

LIST OF PUBLICATIONS – HSS

2021

1. Shukla, A. (2021). COVID-19 pandemic: An analysis of popular YouTube videos as an alternative health information platform. *Health informatics journal*, 27(2), 1460458221994878.
2. Agarwal, T., Arya, S., & Bhasin, K. (2021). The evolution of internal employer branding and employee engagement: The temporal role of internal social media usage. *Journal of Information & Knowledge Management*, 20(01), 2150012.
3. Rathore, J., & Chouhan, V.S. (2021). Study of Influence of Rewards and Recognition on Employee's Job Satisfaction and Motivation in Private Industries in Rajasthan. *i-Manager's Journal on Management*, 15(4), 41-49.
4. Rathore, J., & Chouhan, V. S. (2021). Employee Job Satisfaction: Empirical Study of Indian Public and Private Industry. *Turkish Online Journal of Qualitative Inquiry*, 12(6).
5. Satapathy, S. S., & Srivastava, S. (2021). Comparative Study of Natural Gas Vehicle vs Electric Vehicle in Transportation. *Turkish Online Journal of Qualitative Inquiry*, 12(6).
6. Agarwal, T., Arya, S., & Bhasin, K. (2022). Examining How Employer Brand Perceptions Differ for Potential and Existing Employees in the Indian IT Sector: A Longitudinal Study. *Journal of Information & Knowledge Management*, 21(01), 2250005.

2022

1. Shukla, A. (2022). Does Social Media Usage Influence Selective Attention. *International Journal of Cyber Behavior, Psychology and Learning (IJCIBPL)*, 12(1), 1-15.
2. Chaturvedi, R., Shukla, A., Srivastava, S., Kapoor, S., & Jasola, M. (2022). Do home quarantine individuals suffer from claustrophobia and anxiety during COVID-19 pandemic?. *Cogent Psychology*, 9(1), 2058787.
3. Shukla, A. (2022). Social media usage in higher education: Role in marketing and communication during covid-19. *Transnational Marketing Journal*, 10(1).
4. Chouhan, V. S. (2022). Competence assessment and development for managing human capital in the IT sector. *International Journal of Human Capital and Information Technology Professionals (IJHCITP)*, 13(1), 1-17.
5. Chouhan, V. S. (2022). Influence of career adaptability on career satisfaction and turnover intention of IT professionals. *International Journal of Human Capital and Information Technology Professionals (IJHCITP)*, 13(1), 1-15.
6. Agarwal, T., Arya, S., & Bhasin, K. (2022). Evaluating the impact of coronavirus disease-2019 pandemic on employer branding, employee engagement and employee

performance: a moderation study of Indian information technology firms. *Global Business Review*, 09721509221119014.

2023

1. Jain, A., Srivastava, S., & Shukla, A. (2023). Consumer happiness, consumer buying behavior, and marketing to millennial at age of industry 4.0. *European Chemical Bulletin*, 12, 4362-4373.
2. Shukla, A., & Chaturvedi, R. (2024). Impact of exercise addiction on quality of life during COVID-19: mediating role of obsessive-compulsive disorder and physiological symptoms. *International Journal of Sport and Exercise Psychology*, 22(4), 884-904.
3. Chouhan, V. S. (2023). Impact of Career Adaptability on Employee Performance: The Moderating Role of HR Practices. *Management and Labour Studies*, 48(3), 325-342.
4. Chouhan, V. S. (2023). Analysis of the Usage of Social Media during the Covid-19. *i-manager's Journal on Management*, 17(3), 40-54.
5. Pant, T., & Singh, S. (2023). Balancing the Channel-Mix as the Key to Life Insurance Growth. *The Journal of Insurance Institute of India*, 10(4), 63-70.
6. Shukla, A., & Chouhan, V. S. (2023). Association Between Cyberbullying Victimization and Loneliness Among Adolescents: The Role of Coping Strategies and Emotional Intelligence. *International Journal of Cyber Behavior, Psychology and Learning (IJCBL)*, 13(1), 1-19.
7. Chouhan, V. S. (2023). Is too much work intensification harmful? Impact on psychological health and work engagement of employees. *South Asian Journal of Human Resources Management*, 23220937231185960.
8. Jain, A., Srivastava, D. S., & Shukla, A. (2023). Self-control and compulsive buying behavior: The mediating role of ill-being perception. *Cogent Business & Management*, 10(3), 2286673.
9. Chouhan, V. S. (2023). Job Satisfaction and Occupational Burnout among Healthcare Professionals during the COVID-19 Pandemic: A Mixed-method Approach. *Indian Journal of Critical Care Medicine: Peer-reviewed, Official Publication of Indian Society of Critical Care Medicine*, 27(10), 776-777.

