

**Swami Rama Himalayan University**  
**Himalayan School of Management Studies**  
**Publications 2024**

S.No.	Publication Type	Publication Title	Author Name	Institutional affiliation as mentioned in the publication	Name of the Journal	Year	ISSN No.	Indexing
1	Article	Influence of medical practitioners' attitude on the prescription behaviour for generic medicines	Dr. Som Aditya Juyal	Madan S, Juyal SA. Influence of Medical Practitioners' Attitude on the Prescription Behaviour for Generic Medicines. Journal of Health Management. 2024;26(1):154-163. doi:10.1177/09720634231225015	Journal of Health Management	2024	0972-0634	SCOPUS, WoS
2	Article	Service Quality In Healthcare Facilities: An Examination In Dehradun	Dr. Som Aditya Juyal	Juyal, S. A., Nautiyal, A. ., & Trivedi, A. . (2024). Service Quality In Healthcare Facilities: An Examination In Dehradun. Migration Letters, 21(S4), 1943–1955. Retrieved from <a href="https://migrationletters.com/index.php/ml/article/view/9578">https://migrationletters.com/index.php/ml/article/view/9578</a>	Migration Letters	2024	ISSN: 1741-8984	SCOPUS
3	Article	The Impact of the COVID-19 Pandemic on Trade Unions in India: Challenges, Adaptations, and Future Prospects	Dr. Shweta Sethi	Sethi, D. S. . (2024). The Impact Of The COVID-19 Pandemic On Trade Unions In India: Challenges, Adaptations, And Future Prospects. Migration Letters, 21(S7), 1965–1970.	Migration Letters	2024	ISSN: 1741-8984	Migration Letters
4	Article	Enhancing Workplace Learning And Staff Motivation: The Interplay Of Supervisory Guidance.	Dr. Shweta Sethi	Sethi, D. S. . (2024). Enhancing Workplace Learning And Staff Motivation: The Interplay Of Supervisory Guidance. Migration Letters, 21(S7), 1979–1983.	Migration Letters	2024	ISSN: 1741-8984	Migration Letters
5	Article	Ethical Implications and Workforce Adaptation in the Era of Generative AI: A Deep Dive into HRM Practices	Dr. Apurvaa Trivedi	Trivedi, A., Juyal, S. A. ., & Nautiyal, A. . (2024). Ethical Implications And Workforce Adaptation In The Era Of Generative AI: A Deep Dive Into HRM Practices. Migration Letters, 21(S3), 1754–1762. Retrieved from <a href="https://migrationletters.com/index.php/ml/article/view/9565">https://migrationletters.com/index.php/ml/article/view/9565</a>	Migration Letters	2024	ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)	SCOPUS
6	Article	The New Labour Codes in India: A Paradigm Shift or a Mere Formality	Dr. Apurvaa Trivedi	Trivedi, A. ., Nautiyal, A. ., & Juyal, S. A. . (2024). The New Labour Codes In India: A Paradigm Shift Or A Mere Formality?. Migration Letters, 21(S3), 1773–1776. Retrieved from <a href="https://migrationletters.com/index.php/ml/article/view/9568">https://migrationletters.com/index.php/ml/article/view/9568</a>	Migration Letters	2024	SSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)	SCOPUS
7	Article	Gamification and Employee Engagement in a Global Business Context	Dr. Apurvaa Trivedi	Trivedi, A. ., Juyal, S. A. ., & Nautiyal, A. . (2024). Gamification And Employee Engagement In A Global Business Context. Migration Letters, 21(S7), 1947–1952. Retrieved from <a href="https://migrationletters.com/index.php/ml/article/view/9553">https://migrationletters.com/index.php/ml/article/view/9553</a>	Migration Letters	2024	ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)	SCOPUS
