



## CRITERION

### 10. Publication of the Institution

**INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT**

*Website: <https://iitmjp.ac.in/>*

**AFFILIATED TO GGSIPU, NAAC Grade 'A', ISO 14001:2015, 17020:2012, 21001:2018 & 50001:2018 Certified, A Grade by GNCTD, A Grade by SFRC**

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## 10. Publication of the Institution

<b>10. Publications of the Institutions</b>				
10(a)	Publication of Journal(s)	No.	Details	Marks
	<b>International / National Journal</b>	:	2 journals	<b>1. IITM Journal of Business Studies- UGC CARE LISTED (2393-9451)</b> <b>2. IITM Journal Of Information Technology (2395-5457)</b>
	Frequency	:	Yearly	
	Publisher	:	INSTITUTE OF INNOVATION IN TECHNOLOGY AND MANAGEMENT	
	Indexed at WoS/SCOPUS	:	No	
	Indexed in UGC-CARE	:	1	
	Any other Indexing (please specify)	:	No	
	No indexing	:	1	
10(b)	<b>Publication of Newsletters and Magazines</b>			
	<b>Magazine</b>	:	2	<b>MAGAZINE – Navonmesh</b> <b>Magazine- Finshark</b> <b>Newletter- Pratibimba</b>
	Frequency	:	Half Yearly	
	Publication Type	:	Print And Online	

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	<b>Newsletter</b>	:	1	
	Frequency	:	Yearly	
	Publication Type	:	Print and Online	
<b>Marks</b> (Max. Marks: 40)				

## INDEX

S.NO	DOCUMENT
1.	IITM Journal of Business Studies (UGC CARE Approved) Main Issue January-December 2022
2.	IITM Journal of Business Studies (UGC CARE Approved) Special Issue January-December 2022
3.	IITM Journal of Business Studies (UGC CARE Approved) Main Issue January-December 2023
4.	IITM Journal of Business Studies (UGC CARE Approved) Special Issue January-December 2023
5	Magazine Navonmesh 2022
6	Magazine Navonmesh 2023
	Magazine Finshark 2022
	Magazine Finshark 2023
7.	Newsletter Pratibimba 2022
8.	Newsletter Pratibimba 2023

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# **MANAGEMENT JOURNAL**

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# IITM Journal of Business Studies(JBS)

“A UGC CARE Approved Journal”

Annual Journal of Institute of Innovation in Technology & Management

## Contents

1. A Cross Sectional Study On Perception Towards Wellness Practice Among The Employees At Private Hospital
2. A Study Of Grievance Handling And Its Impact On Consumer Perception: The Case Of Uber & Ola
3. A Study Of Popular E-Commerce Platforms And Demographics Profiling Of Online Consumers In India
4. A Study Of Workplace Deviances With Respect To Age And Gender
5. A Study On Factors Affecting Purchase Pattern Of Green Products
6. A Study On The Operations Of Women Self Help Groups And Framing Of Marketing And Positioning Strategies For Their Ethnic Products & Services - With Special Reference To Sivasagar District, Assam
7. A Study On Youth's Preference For Khadi Apparels - The Signature And Sustainable Fabric Of India
8. An Analysis Of Factors Related To Consumer Active Participation, Brand Engagement And Community Trust In Online Food Community Platforms
9. An Analysis Of Growth And Association Between Labour Productivity And Wages In The Indian Leather Industry
10. An Empirical Investigation Of The Relationship Between Retail Store Attributes And Customer Satisfaction
11. An Interaction Analysis and Assessment Of Risk Perception, Equity Investment And Financial Information Awareness
12. Attributes Of Organizational Creative Climate: A Perceptual Assessment Of Individuals
13. Company Boards And Their Impact On Corporate Governance: Empirical Evidence From India & Singapore
14. Employee Satisfaction with Social Security Provisions (Gratuity, PF, And Pension): An Empirical Study In The Selected Organizations
15. Impact Of Marketing, Socio-Economic And Cultural Variables On Consumer Choice Of Health Insurance
16. Influence Of Brand Loyalty And Brand Equity Through Social Media Marketing On Buying Intention Towards Electronic Home Appliances
17. Influence Of Cognitive Biases On Consumer Buying Behaviour
18. Investigating The Effect Of Economic Determinants On Stock Market Returns: An Introspection
19. Item Analysis Of An General Management Awareness/Learning Assessment Test In Business School For Its Difficulty Index, Discrimination Index, And Distractor Analysis
20. Linkage Between Euro Futures And Spot Market: Empirical Evidence From India
21. Mediating Role Of Social Isolation In The Relationship Of Personality Traits And Burnout
22. Modelling The Factors Affecting Financial Literacy Of Women Towards Digital payments Using Ism And Micmac Approach
23. New Dimensions Of Consumer Welfare Legislations In India Vis A Vis Consumer Education: An Analytical Study
24. Optimum Allocation Of Fund According To Risk Propensity Of The Investors: A Study Based On Nifty Data
25. Perceived Organizational Support, Psychological Empowerment, And Job Performance: Mediating Role Of Organizational Justice
26. Predictive Power Of Parameters Influencing Borrowing By MSMEs
27. Psychological Capital And Optimism As A Predictor Of Workplace Happiness In Service-Based Industry In India
28. The Influence Of User-Generated Content On Purchase Intention Of Travel Products
29. Case Study: A Case Study Of Quick-O-Book- An Online Appointment Booking System For Patients In North-East India
30. Book Review: Why She Must Lead

