill Education)* pp. 30-33. (ISBN:978-93-392-2075-4)

Conference Proceedings:

1. “E- Government at District level: A Case study of Jodhpur District” presented and published in the *international conference on e- governance* at Indian Institute of Management, Bangalore during 22 - 24 April, 2010.
2. “Customer Satisfaction for Nutritional Supplements in Digital Era: A Study of Herballife International Pvt. Ltd.” Published in *International Conference on e-governance in digital era prospects and opportunities for innovations and entrepreneurship at KIET Group of Institution, Ghaziabad* during 3-4 February 2017 Vol 6 No. 2 pp 594-597 (ISSN- 2394-1537)
3. “Information Technology: Feasibility of adoption and implementation in Small Scale Industries in India” Published in the proceedings of *GLOGIFT’08*, at Stevens Institute of Technology, Hoboken, New Jersey, USA during 14-16 June, 2008, (ISBN: 978-81-9062-X).

4. “Towards Effective Implementation of Right to Information Act”, Presented and published in the proceedings at *5th International Conference on E- Governance (ICEG-2007)* at University of Hyderabad during 28-30 December, 2007, **(ISBN: 978-81-903397-8-0)**.
5. “Information Technology: Adoption and Implementation in Small Scale Industries in India” Presented and published in the edited volume of the Conference of *Seventh Global Conference on flexible System Management-GLOGIFT '07* at UPTU, Noida Campus during 15-17 November, 2007, **(ISBN: 81-903397-7-X)**.
6. “Challenges of E-government Implementation in India” published in the proceedings of *ICEG 08*, at Indian Institute of Technology, Delhi, New Delhi during 18-20 December, 2008. **(ISBN: 978-81-906294-4-7)**
7. “Ethics in Marketing: Need of the Hour for Fair Market Practices” presented and published in the *National Conference on Ethics in Business: In the Era of Cut Throat Competition* at Krishna Institute of Engineering and Technology, Ghaziabad on 17 September 2011 **(ISBN: 978-93-81514-07-8)**.
8. “Protection of Intellectual Property: Information Technology as a tool,” Presented and published in a *National Seminar at Allahabad Degree College, Allahabad* during 3-4 February 2007.
9. “Information Technology: A key factor for the growth of Small and Medium Enterprises” presented in national conference at School of Management Studies, Lucknow during 24-25 Feb 2018