



IILM University, Gurugram

Research and Publication Details



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PUBLICATIONS



Publication Summary 2023

Article - 08

Book Chapter - 04

Conference Paper - 03

Total - 15

S.No.	Publication Details	Research Output
1.	Mehrotra, P., Vyas, V., & Naik, P. K. (2023). Behaviour of capital and risk under Basel regulations: A simultaneous equations model study of Indian commercial banks. <i>Global Business Review</i> . https://doi.org/10.1177/09721509221146059	Article
2.	Sharma, D. R., & Singh, B. (2023). Understanding the relationship between customer satisfaction, customer engagement and repeat purchase behaviour. <i>Vision</i> , 27(4), 449–457. https://doi.org/10.1177/0972262921992593	Article
3.	Sachdeva, S., & Chaudhary, N. S. (2023). Exploring whistleblowing intentions of Indian nurses: A qualitative study. <i>International Journal of Organizational Analysis</i> , 31(7), 3479–3501. https://doi.org/10.1108/IJOA-06-2021-2804	Article
4.	Shen, Z., Li, J., Siraj, A., Taneja, S., & Li, Z. (2023). Housing types, population attributes and the development path of housing in large cities – A case study of Zhengzhou, China. <i>International Journal of Strategic Property Management</i> , 27(5), 317–331. https://doi.org/10.3846/ijspm.2023.20425	Article
5.	Munjal, P., Malarvizhi, P., & Sharma, D. (2023). Social performance reporting in the Indian banking sector – Exploring linkage with financial performance. <i>Afro-Asian Journal of Finance and Accounting</i> , 13(2), 192–209. https://doi.org/10.1504/AJFA.2023.129541	Article
6.	Tiwari, S. (2023). Indian youth placement industry in light of COVID-19. <i>Youth Voice Journal</i> , 3(April Special), 7–13.	Article
7.	Ahmad, F., Kumar, A., Khalid, S., & Banu, S. (2023). Parched: An archetypal and cinematic representation of sisterhood. <i>Journal of Education Culture and Society</i> , 14(2), 414–424. https://doi.org/10.15503/jecs2023.2.414.424	Article
8.	Gupta, H., & Kayande, R. A. (2023). Enhancing pharmaceutical supply chain resilience: A study of pharmaceutical companies in multiple geographies. <i>Indian Journal of Pharmaceutical Education and Research</i> , 57(2), 603–611. https://doi.org/10.5530/ijper.57.2.74	Article
9.	Choudhary, V., Trivedi, S., & Kamboj, N. (2023). A review of studies on ESG (Environmental, social and governance) investment: A content analysis. In <i>Innovations and Sustainability in Society 5.0</i> (pp. 127–153).	Book Chapter
10.	Kamboj, N., & Sharma, M. (2023). Analytical study of Fin-Tech in banking: A utility model. In <i>Fintech and Cryptocurrency</i> (pp. 157–172). https://doi.org/10.1002/9781119905028.ch8	Book Chapter
11.	Neha, Sharma, M., & Monteiro, T. (2023). Why do bank customers adopt FinTech solution: The case of India. In <i>Artificial Intelligence, Fintech, and Financial Inclusion</i> (pp. 69–81). https://doi.org/10.1201/9781003125204-6	Book Chapter
12.	Kamboj, N., Choudhary, V., & Trivedi, S. (2023). Impact of macroeconomic determinants and corporate attributes on firms' financial success in India. In <i>Sustainability, Green Management, and Performance of SMEs</i> (pp. 73–93). https://doi.org/10.1515/9783111170022-005	Book Chapter
13.	Patel, D. A., Joshi, M., & Patel, D. B. (2023). Fluid lubrication of porous journal bearing: A comparison of flow models. <i>AIP Conference Proceedings</i> , 2728, 030002. https://doi.org/10.1063/5.0143109	Conference Paper
14.	Kumar, R. R., Kumar, K., Jain, A. K., Sharma, V., Sharma, N., & Jain, N. (2023). QVD-querying video databases for event related frames using text keywords. In <i>International Conference on Self Sustainable Artificial Intelligence Systems, ICSSAS 2023 - Proceedings</i> (pp. 1060–1064). https://doi.org/10.1109/ICSSAS57918.2023.10331625	Conference Paper

S.No.	Publication Details	Research Output
15.	Yadav, A., & Sondhi, H. (2023). Systematic literature review on sustainable marketing and artificial intelligence. In <i>Proceedings of the 17th INDIACom; 2023 10th International Conference on Computing for Sustainable Global Development, INDIACom 2023</i> (pp. 583–588).	Conference Paper

