

## Research Activities and Experience

### Book Published

**Marketing for Financial Inclusion and Development** ISBN No. ISBN13: 9781522540359, ISBN10: 1522540350| EISBN13: 9781522540366| DOI: 10.4018/978-1-5225-4035-9, **IGI Global Publishing**, USA (June 2018) (**Scopus Indexed**)

### Few of the select publications / Research papers (Published)

### Research Articles

1. **Leadership in the VUCA world – A glimpse into a few learnings** (Dr. Dhiraj Jain), **GROWTH –A Journal of the MTI, SAIL, Ranchi**, (ISSN No. 2249-6394), Volume 43, Issue 2 (July-September 2015), pp 28-31.
2. **How is the CPI different from the WPI?** *Pacific Update*, (ISSN 2348-828X), Volume 1, Issue 7, pp 9 -11.
3. **Sustainable Organisations – How to be future Ready?** *Growth, Journal of the Management Training Institute, SAIL, Ranchi* (ISSN No. 2249-6394), Volume 42, Issue 2, pp 35-38.

### Journal Papers

4. **Transitioning from Military to Civilian Society: Trials and Tribulations of Integration Process** (M.R. Sharma and Dr. Dhiraj Jain), *Vision (Journal of MDI Gurgaon)* Volume 10 pp 1-10 (**Sage publications**)
5. **The lead-lag relationship between futures and options market: A study on the financial services sector of NSE Nifty** (Dr. Vaishali Jain & Dr. Dhiraj Jain), *International Journal of Public Sector Performance Management*, Volume 5, Issue3-4, (2019) pp-461-480 (**Scopus Indexed**)
6. **The Depreciating Indian National Rupee: An Empirical Analysis** (Ruchi Mehrotra, Dhiraj Jain & Dr. N. K. Dashora), *Altius Shodh Journal of Management & Commerce* (ISSN No 2348- 8891)
7. **Nuclear Risk Insurance in India- A possibility?** (Dhiraj Jain) *Bimaquest, National Insurance Academy, Pune*, (ISSN No. 0974-0791), Volume 16, Issue 1, (January-June, 2016) pp- 52-69.
8. **Differentiated banking – Is India really prepared?** (Dhiraj Jain), *Bank Quest, The Journal of The Indian Institute of Banking and Finance* (ISSN No 0019492), Volume 85, Issue 3, pp- 27-32.
9. **Differentiated Bank Licences – Emergence of a New Banking Structure** (Dhiraj Jain), *Pacific Business Review Interntional*, (ISSN 2348-828X), Volume 6, Issue 12, pp. 144-145 (**Web of Science**)
10. **Bitcoin-A Growing Virtual Currency** (Dhiraj Jain), *Pacific Update*, (ISSN 2348-828X), Volume 1, Issue 1, pp 7-9.
11. **Problems Faced by Insurance Advisors/Agents in Marketing for Insurance Products – An Empirical Study** (Dr. Dhiraj Jain & Ms. Rashmi Dashora), *IME Journal* (ISSN – 0974-0716), Volume VII, Issue 2 (July 2013), pp- 1-9.
12. **Customer Awareness and Willingness to pay for Health insurance – An Empirical Study with reference to Rajasthan, India**, (Dr. Dhiraj Jain & Ms. Swapnil Maheshwari), *The Journal of the Insurance Institute of India*, (ISSN No. 2278-6759), Volume 1, Issue 1, pp- 66-80.

