

**DR.SUKHDEV SINGH,
PROF&HEAD.**

Publication in International Journals

1. Singh Sukhdev & Kansal Monika, "Voluntary Disclosure of intellectual capital; an analysis "Journal of Intellectual Capital(ISSN 1469-1930), Emerald Group empirical publishing company Limited(U.K.),Vol.12, No.2,2011,pp.301-318.
2. Kansal Monika & Singh Sukhdev, "Measurement of corporate social performance: An Indian Perspective" Social Responsibility Journal (ISSN 1747-1117) Emerald Group publishing company Limited(U.K.),Vol8., No4.,2012,pp.527-545.
3. Harsh Vineet & Singh Sukhdev, "Working *Capital Management and Profitability*: An empirical analysis of information technology sector in India" International Journal of Accounting and Financial Management Research (IJAFMR), ISSN No. Print:2249-6882; Online:2249-7994 Tamil Nadu, Chennai (ISSN2249-6882) , March,2013, Vol3(1),PP211-222
4. Harsh Vineet & Singh Sukhdev, "Managing Efficiency and profitability through Working Capital: An Empirical Analysis of BSE 200 Companies" Asian Journal of Business Management,(ISSN 2041-8744),Print:2041-8744,online 2041-8752,Maxwell Science Publication, U.K. April,2013 Vol.5 No.2 PP.197-207
5. Harsh Vineet & Singh Sukhdev, "Impact of Investment and Financing Policies on Profitability & Risk", Advances in Business Related Scientific Business Research Journal,(ISSN No.1855-931X), Slovenia Accepted
6. Singh Sukhdev & Singh Shallu, "Compensatory Consumption: A Review of Literature" International Journal of retailing & Marketing (ISSN 0976-318X), Radiant School of management & Technology Delhi,, January, 2013, Vol. 5,No.1, pp72-88
7. Singh Sukhdev & Singh Shallu, Compensatory Consumption and Shopping: An Empirical study of Women in Delhi NCR" International Journal of Management Research and Trends (ISSN 0976-9781), 2012, Vol.3, Issue 4 St. Anne Mary Publication Society, New Delhi, PP.3-23
8. Kaur harsh Vineet & Singh Sukhdev," Managing Working Capital efficiency in Capital Goods Sector in India" Global Business Review (ISSN 0972-1509),Sage Publications (Los Angeles, London, New Delhi) June, 2013, Vol.14, No.2 PP.329-342
9. Singh Sukhdev & Inderprit,"Traditioal Food versus Processed Food and Reasons for Shifting to processed Food" International Journal of retailing & Marketing (ISSN 0976-318X), Radiant School of management & Technology Delhi,, January, 2013, Vol. 5,No.1, PP57-64.

10. Singh Sukhdev & Luthra Rajni, "A Comparative Study of Trends in Corporate Capital Structure pattern of Refinery and Metal Industry "Asia Pacific Journal of Marketing & Management Review (ISSN No.2319-2836), June 2013, Vol.2(6), PP.11-21
11. Singh Sukhdev & Luthra Rajni, "Impact of Leverage on the Capital Structure Practices of Selected Telecommunication Companies" Asian Journal of Research in Business Economics & Management" (ISSN No. 2249-7307) (Online), 2250-1673(Print) Accepted
12. Singh Gagandeep & Singh Sukhdev, " The Impact of Working Capital Management on Profitability- An Empirical Analysis of Fertilizer Industry in India" International Journal of Management, IT & Engineering (ISSN 2249-0558)-- Accepted
12. Singh Sukhdev & Sidhu Jasvinder, " Managing Intellectual Capital in Commercial Banks" Sent for publication.

