

CURRICULUM VITAE

Dr. Mahabir Singh

Professor
Department of Commerce
Kurukshetra University
Kurukshetra – 136119, Haryana, India
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Email: msnarwal@kuk.ac.in



| | |
|-----------------------------------|---|
| Area of Specialization | Marketing, Corporate Social Responsibility (CSR), Business Ethics |
| Date of Appointment | 23 July 1997 |
| Educational Qualifications | MBA, Ph.D. |

Academic Profiles

- ORCID ID: <https://orcid.org/0000-0003-2423-4971>
- Google Scholar Profile: <https://scholar.google.com/citations?user=eP9oyVQAAAAJ&hl=en>

Teaching & Research Experience

| SS | | |
|---|---------------------|-------------------------|
| University | Designation | Duration |
| Department of Commerce, Kurukshetra University, Kurukshetra | Lecturer | 23.07.1997 – 22.07.2008 |
| Department of Commerce, Kurukshetra University, Kurukshetra | Reader | 23.07.2008 – 22.07.2011 |
| Department of Commerce, Kurukshetra University, Kurukshetra | Associate Professor | 23.07.2011 – 22.07.2014 |
| Department of Commerce, Kurukshetra University, Kurukshetra | Professor | 23.07.2014 onwards |
| Department of Commerce, Kurukshetra University, Kurukshetra | Chairperson | 18.07.2023 onwards |

Research Contribution

| Research Programme | Completed | Ongoing |
|--------------------|-----------|---------|
| M. Phil. | 50 | - |
| Ph. D. | 10 | 08 |

Research Projects

Major Research Project (MRP)

| Title | Funding Agency | Duration | Year of completion |
|--|----------------|----------|--------------------|
| Corporate Social Responsibility: A Tool of Strategic Advantage | UGC | 2 Years | 2018 |

Minor Research Project

| Sr. No. | Title of the Project | Name of Funding Agency | Duration | Year of completion |
|---------|--|---|----------|--------------------|
| 1 | An Appraisal of Grant for Construction of House Development Scheme for Social Justice in Kurukshetra | Centre for Dr. B.R. Ambedkar Studies, KUK | One year | 2008 |

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| | District. | | | |
| 2 | Impact Assessment of Pradhan Mantri Street Vendor's AtmaNirbhar Nidhi Yojna (PM SVANidhi) on Street Vendors in Urban Haryana | Indian Council of Social Science Research (ICSSR) | 2025 | Ongoing |

ADMINISTRATIVE EXPERIENCE

Director: Centre for Dr. B.R. Ambedkar Studies, KUK

1st Term: (09/05/2018 to 05/10/2020)

2nd Term: (09/03/2021 to 27.8.2022)

Financial Advisor: Kurukshetra University Campus Students' Council (Union) Fund (KUCSC Fund) Since 23/01/2023

Chairperson: Department of Commerce, KUK Since 18/7/2023

AWARDS/ ACHIEVEMENTS

- Best Researcher Award-2021– Publication (Non Sciences). Kurukshetra University, Kurukshetra, 5th September, 2022.

- Certificate of Honour in recognition of academic achievements and contributions during the years 2017-2022 in raising the reputation of the University, 7th January, 2023.
- Certificate of Achievement for securing 1st position in the Operation and Analytics Track in International Conference on Design Thinking and Innovation for Sustainable Management Practices and Solutions (IC- SOBD) organized by Soil School of Business Design in Association with Royal Roads University, Canada, 8th -9th December 2023.

