

Paper Publications in the year 2020-2021:

Sno	Name of the Faculty	Name of Refereed Journal	Title of paper	Year of Publication
1	P Vikrant Kumar	Studies in Indian Place Names (UGC Care Listed Journal)	Chatbots A Powerful Digital Tool for Future Generation Customer Service - Can Human Touch Compensated?	Vol-40-Issue 16-2020 Feb2020
2	P Vikrant Kumar	Studies in Indian Place Names (UGC Care Listed Journal)	Digital Convenience No Privacy: Two Faces of E-Commerce Era	Vol-40-Issue 58-(2020) April2020

Conferences attended by Faculty:

Paper Presentations for the year 2020-2021:

Sno	Name of the Faculty	Theme of the conference	Organized by	Title of the paper	Year
1	P Vikrant Kumar	16th Annual World Congress	Academy for Global Business Advancement (AGBA), USA and IIM Rohtak	Buzz Marketing for Stronger Customer Engagement: Degree of Brand Adoption among Millennials v/s Centennials	July 2 – 4,2019 at IIT Delhi.

Paper Presentations for the year 2019-2020:

Sno	Name of the Faculty	Theme of the conference	Organized by	Title of the paper	Year
1	P Vikrant Kumar	6th Asia Pacific International Conference On Changing Business Practices in current environment	Sydenham Institute of Management Studies, Research and Entrepreneurship Education, Mumbai	Role of IoT in Business Intelligence & Customer Experience	10 -11 Jan 2019

Paper Presentations for the year 2018-19:

Sno	Name of the Faculty	Theme of the conference	Organized by	Title of the paper	Year
1	P Vikrant Kumar	CSR in India: Challenges & Prospectus for Socio-Economic Transformation	Department of Business Management, Satavahana University, Karimnager	CSR – A tool for Corporate Social Branding	21-22 Feb 2018

Books Authored /Co-Authored

Sno	Faculty name	Name of the book	Publisher	Academic Year
1	P Vikrant Kumar	Business Law & Regulation ISBN 978-93-80831-10-7	Students Helpline Publishing House (P) Ltd.	2011-12