8	Article	The Impact of Sales Promotion Schemes on Mobile Phone Services: A Comparative Analysis of Prepaid and Postpaid Mobile Users in Dehradun	Dr Rajat Praveen DImri	Dimri RP. The Impact of Sales Promotion Schemes on Mobile Phone Services: A Comparative Analysis of Prepaid and Postpaid Mobile Users in Dehradun. IJRITCC [Internet]. 2024Apr.25 [cited 2024May20];12(2):149-56. Available from: <a href="https://ijritcc.org/index.php/ijritcc/article/view/10497">https://ijritcc.org/index.php/ijritcc/article/view/10497</a>	IJRITCC	2024	2321-8169 (Online)	SCOPUS

9	Article	Green human resource management and environmental performance: mediating role of green innovation – a study from an emerging country	Dr. Geeta Rana	Rana, G. and Arya, V. (2024), "Green human resource management and environmental performance: mediating role of green innovation – a study from an emerging country", Foresight, Vol. 26 No. 1, pp. 35-58. <a href="https://doi.org/10.1108/FS-04-2021-0094">https://doi.org/10.1108/FS-04-2021-0094</a>	Foresight	2024	1463-6689(Online)	SCOPUS, WoS,A*
10	Article	Benefits Of Fostering A Positive Workplace Environment For Both Employers And Employees	Dr. Geeta Rana	Sharma, D. R. ., Parashar, D. B. ., & Rana, D. G. . (2024). Benefits Of Fostering A Positive Workplace Environment For Both Employers And Employees. Migration Letters, 21(S7), 1959–1964.	Migration Letters	2024	ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)	SCOPUS, WOS
11	Article	Identification Of Change And Action Plan	Dr. Geeta Rana	Rana, D. G. ., & Sharma , D. R. . (2024). Identification Of Change And Action Plan. Migration Letters, 21(S7), 1953–1958.	Migration Letters	2024	ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)	SCOPUS, WOS
12	Article	Impact Of Team Building On Organizational Performance	Dr. Geeta Rana	Sharma, D. R. ., Dubey, D. ., & Rana, D. G. . (2024). Impact Of Team Building On Organizational Performance. Migration Letters, 21(S7), 1939–1946.	Migration Letters	2024	ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)	SCOPUS, WOS
13	Article	Shifting Work-Life Equilibrium To Work-Life Fit From The Perspective Of Generation Z	Dr. Geeta Rana	Rana, D. G. ., Negi, M. ., & Sharma , D. R. . (2024). Shifting Work-Life Equilibrium To Work-Life Fit From The Perspective Of Generation Z. Migration Letters, 21(S3), 1777–1781.	Migration Letters	2024	ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)	SCOPUS, WOS
14	Article	Powering The Future A Vision For Electric Mobility	Dr. Geeta Rana	Sharma, D. R. ., Negi, D. D. ., & Rana, D. G. . (2024). Powering The Future A Vision For Electric Mobility. Migration Letters, 21(S3), 1768–1772.	Migration Letters	2024	ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)	SCOPUS, WOS
15	Article	Effect Of Teamwork On Employee Performance	Dr. Geeta Rana	Rana, D. G. ., Dubey, D. ., & Sharma, D. R. (2024). Effect Of Teamwork On Employee Performance. Migration Letters, 21(S3), 1763–1767.	Migration Letters	2024	ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)	SCOPUS, WOS
17	Article	Applications And Best Practices Of Analytics In Business	Dr. Geeta Rana	Sharma, D. R. ., Negi, D. D. ., & Rana, D. G. . (2024). Applications And Best Practices Of Analytics In Business. Migration Letters, 21(S3), 1747–1753.	Migration Letters	2024	ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)	SCOPUS, WOS
18	Article	HR Transformation Through Digital Leadership: Ite Ltd	Dr. Geeta Rana	Rana, D. G. ., & Sharma, D. R. . (2024). Hr Transformation Through Digital Leadership: Ite Ltd. Migration Letters, 21(S3), 1741–1746.	Migration Letters	2024	ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)	SCOPUS, WOS
