**Research Publications at IMS Ghaziabad (Uttar Pradesh, India)**

IMS Ghaziabad (Uttar Pradesh), India, a B-School approved by **AICTE and accredited by the National Board of Accreditation** **(NBA)** with **PGDM Program equivalent to MBA** by Association of Indian Universities **(AIU) has**published quality research:

1. Singh, S., Kumar, P.,Makkar, U., Deguzman, A., Gupta, S., Tyagi, V. & Singh, P. (2023) Castable and Curable Magnetic Cement Composition and Method for its Preparation in Indian Road Context with their Economical and Financial Aspect. **Asian and Pacific Economic Review,** 70,6052.

2. Virmani, N., Sharma, S., Kumar, A., & Luthra, S. (2023). Adoption of industry 4.0 evidence in emerging economy: Behavioral reasoning theory perspective. *Technological Forecasting and Social Change*, *188*, 122317.

3. Kumar, S., Patel, A., & Garg, S. (2022). A cointegration analysis of nifty index with sectoral indices of NSE. *Journal of Information and Optimization Sciences*, *43*(6), 1279-1289.

4. Deep, S., Gajendran, T., Jefferies, M., Uggina, V. S., & Patil, S. (2022). Influence of subcontractors'“strategic capabilities” on “power”,“dependence” and “collaboration”: an empirical analysis in the context of procurement decisions. *Engineering, Construction and Architectural Management*, (ahead-of-print).

5.Tewari, A., Mathur, S., Srivastava, S., & Gangwar, D. (2022). Examining the role of receptivity to green communication, altruism and openness to change on young consumers’ intention to purchase green apparel: A multi-analytical approach. *Journal of Retailing and Consumer Services*, *66*, 102938.

6.   Singh, S., Chatterjee, T. K., & Bhowmick, S. (2022). Customer Satisfaction and Service Innovations of Chain Restaurants In India-Domestic Vs. International Chains. *Academy of Marketing Studies Journal*, *26*(3).