PUBLICATIONS



Publication Summary 2024

Article - 16

Book Chapter - 09

Conference Paper - 13

Total - 38

S.No.	Publication Details	Research Output
1.	Yadav, A., Singh, R. K., Mishra, R., & Bag, S. (2024). Perceived challenges affecting user engagement in online community: An analysis of interrelationships and interaction. <i>Benchmarking</i> , 31(4), 1320–1349. https://doi.org/10.1108/BIJ-11-2022-0710	Article
2.	Siraj, A., Zhu, Y., Taneja, S., Ali, E., Guo, J., & Chen, X. (2024). Executing marketing through a gender lens: A consumer purchase decision-making study in an emerging economy. <i>Arab Gulf Journal of Scientific Research</i> , 42(4), 1982–2000. https://doi.org/10.1108/AGJSR-02-2023-0064	Article
3.	Rathore, A. S., & Shanthi, V. (2024). A numerical solution of singularly perturbed Fredholm integro-differential equation with discontinuous source term. <i>Journal of Computational and Applied Mathematics</i> , 446, 115858. https://doi.org/10.1016/j.cam.2024.115858	Article
4.	Sharma, S. (2024). An introduction to food ethics: A philosophical pursuit. <i>Journal of Indian Council of Philosophical Research</i> , 41(3), 441–460. https://doi.org/10.1007/s40961-024-00338-z	Article
5.	Taneja, S., Siraj, A., Ali, L., Kumar, A., Luthra, S., & Zhu, Y. (2024). Is FinTech implementation a strategic step for sustainability in today's changing landscape? An empirical investigation. <i>IEEE Transactions on Engineering Management</i> , 71, 7553–7565. https://doi.org/10.1109/TEM.2023.3262742	Article
6.	Arora, S., Kawatra, R., & Debnath, N. C. (2024). White and black box techniques towards deploying a prediction model in educational data mining. <i>International Journal of Computers and Their Applications</i> , 31(2), 128–137.	Article
7.	Srivastava, A., Vyas, V., & Gurtu, A. (2024). Relationship between socially sustainable supply chains and United Nations sustainable development goals: A perspective from the Indian auto ancillary industry. <i>Global Business Review</i> . https://doi.org/10.1177/09721509241240522	Article
8.	Rathore, A. S., & Shanthi, V. (2024). A computational method for singularly perturbed reaction–diffusion type system of integro-differential equations with discontinuous source term. <i>Calcolo</i> , 61(3), 54. https://doi.org/10.1007/s10092-024-00609-w	Article
9.	Garg, S., & Gupta, H. (2024). An unusual cause of pulmonary embolism following blunt chest trauma: A case study. <i>Millenium: Journal of Education, Technologies, and Health</i> , 2024(24), e34653. https://doi.org/10.29352/mill0224.34653	Article
10.	Manchanda, R., & Kaul, S. (2024). Exploring in India the gender difference in self-esteem of only children and those having siblings mediated by hope. <i>Youth Voice Journal</i> , 14(5).	Article
11.	Singh, S., Sharma, V. P., Prakash, S., & Choudhury, N. (2024). Empirical study of knowledge management and student empowerment for employability. <i>International Journal of Knowledge Management Studies</i> , 15(1), 38–69. https://doi.org/10.1504/IJKMS.2024.138066	Article
12.	Garg, R., & Shukla, A. (2024). Sovereign wealth funds as anchor investors in IPOs: Evidence from India. <i>Pacific Basin Finance Journal</i> , 86, 102404. https://doi.org/10.1016/j.pacfin.2024.102404	Article
13.	Shaikh, M. Z., Dixit, N., Manjunatha, D., Chaudhary, A., & Khubalkar, D. (2024). Applications of blockchain technology and crypto currencies: Current practice and future trends. <i>International Journal of Intelligent Systems and Applications in Engineering</i> , 12(4s), 30–40.	Article

S.No.	Publication Details	Research Output
14.	Gupta, B. (2024). Evaluating India's engagement with the universal periodic review: A focus on women's rights. <i>Revista Direito GV</i> , 20, e2441. https://doi.org/10.1590/2317-6172202441	Article
15.	Mehrotra, P., Vyas, V., & Kumar, U. (2024). Impact of regulations on the performance of banks: A bibliometric analysis. <i>Transnational Corporations Review</i> , 16(1), 103–118. https://doi.org/10.1080/19186444.2022.2151796	Article
16.	Shukla, A., Tiwari, S., & Jain, A. (2024). HybridFusionNet: Deep learning for multi-stage diabetic retinopathy detection. <i>Technologies</i> , 12(12), 256. https://doi.org/10.3390/technologies12120256	Article
17.	Ojha, M. (2024). Legal, ethical, and social ramifications of the use of artificial intelligence in decision-making: A comparative analysis of the European Union and Indian law. In <i>Comparative law: Unraveling global legal systems</i> (pp. 25–37). https://doi.org/10.1007/978-981-97-7815-7_2	Book Chapter
18.	Bahmani, M., & Jeet, S. (2024). E-waste recycling: A welcoming change. In <i>Exploring waste management in sustainable development contexts</i> (pp. 96–108). https://doi.org/10.4018/979-8-3693-4264-0.ch007	Book Chapter
19.	Rana, N. (2024). Green marketing strategies for sustainable fashion: Educating and engaging consumers. In <i>Chaos, Complexity, and Sustainability in Management</i> (pp. 98–114). https://doi.org/10.4018/979-8-3693-2125-6.ch006	Book Chapter
20.	Arora, M. (2024). Influencer marketing during COVID-19: A narrative review. In <i>Emerging Business Trends and Management Practices: Lessons from the Pandemic</i> (pp. 233–250). https://doi.org/10.1201/9781003331353-11	Book Chapter
21.	Jeet, S., Bahmani, M., Mohan, C., & Carabineiro, S. A. C. (2024). Climate disaster and sustainable development goals. In <i>Disaster Human Crisis: Emergency, Response and Recovery</i> (pp. 347–386).	Book Chapter
22.	Choudhury, S. R. (2024). Orality of “then” and “now”: Narrating the Mahabharata on television. In <i>Contemporaneity of the Mahabharata Narrative: Epic of the Moment</i> (pp. 138–152). https://doi.org/10.4324/9781003516408-11	Book Chapter
23.	Tiwari, S., & Shukla, A. (2024). Digital twins in industry: Real-world applications and innovations. In <i>Transforming Industry Using Digital Twin Technology</i> (pp. 1–18). https://doi.org/10.1007/9783031585234_1	Book Chapter
24.	Lata, S., & Dubey, P. (2024). Technology-driven approaches to gender-inclusive healthcare. In <i>Transforming Gender-Based Healthcare with AI and Machine Learning</i> (pp. 40–58). https://doi.org/10.1201/9781003473435-4	Book Chapter
25.	Rana, N. (2024). Ethical AI integration in marketing strategies for sustainable e-commerce fashion designing. In <i>Contemporary Management and Global Leadership for Sustainability</i> (pp. 218–233). https://doi.org/10.4018/979-8-3693-1273-5.ch013	Book Chapter
26.	Tiwari, S., Jain, A., Ahuja, N. J., & Shukla, A. (2024). Deep learning-based multi-class classification of diabetic retinopathy utilizing transfer learning with MobileNet architecture. <i>Lecture Notes in Networks and Systems</i> , 1037, 83–92. https://doi.org/10.1007/978-981-97-3991-2_7	Conference Paper
27.	Tiwari, S., Choudhury, T., & Kotecha, K. (2024). Ensembling of transfer learning for enhanced precision agriculture in plant disease classification. <i>Lecture Notes in Networks and Systems</i> , 1037, 135–144. https://doi.org/10.1007/978-981-97-3991-2_12	Conference Paper
28.	Rani, P., Lamba, R., Sachdeva, R. K., Jain, A., Singh, N., & Choudhury, T. (2024). Enhancing rice disease prediction through pre-trained CNN	Conference Paper