19	Article	Green Human Resource Management Practices In Indian Automobile Sector: An Empirical Study	Dr. Geeta Rana	Rana, D. G. ., & Tomer, S. . (2024). Green Human Resource Management Practices In Indian Automobile Sector: An Empirical Study. Migration Letters, 21(S4), 1851–1861.	Migration Letters	2024	ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)	SCOPUS, WOS
20	Article	Navigating Risk In The Age Of Artificial Intelligence: Assessing And Identifying Risks With AI Strategies	Dr. Geeta Rana	Ravindra Sharma, V. Harish, & Geeta Rana. (2024). "Navigating Risk In The Age Of Artificial Intelligence: Assessing And Identifying Risks With AI Strategies". Educational Administration: Theory and Practice, 30(4), 2130–2140. <a href="https://doi.org/10.53555/kuey.v30i4.1824">https://doi.org/10.53555/kuey.v30i4.1824</a>	Educational Administration: Theory and Practice	2024	ISSN: 2148-2403	SCOPUS, WOS
21	Article	Leveraging Artificial Intelligence In Human Resource Management	Dr. Geeta Rana	Rana, D. G. ., Sharma, D. R. ., Negi, D. D. . and Parashar, D. B. . (2024) "Leveraging Artificial Intelligence In Human Resource Management", Migration Letters. London, UK, 21(S7), pp. 675–678. <a href="https://ijritcc.org/index.php/ijritcc/article/view/10496">https://ijritcc.org/index.php/ijritcc/article/view/10496</a>	Migration Letters	2024	ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)	SCOPUS, WOS

22	Article	Lean Horizons: Overcoming Barriers And Embracing Enablers In Construction Industry Adoption	Dr. Geeta Rana	Sharma, R. ., Harish, V. ., & Rana, G. (2024). Lean Horizons: Overcoming Barriers And Embracing Enablers In Construction Industry Adoption. Migration Letters, 21(S7), 751–762.	Migration Letters	2024	ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)	SCOPUS, WOS
23	Article	Managing Change: Love or Hate Relationships	Dr. Geeta Rana	Rana, G., & Sharma, R. (2024, January 12). Managing Change: Love or Hate Relationships. IMIB Journal of Innovation and Management. <a href="https://doi.org/10.1177/ijim.231198590">https://doi.org/10.1177/ijim.231198590</a>	IMIB Journal of Innovation and Management	2024	e-ISSN: 2583-8326	Google Scholar EBSCO
24	Article	Rising through the Ranks:A Case study on career success and Faliure	Dr. Geeta Rana	Tyagi, A., & Rana, G., (2024). Rising through the Ranks: A Case study on career success and faliure Reference no 424-0042-8	Case Centre	2024	ISBN 978-0-907815-04-4	Case Centre, UK
25	Article	Impact Of Team Building On Organizational Performance	Dr. Ravindra Sharma	Sharma, D. R., Dubey, D. ., & Rana, D. G. . (2024). Impact Of Team Building On Organizational Performance. Migration Letters, 21(S7), 1939–1946.	Migration Letters	2024	ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)	SCOPUS, WOS
26	Article	Shifting Work-Life Equilibrium To Work-Life Fit From The Perspective Of Generation Z	Dr. Ravindra Sharma	Rana, D. G. ., Negi, M. ., & Sharma , D. R. . (2024). Shifting Work-Life Equilibrium To Work-Life Fit From The Perspective Of Generation Z. Migration Letters, 21(S3), 1777–1781.	Migration Letters	2024	ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)	SCOPUS, WOS
27	Article	Smart Healthcare: Harnessing IoT Technologies for Efficient Medical Services	Dr. Ravindra Sharma	R. Sharma, V. Harish, A. K. Saini and G. Rana, "Smart Healthcare: Harnessing IoT Technologies for Efficient Medical Services," 2023 Seventh International Conference on Image Information Processing (ICIIP), Solan, India, 2023, pp. 254-260, doi: 10.1109/ICIIP61524.2023.10537775.	2023 Seventh International Conference on Image Information Processing (ICIIP)	2024	Electronic ISSN: 2640-074X IEEE EXPLORE	SCOPUS