Course/Seminar/Conference/Workshop - Coordinator/Director/Convener

- **Seminar Convener:** National Seminar on “Redefining Ambedkarism in Contemporary India: Issues and Challenges, 26th December 2016, Centre for Dr. B. R. Ambedkar Studies, Kurukshetra University, Kurukshetra.
- **Organizing Secretary,** Alumni Meet, organized by Department of Commerce, Kurukshetra University, Kurukshetra, February 2017.
- **Organizing Secretary,** One-day National Seminar Goods and Services Tax (GST), organized by Department of Commerce, Kurukshetra University, Kurukshetra, July, 2017.
- **Course Coordinator:** Organizational Behaviour under E-PG Pathshala, UGC – An MHRD Project under National Mission on Education through ICT (NME-ICT) for E-Content Development of PG Program in HRM. Authored 10 Modules/Chapters as Content writer (2017-2018).
- **Conference Director:** Two days National Conference on “Social Harmony and Nation Building: Perspectives of Dr. B.R. Ambedkar” 15th to 16th November, 2018, Centre for Dr. B. R. Ambedkar Studies, Kurukshetra University, Kurukshetra.
- **Course Director:** Ten days Research Methodology Course for M. Phil./Ph. D./ PDF Scholars in Social Sciences from 15th to 25th January, 2019, sponsored by ICSSR, Ministry of HRD, Govt. of India, New Delhi, Centre for Dr. B. R. Ambedkar Studies, Kurukshetra University, Kurukshetra.
- **Course Coordinator:** Interdisciplinary Refresher Course in Business Study (Commerce/Management/Tourism/Economics) from 18.6.2019 to 01.7.2019, organized by Department of Commerce in collaboration with UGC- Human Resource Development Centre, Kurukshetra University, Kurukshetra.
- **Seminar Director:** Two days International Seminar on “Dr. B. R. Ambedkar’s Vision of Socio-Economic Transformation” 7th to 8th November, 2019, organized by Centre for Dr. B. R. Ambedkar Studies, Kurukshetra University, Kurukshetra.
- **Webinar Director:** One-day Webinar on “Dr. Ambedkar: Everyone’s Inspiration” on 17th July, 2020, Centre for Dr. B. R. Ambedkar Studies, Kurukshetra University, Kurukshetra.
- **Organizing Secretary:** One-day Webinar on “Building self reliant India: Vision for the Youth” on 11.08.2020, organized by Department of Commerce, Kurukshetra University, Kurukshetra (Resource person: Prof. Jagdish Seth).
- **Webinar Director:** One-day Webinar on “Dr. Ambedkar Contribution to Nation” on 13th April, 2021, Centre for Dr. B. R. Ambedkar Studies, Kurukshetra University,

Kurukshetra.

- **Course Coordinator:** Interdisciplinary Refresher Course in Business Study (Commerce/Management/Tourism/Economics) on Redesigning Business and Education in post pandemic era from 31.8.2021 to 13.9.2021, organized by Department of Commerce in collaboration with UGC- Human Resource Development Centre, Kurukshetra University, Kurukshetra.
- **Seminar Director:** One-day National Seminar on “Dr. B.R. Ambedkar and Indian Democracy” 26th November, 2021, Centre for Dr. B. R. Ambedkar Studies, Kurukshetra University, Kurukshetra.
- **Seminar Convener:** 7th International Gita Seminar on World Peace and Harmony: Insights from Srimad Bhagavadgita, 29th November to 1st December 2022, organized by Department of Commerce, Kurukshetra University, Kurukshetra.
- **Seminar Director:** National Seminar on Financial Sector Reforms and Sustainable Development, 13th October 2023, sponsored by ICSSR (N-W regional centre- Chandigarh), organized by Department of Commerce, Kurukshetra University, Kurukshetra.
- **Seminar Convener:** 8th International Gita Seminar on Vasudhaiva Kutumbakam: Srimad Bhagavadgita and World Unity, 17th – 19th December 2023, organized by Department of Commerce, Kurukshetra University, Kurukshetra.
- **Seminar Director:** National Seminar on Innovation, Entrepreneurship and Sustainable Development: Vision 2047, 26th November 2024, organized by Department of Commerce, Kurukshetra University, Kurukshetra.
- **Course Director:** Ten-day Research Methodology Course for M. Phil./Ph. D./ PDF Scholars in Social Sciences from 25th February to 6th March, 2025, sponsored by ICSSR, Ministry of HRD, Govt. of India, New Delhi, organized by Centre for Dr. B. R. Ambedkar Studies, Kurukshetra University, Kurukshetra.
- **Conference Director:** International Conference on Reimagining Business: Innovate, Include & Thrive, 8th to 9th October, 2025, organized by Department of Commerce, Kurukshetra University, Kurukshetra.
- **Course Coordinator:** One week Workshop on Research Methodology for Research Scholars from 5th to 9th January, 2026 in collaboration with Centre for Continuing Education, under the Aegis of RUSA 2.0, organized by Department of Commerce, Kurukshetra University, Kurukshetra.