Publication in National Journals

1. Singh Sukhdev, " Convertible Debentures-An Increasing Trend", The Chartered Sectary, ICSI, New Delhi, Vol. XX, No. 8, August, 1990, pp. 644-645, 650.
2. Singh Sukhdev, "Disclosure of Inventory Valuation policies in Public Enterprise" The Management Accountant, The Institute of Cost and Works Accountant of India, Kolkatta, Vol.32, No.11 November, 1997, pp.849,851.
3. Singh Sukhdev, "Planning Sales For Distributable Profits" The chartered Accountant, The Institute of chartered Accountants of India, Vol.5 March, 2004, No.9, pp 985-987.
4. Singh Sukhdev, "Economic Order Quantity: Need for Overhaul" Indian Management Studies Journal, Punjab School of Management Studies, Punjabi University, Patiala Vol. 9, June, 2005 pp. 131-139.
5. Singh Sukhdev, "Variance Analysis: Need for Improvement" The Journal of Strategic Management & Information Technology, Regional Institute of Management & Technology, Mandi Gobindgarh (Punjab) Vol. 2 July 2005 pp.53-60.
6. Singh Sukhdev, "Performance of Banking Sectors in Comparison to Bench Marks" Indian Banker, Indian Banks' Association, Mumbai Vol. 1, No. 4, April, 2006 pp.33-35.
7. Singh Sukhdev, "Performance of Commercial Banking Sectors in India" Effective Management, Ludhiana Management Association, Department of Business Management, PAU Ludhiana Vol.23, No.1, June, 2006 pp.45-50.
8. Singh Sukhdev, " Inventory Control in IFFCO' The Management Accountant, The Institute of Costs and Works Accountants of India, Kolkata Vo. 41, No.7, July, 2006 pp 577-582.
9. Monika Kansal & Singh Sukhdev, "Intra Industry Analysis of Costs In Indian Automobile-A

- Study Off Selected Companies” PCMA Journal Of Business, Vol.2, No1Dec. 2009 pp 110-121.
10. Singh Sukhdev, “Management of Profits in Commercial Banking Sectors in India”, GNA Journal of Management & Technology (ISSN0974-5726), Vol. V, No.1,October 2010 pp.67-75.
 11. Singh Sukhdev, “Management of Profitability in Commercial Banking Sectors IN India” PCMA Journal of Business (ISSN 0974-9977), Vol.3, No. 1, pp.27-37.
 12. Singh Sukhdev, “Emerging Dimensions in Corporate reporting- A case Study of TCS”, UGC Sponsored national Conference on August 10-11, 2010 held at Government College Ludhiana.
 13. Singh Sukhdev,” Revelations on Corporate Governance “UGC-National Seminar on Aug.27, 2010 at Arya College Ludhiana.
 14. Dhall Harmohan Singh &Singh Sukhdev, “The Challenge Ahead- A critical Analysis of the Financial Crisis 2007-2008” ICSSR Sponsored National Seminar on- Changing Dimensions of Indian Financial Sector on Jan. 30, 2010 At Guru Nanak National College Doraha.
 15. Singh Sukhdev,” Redemption of preference shares” Student Chartered Secretary, The Institute of Chartered Sectaries of India, ACCEPTED.

Papers accepted/ published in International Conferences

1. Singh Sukhdev,” Inventory Control Practices in Selected Indian Manufacturing Compnies”International Conference on “Global Business, Economic and Transportation: Interdisciplinary Innovations for Sustainable Growth and Development” Sheraton Deira Hotel, Dubai on December 29-30, 2013
2. Singh Sukhdev & Kaur Sukhwinder ,” Impact of Spirituality on Self Development and Performance” International Seminar on Spiritualism in Education, Organized by University School of Management & Computer Sciences, Desh Bhagat University, Mandi Gobindgarh (India) on ----.2013
3. Singh Sukhdev, “Management of Profitability in Commercial Banking Sectors in India” in Post Liberalization Period International Conference on Business and Information, Singapore on July 12-14, 2006.
4. Singh Sukhdev, “Cost Management in Commercial Banking Sectors in India” International Seminar by IAA and Department of Commerce, University of Delhi on Dec. 22-23, 2006.
5. Singh Sukhdev & Monika Kansal, “Disclosure Practices of Intellectual Capital in Indian Pharmaceutical Industry” on Dec.22-23, 2010 at UBS P.U., Chandigarh.

