

Publications:**Books: 02**

1. "Microfinance: Managing Processes For Better Outreach" (2020) GB Pant Social Science Institute, Allahabad, (in co-authorship)
2. "Proposal of Global Handicraft Index for Sustainable Development"(2022) Lambert Publication, Moldova (in co-authorship)

Publications in SSCI, Scopus & ABDC Indexed Journals : 47

1	"Evaluation of Factors Affecting Women Artisans as Entrepreneurs in the Handicraft Sector: A Study on Financial, Digital Technology Factors and Developmental Strategies About ODOP in Uttar Pradesh to Boost Economy. J Knowl Econ (2024). https://doi.org/10.1007/s13132-024-01837-9 (SSCI, Scopus) (in co- authorship)
2	"Impact of innovation, entrepreneurial orientation and entrepreneurial leadership on supply chain resilience in handicraft industry: moderating role of supply chain orientation", <i>Benchmarking: An International Journal</i> , Vol. ahead-of-print No. ahead-of-print.(2024) https://doi.org/10.1108/BIJ-09- -0615 (Scopus, ESCI) (in co-authorship)
3	Stage by stage E- Ecommerce market database analysis by using machine learning models. EAI Endorsed Transactions on Internet of Things, 10.(2024) https://doi.org/10.4108/eetiot.5383 (Scopus) ((in co- authorship)
4	"Framework of green finance to attain sustainable development goals: an empirical evidence from the TCCM approach", <i>Benchmarking: An International Journal</i> , Vol. ahead-of-print No. ahead-of-print.(2023) https://doi.org/10.1108/BIJ-05- -0311
5	Strategies for Channelizing Women Artisans as Entrepreneurs and Marketing of Handicraft Products: An Empirical Study. Indian Journal of Marketing, 53(11), 58-75.(2023) 10.17010/ijom/ /v53/i11/173317 (Scopus).
6	Digital and innovative entrepreneurship in the Indian handicraft sector after the COVID-19 pandemic: challenges and opportunities. <i>J Innov Entrep</i> 12 , 69 (2023). https://doi.org/10.1186/s13731-023-00337-5 (Scopus) (in co- authorship)
7	Evaluation of factors affecting entrepreneurship: a case of Indian women in the handicraft industry. <i>Humanit Soc Sci Commun</i> 10 , 480 (2023). https://doi.org/10.1057/s41599-023-01882-w (SSCI,Scopus,AHCI) (in co- authorship)
8	Adverse Impact of Lockdown During the COVID-19 Pandemic on MSME (Especially the Indian Handicraft Sector): A Study on Highlighted Exit Strategies and Important Determinants. <i>Vision</i> , 0(2023) https://doi.org/10.1177/09722629231172570 . (Scopus) (in co- authorship)
9	An In-Depth Analysis of the Role That ML and Big Data Play in Driving Digital Marketing's Paradigm Shift. <i>IEEE Xplore</i> (2023) https://doi.org/10.1109/ICCCI56745. .10128357 (Scopus) (in co- authorship)
10	Entrepreneurship in India's Handicraft Industry with the Support of Digital Technology and Innovation During Natural Calamities. <i>International Journal of Sustainable Development & Planning</i> , 18(6).(2023)(Scopus) (in co- authorship)