S.No.	Publication Details	Research Output
	architectures. In <i>Proceedings - 4th International Conference on Technological Advancements in Computational Sciences, ICTACS 2024</i> (pp. 520–525). https://doi.org/10.1109/ICTACS62700.2024.10840628	
29.	Aggarwal, R., Aggarwal, E., Jain, A., Aluvalu, R., Maheswari, U., & Choudhury, T. (2024). Deep learning image classification abiotic plant disease detection classification using MobileNet. In <i>Proceedings - 4th International Conference on Technological Advancements in Computational Sciences, ICTACS 2024</i> (pp. 526–530). https://doi.org/10.1109/ICTACS62700.2024.10841037	Conference Paper
30.	Kumar, R. R., Jain, A. K., Sharma, V., Singh, M. P., Jain, N., & Jindal, V. (2024). Hybrid CNN & random forest model for effective onion leaf disease diagnosis. In <i>2024 IEEE International Conference on Interdisciplinary Approaches in Technology and Management for Social Innovation (IATMSI 2024)</i> . https://doi.org/10.1109/IATMSI60426.2024.10503095	Conference Paper
31.	Chugh, A., Yadav, R. K., & Agarwal, T. (2024). Optimization accuracy of MRI brain image based tumor detection using deep learning LSTM technique. In <i>Proceedings - 2024 2nd International Conference on Advanced Computing and Communication Technologies, ICACCTech 2024</i> (pp. 909–913). https://doi.org/10.1109/ICACCTech65084.2024.00149	Conference Paper
32.	Tiwari, S., Gochhait, S., & Chatterjee, R. (2024). Certain investigations on classification of amyotrophic lateral sclerosis. In <i>2024 5th International Conference on Data Analytics for Business and Industry, ICDABI 2024</i> (pp. 11–15). https://doi.org/10.1109/ICDABI63787.2024.10800684	Conference Paper
33.	Kumar, R. R., Kumar Jain, A., Sharma, V., Jain, N., & Das, P. (2024). Daffodil leaf disease recognition framework: A unified approach with CNN and random forest integration. In <i>4th International Conference on Innovative Practices in Technology and Management 2024 (ICIPTM 2024)</i> . https://doi.org/10.1109/ICIPTM59628.2024.10563398	Conference Paper
34.	Tiwari, S., & Shukla, A. (2024). Ensemble deep learning for DR identification: Integrating DenseNet121 and VGG19 architectures. In <i>1st International Conference on Innovative Engineering Sciences and Technological Research, ICIESTR 2024 - Proceedings</i> . https://doi.org/10.1109/ICIESTR60916.2024.10798174	Conference Paper
35.	Lata, S., Alrowais, F., & Urooj, S. (2024). ADCS-IoT: Anomaly detection with cryptographic security framework for the Internet of Things. In <i>Proceedings of the International Conference on Sensing Technology (ICST)</i> . https://doi.org/10.1109/ICST62759.2024.10992183	Conference Paper
36.	Tiwari, S., Gochhait, S., & Bonuga, H. (2024). Exploring machine learning classifiers for identifying gestational diabetes mellitus. In <i>2024 International Conference on Decision Aid Sciences and Applications, DASA 2024</i> . https://doi.org/10.1109/DASA63652.2024.10836469	Conference Paper
37.	Lamba, R., Chauhan, P., Rani, P., Sachdeva, R. K., Jain, A., & Choudhury, T. (2024). Precision agriculture: A machine learning approach to crop recommendation. In <i>Proceedings - 4th International Conference on Technological Advancements in Computational Sciences, ICTACS 2024</i> (pp. 1281–1286). https://doi.org/10.1109/ICTACS62700.2024.10841092	Conference Paper
38.	Kumar, R. R., Jain, A. K., Sharma, V., Jain, N., Das, P., & Sahni, P. (2024). Advanced deep learning model for multi-disease prediction in potato crops: A precision agriculture approach. In <i>2024 IEEE International Conference on Information Technology, Electronics and Intelligent Communication Systems, ICITEICS 2024</i> . https://doi.org/10.1109/ICITEICS61368.2024.10625281	Conference Paper