6. Singh Sukhdev & Dhall H.S.,” A Study of Indian Banks & Stock Markets:- The Interrelationship” held at GJMT, Mohali, on 18-19 Feb, 2010.
7. Dhall Harmohan Singh & Singh Sukhdev,”Public Shareholding and Performance Enhancement in Indian Banks “Economic & Social Survival Stakeholders significance for sustainability & Growth: Business Model for Future, held at PCTE Group of Institutes, Badowal, Ferozpur Road, Ludhiana on March 30,2013

Papers accepted/published in National Conferences

1. Singh Sukhdev Behl R.L., “Corporate Governance Disclosure in Banking Sector “Financial Sector Reforms: Contemporary Issues and Challenges, Punjabi University, Patiala (Punjab) on February 10-11, 2005.
2. Singh Sukhdev, “Banking Industry in 2020 - Developed India: Vision 2020,” Panjab University, Chandigarh on February 22, 2005.
3. Singh Sukhdev, “Performance of Mutual Funds of Selected Companies” National Seminar on Mutual Funds, Khalsa College for Women, Ludhiana on Nov. 24-25, 2006.
4. Singh Sukhdev, “Emerging Dimensions In Indian Banking System” ICSSR Sponsored National Seminar on- Changing Dimensions of Indian Financial Sector on Jan. 30, 2010 at Guru Nanak National College, Doraha.
5. Singh Sukhdev, “Emerging Dimensions In Corporate Reporting-A Case Study Of TCS”UGC Sponsored National Conference on Aug.10-11, 2010 held at SCD Government College Ludhiana
6. Singh Sukhdev, “Revelations on Corporate Governance “UGC-National Seminar on Aug.27, 2010 at Arya College Ludhiana.
7. Dhall Harmohan Singh & Singh Sukhdev, “The Challenge Ahead- A critical Analysis of the Financial Crisis 2007-2008” ICSSR Sponsored National Seminar on- Changing Dimensions of Indian Financial Sector on Jan. 30, 2010 At Guru Nanak National College, Doraha.
8. Dhall Harmohan Singh & Singh Sukhdev,”Public Sector Equity Issues and Investor Returns ”Emerging Paradigms in Business Ethics On November 03,2012 at Mata Gujri College Fatehgarh Sahib

**Dr.PARAMPAL SINGH,
ASSOCIATE PROFESSOR**

Publications

Publications in International journals

1. Advances in Economics and Business Management, “The Influencing Role of Children in Family Decision Making : A study of Mothers Perception”. Vol 2, No 1 Jan , March 2015, ISSN: 23941545.
2. International Journal Of Business Quantitative Economics and Applied Management Research “Advertising Milk Nutritional Supplement: A study of Mothers Perception”.Vol 1, Issue 3, August 2014.
3. “TV advertising directed at Children: A parental Perspective”. February, 6-8 2014 Conference proceedings at Rome,
4. International Journal of Marketing, Financial Services and Management Research” Glamorizing violence through Television Advertising: A parental Viewpoint”. Vol2 No.1. Jan-March, 2013. ISSN 22776788.
5. International Journal Of Retailing and Marketing “Growing Parental Concern about TV advertising to Children : A Review”. Vol4 No.2, July 2012. ISSN: 0976-318X

Publication in National Journals

1. Retail Sector in India, opportunities and Challenges. March 2014
2. Researchers tandem” Educating parents about violence and aggression promoted through television”.Vol 03, No 09, Jan- March 2012. ISSN: 2230-8806
3. Researchers Tandem Living with stress , Vol 02, No 07, Jan- March 2010 ISSN: 2230-8806.
4. M-World titled “Business process Outsourcing”, April, 2006.

Books Published-

1. Principles and Practice of Management PTU (MBA) published by Kalyani Publishers 2006. Fourth revised edition 2009 (ISBN-978-93-272-1505-2)
2. Recent Advances in Agriculture Marketing published in October 2006 through World Bank.
3. Principles and Practice of Management (BCA) published in 2006. (ISBN-81-272-3426-5)
4. Service Marketing (MBA/BBA) published in 2006 (ISBN-
5. Total Quality Management (BBA) published in 2007. Third Revised Edition, 2010.
6. Principles of Management (MBA) West Bengal University published in 2008.
7. Public Relations (MBA) published in 2009.
8. Book on Marketing of services (MBA) Bharathidasan University published in May 2010.
9. Book on Services marketing (MBA) MD University published in June 2010.
10. Book on Marketing of Services (MB) Punjabi University Published in January 2011.
11. Book on Marketing of Services (Calicut University) Published in January 2012.
12. Marketing of services: (Dibrugarh University) published in November 2012

