

Vivek Sharma

RESEARCH PAPERS PUBLISHED

1. **Sharma, Vivek** and Sangeeta Jain (2014), "A Scale for Measuring Organizational Citizenship Behavior in Manufacturing Sector" in Pacific Business Review International Vol. 6, Issue 8 (ISSN
2. Negi Digamber, Sangeeta Jain and **Vivek Sharma** (2014), "Marketing Intelligence of Sales Force and Sales Effectiveness" in Pacific Business Review International Vol. 6, Issue 8 (ISSN
3. **Sharma Vivek**(2014), "An Exploratory Investigation of Learned Optimism in Pharma Industry of Pithampur" in ANVESH Vol 2 Issue 1(ISSN 2278-7712)
4. **Sharma Vivek** (2014),"Primal Leadership: Leading with Emotional Intelligence" in SHODH Pioneer Journal of IT and Management Vol 10(2) (ISSN 0974-8954-SHODH)
5. **Sharma Vivek** and Swati Kendurkar (2014),"Learned Optimism: A necessary trait for Effective Leadership" in SHODH Pioneer Journal of IT and Management Vol 10(2) (ISSN 0974-8954-SHODH)
6. Sharma Rajendra Kumar, Sangeeta Jain and **Vivek Sharma** (2015), "*A Study of Employee's Perception towards HR practices in Pithampur Pharmaceutical Industry*" in Altius Shodh Journal of Management and Commerce (ISSN 2348-8891)
7. **Vivek Sharma** (2015), "*Positive Organizational Scholarship: A new way of working in Business Organizations*" in Altius Shodh Journal of Management and Commerce (ISSN 2348-8891)
8. Atre Sandeep, Sangeeta Jain and **Vivek Sharma** (2013), "Role of listening skills in being perceived as an effective communicator in profession" in Shodh Ganga Vol 3 Issue No. 1 (ISSN 2250-303X)
9. Sawant Chetna and **Vivek Sharma** (), "Impact of E satisfaction on E loyalty in India" in PRABANDHAN & TAQNIKI Management Research Journal (ISSN 0974-8563)
10. Chouhan Harendra and **Vivek Sharma**(), "Perception of Viewers towards the travel show of National Geographic TV Channels" in ALTIUS SHODH Journal of Management & Commerce (ISSN 2348-8891)
11. Saluja Bhupender Kaur, **Vivek Sharma** and Juhi Naik(), "The Study of Consumer Perception towards Banking Service Banks in Indore Region" in ALTIUS SHODH Journal of Management & Commerce (ISSN 2348-8891)
12. Atre Sandeep, Sangeeta Jain and **Vivek Sharma** (), "Professional Effectiveness: A pertinent concept for Contemporary Corporate" in International LNCT Management Research Journal (ISSN 2320-9658)
13. Singh B P and **Vivek Sharma** (), "Computer Awareness and Challenges among professional education students with reference to ICT" in Robin Neema, Shweta Ramchandaniand Vaibhav Joshi Challenges Strategies for Business Management (ISBN 978-81-927004-0-3)
14. Prajapat Antimbala and **Vivek Sharma** (), "Impact of Flexitime on quality of worklife in service sector at Indore" in Robin Neema, Shweta Ramchandaniand Vaibhav Joshi Challenges Strategies for Business Management (ISBN 978-81-927004-0-3)
15. Choube Santosh and **Vivek Sharma** (), "Managing Human Resource through ICT" in Robin Neema, Shweta Ramchandaniand Vaibhav Joshi Challenges Strategies for Business Management (ISBN 978-81-927004-0-3)
16. Sharma Schuchi, Sangeeta Jain and **Vivek Sharma** (2014), "Organizational Health- A Requisite for modern day organizations" in Ira Bapna and Vishal Sood Proceeding of 2nd International Conference on Envisioning 2030: The path ahead globally (ISBN 978-93-84648-53-4)
17. Sawant Chetna and **Vivek Sharma**(2014), "The effect of online shopping dimensions on e customer satisfaction" in Prashant Gupta, Alok Mittal and Sumeet Khurana Achieving Business Excellence through out of box thinking (ISBN 978-93-83842-04-9)

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19. **Sharma Vivek** (2014), "An exploratory investigation of psychological well being of employees in academic institutions in Indore" in Rajeev Shukla and Harish Shukla Management Trends and issues for sustainable business development (ISBN 978-93-5174-461-0)
20. Kendurkar Swati, Karuna Jain and **Vivek Sharma** (2015), "Study of HRD effectiveness in manufacturing Industry" in V K Jain, Himadri Phukan and Veeralakshmi Emerging opportunities and Challenges in Indian Business (ISBN 978-93-84935-07-8)
21. Pohankar Sweety, Sangeeta Jain and **Vivek Sharma**(2015), "Transformational Leadership as a driving tool for developing organizational culture" in Shekhar Upadhyay, Tripda Rawal and Ashish Mehta Changing Dimensions of Emerging Business Enterprises(ISBN 978-93-5110-859-7)
22. **Sharma Vivek** and Jain Sonam (2015) "*Studying the Type A, Type B Personality Behavioral Patterns of Working Women*" Asian Journal of Management, Volume: 6 Issue: 3 Pages: 209-214
Published: Jul 2015 Print ISSN: 0976-495X Online ISSN: 2321-5763 DOI: [10.5958/2321-5763.2015.00030.X](https://doi.org/10.5958/2321-5763.2015.00030.X)
23. **Sharma Vivek** and Juhee Naik (2017), "Understanding Relationship between inflation and agricultural commodities Futures in India: A conceptual Study", KAAV International Journal of Economics, Commerce & Business Management, Vol 4, Issue 3, Jul-Sept 2017 (ISSN 2348-4969)
24. Parmar Kamini, Minal Naik and **Vivek Sharma** (2017), "An Exploratory Investigation of Job Satisfaction level among employees of Hospitals in Indore", KAAV International Journal of Economics, Commerce & Business Management, Vol 4, Issue 3, Jul-Sept 2017 (ISSN 2348-4969)
25. 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)
26. 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)
27. **Sharma Vivek** and Neelam BIRTHARE (2018), "Glass Ceiling: Recent Trends & Perspective in Today's Corporate World", International Journal of Creative Research Thoughts, Vol. 6, Issue 1, January 2018 (ISSN 2320-2882)