13. **A Study of customers' perceptions towards health insurance in Udaipur**, (Dr. Dhiraj Jain & Mr. Sajid Ali Mithaiwala), Bimaquest, National Insurance Academy, Pune (ISSN No. 0974-0791), Volume 12, Issue 2, pp- 59-80.
14. **Does Microfinance Empower Rural Women? -A Study in Udaipur District, Rajasthan**, (Dr. Dhiraj Jain & Ms. Bhagyashree Jain), Researchers World-Journal of Arts, Science & Commerce (ISSN: 2229-4686), Volume III, Issue 2 (1), pp 76-89.
15. **Study on Impact of Market Movements on Investment Decision - An Empirical Analysis with respect to Investors in Udaipur, Rajasthan**, (Dr. Dhiraj Jain & Mr. Nakul Dashora), Researchers World-Journal of Arts, Science & Commerce (ISSN: 2229-4686) Volume III, Issue 2 (2), pp 78-88.
16. **Households' Perception towards sources of information on insurance and their benefits – An Empirical Study** (Dr. Dhiraj Jain & Ms. Bhagyashree Munot) Pacific Business Review, Volume 5, Issue 5, pp 50-65.
17. **European Banking System – A Dismal State of Affairs** (Dhiraj Jain), Pacific Business Review International, (ISSN No. 0974 – 438X), Vol.3, Issue 4, pp 33-42.
18. **Perceived Distributive Justice – A study on the Commitment of Private Bank Employees**, ITM Journal of Management Research, (ISSN 0975-3249) , Volume 8 , Issue 1 , pp- 30-45 .
19. **Sustainability of Market Leadership Strategy in the Indian Retail Sector –Exploring the Wall-Mart Venture** (Dr. Dhiraj Jain & Ms..Monika Talreja), Growth – Journal of Management Training Institute, SAIL, RANCHI. (ISSN 2249-6394) Vol. 41, No. 4, pp 1-7.
20. **Customer Perception about the Efficiency of E-Banking Services offered by Commercial Banks: An Empirical Study** (Dr. Dhiraj Jain & Ms. Deepti Dashora), Prajnan- Journal of Social & Management Sciences, NIBM Pune (ISSN No. 0970-8448), Volume XLII, Issue 1. pp 66-81 (ebSCO data base)
21. **E-learning – A Wider Context of the Study?** (Neelam Sachdev, Dr. Dhiraj Jain, Palak Jain & Tanu Manglani), Cybertimes International of Technology & Management (ISSN No. 2278-7518), Volume 6, Issue 2, pp 257-267.
22. **E-usage and Automation of Libraries – A Move Towards Better Management** (Sanal Nair, Neelam Sachdev, Dr. Anupama Jhalla & Dr. Dhiraj Jain), Cybertimes International of Technology & Management (ISSN No. 2278-7518), Volume 6, Issue 2, pp 213-223.
23. **Principles for Sustainable Insurance –Need of the hour** (Dr. Dhiraj Jain), The Journal of the Insurance Institute of India (ISSN No. 2278-6759), Volume 1, Issue IV, pp 25-32
24. **Web Marketing – Understanding the impact on the Indian Education Industry** (Dr. Dhiraj Jain & Ms Tanu Manglani), Cyber Times International Journal of Technology & Management, Volume 6, Issue 1, pp 397-405.
25. **Correlational Analysis of trust perceived on Social Networking Sites** (Dr. Dhiraj Jain & Mr. K. Sanal Nair), Cyber Times International Journal of Technology & Management, Volume 6, Issue 1, pp 586-594.

### **Conference proceedings**

26. **Resettlement problems of ex-servicemen in India: A critical study** (M.R. Sharma and Dr. Dhiraj Jain), Proceedings of the World Conference on Smart Trends in Systems, Security and Sustainability, WS4 2020, pp. 639–644, 9210402. (Scopus Indexed)
27. **Perception of the usefulness of the Annual Reports and Other Information by Individual**

- Investors in India** (Lovish Bhansali & Dr. Dhiraj Jain) Peer-reviewed proceedings of the 6<sup>th</sup> International Conference on Excellence in Research & Education, **Indore Management Journal, IIM Indore**, Special Issue (ISSN No.0975-1653) pp- 34-48.
28. **Impact of FII Flow on Indian Capital Markets** (Vaishali Jain, K. Sanal Nair, Dr. Dhiraj Jain), Perspectives in Financial Markets & Systems (ISBN: 978-81-923049-2-2), Nirma University, Ahmedabad, Print Quick Publishers, Ahmedabad, pp 4-14.
29. **Price volatility in the Metal spot market- An empirical study using GARCH Applications** (Vartika Dashora, Dr. Dhiraj Jain), Perspectives in Financial Markets & Systems (ISBN: 978-81-923049-2-2), Nirma University, Ahmedabad, Print Quick Publishers, Ahmedabad, pp 46-68.
30. **Herding Behavior in Indian Mutual Fund Industry** (Tanu Manglani, Dr. Dhiraj Jain, Yukti Sharma) Perspectives in Financial Markets & Systems (ISBN: 978-81-923049-2-2), Nirma University, Ahmedabad, Print Quick Publishers, Ahmedabad, pp 179-189.

