

Dr. Simple Arora

Google scholar id: <https://scholar.google.com/citations?user=y5hk298AAAJ&hl=en>

Research gate id: <https://www.researchgate.net/profile/Simple-Arora>

Research Papers:

1. “An Empirical Study of Impact of Environmental Performance on Financial Performance in Indian Banking Sector” (2013)
International Journal of Business and Management Invention 2(9): 19 to 24
2. “Media Violence and its Behavioral Impact on Children: An Empirical Study” (2013)
Asian JJournal of Research in Social Sciences and Humanities 3(10): 246 to 253
3. “FDI in Multi Brand Retailing - Issues and Perspective in India” (2013)
The International Journal - Research of Economics and Business studies 2(12): 33
4. “Sustainability Issues and Concerns in India: An Analytical Study” (2013)
International Journal of Innovative Research and Study 00: 200 to 215
5. “The Strategies of New Age Marketer-Experiential Marketing: An Analytical Introspection” (2013)
International Journal of Innovative Research and Development 2(9): 203 to 207

Link to article/paper/abstract of the article:

http://internationaljournalcorner.com/index.php/ijird_ojs/article/view/133907

6. “An Analytical Study of Entrepreneurial Development Through Micro Finance In Indian Rural Sector” (2013)
International Journal of Applied Research & Studies II (10): 1-12.
7. “An Empirical Study of Relationship of Good Governance and Economic Performance” (2013)
Research Journal of Economics & Business Studies RJEBS 3(2): 31 to 40

Link to article/paper/abstract of the article:

<https://www.semanticscholar.org/paper/AN-EMPIRICAL-STUDY-OF-RELATIONSHIP-OF-GOOD-AND-Rajput-Marwah/82cc107a7356a13fa32fc436a68dd59c4fd9e140>

8. “Global Brand’s Impact of Relationship Marketing on Customer Loyalty: An Analytical Study” (2013) *Global Journal of Management and Business Studies* 3(8): 843-848

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http://ripublication.com/gjmbs_spl/gjmbsv3n8_03.pdf

9. “Factors Influencing the Consumption Pattern of Male Cosmetics in Delhi by an Urban Mal” (2013)
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<http://dx.doi.org/10.9790/487X-1522936>

10. “E-learning Models on Managerial Compensation and Organizational Behaviour N Delhi” (2013)
epg pathshalacommerce/ UGC-ICT (MHRD, Govt. of India)

11. “Nurturing Ethics In Corporate Communication; A Sustainable Strategy (2015)
IMS Manthan 8(2): np

Link to article/paper/abstract of the article:

<http://dx.doi.org/10.18701/imsmanthan.v8i2.5124>

12. “Adoption of Green Construction in India: A Road Less Travelled NOIDA”(2014)
International Journal of Sustainable Development 6(7): 103-110

Link to article/paper/abstract of the article:

<https://www.semanticscholar.org/paper/Adoption-of-Green-Construction-in-India%3A-A-Road-Rajput-Bagdi/cccc967cda6802f36dd7d7561f7943a5cae8f184>

13. “The New Companies Act 2013-Revamping the Indian Corporate Legislation: An Analytical Study”(2014)
IME Journal VIII, (1): np

14. “An Innovative Role in Constructing a Reliable Corporate Brand: A Case of Green CSR” (2014)
Bloomsbury: 10

15. “Changing Landscape f Indian Corporate Sector: The Case Of Reverse Innovation (201
Sustainable Strategy In India. Delhi: 107-116

Link to article/paper/abstract of the article:

16. “The Balanced Scorecard: Churning the Existing Literature”(2017)
Amity Global Business Review 12(2): 20-31. (EBSCO HOST, ulrichs web)

Link to article/paper/abstract of the article:

<https://web.s.ebscohost.com/abstract?direct=true&profile=ehost&scope=site&authtype=crawler&jrnl=0975511X&AN=128325995&h=M0z8501kq0%2fYVHlooQVrdrPoNPzEOjppSAAGUE6vBbwGLwQRkca3SdH1oFFAAXcMyKTecM%2bVY1NA2SGfQCZpg%3d%3d&crl=c&resultNs=AdminWebAuth&resultLocal=ErrCrlNotAuth&crlhashurl=login.aspx%3fdirect%3dtrue%26profile%3dehost%26scope%3dsite%26authtype%3dcrawler%26jrn%3d0975511X%26AN%3d128325995>

17. “The Adoption Of Balanced Scorecard: An exploration of its antecedents and consequences”(2018)
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Link to article/paper/abstract of the article:

<https://www.emerald.com/insight/content/doi/10.1108/BIJ-06-2017-0130/full/html>

18. “Impact of Coronavirus and Online Exam Anxiety on Self-efficacy: The moderating role of Coping Strategy”(2021)
Interactive Technology and Smart Education. Emerald Publishing 18(3):475-492. (UGC Care list)

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