



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC GRADE "A" INSTITUTE (CYCLE-2)

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INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

3(b) ii. 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	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
3	Evaluating the Economic consciousness, preservation, 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-preservation-Initiative-and-investment-Engagement-of-Women-in-Rural-Areas.pdf	ugc care
4	The Impact of Hindi Cinema on Altering the Adults' Perception towards Societal Stereotypes: A Study of Delhi NCR	Dr. Shivendu Kumar Rai	BAJMC	ShodhKosh: Journal of Visual and Performing Arts	2024	2582-7472	https://www.granthaalayahpublication.org/Arts-Journal/ShodhKosh/article/view/915	ugc care
5	Effectiveness Content Marketing as a tool for Sustainable Business Growth in E-commerce in Delhi	Dr. Ajay Kumar	Management	RABINDRA BHARATI PATRIKA	2024	0937-0037	https://archive.org/details/dli.calcutta.01829	ugc care

6	Multi-Hazard Susceptibility Assessment in the Mountainous Regions Using Machine Learning Techniques: A Review	Sushma Bahuguna	ICT	Disaster & Development (National Institute of Disaster Management	2024	0973-6700	https://nidm.gov.in/journal/	UGC CARE
7	EFFECT OF MORAL NORMS ON CONSUMERS' MATERIALISTIC BEHAVIOUR IN GREEN CONSUMERISM CONTEXT: EXTENDED NORM ACTIVATION MODEL LENS	Dr. Rubeena Bano		IPE Journal of Management	2024	2249-9040	https://www.researchgate.net/publication/395732757_UGC_CARE_IPE_Research_Paper	UGC Care Group 1
8	HUMAN RESOURCE MANAGEMENT PRACTICES AND ORGANIZATIONAL PERFORMANCE THROUGH EMPLOYEE RETENTION	Dr. Rubeena Bano		Journal of the Asiatic Society of Mumbai	2024	0972-0766	https://www.researchgate.net/publication/395732747_HUMAN_RESOURCE_MANAGEMENT_PRACTICES_AND_ORGANIZATIONAL_PERFORMANCE_THROUGH_EMPLOYEE_RETENTION	UGC Care Group 1