PUBLICATIONS

(i) EDITED BOOKS

- Gopal Parshad and Mahabir Narwal (eds.) (2018). Social Harmony and Nation Building: Perspectives of Dr. B.R. Ambedkar, Sanjay Parkashan, New Delhi. ISBN: 978-93-88107-25-9.
- Gopal Parshad and Mahabir Narwal (eds.) (2019). Revisiting Dr. Bhim Rao Ambedkar: A Study of Social and Political Justice, Sanjay Parkashan, New Delhi. ISBN: 978-93-88107-47-1.

- Gopal Parshad, Mahabir Narwal and Ajay Solkhe (eds.) (2019). Dr. Ambedkar's Vision of Socio-Economic Transformation, Sanjay Parkashan, New Delhi. ISBN: 978-93-88107-77-8.
- Gopal Parshad, Mahabir Narwal and Pritam Singh (eds.) (2021). Essays on Dr. Ambedkar, Sanjay Parkashan, New Delhi. ISBN: 978-93-92509-26-1.
- Mahabir Narwal, Ajay Suneja and Subhash Chand (eds.) (2026). Reimagining Business: Pathways to Innovation, Inclusion, and Growth, SAAR Publications (Regd.), Greater Noida. ISBN: 978-81-997940-1-6.

(ii) CHAPTERS IN EDITED BOOKS

1. Mahabir Narwal (2007). Foreign Direct Investment in India, Economic Reforms in India: Issues & Challenges (eds.) Mansuri, B.B.; Haseen Shaikat; and Chandel Shahla, J., New Century Publications, New Delhi, pp. 253-271, ISSN 81-7708- 131-4.
2. Mahabir Narwal (2012). Interrelationship between Corporate Governance and Corporate Social Responsibility, in edited book (editor Vikas Choudhary), Perspectives in Corporate Social Responsibility, pp. 71-76, Excel India Publishers, New Delhi, ISBN: 978-93-82062-57-8.
3. Mahabir Narwal (2013) Corporate Social Responsibility and Sustainable Growth, Corporate Social Responsibility: Sustainable and Inclusive Growth (eds.), S.P. Bansal, Kulbhushan Chandel and Raj Kumar Singh, Bharti Publications, Delhi, pp 12-17, ISBN: 978-93-81212-50-9.
4. Mahabir Narwal and Subhash Chand (2014). Role of Banking in Inclusive Growth, Business Management (eds.) Subhash C. Kundu, Bijender K. Punia, Ved Pal Sheera, Rajiv Kumar, Wisdom Publication, pp. 97-105, ISBN: 978-93-81505-72-4.
5. Mahabir Narwal and Subhash Chand (2015). Effects of Green Products on Customer Satisfaction, in Emerging Horizons in Business Management (eds.) Subhash C. Kundu, Usha Arora, Tika Ram, and Khujan Singh, Victorious Publishers (India), pp. 192-202, ISBN: 978-93-84224-22-6.
6. Deepak Kumar, Ashima Tandon and Mahabir Narwal (2015). Problem Faced by Consumers while using Credit Cards, Strategies for Business Excellence, Victorious Publishers (India), (eds.) B.S. Bodla, Anil Kumar Mittal and Siddharatha Bhardwaj, pp. 341-350, ISBN: 978-93-84224-28-8.

(iii) PROCEEDINGS (SEMINARS/CONFERENCES)

1. Mahabir Narwal (2005). HRM Practices in New Paradigm, Changing Paradigm in Management for a Better Tomorrow. National Seminar Proceedings, pp. 67-73.
2. Sushama Rani and Mahabir Narwal (2013). FDI in Multi brand Retailing: Myths and Realities, Proceedings of National Seminar on Business Solution for Sustainable and Inclusive Growth, Department of Commerce, Kurukshetra University, Kurukshetra.
3. Mahabir Narwal (2014). Decision Factors Affecting Consumers Purchasing Behaviour for Publicly Used Products. Proceedings of the 2014 Annual Conference of the Emerging Markets Conference Board, Listening to Consumers of Emerging Markets. January 9-11, (eds.) Arun K Jain, Satyabhushan Dash, Saji K B Nair, Jabir Ali, Anita Goyal, Devashish Das Gupta, Moutusy Maity, IIM

Lucknow Noida Campus, Excel Books (1st Edition). pp 80-83. ISBN: 978-81-928560-0-1.

