

Department of Commerce and Management

Dr. Navleen Kaur

Research Publications

Paper published in National/ International Approved Journals

S.N.	Title of the Paper	Journal	Vol., Issue and Year of Publication	Author's ranking	Link to verify UGC/AICTE listing
1	A study of Brand Loyalty towards Dairy Product.	Punjabi University: Journal of Indian Management Studies.	Vol. 23, No. 1 2020	Dr. Navleen Kaur** Divya*	ISSN: 0974-4355 UGC Approved-Journal No. 41865
2	Consumer Perception towards use of Branded Dairy Products In Patiala and Jalandhar	RIMT Journal of Strategic Management & Information Technology	Vol. 16, pp. 127-138, 2019	Dr. Navleen Kaur** Divya*	ISSN No. 0975-5438
3	Customer Relationship Management and Information Technology: A boon in the hotels of Punjab, Himachal and Chandigarh	Envision-International Journal Of Commerce and Management	Vol.12, Issue 2, pp.98-104, 2018	Dr. Navleen Kaur	ISSN:0973-5976 UGC Approved-Journal No. ISI Impact Factor: 1.327
4.	Paper on “The scope of Hotels in Punjab, Himachal and Chandigarh: The Dynamism of Customers”	International Journal of Latest Engineering and management Research, IJLEMR	Vol.2, Issue 11, Nov 2017, Pp 01-09.	Dr. Navleen Kaur	IM factor:1.362 UGC Approved (Sl. No. 4766, Journal No. 48163) ISSN: 2455-4847
5.	Online Marketing In the Current Scenario; Growth and Challenges	PCMA Journal of Business, Biannual Refereed Journal	Vol. 10, Issue 1, 2017,	Dr. Navleen Kaur	ISSN No: 0974-9977 UGC No. 43206
6.	Nestle India and its Revival: A Case Study on Maggi Brand	International Research Journal of Management Science and Technology	Vol.8, Issue 8, pp. 427-430, 2017	Dr. Navleen Kaur Dr. Gurloveleen Kaur	IF:3.14 (UGC ID 47959 in 2017)
7.	CRM in the Hospitality Industry- Perception of the Customers	Envision- International Journal of Commerce & Management	Vol. 11, pp.138-151, 2014. Vol.8	Dr Navleen Kaur	ISI Impact Factor: 1.327
8.	IT as a vital Part of CRM in the Hotel Industry: A study of Punjab, Himachal and Chandigarh	Research Journal Of Social Science & Management(RJSSM)	2016	Navleen Kaur	ISSN 2251-1571 IM factor: 5.38(2014) No. 46960

9.	Paper on CRM in the Hospitality Industry- Perception of the Customers	Envision- International Journal of Commerce & Management	Vol.8, 2014	Navleen Kaur, Dr Kusum Lata	ISSN:0973-5956, UGC approved
10.	Paper on role of Information technology in the hospitality industry: A literature review	International Journal of Applied Studies	Volume(1), Issue (5) on 15 July, 2014.	Navleen Kaur	ISSN, 2348-1560, UGC approved
11.	Paper On electronic Word of Mouth- Managing Online Guest Review in the hospitality Industry	International Journal of Applied Studies	Volume(1), Issue (1) January 2014.	Navleen Kaur	ISSN , 2348-1560.UGC Approved
12.	Role of Universities in Research and Development: Review of Related Studies” in	Radix International Journal of Research in Economics & Business Management	volume 1, Issue 11, November 2012	Navleen Kaur	ISSN:2277-1018, UGC approved
13.	Green Marketing: Review and Assesment”	Radix International Journal of Research in Marketing	Volume 1, Issue 10, October 2012.	Navleen Kaur	ISSN:2250-3986, UGC approved
14.	Paper on role of Information technology in the hospitality industry: A literature review	International Journal of Applied Studies	Vol(1), Issue (5) on 15 July, 2014.	Navleen Kaur	ISSN, 2548-1560, UGC approved
15.	Paper on “The Study of the Components and Areas of Competencies: A Success Story of India” in	Radix International Journal of Research in Marketing	Volume 1, Issue 10, October 2012.	Navleen Kaur	ISSN:2250-3986, Peer Reviewed refereed , listed at Google Library UGC approved
16.	Paper on “The Study of the Components and Areas of Competencies: A Success Story of India”	Radix International Journal of Research in Marketing	Volume 1, Issue 10, October 2012.	Navleen Kaur	ISSN:2250-3986, Peer Reviewed refereed , listed at Google Library UGC approved

Research Articles in Books					
S No	Authors	Title of the Book	Title of the Article	Place of Publication/Edition	ISBN & Page No
1	Navleen Kaur	Challenges of Higher Education	Teachers Training : An integral Part of Higher Education	Gaurav Publishers, Delhi, 2015	ISBN: 978-93-83316-03-8, pp-180-188
2	Navleen Kaur, Dr. Kusum Lata	Contemporary Issues in management	Role of Information Technology and CRM: A study of Hotels of Punjab, Himachal Pradesh and Chandigarh	Fatehgarh Sahib, Punjab, 2015	ISBN 978-81-929890-0-6, pp-411-422
3	Gurloveleen Kaur, Navleen Kaur	Spiritualism in Education	Spirituality in Organizations and Marketing Research Practices: A Literature Review	Amloh, Punjab 2013	Registrar ,DeshBhagat University, ISBN 978-93-83223-00-8, pp-377-397
4	Navleen Kaur	Sustainable Develoment Through Green Initiatives, 2016	The Hotel Industry and its Customers: A study on the hotels of Punjab, Himachal and Chandigarh	Sri Guru Granth Sahib World University, Fatehgarh Sahib, 2016	ISBN 978-81-929890-2-0, pp-140-148
Books Authored					
S.N.	Book Name	Publication	Author Name	Edition/ Page No.	ISBN No.
1	Customer Relationship Management in the Indian Hospitality Industry, C-Writewell publications,	C-Writewell Publications, Jalandhar	Dr. NavleenKaur	Ed. 2018, pp 1-260.	978-93-85583-80-3