PUBLICATIONS



Publication Summary 2025

Article - 26

Book - 04

Book Chapter - 21

Conference Paper - 20

Editorial - 01

Review - 02

Total - 74

S.No.	Details	Research Output
1.	Tyagi, S., Mishra, S., & Dey, A. K. (2025). From resistance to reliance: Sustaining EMR adoption at Narayana Health. <i>Journal of Organizational Behavior Education</i> , 18, 77–90.	Article
2.	Sen, S. (2025). From principles to practice: A systematic review of PRME adoption in business schools. <i>International Journal of Management Education</i> , 23(3), 101206. https://doi.org/10.1016/j.ijme.2025.101206	Article
3.	Singhal, A., Saeed, A. M., Seema, Ahmad, N., Sharma, S., & Chaudhary, A. (2025). Semi-analytical framework for dynamic stress concentration in semi-elliptical notches of thin walled piezoelectric media under SH-wave excitation and KNN. <i>Journal of Engineering Mathematics</i> , 154(1), 9. https://doi.org/10.1007/s10665-025-10483-2	Article
4.	Mehta, P., Sagar, A., & Kumari, S. (2025). Domain generalized recaptured screen image identification using SWIN transformer. <i>Signal, Image and Video Processing</i> , 19(9), 765. https://doi.org/10.1007/s11760-025-04314-1	Article
5.	Malhotra, P., & Khurana, R. (2025). A neuropsychological perspective on ADHD: Quantitative insights into working memory components. <i>Annals of Neurosciences</i> . Advance online publication. https://doi.org/10.1177/09727531251391921	Article
6.	Kundu, S., Ninoria, S. Z., Chaturvedi, R. P., Mishra, A., Agrawal, A., Batra, R., Dubale, M., & Hashmi, A. (2025). Real-time deforestation anomaly detection using YOLO and LangChain agents for sustainable environmental monitoring. <i>Scientific Reports</i> , 15(1), 39961. https://doi.org/10.1038/s41598-025-23617-4	Article
7.	Nadroo, Z. M., Jayawardena, N. S., Naqshbandi, M. A., & Thaichon, P. (2025). Examining the role of parasocial interactions in generating the bandwagon effect: A parallel mediation and multigroup analysis. <i>Spanish Journal of Marketing - ESIC</i> . Advance online publication. https://doi.org/10.1108/SJME-08-2024-0233	Article
8.	Tiwari, S., & Shukla, A. (2025). Review on classification of amyotrophic lateral sclerosis using ensemble classifiers. <i>Engineering Proceedings</i> , 82(1), 114. https://doi.org/10.3390/ecsa-11-22206	Article
9.	Kulshreshtha, N., & Jose, L. G. (2025). The role of Bollywood in creating the ideal rape victim in India. <i>Sexuality and Culture</i> . Advance online publication. https://doi.org/10.1007/s12119-025-10455-9	Article
10.	Kumar, S., & Yadav, N. (2025). Is more CSR always better? Evidence from India. <i>Managerial Finance</i> , 51(11), 1797–1813. https://doi.org/10.1108/MF-07-2025-0475	Article
11.	Kumar, A., & Banerjee, P. (2025). Leading with intelligence: How AI is reshaping creative innovation in organizations. <i>Prabandhan: Indian Journal of Management</i> , 18(9), 54–62. https://doi.org/10.17010/pijom/2025/v18i9/174843	Article
12.	Srivastava, A., Gurtu, A., & Vyas, V. (2025). Analysis of supply chain performance under the influence of social sustainability initiative of organizations. <i>Operations and Supply Chain Management</i> , 18(1), 65–78. https://doi.org/10.31387/oscm0600455	Article
13.	Choudhary, L., & Deb, A. (2025). Harmonising the see-saw of conflicts: Mitigation of regulatory clashes for enhancing cooperation between CCI and IP authorities. <i>International Journal of Intellectual Property Management</i> , 15(6), 555–573. https://doi.org/10.1504/IJIPM.2025.150697	Article