(ii) JOURNALS (NATIONAL/INTERNATIONAL)

1. Mahabir Narwal and Tejinder Sharma (2001). Rural Marketing: Need for Strategic Paradigm. Haryana Economic Journal- Kautilya, Vol. 21, No. 1-2, pp. 84-86.
2. Subhash Chand and Mahabir Narwal (2002). Strategies of Developing Human Resources. Journal of Management Studies, Vol. 2, pp. 87-94, ISSN 0972-3846.
3. Mahabir Narwal and Raj Pal Singh (2004). Virtual Organizations: A Conceptual Framework. The Kashi Journal of Commerce, Vol. 1, No. 3, pp. 59-73, ISSN 0973-3310.
4. Naresh Kumar and Mahabir Narwal (2005). Competitive Strengths and Strategies of Indian Pesticide Industry. Udyog Yug, Vol. 26, No. 11, pp. 24-32.
5. Tejinder Sharma and Mahabir Narwal (2005). Societal Perception on Corporate Social Responsibility: An Empirical Study. Social Responsibility in India, pp. 27-31, ISBN: 0-9551577-0-6.
6. Tejinder Sharma and Mahabir Narwal, (2006). Managing Business Crisis: The CSR Perspective. Social Responsibility Journal, Emerald Group Publishing Limited, Vol. 2, No. 2, pp. 124-130, ISSN 1747-1117.
7. Mahabir Narwal and Naresh Kumar (2007). Virtual Organization in Changing Scenario. Udyog Yug, Vol 28, No. 1, pp. 18-23.
8. Mahabir Singh (2007). Assessing the Role of Social Marketing in Behavioural Change. Apeejay Journal of Management & Technology, Vol. 2, No. 2, pp. 63-73.
9. Mahabir Narwal (2007). CSR Initiatives of Indian Banking Industry. Social Responsibility Journal, Emerald Group Publishing Ltd., Vol. 3, No. 4, pp. 49-60, ISSN 1747-1117.
10. Mahabir Narwal and Tejinder Sharma (2008). Perceptions of Corporate Social Responsibility in India: An Empirical Study. Journal of Knowledge Globalization, Vol. I, No. 1, pp. 61-79, ISSN 1938-7717.
11. Subhash Chand and Mahabir Narwal (2009). Indian Pesticide Industry: A Marketing Perspective. Gyan Management, Vol. 3, Issue I, pp. 25-42, ISSN 0974-7621.
12. Mahabir Narwal and Rajinder Singh (2010). CSR Practices of MNCs in India: An Empirical Study. Optimization: Journal of Research in Management. Vol. 3, No. I, pp. 13-23, ISSN: 0974-0988.
13. Rajinder Singh and Mahabir Narwal (2010). Managerial Perception of CSR: A Study of MNCs. Prabandhan: Indian Journal of Management, Vol. 3, No. 8, pp. 44-54, ISSN 0975-2854.
14. Mahabir Narwal (2010). Green Marketing- Opportunities, Challenges and Strategies. Udyog Yug, Vol. 31, No. 11, pp. 9-14.