Papers Presented at International Level Conferences-

1. 9th MBFEMT International Conference at Jawaharlal Nehru University, New Delhi, "*The Influencing Role of Children in Family Decision Making : A study of Mothers Perception*". February 7th -8th 2015.
2. 11th PCMA International Business Conference at Multani Mal Modi College, Patiala, "Greener way of Marketing: A study of perception of Youth", November 7-8, 2014.
3. 3rd International conference on Social and Behavioral Sciences at Sapienza University Rome , Italy "*TV advertising directed at Children : A parental Perspective*". February 6-8 2014
4. International conference "EVOLVE" at PCTE Group of Institutions "*How Socially Responsible are the TV advertisements*". 30TH March 2013.
5. International Conference at PU Chandigarh organized by PCMA on Topic *People Power*. 2010.
6. International level Conference at GNIMT on *Consequences of Advertising: A Challenge for Marketers* MAY 2007.
7. International level Conference at GNIMT on Management Challenges in present era MAY 2006.

Papers Presented at National Level Conferences-

1. 6th IIMA Conference on Marketing in Emerging Economies, *Understanding Parental Psychology regarding TV advertising Directed at Children* at Indian Institute of Management Ahmedabad (IIMA) from January 7-9, 2015.
2. "*Mapping the customer sentiments about Organised Retailing : A critical analysis of Big Bazaar.* " National level conference at GGNIMT on 3-4 March 2012.
3. National level seminar at GNIMT. Ludhiana on *Management Agenda 2010*.
4. National level Seminar at GGNIMT on *Service Sector Challenges and opportunities in Indian Context*, May 2007.
5. National level seminar at M.M Institute Of Management, Mullana On the topic *Outsourcing-Bane or A Boon* April 2006.
6. National level seminar at Lovely Institute of Management on the Topic *Globalisation* March 2006.
7. National level seminar at PIMT MandiGobindgarh on Topic *India's Image Building Strategies* April 2005.
8. National level seminar at M.M Institute Of Management, Mullana on the topic *From home to world (Work Place for intellectual Indians)* June 2004.

**PROF. (MRS.) AMANJOT KAUR GILL,
ASSISTANT PROFESSOR.**

List of Publications

International Journals

- Amanjot Kaur Gill et al., “Correlation between Employee and Customer Satisfaction: A Case of a Heart Care Facility,” World Journal of Social Sciences Vol. 2. No. 4. July 2012. Pp. 267 –272.
- Amanjot Kaur Gill et al., “Quality of Service in Hospitality Industry: An Empirical Study,” World Review of Business Research Vol. 2. No. 3. May 2012. Pp. 162 – 173.
- Amanjot Kaur Gill et al., “Sales Person - Organizational Fit and it’s Impact on their Formal and Informal Behavior at Work: a Review”, Review of Business & Technology Research (RBTR) ISSN 1941-9414, Volume 11, Number 1, December 2014.

International Conferences

- Amanjot Kaur Gill et al., “Business Ethics and Corporate social responsibility: An empirical study of Business in Ludhiana”, 4th International Conference Management Next: Paradigms and Innovation, Gyan Jyoti Institute of Management & Technology, Mohali. 19-20 Feb. 2010.
- Amanjot Kaur Gill et al. “Indian Currency rate forecasting using Neural Networks,” 2010 IEEE International Conference on Advanced Management Science, IEEE, ICAMS 2010, Chengdu, China, July 9-11, 2010.
- Amanjot Kaur Gill et al. “Correlation between employee and customer satisfaction,” 4th International Business and Social Science Research Conference, Dubai, 5-7 Jan. 2012.
- Amanjot Kaur Gill et al., “Quality of Service in Hospitality Industry: An Empirical Study,” 4th International Business and Social Science Research Conference, Dubai, 5-7 Jan. 2012.
- Amanjot Kaur Gill et al., “Ethical behavior and corporate social responsibility: A case study,” Third International Conference on Computer Application, Pondicherry, 27 - 29, Dec. 2012.
- “State of Tourism Industry in Punjab (India): A case study,” Congress on Economy, Finance and Business (CEFB2013), Thailand, 06-08 November 2013.
- “Corporate Social Responsibility in small and medium enterprises in Industrial hub of Ludhiana (India): A case study,” Congress on Economy, Finance and Business (CEFB2013), Thailand, 06-08 November 2013.

