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### Papers Published Papers in Journals

S. No.	Author(s)	Title with Page No.	Journal	ISSN/ISBN No.
1.	Dr. Bindu Jain and Dr. Leena Bhatia	Decision Making: Use of Information Systems	Journal of Business and Management (2004) 4:3: 91-96	
2.	Bindu Jain and Leena Bhatia	E-Choupal: Role of New Technologies for Better Development and Management of Agricultural Resources	Economic Administration Review (Bi-Annual Resource Management Journal), Jaipur Jan-June, 2010: Vol.I No:I :77-81	2277-5629
3.	Leena Bhatia, Bindu Jain and Neha Agarwal	ICTs Internet Adoption in Aviation Industry: Similarities in India and China	South Asian Journal of Tourism and Heritage, Ajmer (July 2010), Vol.3 No:2:133-138	0974-5432
4.	Neha Agarwal, Leena Bhatia and Bindu Jain	A Theoretical Discussion on Implementation and Application of Geographical Information System in Banking Sector	The Subodh Journal of Recent Trends in Information Technology (July-2010, Vol:1A, 57-58)	0975-9875
5.	Leena Bhatia and Bindu Jain	Ash Sorting: Easy & less time consuming sorting algorithm	International Journal of Computer Science and Network Security, South Korea (Dec'2010), Vol. 10 No:12: 60-63	1738-7906
6.	Dr. Bindu Jain, Dr. Leena Bhatia and Ms. Neha Agarwal	E-Governance in Rural Areas: Initiatives by Rajasthan	Proficient An International Refereed Journal of Management (August-2011), Vol. III: Issue VIII:70-75	0975-475X

		Government		
7.	Dr. Bindu Jain and Dr. Leena Bhatia	Impact of Perceived Security and Trust in Use of Electronic Payment System	Inspira Journal of Modern Management & Entrepreneurship (Oct' 2011), Vol 1: No 02:115:121	2231-167X
8.	Dr. Bindu Jain and Bharat Pareek	Bharat main Retail Vayavsay Ka Vikas aivam Bhavi Sambhavnayain	ABEER A Journal of Research ( April-June 2012), Vol. IV- No.II:234-236	2249-3409
9.	Dr. Leena Bhatia and Dr. Bindu Jain	Card Bases Payment Modes- An Accounting Perspective: A comparison between Credit Card and Debit Card Payment Systems in India.	International Journal of Managerial and Financial Accounting (Inderscience Publisher, UK)(Accepted in Jan '2012 & Published in 2013, Vol 5, No, 1:33-44)	1753-6715
10.	Dr. Bindu Jain and Dr. Leena Bhatia	Online services for customers of Insurance Sector: A study of Life Insurance Corporation of India	Journal of Business and Management (June-2013, vol-8, No:1:117-121)	2277-8012
11.	Dr. Bindu Jain and Yashika Swami	Work life balance: A challenges for female employees in IT Sector	Journal of Business and Management (Dec-2013, Vol-8, No:2:75-90)	2277-8012
12.	Jain Bindu and Swami Yashika	Quality of work life with special reference to Academic sector	Research Journal of Management Sciences (Jan-2014, Vol:3 No:1:14-17)	2319-1171
13.	Dr. Bindu Jain and Swati Panwar	Rajasthan main Vidhyutikaran: Sambhavnaye and Chunautiyan	The Research Analysis Today : A bilingual quarterly journal (Jan-2014; Vol:2 No:1:113-121)	2321-9505
14.	Dr. Bindu Jain and Swati Panwar	Manav Sansadhan Prabandh-Ek Samanya Parichay	The Research Analysis Today : A bilingual quarterly journal (July-2014; Vol:2 No:3:79-82)	2321-9505
15.	Dr. Bindu Jain and Yashika Swami	Flexible work arrangements and Employee Retention in IT Sector	International Journal of Advance Research in Computer Science and Management Studies (Dec-2014, Vol:2 No:12)	2321-7782
16.	Bindu Jain and Sonam Chauhan	Vartman paripekshay main nishpadan prabandh ki avashayakta( mukhyata sarkari kshetra ke sambandh main sakaratmak avam nakaratmak pehlu ke vishleshan)	ABEER A Journal of Research ( Oct-Dec, 2014), pp:145-150	2249-3409