### **Book Chapters**

31. **Transition of Ex-Servicemen from Military to Civilian Society: Challenges and Prospects in Reintegration.** In: Joshi A., Mahmud M., Ragel R.G., Thakur N.V. (eds) Information and Communication Technology for Competitive Strategies (ICTCS 2020). Lecture Notes in Networks and Systems, vol 191. Springer, Singapore. [https://doi.org/10.1007/978-981-16-0739-4\\_52](https://doi.org/10.1007/978-981-16-0739-4_52) (Scopus indexed)
32. **Transparency and Enhanced Efficiency and Accountability Due to Big Data Adoption in Government Agencies and Other Enterprises** (Dr. Dhiraj Jain & Mr. Yuvraj Sharma), Managing Big Data Integration in the Public Sector, (ISBN13: 9781466696495, ISBN10: 1466696494, EISBN13: 9781466696501) IGI Global Publishing, USA (Scopus Indexed)
33. **Impact of Online Reviews on Purchasing Decisions: An Empirical study among Indian Academicians** (Dr. Dhiraj Jain, Lovish Bhansali & K. Sanal Nair) Capturing, Analysing and Managing Word-of-Mouth in the Digital Market Place, (ISBN13: 9781466694491, ISBN10: 1466694491, EISBN13: 9781466694507), IGI Global Publishing, USA. pp 278 -291 (Scopus Indexed).
34. **E-WOM Issues and Challenges: A Study with respect to the FMCG Sector** (Dr. Dhiraj Jain & Mr. Yuvraj Sharma), Capturing, Analysing and Managing Word-of-Mouth in the Digital Market Place, (ISBN13: 9781466694491, ISBN10: 1466694491, EISBN13: 9781466694507), IGI Global Publishing, USA. pp 230 – 248 (Scopus Indexed)
35. **E-WOM Issues and Challenges: A Study with respect to the FMCG Sector** (Dr. Dhiraj Jain & Mr. Yuvraj Sharma), Digital Marketing and Consumer Engagement: Concepts, Methodologies, Tools, and Applications, (ISBN: 978-152255189-8;1522551875; 978-152255187-4), IGI Global Publishing,USA. pp 1664 – 1682 (Scopus Indexed)
36. **Payment banks and small finance banks: A route to better financial inclusion?** (Dr. Dhiraj Jain & Mr. Vijay Prakash Misra), Marketing techniques for Financial Inclusion and Development (ISBN: 978- 152254036-6;1522540350;978-152254035-9), IGI Global Publishing, USA. pp 16 – 34(Scopus Indexed)

### Academic Guidance (Doctoral Theses)

S. No	Name	Thesis Title
1.	Ms. Upasana Thakur	Impact of Group based Credit Programmes on the Overall Women Empowerment –A Study of Joint Liability Groups of Micro finance Institutions in Rajasthan ( <b>Ph. D Awarded</b> )( <b>May 2014</b> )
2.	Ms. Yukti Sharma	An Empirical Study of the satisfaction level of employees in the Indian BPO Industry ( <b>Ph. D Awarded</b> ) ( <b>April 2014</b> )
3.	Ms. Ruchi Mehrotra	Dynamics and Transmission of Volatility – A Study with respect to the Indian Foreign Exchange Market ( <b>Ph. D Awarded</b> )( <b>December 2017</b> )
4.	Ms. Vaishali Jain	Lead lag relationship between spot, futures & options market – A study of the Indian Stock Market. ( <b>Ph. D Awarded May 2018</b> )
5	Ms. Archan Lahoti	Study of Emerging Usage and Segments in Personal Care Products ( <b>Ph. D awarded May 2021</b> )
6.	Cdr. Molak Ram Sharma	Integration of Ex- Servicemen with Civil Society for Resettlement (nearing completion) ( <b>Thesis submitted</b> )

### Awards / Achievements

1. Winner of the Anubhav Case Study Competition 2016 conducted by NHRD network and the Management Training Institute, SAIL, Ranchi for presenting the case titled- “**Royal Bullet – A phoenix in the motorcycle industry**” on 18<sup>th</sup> June 2016
2. Awarded the best paper in the HR track for the paper titled **A Study of Effective Leadership Environment – A most wanted need in Indian BPOs** at the GBFC 2012 conducted by IMT Nagpur.
3. Awarded the best paper in the HR track for the paper titled **A Study of Effective Leadership Environment – A most wanted need in Indian BPOs** at the GBMR 2012 conducted by UCMS, M. L. Sukhadia University Udaipur.

### Professional Membership

1. Life member of the Indian Econometric Society
2. Life and Fellow member of the Insurance Institute of India.