2024

1. Patidar, P., Arya, S., & Shukla, S. (2024), Social Media and Mental Health: The role of emotional investment and self-esteem. *African Journal of Biological Sciences*, 6(5), 3879-3910.
2. Singh, S., Agarwal, T., & Pant, T. (2024). Examining the temporal effects of employer branding on employee engagement and employee retention: A longitudinal study in the Indian IT Sector. *Journal of Chinese Human Resources Management*, 15(3), 104-118.

1. Chouhan, V. S., & Shukla, A. (2025). The association between virtual communication and leadership in the post-pandemic era: the role of emotional intelligence. *Asia-Pacific Journal of Business Administration*.
2. Chouhan, V.S. (2025). Linking workplace spirituality, workplace incivility and employee silence: moderating role of dark triad. *South Asian Journal of Business Studies*, 14(1), 115-140.
3. Chouhan, V.S. (2025). Examining Relationship of Workplace Spirituality with Work Engagement, Organizational Commitment and Trust. *Vikalpa*, 02560909251325386.
4. Singh, S., Arya, S., Pant, T., Agarwal, T., & Srivastava, S. (2025). Examining the Effect of Social Media Communication on COVID-19 Vaccination Intentions: The Mediating Role of Interpersonal Communication and Risk Perception. *Journal of Management World*, 1, 830-838.
5. Arya, S., & Singh, S. (2025), The Role of Behavioral Finance in Understanding Market Anomalies. *South Eastern European Journal of Public Health*, 26(S1), 1799–1812.
6. Ahmad, F., Shankar, U., Radhakrishnan, G.V., Patel, S.M., & Singh, S. (2025). The Interconnection of HR Strategies and Financial Performance in Modern Organizations. *Journal of Information Systems Engineering and Management*, 10(10s), 499-508.
7. Singh, O. S., Joy, A. J., Singh, S., Parida, P. K., Sachan, V. S., Bose, S. K., & Verma, S. P. (2025). Evaluating the impact of social protection policies on rural poverty alleviation: A comparative study in developing nations. *Journal of Applied Bioanalysis*, 11(2), 52–60. <https://doi.org/10.53555/jab.v11i2.181>
8. Cherupelly, N., Shenoy S, S., Joseph, S. A., Singh, B. P., Rangaswamy, R., Das, P. K., & Bhasin, K. (2025). Community resilience to climate change: Integrating sociological perspectives. *Journal of Applied Bioanalysis*, 11(1), 10-16.
9. Bhasin, K. (2025). Synergizing sustainable development goals and digital transformation: Opportunities, challenges and strategies. In *Digital transformation of the business world: A managerial perspective* (pp. 89-106). Emerald Publishing Limited.
10. Dhanya, K. A., Awasthi, A., Bordoloi, D., Singh, S. K., Agarwal, T., & Dey, D. (2025). Perceptions of safety and social interaction in urban neighborhoods. *Journal of Applied Bioanalysis*, 11(2), 70–77. <https://doi.org/10.53555/jab.v11i2.183>