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S. No.	Publication Type	Publication Title	Author/s Name	Institutional affiliation as mentioned in the publication	Journal Name	Year	ISBN/ ISSN NUMBER	Indexing
1	Book chapter	An overview of employer branding with special reference to Indian organizations	Rana S.; Sharma R.	Rana S., IMS Unison University, India; Sharma R., Swami Rama Himalayan University, India	Brand Culture and Identity: Concepts, Methodologies, Tools, and Applications	2018	978-152257117-9, 978-152257116-2	Scopus
2	Book chapter	An Overview of Employer Branding With Special Reference to Indian Organizations	Rana S.; Sharma R.	Rana S., IMS Unison University, India; Sharma R., Swami Rama Himalayan University, India	Management Techniques for a Diverse and Cross-Cultural Workforce	2018	978-152254934-5, 1522549331, 978-152254933-8	Scopus
3	Book chapter	Unraveling the power of talent analytics: Implications for enhancing business performance	Rana G.; Sharma R.; Goel A.K.	Rana G., Swami Rama Himalayan University, Dehradun, Uttarakhand, India; Sharma R., Swami Rama Himalayan University, Dehradun, Uttarakhand, India; Goel A.K., CSIR-Human Resource Development Centre, Ghaziabad, Uttar Pradesh, India	Business Governance and Society: Analyzing Shifts, Conflicts, and Challenges	2018	978-331994613-9, 978-331994612-2	Scopus

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4	NA	A review paper on Green Marketing with detail understanding on Griha - The National Rating System	Rakesh Awasthi, Dr. Rajat Praveen Dimri	Swami Rama Himalayan University	International Rsearch Journal of Management Science and Technology	2018	2250 – 1959	UGC and other indexed Journals
5	NA	The Impact of Employer Branding on Organizational commitment in Indian IT Sector	Ravindra Sharma	Swami Rama Himalayan University	IOSR Journal of Business and Management	2018	2278-487X;2319-7668	UGC and other indexed Journals