11	The Idiosyncrasy of Digital Platform Workers: An Investigation on how Socio-Psychological Elements help Gig Workers to Cope with Job Stress. <i>Academy of Marketing Studies Journal</i> , 27(3).(2023) (ABDC-B) (in co-authorship)
12	Accounting for the Virtual Economy: Viewing Through the Prism of Digital Currencies. <i>European Economic Letters (EEL)</i> , 13(1), 142-151.(2023) (ABDC-C) (in co-authorship)
13	Gig economy as a research agenda: a bibliometric analysis. <i>Journal of Data Acquisition and Processing</i> ,38(1), 1074-1090.(2023) (Scopus) (in co-authorship)
14	An investigation of gig platforms mediated car hailing services: an approach dissecting online and offline perspectives. <i>Academy of Marketing Studies Journal</i> , 27(2), 1-9.(2023) (ABDC-B) (in co-authorship)
15	Impact of lockdown during covid- 19 pandemic on micro small and medium enterprises (with special reference to indian handicraft sector): a study on determinants and exit strategies. <i>Academy of Marketing Studies Journal</i> , 27(S1), 1-13. (2022) (ABDC-B) (in co-authorship)
16	Adverse impact of lockdown during COVID-19 pandemic on micro-small and medium enterprises (Indian handicraft sector): A study on highlighted exit strategies and important determinants. <i>Future Business Journal</i> 8, 52 (2023). https://doi.org/10.1186/s43093-022-00166-0 (Springer Nature) (in co-authorship) (ESCI)
17	Quarterly return monthly payment (QRMP) scheme under goods and service tax: Analysis and discussion. <i>International Journal of Health Sciences</i> , 6(S7), 47624–47638. (2022) https://doi.org/10.53730/ijhs.v6nS7.13289 (Scopus)(in co-authorship) (
18	Digital Analysis of the Transformation of Institutions in the Knowledge and Innovation System of the Handmade Carpet Industry. <i>SEDME (Small Enterprises Development, Management & Extension Journal)</i> , 49(1), 107–124 (2022)
19	“ A brief study on entrepreneurship and its classification”, <i>International Journal of Health Sciences</i> , Vol.6.(S2). (2022)(Scopus) (in co-authorship)
20	“Prospects of Impending Digital Platform Economy: Rise of Gig Work”, <i>INT-JECSE</i> Vol.14.No.3., (2022)(ESCI) (in co-authorship)
21	Assessing if Challenge Stressors Work as a Source of Motivation Among the Employees in the Indian Banking Industry”, <i>Prabandhan</i> ,Vol.15.No.3. 9(2022) (Scopus) (in co-authorship)
22	“First Global Handicraft Index 2022: World’s first GHI for growth and promotion of our craft, Tradition, and Skill of Artisan at the Global level”, <i>International Journal of Mechanical Engineering</i> ,Vol.7.(S1),(2022) (in co-authorship)
23	“Entrepreneurial Development of Artisan in ODOP in Uttar Pradesh to Boost Economy: Strategies for Socio-Economic Welfare of Artisans”, <i>Empirical Economics Letters</i> ,Vol 21.Special Issue No. 3,(2022 (ABDC-C-rated)) (in co-authorship)
24	“Performance of Women Artisans as Entrepreneurs In ODOP In Uttar Pradesh to Boost Economy: Strategies and away towards Global Handicraft Index for Small Business”, <i>Academy of Marketing Studies Journal</i> . Vol 26,Special Issue 2, (2022) (ABDC-B-rated) (in co-authorship)
25	"A dynamic relationship between crude oil price and Indian equity market: an empirical study with special reference to Indian benchmark index Sensex", <i>Benchmarking: An International Journal</i> ,

	Vol. 28 No. 2,(2022) (in co-authorship) (Scopus) (ABDC-B-Rated)
26	(2021), "Performance of Women as Entrepreneurs in Moonj Craft (Family Business) during Post Pandemic COVID 19: Developing Strategies for Women Artisan", Empirical Economics Letters, Vol.20, Special Issue No.2. (ABDC-C-rated) (in co-authorship)
27	"Investigating the impact of the first and second waves of the covid - 19 pandemic on the Indian stock and commodity markets : an ARDL analysis of gold, oil, and stock market prices", Indian Journal of finance Vol 15 No.12. (2021) (Scopus) (in co-authorship)
28	"Strategies for Development of Handicraft Sector in India post pandemic COVID-19: Artisan as Entrepreneur in Recent Scenario." Indian Journal of Economics. VI-CIV (2021) (ABDC-C) (in co-authorship)
29	"Strategies for Development of Handicraft Sector in India post pandemic COVID-19: Artisan as Entrepreneur in Recent Scenario." Indian Journal of economics. VI-CIV (2021)(in co-authorship)
30	" Strategies and entrepreneurial capacity development of handicraft sector (ODOP) artisans in India to boost Indian economy: A way to developing global handicraft index" ,Manager- the british journal of administrative management. Vol 57 No. 145.(2021) (ABDC-C) (in co-authorship)
31	"Role of spirituality in the treatment of work stress and mental health. (an exploratory empirical study of health assessment", International Journal of Psychosocial Rehabilitation, Volume 24, Pages 1-18 (2021) DOI:10.37200/IJPR/V24SP1/PR201128 (Scopus) (in co-authorship)
31	"Harnessing Hr Analytics in the Selection of Leaders at the Top Level Management", Test journal of engineering and management, Vol-83, pp-24408-24417, (2020) (Scopus) (in co-authorship)
33	" Paradigm shift in the Human Resource Management: An Overview of Digital technologies transforming the dynamics of Work and the Emergence of Gig Work". International Journal of Mechanical Engineering, Special Issue (Nov.-Dec.) (2021) (Scopus) (in co-authorship)
34	"Understanding the Nexus between Digital Platforms, Workers and Clients in Gig Economy", Indian Journal of Economics and Business, 20(1), (2021) (Scopus) (in co-authorship)
35	"Disruption in HRM : The future avenues transforming workplace" Indian Journal of Economics and Business, 19(2), (2020) (Scopus) (in co-authorship)
36	"Why Gig Economy is growing: an Investigation through Technology Index Approach," Indian Journal of Economics and Business, 19(1), (2020) Scopus) (in co-authorship)
37	Strategies for Development of Handicraft Sector (Small Industries) in India. SEDME (Small Enterprises Development, Management & Extension Journal), Vol 47, No.3, (2020) Ministry of MSME, Govt. of India (in co-authorship)
38	"Macroeconomic Vulnerabilities and their Effect on Nonperforming Loans in Indian Commercial Banks, published in Indian Journal of Finance, Vol.14(2), pp 34-48," (2019) (Scopus) (in co-authorship)
39	" Workplace Deviance: A Conceptual Framework. International Journal of Recent Technology and Engineering (IJRTE), 8(4), 12355-12364, (2019) (Scopus) (in co-authorship)
40	"Non - Performing Loans in BRICS Nations : Determinants and Macroeconomic Impact" published in Indian Journal of Finance, Vol.13(2), pp 22-35, (2019) (Scopus), (in co-authorship)
41	"Impact of economic growth and population dynamics on CO2 emissions: study of developing nations" published in Indian Journal of Environmental Protection, Vol.38(6), pp495-505, ISSN: 0253-7141 (2018) (in co-authorship)