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1. An Empirical Study of Linking between Talent and Knowledge Management With respect to IT industries in Pune, Maharashtra (India)
2. A Study On Deployment Of Differently-Abled Persons In Indian Hospitality Industry in Purview Of SERVQUAL Model
3. A Study on the Impact of Discount and Odd-Even Pricing Strategy on the Purchase Intentions of OTT Media Users In India.
4. Bank Merger Benefits: A Study From Stakeholders Perspective
5. Chatbot For Educational Services: Confirmation And Assessment Of Quality Dimensions
6. Economic Growth, Financial Development And Stock Market: Sectoral Evidence From India
7. Eliminating Talent Acquisition Challenges In The New Paradigm: A Proposed Model Of Talent Acquisition Process
8. Financial Diary: A Tool For Financial Prudence
9. Impact Of Monetary Stimulus Package To Counter Economic Crisis –COVID 19
10. Impact Of Online Working Mode On The Work-Life Balance (WLB): An Empirical Analysis Of Banking Sector Employees In Delhi-NCR, India
11. Indian Exchange Traded Funds Market – A Systematic Literature Review
12. On-Demand Ride Hailing Services (RHS) For Commuting Purposes: A Case Of Kerala, India
13. Personal Financial Planning And Financial wellbeing: A Study On School Teachers In Jorhat District, Assam
14. Role Of Education In The Development Of Entrepreneurial Intention
15. Role Of Social Media On Environmental Practices
16. The Impact Of Environmental Consciousness, Environmental Attitude And Perceived Quality Of Green Products On Green Consumer Behaviour Of Millennials In NCT Of Delhi.
17. Understanding of The Level Of Integration Between India And Sri Lankan Economies With The Application Of (DCC)-MGARCH



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1. A Comparative Study of Digital Financial Awareness Among Gen-Y And Gen-Z
2. A Study on Sustainable Development Through Financial Inclusion in India
3. Adoption of UPI (Unified Payments Interface) by Rural People: An Empirical Investigation
4. Advanced Computer Training Course: An Initiative Towards Enhancing the Skill of Visually Impaired Persons- A part of CSR Program
5. An Empirical Study on Factors Affecting Online Shopping Behavior and Intentions of Consumers
6. An Examination into the Relationship Between the Services Provided by the OPD with The Dimensions of Service Quality
7. An Investigation of Post-Merger Stress, Satisfaction and Job Leaving Intention Among Employees: Evidence from The Indian Banking Sector
8. Benefits of Ayurveda Health Tourism: An Exploratory Study on Health Tourists Visiting South Kerala
9. Brand Equity of India as a Tourist Destination: Study of Antecedents Using PLS-Sem Approach
10. Does Size Influence Firm Performance? An Impact Assessment on Select Indian Banks
11. Empirical Study of Female Workers of Informal Sectors in Delhi and Their Work Profile
12. Ethnocentrism and its Effect on Preference of Indian Consumers for Foreign and Domestic Products
13. Influence of Workplace Ostracism on Workplace Behavior: The Moderating Role of Neuroticism
14. Integrating Humanistic Leadership Practices into Modern Management
15. Investigating The Influence of Emotional Biases on The Process of Investment Decision Making: A Study of Delhi-Ncr
16. Leadership Skills in Śrīmadbhagavad Gītā
17. Moderating Role of Gender and Family Income on Green Entrepreneurial Intention Factors: An Empirical Study on Higher Education Students
18. The Impact of Credit Risk and Debt Coverage on Profitability of Banks: A Comparative Study on Indian Public and Private Sector Banks
19. Training Initiatives for Weavers' Skill Enhancement: An Impact Assessment Study
20. Portfolio Optimization in the Light of Sustainability Constraint: Evidence from Indian Capital Market
21. Women's Glass Ceiling Beliefs as Mediators in the Relation between Workplace Spirituality and Subjective Success
22. A Case Study on SEWA Ecotourism
23. *Book Review*

