

## Department of Commerce and Management

**Dr. Lalit Singla**

### Paper published in UGC/AICTE Approved Journals

Sl. No.	Title of the paper	Journal	Vol., Issue and Year of Publication	Author's ranking	Link to verify UGC/AICTE listing
<b>Research Papers in International Journals</b>					
1	Emerging Online Marketing Techniques Taken by Multinational Companies	International Journal in Applied Studies and Production Management & Patiala	Vol.4, 1st Issue/pp.30-45/2016	Dr. Lalit Singla and Sourish Singla	UGC Approved-Journal No. 63144 <b>IF:</b> 2.1
2	Training and Development Programs across Lubricant Industry in India: A Study of B2B Front Line Managers	International Journal of Advanced Scientific Research and Management	Vol.2, Issue 4, pp.43-52/2017	Harpreet Singh and Dr. Lalit Singla	UGC Approved-Journal No. 63502 <b>IF:</b> 3.005
3	A Comparative Study to Check the Level of Awareness Regarding Selected Milk Product Brands	International Journal of Research in Finance and Marketing	Vol. 7, Issue 6/pp.98-105/2017	Dr. Lalit Singla and Monika Jindal	UGC Approved-Journal No. 48496 <b>IF:</b> 6.397 (Thomas Reuter ID: L-5236-2015)
4	Impact of Social Media on Preferences of Women for Fashion Apparel Brands in Ludhiana	Indian Journal of Commerce and Management Studies	Vol. VIII, Special Issue 1 (6)/pp.86-91/2017	Dr. Gautam Bansal and Dr. Lalit Singla	UGC Approved-Journal No. 20739 <b>IF:</b> 2.6
5	Analysis of factors influencing consumer purchase decision of Cellular Phones	International Journal of Scientific Research and Management (IJSRM)	Vol.5, Issue 07/pp.6347-6356/2017	Puneet Walia and Dr. Lalit Singla	UGC Approved-Journal No. 46909 <b>IF:</b> 2.14
6	Demographic Factors Affecting on Awareness of Viral Marketing among Cellular Handset Consumers	Researcher World-Journal of Arts, Science and Commerce	Vol., July, Special Issue 1, pp.87-95/2017	Puneet Walia and Dr. Lalit Singla	UGC Approved-Journal No. 10509 <b>IF:</b> 3.19
7	Effect of Celebrity Endorsement on Consumer Perception and Purchase Intention on FMCG Products (In Press)	International Journal of Innovative Research & Advanced Studies (IJIRAS)	Vol.4, Issue 7/pp.148/2017	Ritu Rani and Dr. Lalit Singla	UGC Approved-Journal No. 45791
8	Students Expectation and Perception regarding Service Quality in Higher Management Education in Public and Private Universities of Punjab	Journal of Management Research and Analysis (JMRA)	Vol. 5 Issue 01, pp. 284-291/2018	Amrinder Singh and Dr. Lalit Singla	UGC Approved-Journal No. 63796 <b>IF:</b> 4.878
9	Perception of B2B Sales Force towards Training and Development: A Study on Selected Lubricant Companies	International Journal of Research in Engineering, IT & Social Sciences	Vol. 08 Issue 05, pp. 14-27/2018	Harpreet Singh and Dr. Lalit Singla	UGC Approved-Journal No. 42301 <b>IF:</b> 6.452
10	Consumer Perception Regarding Television Advertisements: A	International Journal in Applied Studies and Production	Vol.4, Issue 2, pp.78-93/2018	Monika Jindal and Dr. Lalit	UGC Approved-Journal No. 63144

	Study of Personal Care Products	Management & Patiala		Singla	<b>I.F:</b> 2.1
11	Determination of Level of Awareness Among Consumers about Deceptive Advertisements for Personal Care Products in Punjab	Journal of Management Research and Analysis (JMRA)	Vol. 5 Issue 02, pp. 1-8/2018	Monika Jindal Dr. Lalit Singla	UGC Approved-Journal No. 63796 <b>I.F:</b> 4.878
12	Stakeholders Satisfaction regarding Service Quality in Higher Management Education	International Journal of Management Studies	Vol.-V, Issue-3(6)/pp.1-9/2018	Amrinder Singh Dr. Lalit Singla	UGC Approved-Journal No. <b>I.F:</b> 2.26
13	An analysis to determine the impact of deceptive advertisements on the consumer purchase behavior	RESEARCH REVIEW International Journal of Multidisciplinary	Volume-03, Issue-07/pp.499-502/2018	Monika Jindal Dr. Lalit Singla	UGC Approved-Journal No. <b>I.F:</b> 4.184
14	Credibility of Celebrity Endorsement on Consumer purchase intentions towards FMCG products: A study of Punjab	International Journal of 360 <sup>o</sup> Management Review	2019	Dr. Ritu Rani and Dr. Lalit Singla	UGC Approved-Journal No. 63594

