

Deepak Shrivastava

RESEARCH PAPERS PUBLISHED

- Deepak Shrivastava and Ayushi Vyas (Jan, 2017) “Factors Affecting Work Life Balance – A Review” published in Pacific Business Review International ‘Volume 9 Issue 7 (ISSN 0974 438X).
- Verma Alkesh, Deepak Shrivastava and Vivek Sharma (2017), “Understanding Requisite Supply Chain Visibility in Pharmaceutical Industries”, KAAV International Journal of Economics, Commerce & Business Management, Vol 4, Issue 3, Jul-Sept 2017 (ISSN 2348-4969)
- Verma Alkesh, Deepak Shrivastava and Vivek Sharma (2017), “A Descriptive Study of Supply Chain components in Pharmaceutical Industry: Comparative Analysis with Other Manufacturing Sector”, KAAV International Journal of Economics, Commerce & Business Management, Vol 4, Issue 3, Jul-Sept 2017 (ISSN 2348-4969)
- Ayushi Vyas and Deepak Shrivastava (Jan.2017) “Work Life Balance of woman Employees in Indore Region” Published in the book Transformation in Business Governance, Shroff Publishers and Distributors Navi Mumbai. (ISBN 978-93-5213-495-3).
- Deepak Shrivastava and Mallika Singh (October, 2016), “A study to Analyze Perception of Customer Towards Visual Merchandizing Techniques in Indore City” Journal of Commerce and Trade, Volume 11, Number 2, (ISSN 0973- 4503)
- Mallika Singh, Dr Deepak Shrivastava and Geetanjali Bhambhani (Jan, 2016) “Impact of Visual Merchandizing on Consumer Store Choice Decisions in Indore Shopping Malls”, published in the edited book “Innovative Managerial Strategies for Business Challenges published by Shroff Publishers and Distributors P Ltd, Mumbai. (ISBN 13: 978-93-5213-288-1).
- Mallika Singh, Dr Deepak Shrivastava (2016) “A study of Factors Affecting Consumer Preference Towards Visual Merchandise”, published in the edited book “Make in India: Prospects & Challenges” published by Horizon Books. (ISBN 978-93-84044-87-9).
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- Chetna Sawant and Dr. Deepak Shrivastava, (May 2015) “Anatomy of Search Engine Optimization Strategies” Altius Shodh Journal of Management & Commerce, Volume 2, Issue 1 (ISSN 2348- 8891).
- Mallika Singh, Dr Deepak Shrivastava and Dr. Yogendra Singh, (April 2015) “Customer Preference Analysis Towards Visual Merchandising”, Internation Journal of Science, Technology & Management, Volume No. 04, Issue No. 04, April 2015. ISSN (online) 2394-1537

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- Ayushi Vyas, and Dr Deepak Shrivastava (July- Dec, 2015) “Organizational Policies and its Impact on Work Life Balance: An Investigative Study”, SHODH- Pioneer Journal of Information Technology and Management, Volume 11(2), July Dec 2015 ISSN- 0974-8954
- Prachika Vijaywargiya Gupta and Dr Deepak Shrivastava (July- Dec, 2015) “Home Healthcare: A New Dimension to Health Care”, SHODH- Pioneer Journal of Information Technology and Management, Volume 11(2), July Dec 2015 ISSN- 0974-8954
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- Dr. Deepak Shrivastava and Ayushi Vyas (2015) *Work Life Balance in 21st Century*. In Innovative Business Management: A Contemporary Approach. (ISBN 13: 978- 93- 5110- 105- 5)
- Peeyush Bangur, Dr. Sandeep Malu and Dr. Deepak Shrivastava “Effect of Derivative on the Volatility of Indian Capital Market” NSHM Journal of Management Researc and Applications, Volume 4, Number 1, June 2014, ISSN 0975-2501. Page 1-20.