- Amanjot Kaur Gill et al., “The Science & Technology Entrepreneurs Park (STEP), GNDEC, Ludhiana: A Case Study” 6th National Conference on Innovative Approaches in Management, Law & Social Sciences for Sustainable Growth and Development, Solan, November 28-29, 2014.
- Amanjot Kaur Gill et al., “Sales Person - Organizational Fit and it’s Impact on their Formal and Informal Behavior at Work: a Review”, 2014 NIT-MTMI International Conference on Emerging Paradigms and Practices in Global Technology, Management & Business Issues, NIT, Hamirpur, December 22-24 , 2014
- Amanjot Kaur Gill et al., “Employees’ Satisfaction about HR Policies and Practices: a study on Agro-Based Industries in Punjab (India)”, International Conference on Emerging Trends in Engineering and Management (ICETEM’14), Sree Narayana Gurukulam College of Engineering, 30th and 31st December 2014.
- Amanjot Kaur Gill et al., “Impact of Emotional Intelligence on job satisfaction: An empirical study”, 2nd International Business Conference on ‘Value Creation for Sustainable Development’, Sri Guru Granth Sahib World University, Fatehgarh Sahib March 17-18, 2015.

**PROF.HARMOHAN SINGH DHALL,
ASSISTANT PROFESSOR.**

Paper Presentation in International conferences/Seminars:

- i) Paper titled “ Performance of Indian Equity IPOs – Comparative study” in 11th PCMA International Business Conference held at Multani Mal Modi College, Patiala on 7-8 Nov 2014
- ii) Paper titled “ Public Shareholding and Performance Enhancement in Indian Banks” in “10th International Management Conference on Economic and Social Survival” held at PCTE Group of Institutes on 30 Mar., 2013
- iii) Paper titled “ Technology and Integration of Capital Markets” in International Conference in “Technological and Management Advancements; Issues and Challenges:2011” held at R.I.M.T. on 10 Oct., 2011
- iv) Paper titled “ A study of Indian Banks and Stock Markets-The Interrelationship” in 4th International Conference titled “Management Next: Paradigms and Innovations” held at Gian Jyoti Institute of Management and Technology on 19-20 Feb 2010

Paper Presentation in National conferences/Seminars:

- i) Paper titled “A comparative study of Risk and Return of selected ICICI PAMC & SBI FMPL schemes in UGC SPONSORED National Seminar “ Contemporary issues in Management” held at School of Management Studies, Punjabi University, Patiala on 14 Nov.,2014
- ii) Paper titled “Public sector equity Issues and investor returns” in National Conference “ Emerging Paradigms in Business Ethics” held at Mata Gujri College, Fatehgarh Sahib on 03 Nov., 2012
- iii) Paper titled “ The Challenges Ahead- A critical analysis of the Financial Crisis 2007-2008” in ICSSR sponsored National Seminar on “Changing Dimensions of Indian Financial Sector” held at Guru Nanak National College, Doraha on 30 Jan., 2010

Dr. Navdeep Kaur,
Assistant Professor.