S.No.	Details	Research Output
14.	Siddiqui, T. A., Naushad, M., Ali, M. S., & Sunayana. (2025). Social and behavioural influences on financial inclusion: Insights from a regional study. <i>Asian Economic and Financial Review</i> , 15(7), 1096–1110. https://doi.org/10.55493/5002.v15i7.5490	Article
15.	Rani, M., Vyas, B., Dahiya, V., & Acharya, P. (2025). Carbon emission benchmarking in university campus: Strategic development toward net zero transition. <i>SSRG International Journal of Civil Engineering</i> , 12(6), 190–200. https://doi.org/10.14445/23488352/IJCE-V12I6P115	Article
16.	Agrawal, P., Agarwal, T., & Balabantaray, S. R. (2025). Navigating political influence: The mediating role of ISA engagement between political influencers and attitude towards voting behaviour amongst first-time voters. <i>International Journal of Sociology and Social Policy</i> . Advance online publication. https://doi.org/10.1108/IJSSP-12-2024-0628	Article
17.	Srivastava, S., Nagpal, T., Kaur, K., Jain, C., Das, N. N., & Chugh, A. (2025). Atrous spatial pyramid pooling assisted automatic segmentation model and ellipse fitting approach based fetal head segmentation and head circumference measurement. <i>Biomedical Signal Processing and Control</i> , 109, 107992. https://doi.org/10.1016/j.bspc.2025.107992	Article
18.	Kumar, K., Acharya, P., Singh, S., Varshney, D., Mishra, U., Prawar, & Arora, R. (2025). Optimization of bottom ash water slurry flow characteristics by using commercial additive. <i>WSEAS Transactions on Environment and Development</i> , 21, 503–514. https://doi.org/10.37394/232015.2025.21.41	Article
19.	Gaba, J., Thakur, R. K., Sharma, N., Verma, D., & Gupta, S. (2025). How accurate are current 56Ni mass estimates in Type Ia supernovae? <i>New Astronomy</i> , 120, 102411. https://doi.org/10.1016/j.newast.2025.102411	Article
20.	Vorina, A., Manzoor, M., Laskar, H. R., Siriman, N., Singh, D., Khan, S. M., Ali, M. S., Ola, O., Siddiqui, T. A., Sunayana, & Asthana, S. (2025). A stochastic behavioral–financial framework for modeling responsible tourism dynamics. <i>Global and Stochastic Analysis</i> , 12(6), 33–43. https://doi.org/10.64837/GSA.12.6.4	Article
21.	Kumar, K., Acharya, P., Singh, S., Varshney, D., Mishra, U., Prawar, Arora, R., Chauhan, G. S., & Singh, A. N. (2025). Analyse the performance characteristics of mild steel plates at varying weld parameters by using artificial intelligence approaches. <i>Welding International</i> , 39(7), 477–488. https://doi.org/10.1080/09507116.2025.2495156	Article
22.	Dangwal, A., & Kaul, S. (2025). Youth perspective on climate change. <i>Youth Voice Journal</i> , 15(2).	Article
23.	Kumar, D., & Singh, R. (2025). Identifying effective communication channels for financial inclusion: Evidence from self-funded retirement plans. <i>Margin</i> , 19(2), 205–228. https://doi.org/10.1177/00252921251394817	Article
24.	Chaudhary, R., Dwivedi, S., & Vig, S. (2025). Unlocking solo female travelers CUI of M-travel apps with the moderating lens of their age and travel frequency. <i>Indian Journal of Marketing</i> , 55(8), 49–68. https://doi.org/10.17010/ijom/2025/v55/i8/175209	Article
25.	Saxena, S., Khurana, R., Kalsi, N., & Vyas, K. (2025). Development and standardisation of masculine emotional expressivity scale (MEES). <i>Annals of Neurosciences</i> . Advance online publication. https://doi.org/10.1177/09727531251372711	Article
26.	Tiwari, S., Sharma, A. K., Abdul Aziz, I., Gupta, D., Jain, A., Mahdin, H., Athithan, S., & Hidayat, R. (2025). Investigations on segmentation-based	Article

S.No.	Details	Research Output
	fractal texture for texture classification in the presence of Gaussian noise. <i>PLoS ONE</i> , 20(1), e0315135. https://doi.org/10.1371/journal.pone.0315135	
27.	Raghav, Y. Y., Chauhan, A., Pandey, P., & Khan, S. B. (2025). <i>AI and machine learning techniques for wildlife conservation</i> . IGI Global. https://doi.org/10.4018/979-8-3693-6935-7	Book
28.	Kamboj, N., & Choudhary, V. (2025). <i>FinTech for sustainable financial market innovation</i> . Walnut Publication. https://doi.org/10.52305/WBEH2103	Book
29.	Garg, U., Gupta, N., Singh, R., Gehlot, A., & Dumka, A. (2025). <i>Anatomy of IoT botnets and detection methods</i> . https://doi.org/10.1201/9781003631460	Book
30.	Kumar, P., Rahi, P., Gupta, S. D., Udayai, K., & Singh, P. (2025). <i>Exploration of transformative technologies in healthcare 6.0</i> . https://doi.org/10.4018/979-8-3693-7210-4	Book
31.	Rana, N. (2025). Graph-theoretic analysis for eco-efficient textile weaving patterns. In <i>Applied graph data science: Graph algorithms and platforms, knowledge graphs, neural networks, and applied use cases</i> (pp. 145–149). Elsevier. https://doi.org/10.1016/B978-0-443-29654-3.00013-2	Book Chapter
32.	Trivedi, S., Choudhary, V., & Kamboj, N. (2025). Blockchain and cryptocurrency: Introduction to decentralized finance (DeFi). In <i>Decentralized finance (DeFi) and blockchain: A game changing duo</i> (pp. 97–124). Wiley. https://doi.org/10.1002/9781394242689.ch5	Book Chapter
33.	Rana, N. (2025). Inclusive luxury: Sustainable marketing strategies for a diverse world. In <i>Sustainability and luxury management: Strategy, measurement and value</i> (pp. 31–60). Routledge. https://doi.org/10.4324/9781003600992-4	Book Chapter
34.	Jasola, M., & Singh, N. (2025). Understanding digital transformation in the changing business environment. In <i>Digital transformation of business world: A managerial perspective</i> (pp. 1–6). Emerald Publishing. https://doi.org/10.1108/978-1-83662-046-420251001	Book Chapter
35.	Dwivedi, S., & Pillai, P. (2025). How medical tourism is shaping platforms for sustainable growth among low-income groups of India. In <i>Sustainable economy models in the age of Industry 5.0</i> (pp. 217–227). Springer. https://doi.org/10.1007/978-981-96-4104-8_13	Book Chapter
36.	Choudhary, V., Kamboj, N., & Trivedi, S. (2025). Introduction to cryptocurrency and blockchain. In <i>Decentralized finance and the end of traditional banking</i> (pp. 1–20). Wiley. https://doi.org/10.1002/9781394271801.ch1	Book Chapter
37.	Rana, N. (2025). Harnessing AI for a greener fashion industry. In <i>Convergence of AI, education, and business for sustainability</i> (pp. 333–355). https://doi.org/10.4018/979-8-3373-1917-9.ch015	Book Chapter
38.	Kamboj, N., & Choudhary, V. (2025). Blockchain frameworks and their usability in various applications: Introduction to cryptocurrency and blockchain. In <i>FinTech for sustainable financial market innovation</i> (pp. 283–296).	Book Chapter
39.	Gupta, S. D., Yadav, A., Sharma, V. P., & Gupta, V. P. (2025). Impact of pricing and quality on purchasing decisions for sustainable products in tourism: A consumer perspective. In <i>Digital transformation in tourism and hospitality: Sustainable management strategies for long-term excellence</i> (pp. 92–122). https://doi.org/10.1108/978-1-80592-425-820251005	Book Chapter

