

Contents

Research Articles Published in Rated Journals

1. **Ateeque Shaikh; Sharma, D; Vijayalakshmi, A & Yadav, R S** (2018), "Fairness in Franchisor-Franchisee Relationship: An Integrative Perspective", *Journal of Business & Industrial Marketing*, Vol. 33, Issue 4, pp. 550-562.
It is a A category journal in the ABDC journal quality list. The paper is ranked, 2nd in the ABS rank 2, Emerald Journal).
2. **Priya, R; Gandhi, A V & Shaikh, Ateeque** (2018), "Mobile Banking Adoption in an Emerging Economy: An Empirical Analysis of Young Indian Consumers", *Benchmarking: An International Journal*, Vol. 25, Issue 2, pp. 743-762. It is a A category journal in the ABDC journal quality list.
3. **Roy Trivedi, Smita** (2019), "The Moses Effect: Can Central Banks Really Guide Foreign Exchange Markets?", *Empirical Economics*, A Springer Publication (online first edition). Link for the article: <https://link.springer.com/article/10.1007/s00181-019-01671-y>. It is a A category journal in the ABDC journal quality list.
4. **Kedar nath, Mukherjee** (2019), "Demystifying Yield Spread on Corporate Bonds Trades in India", *Asia-Pacific Financial Markets*, Vol. 26, pp. 253-284. URL: <https://doi.org/10.1007/s10690-018-09266-w>. It is a C category journal in the ABDC journal quality list.

Paper Accepted for Publication

1. **Kaushik, Mukerjee & Shaikh A** (2018), "Impact of Customer Orientation on Word-of-Mouth and Cross-Buying", *Marketing Intelligence & Planning* (paper accepted for publication, It is a A category journal in the ABDC journal quality list.

Articles Published in Other Journals

1. **V S Kaveri and Dipali Krishnakumar** (2018), "The Insolvency and Bankruptcy Code, 2016: Understanding the Resolution Process", *Vinimaya*, Vol. 39, Issue 2.
2. **Anil Vaidya & Deepankar Roy** (2018), "Banks are Donning New Structures", *The Business and Management Review*, Volume 9, No. 4, 2018.

Case Study

1. **Deepankar Roy**, "DR Bank: Driving Growth through Digital Transformation" published by ET Cases, published in May 17, 2018.