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No. of publications only in any referred journal other than the above indexing above (with ISSN No.) in the assessment year

S.No.	Research Paper	Author Name	Department	Name of Journal	Year	ISSN No.	Research Paper Link	Type
1	The Concept of ChatBot in Digital Marketing Context	Dr.Chaitali Bhattacharya	Management	International Journals of Multidisciplinary Research Academy (IJMRA	2023	2249-0558	https://www.ijmra.us/2023ijmie_march.php	peer review referred journal
2	Role of Media in the transmission of Human Values in Tribal Areas - An Analytical Study	Dr. Shivendu Kumar Rai	DoJ&MC	International Journal of Arts, Humanities and Social Studies	2023	2582-3647	https://ijahss.in/Archive/vol-4issue-6/IJAHSS0405032-130-133.pdf	peer review referred journal
3	EFFECTIVENESS AND CHALLENGES OF ONLINE LEARNING: A CASE STUDY ON STUDENTS OF HIGHER EDUCATION	Dr. Shivendu Kumar Rai	DoJ&MC	INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS - IJCRT	2023	2320-2882	http://doi.one/10.1729/Journal.31491	peer review referred journal

4	"Analysis the review of Product on Social Media in Consumer Buying Process"	Dr.Bhoopendra Bharti	Management	International Journal of Research and Analytical reviews (IJRAR),An international Open access peer –reviewed, refereed Journal,E-,P-ISSN:2349-5138,PaperID:IJRAR22C1491 ,Registration ID:251347,UGC and ISSN approved-scholarly open access ,Multi-disciplinary, Indexed Journal	2023	ISSN:2348-1269	http://ijrar.org/viewfull.php?&p_id=IJRAR22C1491	Peer review referred journal
5	BSE Sensex and BSE Auto Index Analysis Study	Dr.Monisha	Management	Nolengein Journal of Financial Planning And Management	2023	2581-4087	https://mbajournals.in/journals/JoFPM/Journal-Of-Financial-Planning-And-Management.html	Peer review referred journal
6	An Investigation into Customer Contentment with Google Pay	Dr.Monisha	Management	Nolengein Journal of Consumer Behaviour and Market Research	2023	2582-4400	https://mbajournals.in/journals/JoCBMR/Journal-of-Consumer-Behavior-and-Market-Research.html	Peer review referred journal
7	Determinants of Green Product Purchase Decision :An Emperical Study using Smar PLS-SEM	Dr. Preeti J	Management	Tecnia Journal of Management Studies	2023	0975-7104	https://naac.tecnia.in/wp-content/uploads/2024/10/Determinants-of-Green-Product-Purchase-Decision-An-Emperical-Study-using-Smar-PLS-SEM.pdf	Peer review referred journal
8	Folktales of Tharu Community: Cultural Transmission of Values and Beliefs	Dr. Shivend	BAJMC	Internationa Journal of Multidisciplinary Research (IJFMR)	2023	0588-8093	https://iimc.gov.in/files/downloads/Communicator_Oct-Dec-2023_0.pdf	Peer review referred journal

9	Exploring the Intersection of Tribal Identity and Indian Politics: A comprehensive Analysis of Tribal Communities' Participation, Representaton, and Influence in the Indian Political Landscape	Dr. Shivend	BAJMC	International Journal for Multidisciplinary Research	2023	2582-2160	https://www.ijfmr.com/research-paper.php?id=5762	Peer review referred journal
10	Adoption of augmented virtual reality in higher education during Amrit Kaal: A systematic literature review	Ms. Jyoti G	BAJMC	International Journal of Applied Research 2023; 9(7):199-203	2023	2394-7500	https://www.allresearchjournal.com/archives/?year=2023&vol=9&issue=7&part=C&ArticleId=11111	Peer review referred journal
11	Role of HR in Employee's Happiness at Work :A Literature Review	Dr.Monisha	Management	Nolengein Journal of Organizational Behavior Management	2023	2582-032x	https://naac.tecnia.in/wp-content/uploads/2024/10/Role-of-HR-in-Employees-Happiness-at-Work.pdf	Peer review referred journal
12	A survey of drone using IOT	Dr.Deepak	ICT	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	2024	2581-9429	https://ijarsct.co.in/Paper8689.pdf	Peer review referred journal
13	Automatic lights using PIR sensors	Dr.Deepak	ICT	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	2024	2581-9429	https://ijarsct.co.in/Paper13159.pdf	Peer review referred journal
14	The concept of Fog Computing with IOT algorithms and challenges	Geeta	ICT	Education and Society	2024	2278-6864	https://www.ijfmr.com/papers/2024/1/11885.pdf	Peer review referred journal

