

GOVT. MAHAVIDYALAYA, SAMBHAL (UP)

DOI of Research Papers

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S. No.	Title of the Research Paper	Name of the Journal	DOI	Publication Year
1.	Innovation and Technology as Growth Drivers of the Indian Economy	The Indian Economic Journal	https://doi.org/10.5281/zenodo.18334933	2025
2.	Impact of AI Implementation on Branch-Level Operational Efficiency: Comparative Study of HDFC Bank and ICICI Bank in Selected Districts of UP	International Scientific Journal of Engineering and Management (ISJEM)	https://doi.org/10.55041/ISJEM04822	2025
3.	A Study on the Rural Marketing Strategies of Hindustan Unilever Limited	UPUEA Economic Journal	https://doi.org/10.5281/zenodo.17424659	2025
4.	Obstacles and Approaches for Integrating Artificial Intelligence in Management Education	International Journal of Multidisciplinary Research and Technology	https://doi.org/10.5281/zenodo.14880947	2025

5.	Role of Skills in Employability of Youth	The Indian Economic Journal	https://doi.org/10.5281/zenodo.14955739	2024
6.	A Study of Business Transformations in India	International Journal of Advance and Applied Research	https://doi.org/10.5281/zenodo.10521402	2023
7.	An Analysis of Working of Paytm as a Fintech Company	GRADIVA	https://doi.org/10.5281/zenodo.14881031	2023
8.	A Study on the Role of Education in Achieving the Sustainable Development Goals	International Journal of Research in Academic World	https://doi.org/10.5281/zenodo.14886454	2023
9.	An Analysis of Green Marketing Initiatives Adopted by Various Companies	International Research Journal of Management Science and Technology	https://doi.org/10.32804/IRJMST	2022
10.	An Analysis of Employment Status during COVID Times	Journal of Management and Entrepreneurship	https://doi.org/10.5281/zenodo.14964608	2022
11.	An Analysis of Rapid Growth of Unicorns in India	NIU International Journal of Human Rights	https://doi.org/10.5281/zenodo.14964245	2022
12.	An Analysis of CSR Policy of Private Sector Banks Included in NIFTY	Kanpur Philosophers	https://doi.org/10.5281/zenodo.14948996	2022
13.	The Impact of Digitalization of Accounting System on Accountants	Bengal, Past and Present	https://doi.org/10.5281/zenodo.14965020	2022
14.	Industry 4.0: A Paradigm Shift in Manufacturing System	Anvesak	https://doi.org/10.5281/zenodo.14978278	2021

15.	A Study on The Impact of Second Wave Of Covid-19 on Indian Economy	Journal of Education: Rabindrabharati University	https://doi.org/10.5281/zenodo.14916029	2021
16.	The Road Ahead for Indian Economy Post COVID-19	Sambodhi	https://doi.org/10.5281/zenodo.14916116	2020
17.	Artificial Intelligence and Accounting Profession	Juni Khyat	https://doi.org/10.5281/zenodo.14894086	2020
18.	Correlation between EPS and DPS of Selected Auto Companies in India: An Empirical Research	Studies in Indian Place Names	https://doi.org/10.5281/zenodo.14915824	2020
19.	A Study on The Role of Social Media in Attracting Customers	Our Heritage Journal	https://doi.org/10.5281/zenodo.14915676	2020
20.	Social Entrepreneurship in India with special reference to SEWA	Inspira-Journal of Modern Management and Entrepreneurship	https://doi.org/10.5281/zenodo.14958584	2018


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