SELECTED RESEARCH PUBLICATIONS DETAILS

International & International Journal

S.No	Research Paper/Article	Name of Faculty	Journal/Magazine/Book
1	Training Need Analysis of	Prof. (Dr.) Vivek	People's Journal of Management
	Middle Level Managers: A comparatively analysis of Public & Private Sectors Bank	Inder Kochhar	
2	International Crisis: A Learning Experience for Indian Economy	Prof. (Dr.) Vivek Inder Kochhar	People's Journal of Management
3	Determination the soundness of Indian Banks: using the CAMELS RATING	Prof. (Dr.) Vivek Inder Kochhar	RIMT Journal of Magt and IT
4	Colour Psychology and buying behavior	Prof. (Dr.) Vivek Inder Kochhar	RIMT Journal of Magt and IT
5	Impact of E-Commerce on Employment	Prof. (Dr.) Vivek Inder Kochhar	UGC Sponsored National seminar on Citizen Empowerment through e-Learning Shri Shankaracharya Mahavidyalaya, Bhilai.
6	E-mail Advertising: Direct to Customer	Prof. (Dr.) Vivek Inder Kochhar	International Journal of Research in IT and Management
7	Strategic Issues in E-marketing	Prof. (Dr.) Vivek Inder Kochhar	Management Today
8	Rural Marketing: Challenges and Strategies in India	Prof. (Dr.) Vivek Inder Kochhar	Gyanpratha
9	Impact of E-commerce on the Labour Market	Prof. (Dr.) Vivek Inder Kochhar	Journal of Motilal Rastogi School of Management
10	E-Governance in India: A Model of Good Governance	Prof. (Dr.) Vivek Inder Kochhar	Zenith International Journal of Business Economics Management and Research
11	E- Commerce And Its Future Prospects in India	Prof. (Dr.) Vivek Inder Kochhar	Gurukul Business Review
12	E-WASTE: An Emerging Problem	Prof. (Dr.) Vivek Inder Kochhar	Veedang Journal
13	Management Education and its Impact on Personality Modifications	Prof. (Dr.) Vivek Inder Kochhar	Management Today
14	E- Commerce And Its Future Prospects in India	Prof. (Dr.) Vivek Inder Kochhar	IJRCM

15	Consumer buying motives and Perception about Mobile Phone Services	Prof. (Dr.) Vivek Inder Kochhar	Veedang Journal
16	Uses Pattern of Cosmetics and Perception of personality	Prof. (Dr.) Vivek Inder Kochhar	Management Today
17	Determinants of employees motivation in 21st century era: An empirical study	Prof. (Dr.) Vivek Inder Kochhar	IJRCM
18	Students perception towards entrepreneurial traits and their competitiveness: An empirical study	Prof. (Dr.) Vivek Inder Kochhar	RIMT Journal of Magt and IT
19	Impact of Organization Culture on Employee Motivation and Job Performance	Prof. (Dr.) Vivek Inder Kochhar	IJRCM

Conference/Seminar/Workshop

- Organizing Faculty Development program on "Competency Building" on 10th April 2015.
- Organizing National Conference on the topic "Innovative Thinking for Sustainable Growth" on 11th April 2015.
- Organised two day student development program "Personal & Professional Development Program" (PPDP) in RIMT-IMCT on 1st & 2nd March 2012.
- Organised one day Inter College Competition on "Contemporary Problems of Indian Society:
- Challenges to Meet" on 24th January 2012 at RIMT Management Campus.
- Organised three days Case Writing Workshop sponsored by PTU, Jalandhar, Punjab in RIMT-SMS from 19th January to 21st January, 2012 and was acted as Resource person.
- Acted as Resource person in Faculty Development Program on Six Sigma & SPSS from 16th Jan to 20th January, 2012 organised by AMIMT, Pathankot, Punjab.
- Organised four days workshop sponsored by PTU, Jalandhar, Punjab on "Training the Trainers" in
- RIMT-IMCT from 9th Jan to 12th January, 2012 and was also a Resource person.
- Organised International Conference on Technological & Management Advancements: Issue & Challenges: 2011 at RIMT Management Campus on 10th October 2011.
- Organised six days PTU sponsored Faculty Development Program on SPSS & its Advantages in RIMT-IMCT.
- Organised one day FDP on "Latest treads on IT & Management" 23rd January 2010 in IBM, Vizag, AP.
- Organised five days Entrepreneurship Development workshop sponsored by SIDBI from 4th Jan to 7th Jan 2010 in NIST, Vizag, AP.
- Organised two day National Conference on "Sustainable Management Practices" on 10th & 11th April 2009 in NIST, Vizag, AP
- Organised two day Workshop on SPSS (An Application Module) on 28th February 2009 in IBM,

Vizag, AP.

- Organised National Conference on "Globalization and Development" on 28th & 29th August 2009 in IBM, Vizag, AP.
- Organised one day National Seminar on "Management Education in 21st Century" on 19th September, 2008 in NIST, Vizag, AP.
- Organised two day National Conference on "Managing growth in Era of Global Competition" on 28th & 29th November 2008 in NIST Vizag, AP.

Professional Affiliation

- Member of Editorial Board in International Journal of Electronics & Computer Technology IJECT.
- Member of Editorial Board in International Journal of Computer Science & Technology IJCST.
- Member of Editorial Board in International Journal of Management & Business Studies IJMBS.
- International Board of Reviewers in Informing Science &IT Education, John Molson School of Business, Concordia University, Montreal, Canada.
- Editorial Review board member of Journal of Information, Information Technology, and Organizations, California, USA.
- Editor (Management) in RIMT-Journal of Strategic Mgt. & IT.
- Member of Board of Governors in Ushodaya Institute of Management & Technology, Secunderabad, Andhra Pradesh.
- Member of Board of Governors in Ushodaya Institute of Management & Technology, Secunderabad, Andhra Pradesh.
- Academic Council Member in Ushodaya Institute of Management & Technology, Secunderabad, Andhra Pradesh.
- Approved Supervisor Member under, Punjab Technical University, Jalandhar.
- Member, Panel of Selection Committee of different Colleges & Indian Universities.
- Academic Council Member of Institute of Business Management, Manthripalem, Visakhapatnam, Andhra Pradesh.
- Academic Council Member of Noble Institute of Science & Technology, Visakhapatnam Andhra Pradesh.