

Publications of faculty members of Sri Sai University, Palampur (HP)

I. Prof.(Dr.)Balram Dogra, Vice-Chancellor, SSU, Palampur

(i) Books

1. A book on “Marketing Management and Rural Marketing – An Indian Perspective” published by Commonwealth Publishers, New Delhi in 1990.
2. Co-authored a Text Book on “Marketing and Salesmanship” published by NCERT in 1992.
3. A book on “Global Competitiveness and Productivity” with Dr. B .S.Bhatia, published by Deep & Deep Publishers Pvt. Ltd., New Delhi in 2005.
4. A book on “Strategic Outsourcing” with Ms. Navjote Khara and Mr. Rajesh Verma published by Deep & Deep Publications Pvt. Ltd., New Delhi in 2007.
5. A book on “Services Marketing – A Major Stimulant to National and Global Economy” with Dr. G.S.Thakur & Ms. Supreet Sandhu published by Kalyani Publishers, Ludhiana in 2007.
6. A book on “Marketing Research-concepts and Applications” with Dr. Rajesh Verma and Dr. Gurdev Singh Thakur published by Kalyani Publishers, Ludhiana in 2007.
7. A book on “Rural Marketing – Concepts and Practices” with Mr. Karminder Ghuman published by Tata Mcgraw-Hill Publishing Company Ltd., New Delhi in 2008.
8. A book on “Applications of IT and Management in Economic Growth” with Ms. Kulwant Kaur and Dr. Rajesh Verma published by Deep & Deep Publications Pvt. Ltd., New Delhi in 2008.
9. A book on “Enterprise Information Systems in 21st Century – Opportunities & Challenges” with Ms. Kulwant Kaur and Mr. Deepak Kaushik published by Deep & Deep Publications Pvt. Ltd., New Delhi in 2009.

(ii) Research Publications during the last three years

1. A paper on “Financial Services Innovation – A perceptual Study” with Dr. A.K.Vashisht and Ms. Shaveta Gupta presented in a National Conference on “Business Innovation” held at Apeejay Institute of Management, Jalandhar on February 27, 2010.
2. Published a paper on “Consumer’s Perception about use of Recycled water for urban Agriculture” with Mr. Aman Preet Singh Brar in ‘Journal of Agricultural Extension Management’ Vol. XI July-December, 2010 No.2, pp.91-96.
3. A paper on “Current status of water use in urban Punjab and its relation to socio-economic status” with Mr. Aman Preet Singh Brar has been presented at ‘Watercon-2011’, an International Conference on Community Based Water-Resource Management in Northeast India : Lessons From a Global Context; held at Guwahati on January 28-30, 2011. Proceedings edited by

- C.K.Jain,K.M.Baharul Islam and Shikhar K. Sarma, published by Allied Publishers Pvt. Ltd., New Delhi, pp 322-28.
4. Published a paper on "*Perception of Urban Population towards Recycled Water in Punjab*" with Mr. Amanpreet Singh Brar in 'Indian Journal of Ecology' Vol.38, No.1, June, 2011 Indian Ecological Society, Ludhiana, pp. 117-21.
 5. Published a paper on "*Awareness of Urban Population in Punjab to Water Resources and Perception About the Future Availability*" with Mr. Amanpreet Singh Brar and Dr. S.K.Singla in proceedings of National Conference India Inc; Future challenges Edited by S.K.Singla and Monika Hanspal, published by GNA-IMT, Phagwara (Punjab) in June, 2011.
 6. Published a paper on "*A Perceptual Study on Financial Services Innovation*" with Ms. Shaveta Gupta and Dr. A.K.Vashisht in 'Gyan Management', GJIMT (July-Dec. 2011 Issue) Vol.V, Issue-2, ISSNO974-7621, pp.68-80.
 7. Published a paper on "*A study on validity of Lintner's Model of Dividend in Indian Companies*" with Ms. Shaveta Gupta and Dr. A.K.Vashisht in 'International Journal of Financial Management', Vol.I, Issue-4 (2011), ISSN 2229-5682, pp.63-70.
 8. Published a paper on "*Exploring Hidden Management Considerations on Dividend Policy in Indian Companies*", with Ms. Shaveta Gupta and Dr. A.K.Vashisht in Asia-Pacific Business Review, Vol. VII, No.4 (October-December, 2011) pp.70-79
 9. Published a paper on "*Relationship between Dividend and Value of firm in Indian Engineering Industry*", with Ms. Shaveta Gupta and Dr. A.K.Vashisht in IMS Manthan, Vol. VI, Issue-II, Dec., 2011.
 10. Published a paper on "*Stock Price Reaction to Dividend Announcements*", with S.Gupta, A.K.Vashisht and S. Ghai in 'International Journal of Financial Management, Vol.2, Issue-2, ISSN 2229-5682m pp, 23-31,
 11. Published a paper on "*Employee Motivation, Competency Development and Organizational Climate for Growth of Banking Sector*" with Dr. Naresh Nagpal and others in 'International Journal of Cross-Cultural Studies', Volume 2, Number 2, Autumn 2012, ISSN-0974-3480, ISBN: 978-1-61233m pp 26-34.