17.	Bindu Jain and Sonam Chauhan	Employee Performance Evaluation System: An Overview	Proficient An International Refereed Journal of Management (May-2015), Vol. VII: Issue V:5-7	0975-475X
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### Books Published

S. No.	Author(s)	Title	Publisher	Year
1.	Dr. Bindu Jain	Trade Union Dynamics	Arihant Publishing House ISBN-81-7230-107-3	1996
2.	Dr. Leena Bhatia and Dr. Bindu Jain	Elementary Computer Subject Book for BA, B.Sc., B.Com. Part	Swati Publications	2006
3.	Dr. Leena Bhatia and Dr. Bindu Jain	Computer Architecture Subject Book for BCA Part	Saroj Publishers 978-81-90843-1-2	2006
4.	Dr. Leena Bhatia and Dr. Bindu Jain	Management Information System Subject Book for BBA Part	Shivam Book House Pvt. Ltd. 81-87462-95-7	2008
5.	Dr. Leena Bhatia and Dr. Bindu Jain	Management Information System Subject Book for BCA Part	Shivam Book House Pvt. Ltd. 81-87462-95-17	2010
6.	Dr. Pradeep Kumar Sharma, Dr. Bindu Jain and Dr. Anubhuti Vyas	Balanced Scorecard Concept and Application	Ritu Publications 978-93-81451-28-1	2012
7.	Dr. Leena Bhatia, Dr. Bindu Jain, Sunita Godara, Abdul Nadeen, Manoj Gedwal	प्रारंभिक कंप्यूटर अनुप्रयोग Subject book for BA, B.Sc., Bcom Part	Pareek Book Distributors 978-93-81556-39-9	2014
8.	Dr. Leena Bhatia, Dr. Bindu Jain, Sunita Godara, Abdul Nadeen, Manoj Gedwal	प्रारंभिक कंप्यूटर अनुप्रयोग Workbook for BA, BCom, BEd, BSc Part	Pareek Book Distributors 978-93-81556-25-2	2014

### Papers presented in Conferences, Seminars, Workshops, Symposia

S. No.	Title of the Paper Presented	Title of Conference/ Seminar	Organised By
1.		National Seminar on Service Sector Reforms	Deptt. Of EAFM, UOR, Jaipur(22-23 Feb, 2003)
2.		Jyotish and Vastushastra Shivir	University Maharani College, UOR, Jaipur (10-15 Nov, 2003)
3.	<i>Faculty Improvement</i>	National Seminar on Changing Perspectives in Management Education	University Commerce College, UOR, Jaipur (26-17 Feb, 2004)