15. Mahabir Narwal and Vivek Gupta (2011). Awareness of Consumer Rights: A Study of Business and Service Class. *Gyan Management*, Vol. 5, Issue 1, pp. 91-108, ISSN 0974-7621.
16. Mahabir Narwal and Ravi Kant (2011). Corporate Social Responsibility Initiatives in Rural India. *Social Responsibility Review*, No. 2, pp. 38-44, ISSN 1759-5886.
17. Rajinder Singh and Mahabir Narwal (2012) Perceptions of Corporate Social Responsibility: A Comparison of Managers in MNCs and Local Companies in India. *Journal of Knowledge Globalization*, Vol. 5, No. 2, pp. 25-45, ISSN 1938-7717.
18. Mahabir Narwal and Geeta Arora (2012). Societal Perception of Reality Shows. *International Journal of Marketing and Business Communication*, Vol. 1, Issue 3, pp. 11-23, ISSN: 2277-484X.
19. Mahabir Narwal, Sushama Rani and Radhika (2013). Customer Preferences for Home Loans, *International Journal of Banking, Risk and Insurance*, Vol. 1, issue 1, pp. 47- 55, ISSN: 2320-7507.
20. Mahabir Narwal and Tejinder Sharma (2013). Social Reference Group Influence on Consumer Decision Making in Subsistence Marketplaces, *GNA Journal of Management and Technology*, Vol. VIII, No. 1, pp.19-25, ISSN: 0974-5726.
21. Mahabir Narwal and Geeta Sachdeva (2013). Determinants of Consumers' Green Buying Behaviour, *Business Analyst*, Vol. 34, Issue 1, pp. 21-34, ISSN: 0973-211X.
22. Ravi Kant and Mahabir Narwal (2013). Usage of E-Commerce for Consumers: An Empirical Study, *Business Analyst*, Vol. 34, No.2, pp. 113-128, ISSN: 0973-211X.
23. Mahabir Narwal and Geeta Sachdeva (2013). Impact of Information Technology on Consumer Purchase Behaviour, *Researchers World*, Vol. IV, Issue 3, pp. 41-53. E-ISSN: 2229 – 4686, ISSN: 2231 – 4172.
24. Mahabir Narwal and Rajinder Singh (2013). Corporate Social Responsibility Practices in India: A Comparative Study of MNCs and Indian Companies. *Social Responsibility Journal*, Emerald Group Publishing Limited, Vol. 9, No. 3, pp. 465-478, ISSN: 1747-1117.
25. Mahabir Narwal, Madhu Saini and Subhash Chand (2014). Efficient Market Hypothesis: Evidence on Weak Form Efficiency in Indian Stock Market. *The Economic World*, Vol. 1, No. 2, pp.1-23. ISSN: 2393-8145.
26. Mahabir Narwal and Sneha Lata (2014). Impact of Trade Unionism on Employees' Welfare, *Third Eye: A Journal of Business Review*, Vol. 2, No. 2, (July, 2014), pp. 29-40, ISSN: 2319-3476.
27. Ravi Kant and Mahabir Narwal (2014). Evaluation of E-commerce Portals in India, *GE - International Journal of Management Research*, Vol. 2, Issue 3, pp. 34-50. ISSN: 2321-1709.
28. Mahabir Narwal and Ravi Kant (2014). Role of E-Commerce in Consumer Decision Making, *IMPACT: International Journal of Research in Business Management*

(IMPACT: IJRBM) Vol. 2, Issue 6, (Jun 2014), pp. 77-88, ISSN (E): 2321-886X; ISSN (P): 2347-4572. Impact Factor 1.3423.

29. Geeta Sachdeva and Mahabir Narwal (2015). A Study of Job Burnout among Teachers in Private Professional Institutions. *Journal of Organisation and Human Behaviour*, Vol. 4, Issue 2 & 3, pp.46-52. ISSN: 2277-3274.
30. Mahabir Narwal and Preeti Devi (2015). Consumers' Attitude towards Viral Marketing. *HSB Research Review*, Vol. 8 No. 2 & Vol.9 No. 1, pp. 64-69. ISSN: 0976 – 1179.
31. Geeta Sachdeva and Mahabir Narwal (2015). A Comparative Study of Work Family Conflict among Employees in relation to Demographic factors, Personal factors and Work related factors. *American International Journal of Research in Humanities, Arts and Social Sciences*, Issue 9, Vol. 1, pp.81-89. ISSN: 2328-3734 (P), 2328-3696 (O).
32. Mahabir Narwal and Neha Dangi (2017). An Analytical study of Factors affecting Employees' Performance in Sarva Haryana Gramin Bank. *International Journal of Research in Commerce, IT and Management* Vol. 8, No 6 (June), pp 20-25. SSN: 2231-5756.
33. Mahabir Narwal and Neha Dangi (2017). A Comparative Analysis of Pre-merger and Post-Merger Growth and Performance of Regional Rural Banks in India. *Indian Journal of Commerce and Management Studies*, Vol. VIII Special Issue 1(1), (July), pp 1-7. ISSN: 2249-0310.
34. Mahabir Narwal and Neha Dangi (2017). An Analytical study of Non-Performing Assets of Regional Rural Banks in India. *Researchers World, Journal of Arts, Science and Commerce*, Vol. VIII, Issue 3(3), (July), pp 38-44. ISSN: 2231-4172.
35. Pawan Kumar and Mahabir Narwal (2017). Factors Affecting Brand Loyalty among Consumers for Toiletries Products, *International Research Journal of Management, Science and Technology*, Vol. 8, Issue 7, pp. 259-268. ISSN: 2250-1959 (O), 2348-9367 (P).
36. Geeta Sachdeva, Mahabir Narwal and Ravi Kant (2018). Factors Affecting Usage of E-Commerce: A Study of Haryana Region. *Anwesh: International Journal of Management and Information Science*, Vol. 3, No. 2, pp. 17-26. ISSN: 2455-9245.
37. Mahabir Narwal and Sapna Saini (2018). The Determinants of Less Cash Economy, *International Journal of Management, IT & Engineering*, Vol. 08, 12(01), (December), 77-95. ISSN: 2249-0558.
38. Pawan Kumar and Mahabir Narwal (2019). Brand Switching Behaviour of Consumers for Toiletries Products, *European Journal of Business and Social Sciences*, Vol. 7, Issue 4, (April), pp. 1557-1572. ISSN: 2235-767X (O).

