

Dr. Sandeep Arya

Assistant Professor(SG)

Education: B.Tech(I.T.), M.B.A. Ph.D.

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Areas of Interest: E-loyalty in websites, Financial Management

Brief Profile:

Dr. Sandeep Arya has done his Ph.D. in 2015 from Jaypee University of Engineering and Technology in the department of Humanities & Social Sciences. He earned his Masters and B.Tech in 2006 from ABV-IIITM, Gwalior with specialization in Finance and IT, respectively. Dr. Arya has worked in the area of e-loyalty. He has published numerous research papers in national and international journals of repute.

Before joining Jaypee University, he has worked for a multinational bank in the area of managing and handling the grievances of corporate accounts. For the past several years, he has developed his area of proficiency in managing and handling grievances of corporate accounts in banking sector. Now, as a part of J.U.E.T., Guna for more than 11 years, he has developed his aptitude in public sharing and deliverance of knowledge through classroom teachings.

Ph.D. on going:

Scholar name: Mr. Tanmay Pant

Er. No. : 143404

Research Topic: Analysis of Channel Profitability Within And Across Categories of Life Insurance Companies in India

Scholar name: Ms. Pooja Patidar

Er. No. : 1931002

Research Topic: Impact of Social Media on Human Behaviour

Scholar name: Ms. Tamanna Agarwal

Er. No. : 1931003

Research Topic: Employer Branding and Employee Engagement

Publication@JUET

[Publication details google profile link](#)

1. Sandeep Arya and Sandeep Srivastava (2015) "Effects of user's primary need on relationship between e-loyalty and its antecedents", Vol. 42, Issue 4, 419-449.
2. Sandeep Arya and Sandeep Srivastava, (2014), "E-loyalty in Websites: User Domain Perspective", The International Journal of Business and Management, Vol. 2, Issue 6, 302-308.

3. Sandeep Arya and Sandeep Srivastava, (2013), "E-loyalty and its Antecedents", International Journal of Business Management and Research, Vol. 3, Issue 2, 71-78.
4. Sandeep Arya and Sandeep Srivastava, (2012) "Acquiring e-loyalty - Competition is just one click away: A literature review", International Journal of Research in Management, Economics and Commerce, Vol. 2, Issue 11, 148-162.
5. Agarwal, Tamanna, Sandeep Arya, and Kamini Bhasin. "The Evolution of Internal Employer Branding and Employee Engagement: The Temporal Role of Internal Social Media Usage." Journal of Information & Knowledge Management (2021): 2150012.
6. Agarwal, Tamanna, Sandeep Arya, and Kamini Bhasin. "Employer Branding and Its Impact on Employee Engagement: A Literature Review" .International Journal of Advanced Science and Technology, Vol. 29, no. 4s, Mar. 2020, pp. 1438 -46,
7. Tanmay Pant and Sandeep Arya "One problem, different manifestation: Distribution woes at HDFC life and SBI life" , International Journal of Recent Technology and Engineering, Vol. 8, No. 3S3, pp 318-326, 2019.
8. Tanmay Pant and Sandeep Arya "Distribution problems in private bank led life insurance firms: A contrasting scenario in the Indian context" , International Journal of Engineering and advanced Technology, Vol. 8, No. 5S3, pp 317-326, 2019.
9. Tanmay Pant and Sandeep Arya "Online channel profitability within and across bank and non-bank originated life insurance firms in India - A comparative analysis" , International Journal of Management, Technology and Engineering, Vol. 9, No. 5, pp 3040-3050, 2019.