4.	<i>Globalisation of Indian Economy</i>	National Seminar on Globalisation: Challenges before Indian Economic Sector	Shri Khandelwal Vaish Girls College, Jaipur (23-24 Nov, 2004)
5.		The 57 <sup>th</sup> All India Commerce Conference	Devi Ahilya Vishwavidyalaya, Indore (26-28 Dec, 2004)
6.		National Seminar on Finance & Development	Deptt. Of EAFM, UOR, Jaipur (10-11 Jan, 2005)
7.	<i>TAX Planning :A Need for Today</i>	National Seminar on TAX-PLANNING	Deptt. Of ABST, UOR, Jaipur (28-29 Jan, 2005)
8.	<i>Globalisation: Myth or Reality?</i>	National Seminar on Globalisation: Myth or Reality	University Commerce College, UOR, Jaipur (17-18 Oct, 2005)
9.	<i>Tax Planning</i>	National Seminar on Tax Planning	Deptt. Of ABST, UOR, Jaipur (23-25 Nov, 2006)
10.	<i>Value Based Management</i>	National Seminar on Emerging issues in Commerce and Finance	University Commerce College, UOR, Jaipur(18-20 Jan, 2007)
11.	<i>Indian Economy and Role of Tourism Sector</i>	National Conference on Recent Tourism Scenario in India and Its Impact on Economy of Rajasthan	S.S. Jain Subodh P.G. College, Jaipur (28-30 Sept, 2007)
12.		National Seminar on Consumer Protection through Education: The Role of educational Institutions	S.S. Jain Subodh PG Mahila Mahavidhyalaya (21-22 Dec, 2007)
13.		National Seminar on Investment: Challenges and Opportunities	S.S. Jain Subodh PG Mahila Mahavidhyalaya (23-24 Feb, 2008)
14.	<i>Implementation of VAT</i>	National Seminar on Value Added Tax	University Maharani College, UOR, Jaipur(14-15, Feb, 2007)
15.	<i>Privacy and Security issues in e-commerce</i>	National Conference on Recent Trends in Information Technology: Opportunities and Challenges.	S.S.Jain Subodh P.G. College, Jaipur (July-31st – August 1st 2008).
16.	<i>E-Choupal: Role of Internet and E-Commerce in development of farmers</i>	R3- Rural, Retail and Revolution : The International Conference,2008	Faculty of Management Studies, Institute of Rural Management, Jaipur (September 26-27, 2008)
17.	<i>Growth of e-Tourism in India-Progress and obstacles</i>	National Conference on Tourism Destination Competitiveness and Sustainability	Department of Commerce and Zoology, Dayanand College, Ajmer (November 21 – 22'2008)
18.	<i>Investment Opportunities in Real Estate</i>	National Seminar on Investment Scenario in India: Trends and Issues	University Maharani College, Jaipur(10-11 Dec, 2008)
19.	<i>Green Marketing</i>	National Seminar on Corporate Governance & Ethical issues in changing Economic Scenario	University Commerce College, Jaipur ( 25-26 Feb, 2009)
20.	<i>Professionalisation of Business Education-Some social issues.</i>	National Seminar on Professional Orientation of Business Education	At University Commerce College, Jaipur (December 23, 2009)

21.	<i>E-Governance for Rural Areas: An Initiative taken By The Rajasthan Government</i>	International Seminar on Rural Marketing : The Changing Scenario	University Commerce College, Jaipur (February 17-18, 2010)
22.	<i>GIS: A Tool for Banking</i>	National Conference on Recent Trends In Information Technology : Opportunities and Challenges	At S. S. Jain Subodh P.G. College, Jaipur (February 26-27,2010)
23.	<i>Wireless Advertisement: Theoretical discussion on benefits and difficulties/ problems of Wireless Advertisement</i>	National Conference, 2010 on Innovations & Organizational Changes in India's Corporate World	Master Dwarika Prasad College, Dholpur (August, 28, 2010)
24.	<i>Business: Society and Quality of Life</i>	National Seminar on Terrorism, Society and quality of Life	University of Rajasthan (October 3-4 <sup>th</sup> , 2010)
25.	<i>MNREGA- Some Social Issues ahead</i>	National Seminar on MNREGA: Opportunities & Challenges	University's Commerce College, Jaipur (January 8-9, 2011)
26.	<i>Role of Social Sector in Indian Economy</i>	National Seminar on Role of the state in the social Sector of the Economy	University Commerce College, Jaipur (November 26-27, 2011)
27.		64 <sup>th</sup> All India Commerce Conference	Pondicherry University (13-15 Dec, 2011)
28.	<i>Journey of Accounting Education and Research in India</i>	34 <sup>th</sup> All India Accounting Conference & International Seminar on Accounting Education and Research	Deptt. of ABST, University of Rajasthan, Jaipur & Indian Accounting Association, Jaipur Chapter (December 17-18,2011)
29.	<i>Vartman loktantrik vyavastha main aarthik chunautiyan: Vastvikta aivam Sambhavna</i>	Rashtriya Sangoshthi bhartiya loktantra: samsamyikta, vastviktayain aivam chunautiyan	S.S. Jain Subodh P.G. College, Jaipur (27-28 Jan' 2012)
30.	<i>Human Resource Management: A tool for success</i>	10 <sup>th</sup> International Conference on Emerging global trend and future challenges in economic development, Accounting and Finance, Information & Communication Technology, Business & Management	Research Development Research Foundation and Research Development Association of jaipur in Collaboration with Rajasthan Chamber of Commerce and Industry, Rajasthan Jaipur (January 22-23, 2011)
31.	<i>IFRS and Indian Accounting Standards- an analysis</i>	National Conference on Accounting Disclosure and Financial Reporting Standards [Indian Context]	Department of Commerce, S.S. Jain Subodh P.G. College, Jaipur (10-11 Feb'2012)
32.	<i>MGNREGA: Mahila Sashaktikaran main Yogdan</i>	National Seminar on MGNREGA: A Socio-Economic Empowerment Strategy in Rural India	Centre for Local Self Government Studies & Deptt. Of Public Administration, UOR, Jaipur (30-31 Mar' 2012)