15	The concept of Fog Computing with IOT algorithms and challenges	Vandana	ICT	Education and Society	2024	2278-6864	https://www.ijfmr.com/papers/2024/1/11885.pdf	Peer review referred journal
16	Automatic lights using PIR sensors	Arnima Pat	ICT	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	2024	2581-9429	https://ijarsct.co.in/Paper13159.pdf	peer review referred journal
17	Automatic lights using PIR sensors	Mansi Jaisv	ICT	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	2024	2581-9429	https://ijarsct.co.in/Paper13159.pdf	peer review referred journal
18	Restructuring Indian Education Through MOOCS:A studt from Indian Perspective	Dr.Monisha	Manage ment	Sudarshan Research Journal	2024	2582-8792	https://sudarshanresearchjournal.com/wp-content/uploads/2024/03/Pooja-and-Monsiha-Cert.pdf	peer review referred journal
19	Restructuring Indian Education Through MOOCS:A studt from Indian Perspective	Dr.Pooja Sh	Manage ment	Sudarshan Research Journal	2024	2583-8792	https://sudarshanresearchjournal.com/wp-content/uploads/2024/03/Pooja-and-Monsiha-Cert.pdf	peer review referred journal
20	Analysis Of Option Prices Using Black Shoes Model	Dr.Pushpa	Manage ment	International Journal of Scientific Research in Engineering and Management	2024	2582-3930	https://www.jetir.org/papers/JETIR006002.pdf	peer review referred journal
21	The Risc Of Machines:how AI is transforming HR functions	Dr.Pushpa	Manage ment	International Journal Of Advanced Research in Science,Communication and Technology	2024	2581-9429	https://ijarsct.co.in/Paper18209.pdf	peer review referred journal

22	The Role of Artificial Intelligence in Shaping Business Strategies: Trends, Challenges and Implications	Dr. Pushpa	Management	Tecnia Journal of Management Studies	2024	0975-7104	https://tiaspg.tecnia.in/wp-content/uploads/2023/06/Tecnia-Journals-Vol_17_No_2_Web.pdf	peer review referred journal
23	Impact of Influencer's Marketing on Consumers in Purchasing Sustainable Foods	Ms.Aparna	Management	International Journal Of Creative Research Thoughts	2024	2320-2882	https://www.ijcrt.org/papers/IJCRT2405568.pdf	peer review referred journal
24	Dharma and Dynamics: Integrating the Bhagwat Gita's Eternal Wisdom With Modern Management Principles	Ms.Aparna	Management	International Journal Of Advanced Research in Science, Communication and Technology	2024	2581-9429	https://ijarsct.co.in/Paper18921.pdf	peer review referred journal
25	Essential Factors and How They Effect Demographic Variables in the Corporate Environment to maintain Work Life Balance	Ms.Amarpr	Management	International Journal Of Advanced Research in Science, Communication and Technology	2024	2581-9429	https://ijarsct.co.in/Paper18016.pdf	peer review referred journal
26	The Rise Of Machines: how AI is transforming HR functions	Ms.Chahat	Management	International Journal Of Advanced Research in Science, Communication and Technology	2024	2581-9429	https://ijarsct.co.in/Paper18209.pdf	peer review referred journal
27	Essential Factors and How They Effect Demographic Variables in the Corporate Environment to maintain Work Life Balance	Ms.Meena	Management	International Journal Of Advanced Research in Science, Communication and Technology	2024	2581-9429	https://ijarsct.co.in/Paper18016.pdf	peer review referred journal

28	Canada Calling:Unraveling the Youth Onsession With Canadian Education	Ms.Shreya	Management	International Journal Of Advanced Research in Science,Communication and Technology	2024	2581-9429	https://www.citedrive.com/en/discovery/canada-calling-unraveling-the-youth-obsession-with-canadian-education/	peer review referred journal
29	The Role of Artificial Intelligence in Shaping Business Strategies: Trends, Challenges and Implications	Dr Ajay Kur	Management	TECNIA Journal of Management Studies	2024	0975-7104	https://tiaspg.tecnia.in/wp-content/uploads/2023/06/Tecnia-Journals-Vol_17_No_2_Web.pdf	peer review referred journal
30	Transformative Impact of Artificial Intelligence in Marketing: Trends, Challenges and Future Directions	Dr. Sandee	Management	TECNIA Journal of Management Studies	2024	0975-7104	https://tiaspg.tecnia.in/wp-content/uploads/2023/06/Tecnia-Journals-Vol_17_No_2_Web.pdf	peer review referred journal
31	Public Relations New Trends on Disaster Management: Special Reference of Bihar	Mr. Ashish	BAJMC	Internationa Journal of Multidisciplinary Research (IJFMR)	2024	2582-2160	https://www.ijfmr.com/papers/2024/1/14148.pdf	peer review referred journal
32	Public Relations New Trends on Disaster Management: Special Reference of Bihar	Mr. Deepa	BAJMC	Internationa Journal of Multidisciplinary Research (IJFMR)	2024	2582-2160	https://www.ijfmr.com/papers/2024/1/14148.pdf	peer review referred journal
33	AI- Powered education in India: Bridging the gat for all leaners	Ms. Navya	BAJMC	International Journal of Applied Research 2024:10(4):341-345	2024	2394-7500	https://www.allresearchjournal.com/archives/2024/vol10issue4/PartE/10-4-78-915.pdf	peer review referred journal
34	Social Media and Election Campaigns: A Study on Twitter Usage in India for Punjab State Assemlby Elections in 2022.	Dr. Shivend	BAJMC	International Journal of Creative Reaseach Thoughts (IJCRT)	2024	2320-2882	https://www.ijcrt.org/papers/IJCRT2408478.pdf	peer review referred journal