43	Environmental Accounting in India: An analytical perspective" published in Indian Journal of Environmental Protection, Vol.37(7), pp605-609, ISSN: 025 7141 (2017) (Scopus) (in co-authorship)
42	"Food Processing Industries : An Engine for Growth in Uttar Pradesh" published in Prabandhan: Indian Journal of Management, Vol.10(3) pp 19-34,ISSN: 0975-2854, (2017) (Scopus) (in co-authorship)
43	" Financial inclusion in India through Pradhan Mantri Jan Dhan Yojana: An empirical analysis of statistical evidence" published in Indian Journal of Finance, Vol.10(10), pp 42-50, (2016) ISSN: 0973-8711,(Scopus) (in co-authorship)
45	"Impact of Key Macroeconomic Variables on Movement of the Indian Publications Stock Market with Reference to BSE Sensex" published in Indian Journal of Finance, Vol.10(6), pp 38-50, (2016)ISSN: 0973-8711, (Scopus) (in co-authorship)
46	"Polythene and Plastic Waste Management: Coping Strategy for Health Environmental Hazards" published in Indian Journal of Environmental Protection, Vol.36(4), pp324-331, (2016) ISSN: 0253-7141 (Scopus) (in co-authorship)
47	"An empirical study of marketing for guava and its sub-products by farmers in Allahabad: an approach towards agripreneurship through food processing units" International Journal Business and Globalisation, Inderscience Publishers Ltd. Vol.13 No.1, pp 69-75,(2014) ISSN:1753-3627 (Scopus) (in co-authorship)

Book Chapters: 09 (Scopus Indexed)

1	Strategies for Channelizing Women Artisans as Entrepreneurs for Leveraging the Indian Economy: An Empirical Study of MSME (Handicraft Sector) Concerning the One District One Product (ODOP) Program in Uttar Pradesh, India: Taylor & Francis, (Forthcoming,2024) (Scopus) (in co-authorship)
2	Bridging the Skill Gap of Indian Handicraft Industry Workers: An Analysis of the Problems and Remedies for Handicraft Artisans. In <i>Contemporary Challenges in Social Science Management: Skills Gaps and Shortages in the Labour Market</i> (pp. 183-202). (2024) (Scopus) (in co-authorship)
3	Proficiency in the Handicraft Sector Business in a Volatile, Uncertain, Complex, and Ambiguous Environment. <i>VUCA and Other Analytics in Business Resilience, Part A</i> , 183-197. Emerald Publishing Limited. (2024) (Scopus) (in co-authorship)
4	Motor Vehicle Insurance Industry in India: A Review. The Impact of Climate Change and Sustainability Standards on the Insurance Market, 23-40. Willey online Library.(2023) (Scopus) (in co-authorship)
5	Role of MSMEs for Achieving SDGs in Developing Economies with Special Reference to India and Bangladesh. In <i>Role of Micro, Small and Medium Enterprises in Achieving SDGs: Perspectives from Emerging Economies</i> (pp. 205-227). Singapore: Springer Nature Singapore. (2023) (Scopus) (in co-authorship)
6	An Analysis of the Impact on India's Sustainable Development Resulting from Women in Small Enterprises' Fin-Tech and Financial Awareness During COVID-19 Using The (UTAUT) Model", Grima, S., Thalassinos, E., Noja, G.G., Stamataopoulos, T.V., Vasiljeva, T. and Volkova, T. (Ed.) <i>Digital Transformation, Strategic Resilience, Cyber Security and Risk Management (Contemporary Studies in Economic and Financial Analysis, Vol. 111B)</i> , Emerald Publishing Limited, Bingley, pp. 71-85. (2023) https://doi.org/10.1108/S1569-3759-000111B005 (Scopus) (in co-authorship)
7	The Impact of Climate Change and Sustainability Standards on the Insurance Market.. United Kingdom: Wiley & Sons (2023) (Scopus) (in co-authorship)
8	Digital and Innovative Suggestions for Sustainable and Smart City in India. In <i>International Conference on Sustainable and Innovative Solutions for Current Challenges in Engineering & Technology</i> (pp. 431-442). (2022) Springer Nature Singapore. (Scopus) (in co-authorship)

9	" What drives level of Financial Inclusion: Study with reference to India?" Published in Edited Book titled Law and Economics: Market, Non-market and Network Transactions, pp 105-118, (2019)Vernon Press, United States of America, ISBN: 978-1-62273-4528.
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