33.	<i>Jain dharma ke aarthik sidhanton ka vaishvik samasyaon ke samadhan main yogdaan</i>	Rashtriya Sangoshti on Jain Dharam: Naveen Shodh, sambhavnayain tatha vartman paripeksh main vishva shanty main yogdaan	S.S. Jain Subodh P.G. Mahavidhalaya, Jaipur (19-12 Oct, 2012)
34.		Workshop on Empowerment of Indian Women in 21 <sup>st</sup> Century: Dynamics and Dimensions	S.S. Jain Subodh PG Mahila Mahavidyalaya, Jaipur (30 Oct, 2012)
35.		National Workshop on 21 sadi main manvadhikar : Chunautiyan aivm Sambhavnayein	Nehru Adhdhyan Kendra, UOR, Jaipur (8 Dec, 2012)
36.	<i>Gandhian philosophy of non-violence: in Economics Perspectives</i>	International Conference on non-Violent protest movement: Forms , techniques and Relevance	S.S. Jain Subodh P.G. College, Jaipur (7-9 Jan, 2013)
37.	<i>HR Intervention of Indian Telecom Industry</i>	National Conference on Human Resource Management: Challenges, Opportunities and their relevance in Indian Society	S.S. Jain Subodh P.G. College, Jaipur (22-23 Jan, 2013)
38.	<i>Internet :Threat to Women's Security</i>	National Conference on Revisiting issues of Women's Security: From Womb to Tomb	Pragya: University Maharani's College, UOR, Jaipur (11-13 Sept, 2013)
39.	<i>Changing Scenario of Business Management</i>	8 <sup>th</sup> International Conference (BIOCON-13) on Contemporary issues in Management of Business	Biyani Group of Colleges (24 <sup>th</sup> Sept , 2013)
40.	<i>Social Responsibilities of Corporates to enhance Consumer Satisfaction</i>	International Conference on "Social Responsibility in Economic Perspective- A Global Issue"	S.S. Jain Subodh P.G. (Autonomous) College, Jaipur (11-13 Jan, 2014)
41.	<i>Technology and Growth of Business : A Discussion</i>	National Conference on Emerging Computing Technologies in Modern Era	S.S. Jain Subodh P.G. (Autonomous) College, Jaipur (22-23 Jan, 2014)
42.	<i>Competency Management: The Institution for talent management</i>	National Conference on CSBM Changing Scenario of Business Management & Finance in India	S.S. Jain Subodh P.G. (Autonomous) College, Jaipur (30-31 Jan, 2014)
43.	<i>CYBER STALKING AGAINST WOMEN IN INDIA:A STUDY</i>	National conference on Gender Mainstreaming-Problems & Prospects	Centre for women's studies, UOR, Jaipur (25-26, Feb,2014)
44.	Electronic Media: Initiatives towards peace	National Conference on Interrogating Terrorism: Role of Media and Literature	S.S. Jain Subodh P.G. (Autonomous )College, Jaipur (1-2 Aug, 2014 )
45.	Employee Relationship Management and Its Implementation at WIPRO	The 9 <sup>th</sup> India Japan Bilateral Conference on Creativity and Innovation in Management of Business	Biyani Group of Colleges, Jaipur (16 Oct-2014)
46.	Destructive Effects of Creative Accounting	37 <sup>th</sup> All India Accounting Conference & International Seminar on Accounting Education and Research	Department of Commerce, University of Lucknow (8-9 Nov, 2014)