#### Research Papers in National Journals

1	Indian Branding Scenario: Challenges in The Next Decade	PCTE- Journal of Business Management & Badowal, Ludhiana	Vol. 9, Issue No. 2/pp.137-147/2012	Dr. Lalit Singla and Dr. Deepika Jindal	UGC Approved-Journal No. 63773
2	Managing Occupational Stress: A Study of Marketing Executives in Public and Private Life Insurance Companies	Indian Management Studies Journal	Vol. 17, No.2/pp.55-72/2013	Lalit Singla and Dr. Pushpinder Singh Gill	UGC Approved-Journal No. 41865
3	Emerging retail scenario in India: A Review	PIMT-Journal of Research & Mandi Gobindgarh	Vol. 6, No. 2/ pp.41-46/2014	Dr. B.B.Singla and Dr. Lalit Singla	UGC Approved-Journal No. 63875
4	Growing Environment Concerns in India: A Study of Green Marketing in Indian Corporates	Indian Management Studies Journal	Vol.18, No.2/ pp.143-153/2014	Dr. Lalit Singla	UGC Approved-Journal No. 41865
5	Assessing training & development needs of middle level managers on the basis of organizational & task analysis: A comparative analysis of Publics & Private sector banks	PCMA Journal of Business & Ludhiana	Vol. 7, Issue-1/pp-101-112/2014	Dr. Lalit Singla and Rohit Kumar	UGC Approved-Journal No. 43206
6	Perception of Teachers regarding the Impact of Mid-day Meal Scheme on Improving Health Status of the Students	PCMA Journal of Business & Ludhiana	Vol.8, Issue-2, pp.70-77/2015	Dr. Kanchan Rani and Dr. Lalit Singla	UGC Approved-Journal No. 43206
7	Contribution to Modern Technology for Human Welfare	Biz and Bytes-A Journal of Management & Technology, Landran, Mohali	Vol.6, Issue: 2/pp.219-226/2015	Dr. Lalit Singla and Sourish Singla	UGC Approved-Journal No. 42916
8	An Analytical Study on Impact of Guerrilla Marketing among Middle Aged Smart-Phone Users	PCMA Journal of Business & Ludhiana	Vol.9, Issue-1/pp.9-17/2016	Puneet Walia and Dr. Lalit Singla	UGC Approved-Journal No. 43206
9	GST in India: A Real Game Changer	PCMA Journal of Business & Ludhiana	Vol. 10, Issue-2/pp-101-112/2017	Amanpreet Singh and Dr. Lalit Singla	UGC Approved Journal No. 43206

10	Analyzing the Impact of Celebrity Credibility on Purchase Intentions & Buying Behaviour in FMCG Sector In Punjab, India	PIMT-Journal of Research & Mandi Gobindgarh	Vol. 9, No. 2/ pp. /2017	Ritu Rani and Dr. Lalit Singla	UGC Approved-Journal No. 63875
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## Paper published in other Journals

Sl. No.	Title of the paper	Journal	Vol., Issue and Year of Publication	Author's ranking	Link to verify index/ listing
1	Customer Loyalty & Service Quality in Telecom	Journal of Engineering Sciences & management (The Refereed International Journal)	Vol.1, No.1/ pp. 106-111/2011	Mr. Manvinder Tandon and Mr. Lalit Singla	
2	A Study on Effect of Occupational Stress among Marketing Executives in Life Insurance Companies	GSSDGS-Global Journal of Accounting & Management	Vol. 3, No. 1/ pp 84-99/2014	Dr. Lalit Singla	
3	Customer Perception Towards Internet Banking	Journal of Emerging Trends in Engineering, Science and Technology	Vol. 4, No. 1, / pp.19-26 /2016	Dr. Lalit Singla and Ritu Rani	
4	Employee's Perception towards Corporate Restructuring in Public & Private Banks	University Journal of Management & Commerce (UJMC) [An International Peer-Reviewed Journal)	Vol.01, Issue-01/ pp.80-95/2016	Dr. Lalit Singla	

