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ENERGY MANAGEMENT

No. of publications only in UGC-CARE (Category-I) listed journals in the assessment year

S.No.	Research Paper	Author Name	Department	Name of Journal	Year	ISSN No.	Research Paper Link	Type
1	Children's Representations on OTT Platforms: A Perceptive Analysis of Content Display	Dr. Shivendu Kumar Rai	BAJMC	ShodhKosh: Journal of Vishal and Performing Arts	2024	2024-1184	https://www.granthaalayahpublication.org/Arts-Journal/ShodhKosh/article/view/1184#:~:text=For%20the%20study%2C%20the%20researcher,understanding%20of%20the%20real%20world.	ugc care 1
2	Effectiveness of Content Marketing as a Tool for Sustainable Business Growth in E-Commerce in Delhi	Dr. Chaitali Bhattacharya	DMS	Asian And Pacific Economic Review	2017-01-10 ,	ISSN: 1000-6052	Vol. 10 No. 1 (2017), (https://asparev.net/index.php/APE/article/view/57)	UGC Care List Group – I Journal
3	Social Media Marketing Analytics for Targeted Marketing	Dr. Chaitali Bhattacharya	DMS	International Journal of Research in IT and Management (IJRIM)	November- 2022;	ISSN(o): 2231-4334 ISSN(p): 2349-6517	Vol. 12 Issue 11, https://www.academia.edu/122993538/IJRIM_SOCIAL_MEDIA_ANALYTICS_FOR_TARGETED_MARKETING ; Impact Factor: 8.106; DOI:euro.ijrim.99870.33778	UGC Care List Group – I Journal
4	The Concept of ChatBot in Digital Marketing Context	Dr. Chaitali Bhattacharya	DMS	International Journals of Multidisciplinary Research Academy (IJMRA);	March 2023;	ISSN No. 2249-0558	Volume 13, Issue 3 (Page No.- 55-66; https://www.ijmra.us/2023ijmie_march.php ; Impact Factor: 7.119; DOI:ijmra.ijmie.99760.66678	UGC Care List Group – I Journal

5	Emergence of Artificial Intelligence and Blockchain Technologies	Dr. Chaitali Bhattacharya	DMS	International Research Journal of Management and Commerce (https://www.aarf.asia/pages/management2.php?p=Volume10,Issue1,January,2023)	January 2023,	ISSN No. 2348-9766	Impact Factor 7.098 Volume 10, Issue 01, Association of Academic Researchers and Faculties (AARF) www.aarf.asia; Page No.- 79-88; DOI:aarf.irjmc.22098.22387; (https://www.aarf.asia/current/2023/Apr/akljypfQ0jsIkMj.pdf)	UGC Care List Group – I Journal
6	Role of New media technology in outreach learning	Ms. Adity Agrawal	BAJMC	Maharaja Sayajirao University of Baroda	2023	0025-0422	https://www.researchgate.net/publication/370106208_Role_of_New_media_technology_in_outreach_learning	ugc care
7	IMPACT OF ARTIFICIAL INTELLIGENCE ON BUSINESS ENVIRONMENT OF INDIA: CHALLENGES AND OPPORTUNITIES	Dr. Pushpa Rani	Management	ANVESAK, UGC Care Approved, Group 1, Journal, ISSN : 0378 – 4568.	2023	ISSN : 0378 – 4568.	https://naac.tecna.in/wp-content/uploads/2024/10/Challenges-Opportunities-Manisha-Sharma-Pushpa-Sangwan.pdf	ugc care
8	Business Incubation and Performance of Start-up: An Empirical Review,	Dr. Sheenu	Management	UGC Care listed Group 1, Peer Reviewd and Referred Journal, 0555-7860 Purana Vol(LXV), Issue (1), No. 8 (2022) Page No. 162-169	2023	0555-7860	https://naac.tecna.in/wp-content/uploads/2024/10/Business-Incubation-and-Performance-of-Start-UP-An-EMPIRICAL-REVIEW-megha-mohan-dr.-sheenu-arora-keenika-arora.pdf	ugc care
9	An Evaluation Of CSR through-out the Indian Banking Sector	Dr.Archana Dixit	Management	Education and Society	2023	2278-6864	https://www.ingentaconnect.com/content/jnp/es/2023/0000041/00000002;jsessionid=76jdpkpd52tf.x-ic-live-01	ugc care

10	A Systematic Review And Meta-Analysis Education and Employability of the Business Graduates	Dr.Archana Dixit	Management	Journal of the Oriental Institute	2023	0030-5324	https://naac.tecnia.in/wp-content/uploads/2024/10/A-Systematic-Review-And-Meta-Analysis-Education-and-Employability-of-the-Business-Graduates.pdf	ugc care
11	HR Analytics and Industry5.0:A New HR Model at Work	Dr.Rubeena Bano	Management	Education and Society	2023	2278-6864	https://naac.tecnia.in/wp-content/uploads/2024/10/HR-Analytics-and-Industry5.0A-New-HR-Model-at-Work.pdf	ugc care
12	REVIEW PAPER ON MARKETING STRATEGY & CSR WITH SOCIALISM IN THE PANDEMIC ERA	Dr.Bhoopendra Bharti	Management	International Jornal of Work Innovation	2024	2582-2160	https://doi.org/10.36948/ijfm.r.2024.v06i03.15236	ugc care
13	Human Resource Management Practices and Organizational Performance Through Employee Retention	Dr.Rubeena Bano	Management	Journal of the Asiatic Society of Mumbai	2024	0972-0766	https://www.ijser.org/researchpaper/Human-Resource-Management-Practices-and-Employee-retention.pdf	ugc care
14	Marketing Strategies 4.0:Emerging Trends and Technological Innovations In Marketing	Dr.Rubeena Bano	Management	International Journal of Advanced Research in computer and communication engineering	2024	2278-1021	https://ijarcce.com/papers/marketing-strategies-4-0-emerging-trends-and-technological-innovations-in-marketing/	ugc care
15	Evaluating the Economic consciousness, prservation , Initiative , and investment Engagement of Women in Rural Areas	Dr. Pushpa Rani	Management	International Journal of Cultural Studies and Social Sciences	2024	2347-4777	https://naac.tecnia.in/wp-content/uploads/2024/10/Evaluating-the-Economic-consciousness-prservation-Initiative-and-investment-Engagement-of-Women-in-Rural-Areas.pdf	ugc care

16	The Impact of Hindi Cinema on Altering the Adults' Perception towards Societal Stereotypes: A Study of Delhi NCR	Dr. Shivendu Kumar	BAJMC	ShodhKosh: Journal of Visual and Performing Arts	2024	2582-7472	https://www.granthaalayahpublication.org/Arts-Journal/ShodhKosh/article/view/915	ugc care
17	Effectiveness Content Marketing as a tool for Sustainable Business Growth in E-commerce in Delhi	Dr Ajay Kumar	Manager	RABINDRA BHARATI PATRIKA	2024	ISSN : 0937-0037	https://archive.org/details/dli.calcutta.01829	ugc care