II. Dr. Saneel Kumar Thakur, HoD(AS)-cum-Dy.Dean

(i) Books

1. **Applied Chemistry** by **Dr. Saneel K. Thakur** for Diploma Level Students, Uneek Publication, Jalandhar, Punjab-2009.

(ii) Research publications during the last three years

1. **Saneel K. Thakur**, Jayoti and Priyanka Parmar, A study of ultrasonic velocity and viscosity measurements of drug Hostacycline in aqueous alcoholic mixtures.

- National Seminar on Emerging Trends in Chemistry-2010 (NSTEC-2010) held at Punjabi University Patiala Feb-15, 16-2010.
2. **Saneel K. Thakur**, Anna Malik and Shivani Chauhan, ultrasonic velocity studies of drug Spasmocip in Mixed alcohol- Water solvent systems at 25⁰C. Professor Ram Chand Paul VI, National Symposium held at Punjab University Chandigarh March-5, 6-2010.
 3. **Saneel K. Thakur**, Shivani Chauhan and Sanjay Pathania, A study of Ultrasonic velocity and conductance measurements of drug Bio-cold in aqueous alcoholic mixtures. The 2010 International Conference on Chemistry and Chemical Engineering (ICCCE 2010) held Kyoto, Japan from August-1, 3-2010.
 4. **Saneel K. Thakur**, A study on Human Rights. The Eleventh Annual International Conference on racism and Human rights held at H Street NY, New York USA.
 5. Deepsikha Sharma and **Saneel K. Thakur**, Compositionl dependence of physical properties of ternary Se-Te-Bi alloys. *Philosophical Magazine* 1-9i First, 2011.
 6. **Saneel K. Thakur** and S. Chauhan, A study of acoustical behaviour of drug Colimax in aqueous mixture of methanol at 25⁰C. *Advnces in Applied Science Research* 2(2)(2011) 208.
 7. **Saneel K. Thakur**, and Shivani Chauhan, Ultrasonic velocity and allied parameters of drug Colimax in aqueous propanol at 298.15K. *Journal of Chemical and Pharmaceutical Research* 3(2)(2011) 657.
 8. Deepsikha Sharma and **Saneel K. Thakur**, Study of the glass transition temperature of (Se_{100-x}Bi_x)₉₀Te₁₀ (x = 0, 0.5, 1, 1.5, 2, 2.5, 3) Alloys. *Journal of Defects and Diffusion Forum* 316-17 (2011) 55-58.
 9. Deepsikha Sharma, R. Kumar and **Saneel K. Thakur**, Structural studies of Se-Ti-Bi glassy alloys using Far-IR spectroscopy. Proceedings of National Conference on *Recent trends in Materials Science* (2011)138.
 10. Deepshikha Sharma, R. Kumar and **Saneel K. Thakur**, Structural studies of Se-Te-Bi glassy alloys using Far-IR Spectroscopy. National Conference on Recent Trends in Material Science held at Jaypee University of Information Technology Wanknaghat, Solan (H.P.) from October-8-10, 2011.
 11. **Saneel K. Thakur**, National Seminar Recent trends in Solid Mechanics and Functional analysis held at Indus International University Bathu, Una (H.P.) on December, 2011.
 12. **Saneel K. Thakur**, Hands on Training on Computer Applications in Genomics & Proteomics held at CSK Himachal Pradesh KrishiVishvavidalaya, Palampur (H.P.) from March-2-3, 2012.
 13. S. Chauhan and **Saneel K. Thakur**, Effect of *Azotobacterchroococcum* inoculated *Lantana camara* compost on wheat crop yield. *Biological Forum* 4(2) (2012)75-81.
 14. S. Chauhan, Shammi Kapoor and **Saneel K. Thakur**, RAPD marker assisted development of improved strains of *Agaricusbisporus* (Lange) Sing. *Journal of Pure and Applied Microbiology* 6(4) (2012)1841-1848.

15. Deep Shikha Sharma and **Saneel Kumar Thakur**, Force Constants and Far Infrared Studies of Se–Te–Bi Glassy Alloys. *Glass Physics and Chemistry*, 39(3)(2013) 244–24.
16. **Saneel K. Thakur** and S. Chauhan, A Study of Ultrasonic Velocity and Viscosity Measurements of Drug Hostacycline in Aqueous Alcoholic Mixtures *Asian Journal of Chemistry*, 25 (2013) (Accepted).

III. Dr. Madhurika Mahajan, A.P. (Physics)

(i) Books

- 1 **Engineering Physics by Dr.Yogyata & Dr. Madhurika Mahajan** for Degree Level Students, Chitkara University Publication, Chandigarh-2010.