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1. A bibliometric approach on retirement investment studies.
2. Analysing financial performance of Indian automobile sector in context of achieving Sustainability.
3. Assessing the impact of de facto trade globalization and regulatory quality on ecological footprint. Evidence from Japan.
4. Convergence to Ind as: An investigation of factors affecting perception of chartered accountants.
5. Customer expectation and satisfaction of housekeeping services: A bibliometric analysis of data.
6. Design thinking & virtual management training: a systematic literature review.
7. Discovering relationship between social media usage and cybersecurity awareness: An association mining analysis
8. Integrating philosophy in modern management for excellence and productivity: Cases and reflections on ecological footprint. Evidence from Japan.
9. Representation of underrepresented group: A case of women political sustainability.
10. Sustainability and innovation practices in leather and footwear industry: A systematic content analysis.
11. Systematic mapping of the foreign exchange rate-stock market relationship using BibExcel, and VOSviewer



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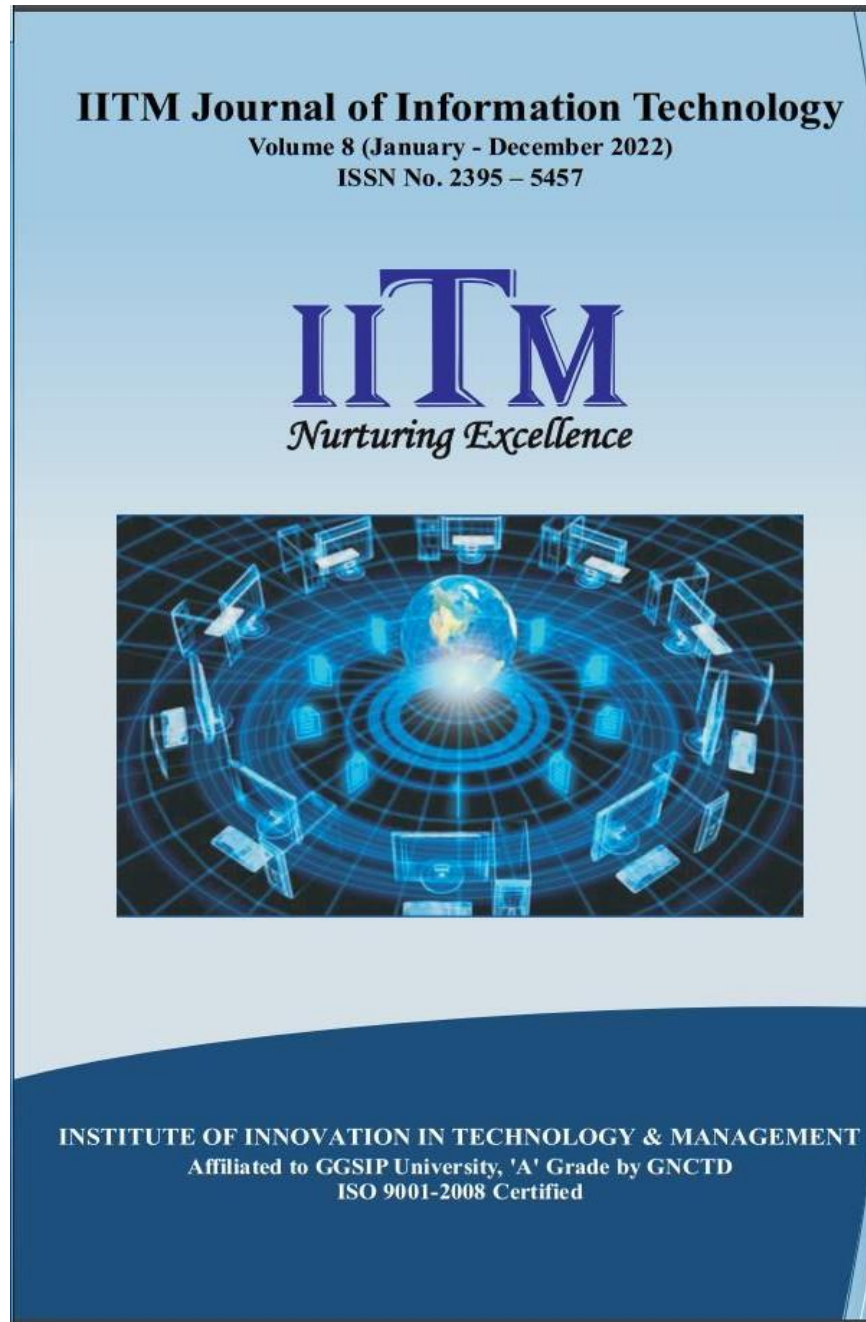
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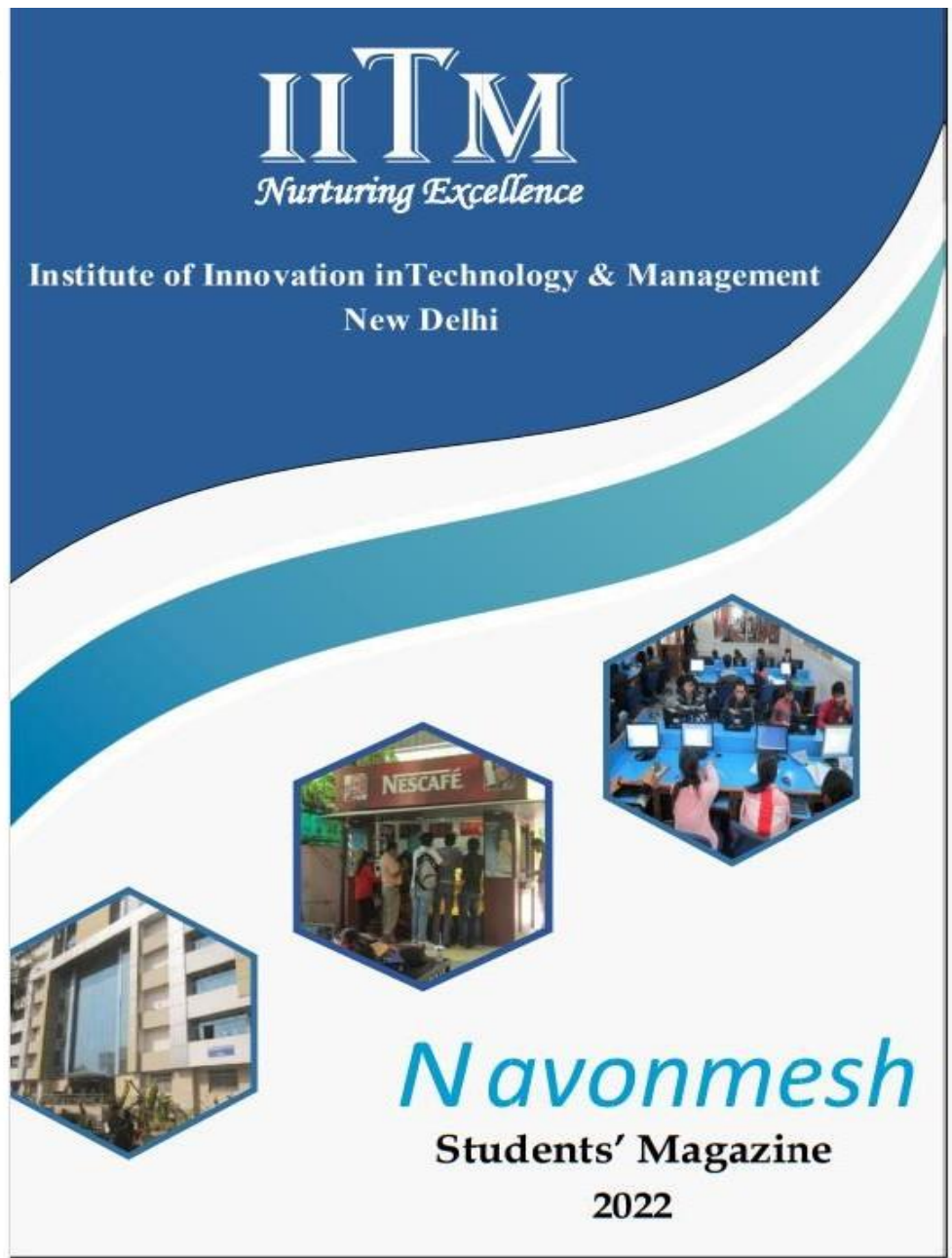
## IT JOURNAL