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41.	Goyal, N., Jaiswal, J., & Sharma, L. (2025). Empowering women for improved nutritional well-being: Strategies to address anemia and enhance food security in India. In <i>Agriculture, nutrition, and resilience: Recent insights and innovations</i> (pp. 78–97). https://doi.org/10.1201/9781003487227-4	Book Chapter
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51.	Bahmani, M., & Jeet, S. (2025). Ethical and legal framework for AI in healthcare. In <i>Precision Healthcare: Patient Care, Decision Tools, Wearables, Legal and Ethical Issues</i> (pp. 164–173).	Book Chapter

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52.	Kapoor, S., & Jasola, M. (2025). Examining opportunities, challenges, and strategic integration in AI-driven corporate communication. In <i>2025 2nd International Conference on Pioneering Developments in Computer Science and Digital Technologies (IC2SDT 2025) Proceedings</i> (pp. 184–189). IEEE. https://doi.org/10.1109/IC2SDT68218.2025.11383767	Conference Paper
53.	Singh, J., & Chugh, A. (2025). Lightweight deep learning framework for on-device crop disease diagnosis. In <i>2nd International Conference on Intelligent Systems for Cybersecurity (ISCS 2025)</i> . IEEE. https://doi.org/10.1109/ISCS69371.2025.11386303	Conference Paper
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61.	Kaur, G., Jain, A. K., Jain, N., Debnath, S. K., Bagchi, S., & Kumar, A. V. S. (2025). Wearable intelligence system for health care: Synergizing smart devices and RNN-LSTM through IoT. In <i>Computational methods in science and technology - Proceedings of the 4th International Conference on</i>	Conference Paper

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	<i>Computational Methods in Science and Technology (ICCMST 2024)</i> (Vol. 2, pp. 114–121). CRC Press. https://doi.org/10.1201/9781003561651-16	
62.	Digra, M., Jaiswal, J., Miglani, A., & Jain, S. (2025). Applying data analytics to Tribal Sub-Plans Act: Panel evidence from pooled OLS models. In <i>Proceedings of IEEE International Conference on Modelling, Simulation and Intelligent Computing (MoSiCom 2025)</i> (pp. 353–358). https://doi.org/10.1109/MoSiCom67153.2025.11398205	Conference Paper
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64.	Chaudhary, R., Jha, S., & Dwivedi, S. (2025). Decrypting the adoption drivers of battery EVs among females with the moderating lens of pro-environmental attitude and visual appeal. In <i>Proceedings of the 9th International Conference on Inventive Systems and Control (ICISC 2025)</i> (pp. 1676–1680). https://doi.org/10.1109/ICISC65841.2025.11187964	Conference Paper
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69.	Tomar, K., Thada, V., & Garg, U. (2025). An extended INFR framework for anomaly detection and mitigation in IoT botnet. In <i>Proceedings of International Conference on Digital Innovations for Sustainable Solutions (ICDISS 2025)</i> . https://doi.org/10.1109/ICDISS68238.2025.11320706	Conference Paper
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71.	Bharti, A., Agrawal, A., Awotunde, J. B., & Tiwari, S. (2025). Structured vs. unstructured pruning: Balancing efficiency and accuracy in CNNs for image classification. In <i>2025 International Conference on Emerging Technologies and Innovation for Sustainability (EmergIN 2025)</i> (pp. 263–268). https://doi.org/10.1109/EmergIN67762.2025.11450604	Conference Paper
72.	Raghav, Y. Y., Chauhan, A., Pandey, P., & Khan, S. B. (2025). Preface. In <i>AI and machine learning techniques for wildlife conservation</i> (pp. xiv–xvii).	Editorial

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73.	Harit, V., Dahiya, R., & Garg, U. (2025). Machine learning approaches for IoT botnet detection and mitigation: A comprehensive review. <i>International Journal of Computer Networks and Applications</i> , 12(6), 936–952. https://doi.org/10.22247/ijcna/2025/55	Review
74.	Garg, U., Mishra, P., Gupta, N., & Pilli, E. S. (2025). IoT botnets unveiled: Architectural analysis, threat vectors, and cutting-edge detection techniques. <i>Cluster Computing</i> , 28(15), 945. https://doi.org/10.1007/s10586-025-05633-1	Review