## Research Articles in Books

S No	Authors	Title of the Book	Title of the Article	Place of Publication	Publisher & ISBN	Page No
1	Dr. Yashmin Sofat Dr. Lalit Singla	Sustainable Development through green Initiatives BY Dr. B.S.Bhatia	Standard of Research varies for Sustainable Growth	Fatehgarh Sahib	Registrar, SGGSWU & 978-81-929890-2-0	420-426
2	Dr. Lalit Singla and Dr. Deepika Singla	Contemporary Issues in Management BY Dr. B.S.Bhatia	Celebrity Endorsement as a Marketing Strategy in Indian Perspective	Fatehgarh Sahib	Registrar, SGGSWU & 978-81-929890-0-6	423-435
3	Lalit Singla and Sahil Raj	Sustainable development (Contemporary Issues & Emerging Perspectives) BY Dr. B.S.Bhatia & Dhiraj Sharma	Role of Patent & Intellectual property right in Environmental Management	New Delhi	Deep and Deep Publications Pvt. Ltd.& 978-81-8450-281-7	485-495
4	Dr. B.B.Singla and Dr. Lalit Singla	Strategic business Management: Creating competitive advantage in global economy BY Dr. K.N.S.Kang	Indian Rural Marketing: Competitive advantage for modern Marketers	Badowal, Ludhiana	PCTE & 978-81-8450-025-7	308-316
5	Dr. Bharat Bhushan Singla and Lalit Singla	Management of Service Sector Dr. B.S.Bhatia	Customer satisfaction: A watchword in the Banking Services Marketing	New Delhi	Deep and Deep Publications Pvt. Ltd.& 978-81-8450-121-6	363-375

## Book published by National Publisher

S. N.	Author(s)	Year of publication	Title	Name of National Publisher with ISBN No.	Vol.No. & Page No.
1	Deepika Jindal and Dr. Lalit Singla	First Edition: 2014-15	Accounting & Reporting Standards	V.K. Global Publications Pvt. Ltd. New Delhi. [ ISBN No.:978-93-5058-491-0]	Text Book
2	Dr. B.B.Singla and Dr. Lalit Singla	First Edition, 2014	Principles of Business Management – II	RD Publications, Jalandhar, [ISBN No.:978-93-84594-06-0]	Text Book
3	Dr. B.B.Singla and Dr. Lalit Singla	First Edition, 2014	Managerial Concepts & Business Ethics	RD Publications, Jalandhar, [ ISBN No.:978-93-84594-02-2]	Text Book
4	Dr. B.B.Singla, Dr. Lalit Singla and Dr. Kusum Gupta	First Edition, 2015	Principles of Business Management – I	RD Publications, Jalandhar, [ ISBN No.:978-93-84594-17-6]	Text Book
5	Dr. Lalit Singla, Bhavuk Mahindru and Rajwinder Kaur	First Edition, 2015	Business Organization	RD Publications, Jalandhar, [ISBN No.:978-93-84594-19-0]	Text Book
6	Dr.B.S.Bhatia, Dr.J.S.Dhillon, Tejbir Kaur, Dr. Rubeena Bajwa and Dr. Lalit Singla	Feb., 2015	Contemporary Issues in Management	SGGSWU, FGS [ISBN No.:978-81-929890-0-6]	Edited Book
7	Dr. B.B.Singla, Dr. Lalit Singla and Bhavuk Mahindru Kusum Gupta	First Edition, 2016	Functional Management	RD Publications, Jalandhar, [978-93-84594-40-4]	Text Book
8	Dr.B.S.Bhatia, Dr. R.K.Sharma, Dr. Kanchan Rani, Dr. Lalit Singla and Dr. Harsh Vineet Kaur	First Edition, 2016	Sustainable Development Through Green Initiatives	SGGSWU, FGS [978-81-929890-2-0]	Edited Book