

**3.3: Research Publications and Awards**  
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Title of paper	Name of the author/s	Link to website of the Journal	Link to article/paper/abstract of the article
An Explanatory Study on Assessing the Impact of Celebrity Endorsement on Consumer Buying Behavior	<b>Dr. Saurabh Gupta</b>	<a href="https://www.ijfmr.com/">https://www.ijfmr.com/</a>	<a href="https://www.ijfmr.com/research-paper.php?id=5453">https://www.ijfmr.com/research-paper.php?id=5453</a>
Sustainable Marketing and its Impact on Society: A Study of Marketing Strategies and Opportunities Promoting Eco-Friendly Lifestyle	<b>Aqsa Khalid</b>	<a href="https://ijsrem.com/volume07issue08august2023/">https://ijsrem.com/volume07issue08august2023/</a>	<a href="https://ijsrem.com/download/sustainable-marketing-and-its-impact-on-society-a-study-of-marketing-strategies-and-opportunities-promoting-eco-friendly-lifestyle/">https://ijsrem.com/download/sustainable-marketing-and-its-impact-on-society-a-study-of-marketing-strategies-and-opportunities-promoting-eco-friendly-lifestyle/</a>
The Paradigm Shifts of Marketing from 1.0 to 5.0": With Special Reference to Marketing shifts in the FMCG sector	Aqsa Khalid	<a href="https://www.ijssr.com">https://www.ijssr.com</a>	<a href="https://www.ijssr.com/current-issue">https://www.ijssr.com/current-issue</a>
"A STUDY ON MEASURING THE LEVEL OF WOMEN'S STRESS WORKING IN BANKS"	Ms. Amrita Singh	<a href="https://ijsrem.com/volume07issue08august2023/">https://ijsrem.com/volume07issue08august2023/</a>	<a href="https://ijsrem.com/download/sustainable-marketing-and-its-impact-on-society-a-study-of-marketing-strategies-and-opportunities-promoting-eco-friendly-lifestyle/">https://ijsrem.com/download/sustainable-marketing-and-its-impact-on-society-a-study-of-marketing-strategies-and-opportunities-promoting-eco-friendly-lifestyle/</a>
"The Analysis of Applications and Tools Used in Different IoT Technologies in Current and Future Worlds"	Dr. Sudhir Singh	<a href="https://ijsrem.com/volume07issue08august2023/">https://ijsrem.com/volume07issue08august2023/</a>	<a href="https://ijsrem.com/download/sustainable-marketing-and-its-impact-on-society-a-study-of-marketing-strategies-and-opportunities-promoting-eco-friendly-lifestyle/">https://ijsrem.com/download/sustainable-marketing-and-its-impact-on-society-a-study-of-marketing-strategies-and-opportunities-promoting-eco-friendly-lifestyle/</a>

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“Investigating The Relationship between Employee’s Emotional Quotient and Their Job Performance: With Special Reference to Private Management Institutions,”	<b>Dr. Saurabh Gupta</b>	<a href="https://www.ijmh.org/">https://www.ijmh.org/</a>	<a href="https://www.ijmh.org/download/volume-3-issue-9/">https://www.ijmh.org/download/volume-3-issue-9/</a>
“Social Media Marketing in Business: A case study of IPL”	<b>Dr. Saurabh Gupta</b>	<a href="https://ijorbme.com/index.php/home">https://ijorbme.com/index.php/home</a>	<a href="https://ijorbme.com/index.php/home/issue/archive">https://ijorbme.com/index.php/home/issue/archive</a>
“Assessment of customer satisfaction regarding housing loans: With special reference to Punjab National Bank,”	<b>Dr. Saurabh Gupta</b>	<a href="http://www.ijmbs.com/">http://www.ijmbs.com/</a>	<a href="http://www.ijmbs.com/vol-7-issue-4/">http://www.ijmbs.com/vol-7-issue-4/</a>

