

**List of Publications of Faculty of Business administration and Commerce**

S.No	Name of Conference/Journal	Topic of Paper	ISSN No./Impact Factor	Authors Name ("MF" MIT Faculty, "MS" MIT Student, "EF" External Faculty, "ES" External Student)	Journal listed in.
1	JOURNAL OF MANAGEMENT AND ENTREPRENEURSHIP	A STUDY OF ROLE OF KASTURBA GANDHI BALIKA VIDYALAYAS OF MADHYA PRADESH FOR DEVELOPING SKILLS AND MANAGEMENT AMONG THE STUDENTS	2229-5348	MF DR. JITENDRA CHOUHAN MS GYANENDRA PANDEY	UGC CARE
2	MADHYA PRADESH JOURNAL OF SOCIAL SCIENCES	AN IN-DEPTH ANALYSIS OF TAX REFORMS IN INDIA POST-DEMONETIZATION AND TAXPAYER EVASION STRATEGIES	0973-855X	MF DR. JITENDRA CHOUHAN MS AYUSH MAHESHWARI	UGC CARE
3	JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI	EXPLORING THE DIGITAL PAYMENTS REVOLUTION WITH UPI APPS IN PUNE CITY, MAHARASHTRA	0972-0766	MF MR. MANISH GUPTA	UGC CARE
4	ANVESAK	MP STARTUP POLICY 2022: A ROADMAP TO SELF-RELIANT	0378-4568	MF DR. JASVINDER SINGH BHATIA MS MR. ANIL KUMAR JINWAL	UGC CARE
5	EDUCATION AND SOCIETY	MUDRA: A TOOL FOR FINANCIAL ASSISTANCE TO MSME SECTOR	2278-6864	MF DR. JASVINDER SINGH BHATIA MS MR. ANIL KUMAR JINWAL	UGC CARE
6	JOURNAL OF MANAGEMENT AND ENTREPRENEURSHIP	A STUDY ON MONETARY PERFORMANCE OF STATE BANK OF INDIA	2229-5348	MF DR. AVINASH VIKRAM EF DR. MUKESH	UGC CARE

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				KUMAR SHARMA	
7	INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT (INJRD)	TECHNIQUES AND SKILLS IN UJJAIN TEXTILE PRINTING	2456-4184	MF SAMRIDDHI KHALE	PEER REVIEWED
8	Journal of Survey in Fisheries Sciences	Study On The Perception Of E-Filing Among Individual Taxpayers In Indore City	2368-7487	MF DR. JASVINDER SINGH BHATIA MS MR. ANIL KUMAR JINWAL	SCOPUS
9	Journal of Survey in Fisheries Sciences	Comparing Public And Private Hospitals' Service Quality	2368-7487	MF DR. JASVINDER SINGH BHATIA MS MRS. DHARNA SHARMA	SCOPUS
10	Journal of Survey in Fisheries Sciences	A Study On Buyer Behavior Towards E -Payments With Reference To Ujjain City	2368-7487	MF DR. JITENDRA CHOUHAN MS MR. GAURAV KABRA	SCOPUS
11	Tuijin Jishu / Journal of Propulsion Technology	Assessing Taxation Revenue and Perceptions of Tax Reforms in Post-Demonetization India	1001-4055	MF DR. JITENDRA CHOUHAN MS AYUSH MAHESHWARI	SCOPUS
12	Journal of Informatics Education and Research	An Empirical Analysis of Non-Performing Asset in Selected Banks of India	1526-4726	EF Dr. Karunesh Saxena, MF Dr. Avinash Vikram, EF Dr. Mukesh Sharma	ABDC
13	Madhya Bharti (मध्य भारती)	A Study Impact of HRIS on Private Higher Education Institutes of Central India	0974-0066	MF DR. JITENDRA CHOUHAN MS MR. SOMESHWAR JOSHI	UGC CARE
14	European Economic Letters	Investigating the Impact of Digital Marketing on Brand Awareness	2323-5233	MF DR. JITENDRA CHOUHAN	ABDC
15	Journal of Southwest Jiaotong University	Artificial Intelligence in Chemical Industries	0258-2724	MF DR. AVINASH VIKRAM MS BHAVIK KUMAR SHAH	SCOPUS

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16	European Economic Letters	A Conceptual Study on IMC as an Important Tool of Marketing	ISSN 2323-5233 / 0.278	MF DR. LOKENDRA VIKRAM SINGH EF Dr. Preeti Naik	ABDC
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