39. Mahabir Narwal, Rashmi Chaudhary and Rajinder Singh (2019). Customer awareness level about CSR Practices, *Indian Journal of Business Administration*, Annual Vol. 12, (December) pp. 1-19. ISSN 0975-6825.
40. Mahabir Narwal and Mukesh (2020). Influence of Word of Mouth Communication on Consumer Purchase Decision, *HSB Research Review*, 15(2), 24-33. ISSN: 0976-1179 (July-Dec. 2020).
41. Mukesh & Mahabir Narwal (2021). Influence of E-WOM on Brand Image and Brand Image Impact on Consumer Purchase Decision. *Turkish Online Journal of Qualitative Inquiry (TOJQI)*, 12 (3), 4220-4231. June
42. Mahabir Narwal and Mukesh (2021). Transformation of WOM to e-WOM: A Literature Review, *Kala Sarovar*, 24(3), 351-354. ISSN: 0975-4520. 3/2021.
43. Geeta Sachdeva & Mahabir Narwal (2021). Corporate Social Responsibility as a Tool of Strategic Advantage: Indian Customer Perspective. *International Journal of Social Ecology and Sustainable Development (IJSESD)*, IGI Global, Vol. 12(4), 73-91, October.
44. Divya and Mahabir Narwal (2022). Cyberloafing Research: A Bibliographic Analysis-based Literature Review, *Empirical Economics Letter*, 21, (Special Issue 3) (July 2022), 298-306. ISSN: 1681-8997.
45. Neha Bansal and Mahabir Narwal (2022). Patients and their Families Satisfaction in Healthcare Services: A Conceptual Framework. *Journal of Positive School Psychology*, 6(8), 5112-5124.
46. Prinkle, Mahabir Narwal and Neha Bansal (2022). Revitalize the Theory of Planned Behaviour: A Case of Organic Food, *HSB Research Review*, 17 (2), 36-49. ISSN: 0976-1179 (July-Dec. 2022).
47. Prinkle and Mahabir Narwal (2023). Influence of Organic food attributes on Purchase Intention of Young Indian Consumers: An Empirical Study with Structural Equation Modelling, *Rabindra Bharati Journal of Philosophy* 24 (3), 48-62. ISSN: 0973-0087.
48. Mukesh & Mahabir Narwal (2023). Predicting consumer purchase intention on electric cars in India: Mediating role of attitude, *Business Strategy and Development*. 6 (4), 942-956, August <https://doi.org/10.1002/bsd2.289>
49. Mukesh & Mahabir Narwal (2023). Status of digital payment system in India after COVID-19, *International Journal of Blockchains and Cryptocurrencies*, 4(2), 144-156. ISSN: 2516-6425, e-ISSN: 2516-6433.
50. Mukesh, Mahabir Narwal & Reena (2023). Influence of Financial Literacy and Saving Behaviour of Students on Investment Awareness: PLS SEM Approach, *Kurukshetra University Research Journal*, 57(2), 36-49. ISSN: 0454-6962. (October)
51. Mukesh & Mahabir Narwal (2023). Influence of E-WOM on Women Apparel Purchase Intention: A Study on Myntra App, *International Journal of Business*

Competition and Growth, 8(3), 147–163 • January 5 (Online published), DOI: <https://doi.org/10.1504/IJBCG.2023.135785>. ISSN (O): 2042-3853.