Publications: (National/International)

1. Retail Scenario: Upcoming Opportunity, Authored by Ramandeep Singh, and Co-authored- Navdeep Kaur, Souvenir, 2007 P.AU, Kisan Club (Regd.) Directorate of Extension Education, Punjab Agricultural University, Ludhiana.
2. Service quality, its impact on customer complaining behaviour and Recovery efforts- A Review. Authored by: Navdeep Kaur and Co- authored- Dr. Pratibha Goyal, published in IMSJ Punjabi University, Patiala issued in October-2009. Vol-13, page no13-23.
3. Complaint Redressal System and Service quality Gaps- A study of White Goods Companies. Authored by: Navdeep Kaur and Co- authored- Dr. Pratibha Goyal, published in RIMT- Journal of Strategic Management and Information Technology, issue 2009 Vol 6 number 1 to 4. ISSN 0975-5438.
4. SERVQUAL Analysis and Customer complaining behaviour of Selected White Goods Companies. Authored by: Dr. Navdeep Kaur and Co- authored- Dr. Pratibha Goyal, accepted for international conference held at GJIMT, feb-18-19, 2010.
5. Service Quality and Website Quality in Online Shopping: An Analogy. by Kalia, P., Kaur, N., and Singh, T. (2014) In: Proceedings of the PCMA-CU 10th International Conference on Business, Management and Economics, Chandigarh University, Chandigarh 8-9 February 2014.
6. Importance of Website Quality in Online Shopping. Kalia, by Kalia P., Kaur, N., and Singh, T. (2014) In: Proceedings of the 1st International Conference on 'Issues and

Perspectives in Brand Management, Baba Farid College of Management and Technology, Bathinda, 20-22 February 2014, pp.107-109.

7. E-SERVQUAL and Electronic Retailing. Kalia, P., Kaur, N., and Singh, T. (2013) In: Proceedings of the 3rd National Conference on Trends and Issues in Product and Brand Management, Bathinda, 20-21 March 2013. pp. 84-87.
8. Impact Of Demographic Factors On People's Preference Regarding Various Investment Options – A Study At Ludhiana (Punjab) by Sood D and Kaur Navdeep, In Golden Research Thoughts an International Recognized Multidisciplinary Research Journal, ISSN No: 2231-5063, Vol III Issue VIII Feb 2014, having Impact factor of 2.2052.
9. An Analytical Study On Investors Perception Regarding Different Investment Schemes With Reference To Punjab” by Sood D and Kaur Navdeep, In ZENITH International Journal of Business Economics & Management Research ,ISSN 2249- 8826 ZIJBEMR, Vol.4 (2), FEBRUARY (2014) having Impact factor of .586.
10. A Study Of Saving And Investment Pattern Of Salaried Class People With Special Reference To Chandigarh (India) by Sood D and Kaur Navdeep, In International Journal of Research in Engineering, IT & Social Sciences (ISSN 2250-0588), Vol 5 Issue 2, Feb 2015, having Impact factor of 5.07.
11. Impact Of Demographic Factors On Investment Risk Behaviour Of Individual Investors- A Study In Punjab by Sood D and Kaur Navdeep, In Golden Research Thoughts an International Recognized Multidisciplinary Research Journal, ISSN No: 2231-5063, Vol-4 ,Issue-8 Feb 2015, having Impact factor of 3.4052.
12. Demography and Indian Investors- A Big Picture by Sood D and Kaur Navdeep, In International Journal of Advanced Research accepted for publication in April, 2015 Issue .
13. Emerging Marketing Tool: Impact of Green Marketing Practices on businesses submitted at UBS Ludhiana by Kaur Supreet and Dr. Kaur Navdeep as a Co-author.
14. Going Green: Methods and Initiatives by Telecom Companies in The Indian Telecommunication Sector- submitted at Arya College Civil Lines Ludhiana. Selected for publication but copy not yet received with ISSN NO. by Kaur Supreet, Dr Bhupinder Singh Chahal and Dr. Navdeep as Co-Auhtor's.

PROF. GURPREET KAUR KANG
ASSISTANT PROFESSOR,

Papers Presented at International Level Conferences:

- 1st International Conference on Redefining Literacy in the Emerging Digital Society on Feb. 5-6, 2014 organized by Bhutta Collage of Education, Ludhiana on “ Perception among youth for What’s Application”.
- 2nd International Business Conference-2015 on Value Creation for Sustainable Development on March 17-18, 2015 organized by Shri Guru Granth Sahib World University, Fatehgarh Sahib, School of Commerce and Management on the topic “ Impact of Emotional Intelligence on Job Satisfaction: An Empirical Study”.