28	Article	Powering The Future A Vision For Electric Mobility	Dr. Ravindra Sharma	Sharma, D. R. ., Negi, D. D. ., & Rana, D. G. . (2024). Powering The Future A Vision For Electric Mobility. Migration Letters, 21(S3), 1768–1772.	Migration Letters	2024	ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)	SCOPUS, WOS
29	Article	Effect Of Teamwork On Employee Performance	Dr. Ravindra Sharma	Rana, D. G. ., Dubey, D. ., & Sharma, D. R. (2024). Effect Of Teamwork On Employee Performance. Migration Letters, 21(S3), 1763–1767.	Migration Letters	2024	ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)	SCOPUS, WOS
30	Article	Applications And Best Practices Of Analytics In Business	Dr. Ravindra Sharma	Sharma, D. R. ., Negi, D. D. ., & Rana, D. G. . (2024). Applications And Best Practices Of Analytics In Business. Migration Letters, 21(S3), 1747–1753.	Migration Letters	2024	ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)	SCOPUS, WOS
31	Article	Hr Transformation Through Digital Leadership: Itc Ltd	Dr. Ravindra Sharma	Rana, D. G. ., & Sharma, D. R. . (2024). Hr Transformation Through Digital Leadership: Itc Ltd. Migration Letters, 21(S3), 1741–1746.	Migration Letters	2024	ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)	SCOPUS, WOS
32	Article	Navigating Risk In The Age Of Artificial Intelligence: Assessing And Identifying Risks With AI Strategies	Dr. Ravindra Sharma	Ravindra Sharma, V. Harish, & Geeta Rana. (2024). &quot;Navigating Risk In The Age Of Artificial Intelligence: Assessing And Identifying Risks With AI Strategies&quot;. Educational Administration: Theory and Practice, 30(4), 2130–2140. <a href="https://doi.org/10.53555/kuey.v30i4.1824">https://doi.org/10.53555/kuey.v30i4.1824</a>	Educational Administration: Theory and Practice	2024	ISSN: 2148-2403	SCOPUS, WOS
33	Article	Leveraging Artificial Intelligence In Human Resource Management	Dr. Ravindra Sharma	Rana, D. G. ., Sharma, D. R. ., Negi, D. D. . and Parashar, D. B. . (2024) "Leveraging Artificial Intelligence In Human Resource Management", Migration Letters. London, UK, 21(S7), pp. 675–678. <a href="https://ijritcc.org/index.php/ijritcc/article/view/10496">https://ijritcc.org/index.php/ijritcc/article/view/10496</a>	Migration Letters	2024	ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)	SCOPUS, WOS

34	Article	Lean Horizons: Overcoming Barriers And Embracing Enablers In Construction Industry Adoption	Dr. Ravindra Sharma	Sharma, R. ., Harish, V. ., & Rana, G. (2024). Lean Horizons: Overcoming Barriers And Embracing Enablers In Construction Industry Adoption. Migration Letters, 21(S7), 751–762.	Migration Letters	2024	ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)	SCOPUS, WOS
35	Article	Managing Change: Love or Hate Relationships	Dr. Ravindra Sharma	Rana, G., & Sharma, R. (2024, January 12). Managing Change: Love or Hate Relationships. IMIB Journal of Innovation and Management. <a href="https://doi.org/10.1177/ijim.231198590">https://doi.org/10.1177/ijim.231198590</a>	IMIB Journal of Innovation and Management	2024	e-ISSN: 2583-8326	Google Scholar EBSCO
36	Article	Assessment Of Retail Apparel Brands' Value Proposition, Client Contentment, And Loyalty	Dr. Amit Nautiyal	Nautiyal, A. ., Trivedi, A. ., & Juyal, S. A. (2024). Assessment Of Retail Apparel Brands' Value Proposition, Client Contentment, And Loyalty. Migration Letters Volume: 21, No: S4 (2024), pp. 1931-1942 <a href="https://migrationletters.com/index.php/ml/article/view/9577">https://migrationletters.com/index.php/ml/article/view/9577</a>	case Centre	2024	ISSN: 1741-8984	case Centre, UK