52. Divya, & Narwal, M. (2023). Digital Distractions in the Workplace: Exploring Cyberloafing Impact on Employee Behaviour and Innovation. *Virtual Economics*, 6(4), 7–24. [https://doi.org/10.34021/ve.2023.06.04\(1\)](https://doi.org/10.34021/ve.2023.06.04(1)). ISSN 2657-4047 (online)
53. Mukesh & Mahabir Narwal (2023). The Effect of Job Stress and Job Satisfaction on Job Performance: A Study of College Teaching Faculties, *Pacific Business Review (International)*, 16(5), 17-33. ISSN: 0974 438X.
54. Geeta Sachdeva & Mahabir Narwal (2023). Corporate Social Responsibility as a Tool of Strategic Advantage: Indian Customer Perspectives, *Research Anthology on Business Law, Policy, and Social Responsibility*, 292-313, DOI: 10.4018/979-8-3693- 2045-7.ch016.
55. Seema Chahal, Mahabir Narwal and Prinkle Rozera (2024). Consumer Ethnocentrism Research over Three Decades: A Bibliometric Analysis and Future Directions, *Asia-Pacific Journal of Management Research and Innovation* 19 (4), 200-218. <https://doi.org/10.1177/2319510X241255239>.
56. Neha Bansal, Mahabir Narwal, Prinkle Prinkle (2024). Determinants of Patient Satisfaction in Healthcare Industry in Delhi using PLS-SEM, *Journal of Health Management*, 26(5), 743-751. <https://doi.org/10.1177/09720634231216064>.
57. Mukesh,& Mahabir Narwal (2024). Influence of E-WOM on consumer purchase Decision using PLS-SEM, *The Indian Journal of Commerce* 77 (1), 211-222. ISSN: 0019 512X.
58. Harpreet, Mahabir Narwal (2024). Corporate Code of Ethics: A Bibliometrics Analysis and Systematic Review, *Korea Review of International Studies* 24 (54), 100- 120.
59. Harpreet, Mahabir Narwal (2024). Corporate Social Responsibility and Business Sustainability: A Bibliometric Analysis Approach. *Kurukshetra University Research Journal*, 58(1), 22-43. ISSN: 0454-6962 (January).
60. Mehra, H. and Narwal, M. (2025). Impact of ethical leadership on employees' ethical behavior: mediation of ethical climate using PLS-SEM. *International Journal of Ethics and Systems*, 41 (3), 761-769. <https://doi.org/10.1108/IJOES-08-2024-0267>. ISSN: 2514-9369.
61. Narwal, M., Purshotam and Himanshi (2025). Bibliometric Exploration of Innovation and Entrepreneurship in the Context of Sustainable Development Goals, *Journal of Management and Entrepreneurship* 19 (2), 77-88.
62. Seema Chahal, Mahabir Narwal (2025). Rethinking Ethnocentric Buying Behaviour: The Limited Role of Brand Image in Domestic Product Preferences, *Int. Journal of Business Science and Applied Management*, 20 (3), 19-38.
63. Divya, Timilehin Olosoji Olubiyi and Mahabir Narwal (2025). Cyberloafing and the Future of Business Productivity in Developing Economies: Insights From India, in edited Book (Editor: Timilehin Olosoji Olubiyi) *Contemporary Issues in*

Entrepreneurship Research: Resilience Strategies for Small Business in Industry 5.0, Emerald Publishing Limited, Volume 21, DOI: <https://doi.org/10.1108/978-1-83662-406-6>, ISBN: 978-1-83662-406-6 (e) 978-1-83662-407-3 (p).

(G) PAPER PRESENTATION

| | |
|---|----|
| • International Seminars/Conferences: | 16 |
| • National Seminars/Conferences: | 35 |
| • Seminars/Conferences Chaired/Co-chaired: | 22 |
| • Seminars/Conferences/Workshops as Resource Person: | 22 |
| • Lectures Delivered in Universities/Colleges/Institutions: | 25 |
| • Seminars/Conferences/Workshops/Webinar Attended: | 07 |
| • Management/Faculty Development Programme: | 04 |
| • Orientation/Refresher Courses: | 13 |

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| (H) Editorial Advisory Board: | 04 |
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(I) Member-Academic/Administrative bodies:

- Indian Commerce Association (Life member)
- University Court
- Academic Council
- UG & PG Board of Studies
- Inspection/Selection/UMC/Enquiry/Centralized Admission Committee
- Road Safety Club
- Membership of the Board of Residence, Health & Discipline
- Member, Standing Council for Distance and Online Education
- Advisory Committee, Centre for Dr. B R Ambedkar Studies

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| (J) Visit Abroad (to attend conference, etc.): | 06 |
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MAHABIR SINGH