PUBLICATIONS



Publication Summary 2026

Article - 29

Book - 02

Book Chapter - 08

Conference Paper - 05

Editorial - 01

Letter - 01

Review - 04

Total - 50

S.No.	Publication Details	Research Output
1.	Malhotra, D. K., Batra, S., & Singh, R. (2026). Efficiency, concentration, and diversification: Portfolio lessons from Indian technology equities. <i>International Journal of Financial Studies</i> , 14(2), 37. https://doi.org/10.3390/ijfs14020037	Article
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3.	Gahlaut, T., & Dwivedi, G. (2026). Obtaining a balance between charging stations and battery swapping stations. <i>Journal of the Operational Research Society</i> , 77(1), 313–325. https://doi.org/10.1080/01605682.2025.2515152	Article
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5.	Karthi, G., Kumar, K. S., Singh, L. K., & Murugesan, P. (2026). Diabetic foot ulcer detection using a dynamic slimmable network with pyramid attention network-based human memory optimization algorithm. <i>International Journal of Diabetes in Developing Countries</i> . Advance online publication. https://doi.org/10.1007/s13410-026-01642-x	Article
6.	Nagpal, P. B., Kumar, S., Khare, A., Marriboyina, V., Aggarwal, A., & Alshazly, H. (2026). A novel federated swarm learning for increased resilience in latency-aware cloud-native applications. <i>Neural Computing and Applications</i> , 38(5), 145. https://doi.org/10.1007/s00521-025-11728-y	Article
7.	Akhtar, S., Agarwal, J., Ahmad, A., Wiquar, R., & Ali, M. S. (2026). Workforce shocks and financial markets: Asset pricing perspectives. <i>International Journal of Financial Studies</i> , 14(1), 12. https://doi.org/10.3390/ijfs14010012	Article
8.	Mishra, S., Gahlaut, T., & Dwivedi, G. (2026). Analyzing challenges to Industry 5.0 adoption: Interpretative model based on innovative resistance theory. <i>OPSEARCH</i> . Advance online publication. https://doi.org/10.1007/s12597-026-01160-8	Article
9.	Sharma, S. (2026). Commodification of food: A critique of market morality. <i>Consumption Markets and Culture</i> . Advance online publication. https://doi.org/10.1080/10253866.2026.2640143	Article
10.	Singh, G., & Yadav, N. (2026). Governance through compensation: How credit ratings shape executive pay in India. <i>International Journal of Disclosure and Governance</i> . Advance online publication. https://doi.org/10.1057/s41310-026-00367-x	Article
11.	Kanwar, R., & Kaul, S. (2026). Voices from narcissistic relationships: Women's experiences. <i>Journal of Feminist Family Therapy</i> . Advance online publication. https://doi.org/10.1080/08952833.2026.2663204	Article
12.	Chaudhary, P., Singh, C., Chaudhary, R., Kumar, K., Kandhwal, M., Rustagi, P., Acharya, P., & Chauhan, G. S. (2026). A novel domain adaptation framework for wearable human activity recognition using multi-sensor feature alignment. <i>Biotechnology and Applied Biochemistry</i> . Advance online publication. https://doi.org/10.1002/bab.70119	Article
13.	Tewari, A. (2026). Modeling insights into growth of graphene–carbon nanotube hybrids by plasma-enhanced chemical vapor deposition process: Investigating the role of plasma chemistry in different gas mixtures. <i>Plasma</i>	Article

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	<i>Processes and Polymers</i> , 23(1), e70089. https://doi.org/10.1002/ppap.70089	
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15.	Kundu, S., Chaturvedi, R. P., Mishra, A., Agrawal, A., Aldossary, S. M., Ayadi, M., Adem, K. B., & Hashmi, A. (2026). A trustworthy cybersecurity model for transparent cyberattack detection using Bald Eagle Search tuned XGBoost and explainable AI. <i>Journal of Cloud Computing</i> , 15(1), 58. https://doi.org/10.1186/s13677-026-00878-6	Article
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17.	Parashar Carville, S. (2026). Strategic HRM as a growth catalyst: An interdisciplinary analysis of talent management and learning practices at Saffron Hospitality. <i>Worldwide Hospitality and Tourism Themes</i> , 18(1), 70–82. https://doi.org/10.1108/WHATT-12-2025-0301	Article
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21.	Kayal, M., Pati, J., Kumar, S., & Singh, L. K. (2026). Parametrically modified BERT for emotion prediction through sentiment analysis. <i>Discover Computing</i> , 29(1), 69. https://doi.org/10.1007/s10791-026-09958-2	Article
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23.	Verma, A., Chakraborty, D., Verma, M., Ballantine, P. W., & Jain, R. K. (2026). The impact of augmented reality on retail dynamics. <i>International Journal of Retail and Distribution Management</i> , 54(13), 35–52. https://doi.org/10.1108/IJRDM-02-2025-0091	Article
24.	Yadav, S. K., Vijayaraghavan, R., Jha, V. P., Pabba, D. P., & Thirumurugan, A. (2026). Defect-controlled charge-carrier dynamics in M- and W-type hexaferrites. <i>Journal of the American Ceramic Society</i> , 109(4), e70743. https://doi.org/10.1111/jace.70743	Article
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27.	Appolloni, A., Chakraborty, D., & Jain, R. Kumar. (2026). Culturally responsive AI: Integrating Hofstede's cultural model in AI-driven ESG strategies. <i>Business Strategy and the Environment</i> , 35(2), 1830–1846. https://doi.org/10.1002/bse.70248	Article
28.	Sharma, L., Banerjee, P., & Sharma, D. (2026). Pre- and post-study to check the efficacy of the B-VITAAS-39 tool on the deficiency of B-complex vitamins, anxiety, and stress: A Delphi study. <i>NPG Neurologie - Psychiatrie - Geriatrie</i> , 26(151), 37–52. https://doi.org/10.1016/j.npg.2025.01.004	Article
29.	Yadav, A., & Kumar, S. (2026). Human-like virtual influencers and consumer purchase behaviour: An empirical SEM-based investigation of engagement and emotional mechanisms. <i>Global Business Review</i> . Advance online publication. https://doi.org/10.1177/09721509261428638	Article
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31.	Saltz, J., Tacheva, J., Tiwari, S., & Jain, A. (2026). <i>Examining AI innovations in gaming and entertainment</i> . IGI Global. https://doi.org/10.4018/979-8-3373-3690-9	Book
32.	Rana, N. (2026). The environmental impact of AI in fashion: Balancing innovation with sustainability. In <i>Artificial intelligence (AI) for IT energy efficiency and green AI for environment sustainability</i> (pp. 187–203). Springer. https://doi.org/10.1007/978-3-031-89420-6_10	Book Chapter
33.	Nagpal, P., Chugh, A., & Rohilla, O. (2026). G-GenAI: An AI-driven framework for co-creative game development. In <i>Examining AI innovations in gaming and entertainment</i> (pp. 155–178). IGI Global. https://doi.org/10.4018/979-8-3373-3690-9.ch006	Book Chapter
34.	Chugh, A., Agrawal, A., & Soni, A. (2026). Revolutionizing operations research with deep learning techniques. In <i>Deep learning applications in operations research</i> (pp. 71–86). CRC Press. https://doi.org/10.1201/9781003466314-4	Book Chapter
35.	Kapoor, S., & Katiyar, V. (2026). The looming disaster of waste generation from solar panels: Need for implementing legislation for end-life management of photovoltaic cells. In <i>Green criminology and climate justice: A South-Asian perspective</i> (pp. 174–186). Routledge. https://doi.org/10.4324/9781003385011-17	Book Chapter
36.	Bahl, K., Pandey, A. K., Valecha, S., Sharma, P. B., & Sharma, R. (2026). Learning from the past, planning for tomorrow: Evidence-based insights into infrastructure finance and sustainable governance in emerging economies. In <i>World Sustainability Series (Part F1269)</i> , pp. 339–361). Springer. https://doi.org/10.1007/978-3-032-07224-5_17	Book Chapter
37.	Sharma, S., Bali, S., Batra, I., Malik, A., & Puri, D. (2026). Ethical and legal considerations in AI and machine learning: A perspective to smart solutions. In <i>Disruptive Technologies: Transforming Industries with Smart Solutions</i> (pp. 257–276). https://doi.org/10.1201/9781003542490-13	Book Chapter