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**10. (b). Publication of Newsletters and Magazines**



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NEW DELHI



# NAVONMESH

STUDENT'S MAGAZINE - AUGUST 2023

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# FINSHARK TIMES

## *Diwali Special*

19 October 2022 | Issue No. 4

KNOW ABOUT  
**MUHURAT  
TRADING**

-Pg 04

TOP STOCKS  
**TO INVEST**  
IN THIS DIWALI

Read more Pg 09

# FINSHARK TIMES

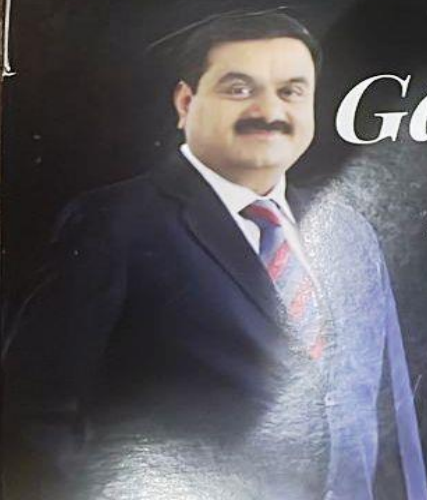
| ISSUE NO . 5

*Happy New Year*

# 2023

**Loss after loss': Parents detail how  
Byju's pushed them into debt**

*Read more on Pg 5*



## *Gautum Adani*

*Business tycoon who  
dominated the year  
2022*

*Pg 11*

Find Our new Team  
members in this  
issue! Welcome  
onboard:)



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### Newsletter

JANUARY TO JUNE 2022



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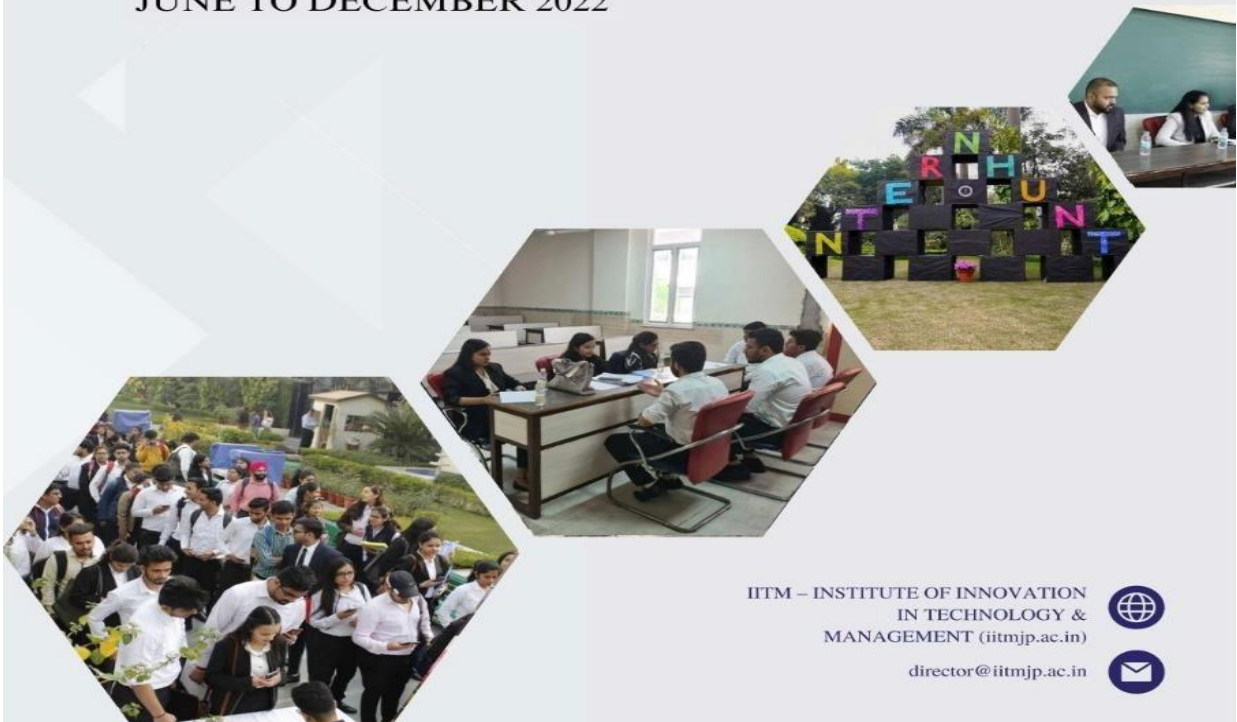
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JUNE TO DECEMBER 2022