47.	Future of India's Education : In light of MIT- Campaign	National Seminar on Make in India: Opportunities and Challenges	University Maharani College, UOR, Jaipur (23-24 Jan, 2015)
48.	Managerial skills & Empowerment: A Woman's Perspective	National Conference on Woman Empowerment and Higher Education	Centre for Women's Studies, UOR, Jaipur ( 28-29 Jan, 2015)
49.	Business Accounting Practices Under Company Act 2013	National Seminar on Paradigm Shift in Accounting and Reporting Practices under Companies Act, 2013	Department of ABST, UOR, Jaipur ( 20-21 Feb, 2015)
50.	New and Emerging trends of business: A study	National Conference SIMCON-2015... New thoughts, new Ideas "Emerging Trends of Business in Rajasthan: A Contemporary Outlook"	Subodh Institute of Management & Career Studies, Jaipur (20 <sup>th</sup> March, 2015)
51.	Mobile Apps: Beneficial for Higher Education- A Study	International Conference on Management and IT	International School of Informatics & Management, Jaipur (10-11 April, 2015)
52.	Postal Services as an Opportunity for inclusive growth in India	National Conference on Financial Inclusion & Inclusive Growth	Department of EAFM, UOR, Jaipur (22-23 Dec, 2015)

#### Papers/Abstract Published in Proceedings

S. No.	Authors Names	Title of Paper	Name of Conference	Pages from...to	Year
1.	Dr. Leena Bhatia and Dr. Bindu Jain	Cyber Crime- An Introduction	The Rajasthan Rajya Upbhokta Sanrakshan Bar Association	60-67	2008
2.	Dr. Leena Bhatia and Dr. Bindu Jain	Growth of e-Tourism in India: Progress and obstacles	<i>National Conference on Tourism Destination Competitiveness</i>	40	2009

#### List of Orientations/Refresher Attended

Name of the Course/ Summer School	Place	Duration	Sponsoring Agency
Orientation Course Organised by Academic Staff College, University of Rajasthan, Jaipur	Jaipur	28 days (20.09.1998 – 16.10.1998)	ASC UOR JAIPUR
Refresher Course Organised by Academic Staff College, University of Rajasthan, Jaipur	Jaipur	21 days (14.02.2004 - 04.03.2004)	ASC UOR JAIPUR
Refresher Course Organised by Academic Staff College, University of Rajasthan, Jaipur	Jaipur	21 days (02.08.2010 – 21.08.2010)	ASC UOR JAIPUR

**Memberships of Technical societies/ Academic bodies/ National or international Organisations (if any)**

- Indian Commerce Association
- All India Accounting Association

**List of Research Scholar**

<b>S. No.</b>	<b>Name of Student</b>	<b>Year of Award</b>	<b>Title of Thesis</b>
1.	Bharat Pareek	Awarded-2014	Consumer satisfaction in organized retail marketing (A comparative study of Reliance Fresh and Big bazaar in Rajasthan)
2.	Yashika Swami	Submitted -2015	Quality of work life in the Universities (A case study of selected Universities in Rajasthan)
3.	Sonam K. Chandani		Effectiveness of Customer Relationship Management in Organised Retailing (A Comparative study of Shoppers stop and Westside in Rajasthan)
4.	Bhawana Toshniwal		Impact of packaging on consumer behaviour in FMCG Companies (A comparative study of P&G and HUL)
5.	Swati Panwar	Submitted-2015	Rajasthan Rajya ke Vidhyut Vitran Nigmon main Manav Sansadhan Prabandh
6.	Sonam Chauhan	Submitted-2015	Rajasthan ke odhyogik aivam vitiye sarvjanik upkarmon main kareyrat karmcharyon ka nishpadan mulyankan( rajasthan vit nigam, rajasthan laghu udyog nigam aivam Rajasthan rajya odhyogik vikas aivam viniyojan nigam ka tulnatmak adhdhyan)
7.	Rashmi Garg		Material Management in textile industry (Comparative study of BSNL Ltd. And Sangam India Ltd.)
8.	Deepika Agarwal		Stress management in Banking industry ( A comparative study of PNB and ICICI Bank)
9.	Omika Bhalla		Role of Postal Department in the inclusive growth in UP (Case study of Kanpur district)