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38.	Kawatra, R., Arora, S., & Debnath, N. C. (2026). Robust steganography technique to enhance security and imperceptibility. In <i>Lecture Notes on Data Engineering and Communications Technologies</i> (Vol. 273, pp. 125–134). https://doi.org/10.1007/978-3-032-07336-5_12	Book Chapter
39.	Bahl, K., Sharma, P. B., Arya, R., & Verma, R. (2026). Economic sustainability of dark tourism and the knowledge–motivation–perceived transcendence framework: The role of dark tourism marketing. In <i>Sustainable Dark Tourism: Trends and Insights from the Globe</i> (pp. 98–118). https://doi.org/10.4324/9781003655282-6	Book Chapter
40.	Goel, J., Gupta, S., Vijarana, M., Agrawal, A., Soni, A., & Khurana, M. (2026). Predictive analytics in type-1 diabetes using machine learning algorithms. <i>Lecture Notes in Networks and Systems</i> , 1628 LNNS, 169–183. https://doi.org/10.1007/978-3-032-05545-3_14	Conference Paper
41.	Ambavat, S., & Chaudhary, A. (2026). Parenting in the digital age - Exploring AI's role in mediating screen time addiction among Indian families. <i>Smart Innovation, Systems and Technologies</i> , 465 SIST, 339–349. https://doi.org/10.1007/978-3-032-12830-0_29	Conference Paper
42.	Paliwal, M., Chawla, S. K., Soni, P., Jain, A., Choudhury, T., & Kotecha, K. (2026). Convolutional neural network-based deep learning method for fruit classification. <i>Lecture Notes in Electrical Engineering</i> , 1464 LNEE, 13–25. https://doi.org/10.1007/978-981-95-0148-9_2	Conference Paper
43.	Singh, R., Singh, L. K., & Gupta, V. K. (2026). A comparative study of whale, ant lion, and dragonfly optimization algorithms for CNN-based tomato leaf disease detection. In <i>Lecture Notes in Networks and Systems</i> (Vol. 1843 LNNS, pp. 283–296). https://doi.org/10.1007/978-3-032-19300-1_25	Conference Paper
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45.	Shahi, S. (2026). Foreword. In <i>Diversity in Women's Entrepreneurship: Global Sustainability in African Countries</i> (p. vii).	Editorial
46.	Pathak, A., Pathak, A., Bhardwaj, M., & Singh, J. (2026). Comment on "Joint assessment of sarcopenia and lipid parameters on cardiovascular diseases in middle-aged and older adults in China with different glucose metabolism status." <i>Geriatrics and Gerontology International</i> , 26(4), e70468. https://doi.org/10.1111/ggi.70468	Letter
47.	Rajput, M., Bawa, P., Kadyan, V., & Sethi, M. (2026). Automated advancements and synergistic challenges in multi-modal clinical assessments for Alzheimer's disease diagnosis: A comprehensive review and meta-analysis. <i>Archives of Computational Methods in Engineering</i> , 33(3), 4155–4182. https://doi.org/10.1007/s11831-025-10427-0	Review
48.	Kanwar, R., & Kaul, S. (2026). Gender difference amongst narcissistic on the dimension of social relationships, aggression and social role theory. <i>Social Sciences and Humanities Open</i> , 13, 102506. https://doi.org/10.1016/j.ssaho.2026.102506	Review
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S.No.	Publication Details	Research Output
50.	Yadav, S. K., Jha, V. P., Pabba, D. P., & Thirumurugan, A. (2026). Development of core–shell nanofibers in magnetoelectric sensors, fuel cells, and drug-delivery applications: A review. <i>Sustainable Energy and Fuels</i> , 10(3), 728–761. https://doi.org/10.1039/d5se01377a	Review