(ii) Research publications during the last 3 years

1. **M.Mahajan, T Chakravarty, S.K.Khah**, “Asymmetrically loaded annular ring antenna,” *Int. J. Electron. Commun. (AEÜ), Elsevier* 65 (2011) 954– 957
2. **M.Mahajan, T Chakravarty, S.K.Khah**, “Analysis of Input impedance of asymmetrically loaded annular ring antenna”, *Journal of Electromagnetic analysis and application*, 2011,3,90-93
3. **M.Mahajan, T Chakravarty, S.K.Khah**, “Annular ring antenna on ferrite substrate”, *National Conference on Recent trends in materials sciences*, October, 2011, JUIT Waknaghat, H.P.
4. **M.Mahajan, S.K.Khah, Abhishek Sharma** “Microstrip patch antennas” *Proceedings of National seminar on Engineering technologies*, HIET, Shahpur(H.P.), 16-17 April 2013.
5. **M.Mahajan, Sunil Khah**, “Circular Patch Antennas” *Proceedings of DAVNational Congress on Science and Technology*, 30-31 May 2013.

IV Mr. Varun Mishra, A.P. (Physics)

1. Parikshit Sharma, Varun Mishra, Pankaj Sharma, “Activation energy study of Ge₁₇Se_{83-x}Sb_x glassy system” *International Conference on Multifunctional Oxide Materials DAE – Solid State Physics Symposium Vol 55* (2010).
2. Compositional studies of SeSnIn glassy alloys Arun Dixit, Parikshit Sharma*a, Varun Mishra, V. S. Rangra (OAM RC) (2013).
3. The Study of Crystallization Kinetics in Bulk SeSnInChalcogenide Glasses Arun Dixit, Parikshit Sharma*a, VarunMishra, V. S. Rangra (journal of compound and alloys) (2013).

V. Mrs. Shivani Sharma, A.P.(Mathematics)

1. **Shivani Sharma, R.P Sharma**, “Basic concepts of Linear algebraic groups and Lie algebras,” *Proceedings of International Conference on*

Mathematical Sciences, **Manali (8-9 March 2013)** in research J. Science and Tech. 5(1)(2013) 20-24.

2. **Shivani Sharma, Ajit Kumar**, "Queuing Theory of Mathematical Modeling", In the Proceedings of DAV National Congress on Science and Technology-AS113, Jalandhar (ASOP-22) (30-31 May 2013), p.p.117-123.

VI. Mr. O.C.Rana, A.P. (Management)

1. **O.C. Rana & K. Ravi Sankar**, Scope and Strategies in Financing of SMEs by Banks *International Journal for Business and Management tomorrow*. 2(7) 2013.

VII. Mr. Jitender Tiwari, AP (Management)

1. Jitender Kumar Tiwari & Guru Swarup, MSMEs an overview. *International Journal for Business and Management tomorrow*. 3(1) 2013.

VIII. Er.Nayan Mahajan, A.P.(CSE)

1. **Nayan Mahajan**, Jawahar Thakur and Arvind Kalia, "Handover in Universal Mobile Technology System" in *International journal of engineering Sciences*, ISSN: 2229-6913 Special Issue, September 2011, Volume 4.

IX. Er. Yamini Sood, A.P.(CSE)

1. Rachit Mohan Garg, **Yamini Sood**, Balaji Kottana, Pallavi Totlani "Framework Based Approach for the Development of Web Based Applications" *World of Computer Science and Information Technology Journal (WCSIT)*, 1(1)(2011) 1-4.
2. Rachit Mohan Garg, **Yamini Sood**, Neha Tyagi, International: Ontology Based Approach for Video Transmission Over The Network, *The International Journal of Multimedia & Its Applications*, 2011.
3. Rachit Mohan Garg, Kapil Kumar, **Yamini Sood**, Cost Control and Quality Maintenance Metrics for Component- Based Software Development, Second International Conference on Advances in Communication, Network, and Computing – CNC 2011, Springer LNCS-CCIS, Bangalore, India, 2010.

X. Er. Munish Katoch, A.P. (CSE)

1. **Munish Katoch**, International "Security Implementation using PCRE Signatures over Cloud Network" *Advanced Computing An International Journal*, 3(3), 2012.

XI. Er. Chandni Guleria, A.P. (ECE)

1. **Chandni**, Jitender Kaur, Nirmal Singh Grewal, "An Approach to Direct amplification: Optical Amplifier" in RAECT 2011 held in GNDEC, Ludhiana.
- 2 **Chandni**, Kanwaljit Singh, "Location Estimation scheme with improved accuracy in wireless sensor networks" IJSETT 2012.

XII Er. Chandni Guleria, A.P. (ECE)

1. **Abhishek Sharma, Chandni**, "Conventional Ant Colony Optimization for solving Travelling Salesmen Problem" **In the DAV National Congress on Science and Technology-CS333, Jalandhar (May 2013).**

XIII. Er. Suresh Kumar, AP, CSE

1. **Suresh Kumar**, International: "Desktop TCP Performance evaluation using TCP Variants, New Reno, Westwood and Cubic" EEBO-TCP, 2010, UK.