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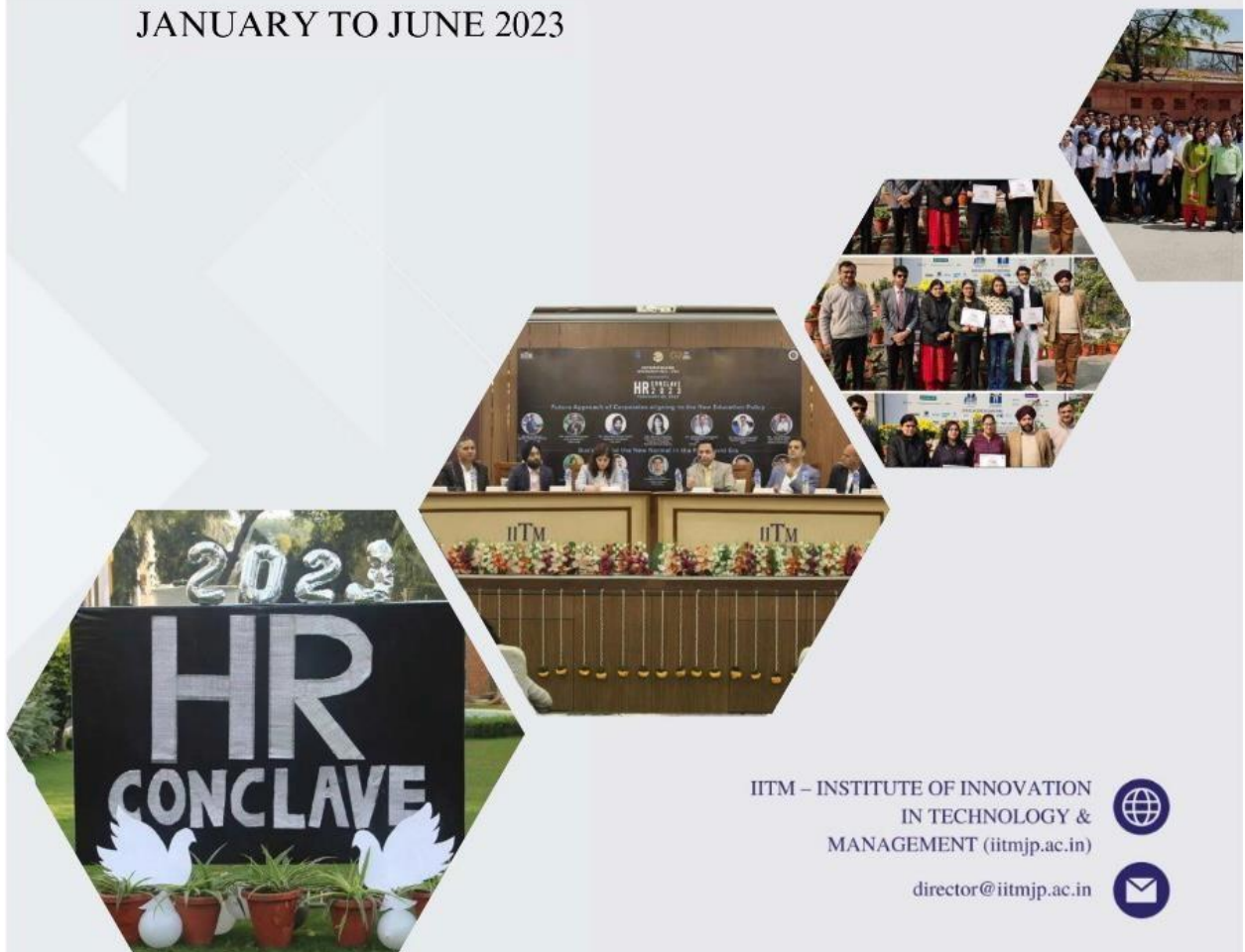
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JANUARY TO JUNE 2023



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