37	Article	An Analysis Of Service Quality In The Banking Industry	Dr. Som Aditya Juyal	Juyal, S. A., Nautiyal, A. ., & Trivedi, A. . (2024). An Analysis Of Service Quality In The Banking Industry. Migration Letters, 21(S4), 1907–1918. Retrieved from <a href="https://migrationletters.com/index.php/ml/article/view/9575">https://migrationletters.com/index.php/ml/article/view/9575</a>	Migration Letters	2024	ISSN: 1741-8984	SCOPUS
38	Article	Financial Reporting and Accounting Treatment: A Case Study of Karigari Private Limited	Dr. Gargi Pant Shukla		Case centre	2024	124-0030-1	Case Centre
39	Article	Understanding Continuous Use Intention of Technology among Higher Education Teachers in Emerging Economy: Evidence from Integrated TAM, TPACK, and UTAUT model	Dr. Gargi Pant Shukla	Al-Adwan, A. S., Meet, R. K., Anand, S., Shukla, G. P., Alsharif, R., & Dabbaghia, M. (2024). Understanding continuous use intention of technology among higher education teachers in emerging economy: evidence from integrated TAM, TPACK, and UTAUT model. Studies in Higher Education, 1–20. <a href="https://doi.org/10.1080/03075079.2024.2343955">https://doi.org/10.1080/03075079.2024.2343955</a>	Taylor and Francis	2024	10.1080/03075079.2024.2343955	Studies in Higher Education CSHE.,
40	Article	Harmony in Action: Exploring Organizational Behavior and Employee Relations in Real-World Scenarios	Dr. Gargi Pant Shukla		Case Centre	2024	424-0015-1	Case Centre
41	Article	Impact of mindfulness on stages of self-regulated behaviour change towards impulsive buying: a systematic review	Mr. Amar B. Sathe	Sathe, A. ., Juyal, S. A. (2024). Impact of mindfulness on stages of self-regulated behaviour change towards impulsive buying: a systematic review. Migration Letters, 21(S7), 1879-1896. Retrieved from <a href="https://migrationletters.com/index.php/ml/article/view/9572">https://migrationletters.com/index.php/ml/article/view/9572</a>	Migration Letters	2024	ISSN: 1741-8984	SCOPUS
42	Article	Smart Healthcare: Harnessing IoT Technologies for Efficient Medical Services	Dr. Ravindra Sharma	R. Sharma, V. Harish, A. K. Saini and G. Rana, "Smart Healthcare: Harnessing IoT Technologies for Efficient Medical Services," 2023 Seventh International Conference on Image Information Processing (ICIIP), Solan, India, 2023, pp. 254-260, doi: 10.1109/ICIIP61524.2023.10537775.	2023 Seventh International Conference on Image Information Processing (ICIIP)	2024	Electronic ISSN: 2640-074X IEEE EXPLORE	SCOPUS
43	Article	BUY-BACK OF SHARES AND SECURITIES	Upendra Saxena	Saxena, U. ., & Joshi, S. . (2024). BUY-BACK OF SHARES AND SECURITIES. Migration Letters, 21(S4), 1902–1906. Retrieved from <a href="https://migrationletters.com/index.php/ml/article/view/9574">https://migrationletters.com/index.php/ml/article/view/9574</a>	Migration Letters	2024	ISSN: 1741-8984	SCOPUS

44	Article	Importance Of Social Media In Financial Service Industry	Upendra Saxena	Saxena, U. ., & Joshi , S. (2024). Importance Of Social Media In Financial Service Industry. Migration Letters, 21(S4), 1897–1901.	Migration Letters	2024	ISSN: 1741-8984	SCOPUS
45	Article	Critical Evaluation Of Management Of Working Capital Of Steel Industry “A Comparative Study Between Tata Steel And Steel Authority Of India Limited”	Saurabh Joshi	Joshi, S. ., & Saxena, U. . (2024). Critical Evaluation Of Management Of Working Capital Of Steel Industry “A Comparative Study Between Tata Steel And Steel Authority Of India Limited”. Migration Letters, 21(S3), 1718–1730.	Migration Letters	2024	ISSN: 1741-8984	SCOPUS