

## Journal Paper

Chitranshi J., Chopra K., Banerjee P. (2025). Impact of artificial intelligence in transforming and replacing traditional learning and development of employees. *Foresight*, 27 (3), 524 – 542.

Chopra K. (2025). Leveraging the potential of over-the-top platforms in optimizing student learning experience in education. *Cogent Education*, 12 (1), art. no. 2458698.

Chopra K. (2025) Beyond the classroom: A retail store based experiential learning approach to business education. *International Journal of Management Education*, 23 (3), art. no. 101236.

Chopra K. (2025). Motivating older adults with special needs for learning using generative artificial intelligence. *Educational Gerontology*, 1-20.

Chopra K., Chitranshi J. (2024). Effectiveness of Hybrid Learning Tools: Analysis of Engineering Colleges in India. *Journal of Engineering Education Transformations*, 37 (4), pp. 22 – 28.

Ming K.L.Y., Vaicondam Y., Mustafa A.M.A.A., Roslan S.N.M., Yi S., Chopra K., Khanna P. (2024). ESG Integration and Financial Performance: Evidence from Malaysia's Leading Companies. *International Journal of Energy Economics and Policy*, 14 (5), pp. 487 – 494.

Chopra, K., Chitranshi, J. (2023). 10-minute Delivery! Can Zepto's Dark Store Business Model Sustain in India?. *Journal of Applied Management – Jidnyasa*, 91-93.

Ahmed, A., Chopra, J., Chitranshi, J. (2023). Study of Awareness and Acceptability of Telemedicine Portals in India. *Journal of Applied Management – Jidnyasa*, 54-63.

Chopra K., Chitranshi J. (2022). Developing synchronous and asynchronous online learning models for engineering college students in India: A grounded theory approach, *Journal of Engineering Education Transformations*, 35 (3), pp. 70 – 81.

Chopra K. (2022). Maslow's theory for preventive healthcare in India – a content analysis approach. *International Journal of Pharmaceutical and Healthcare Marketing*, 16 (1), pp. 40 – 54.

Jha S., Chopra K. (2022). Migrant millennials & their food adoption perspective -A grounded theory approach. *Cleaner and Responsible Consumption*, 6, art. no. 100072.

Sinha, S., Chopra, K. (2022) Railway Stations Redevelopment Programme under PPP model in India: A Study of Consumer Perception towards Proposed Facilities. *Cardimetry*, 24, 835-842.

Gupta, A., Chopra, K. (2022). Online Classrooms: A Research Study to under factors affecting Students' motivation towards E-Learning. *Cardimetry*, 23, 686-698.

Seharawat, A K., Chopra, K., Singh, J. P. (2022). Study of Factors Influencing Online Purchase Intention of Electronic Household Products. *Cardimetry*, 23, 641-648.

Jha, A., Chopra, K. (2022) Study of Impact and Opportunities Post Covid-19 for Steel Industry in Key Consuming Segments in India. *Cardimetry*, 23, 649-659.

Rana, AK., Pati, AK., Chopra, K. (2022). Factors Influencing Continuance Intention to Use Linked In: An Indian Perspective. *International Journal of Early Childhood Special Education*, 14(4), 2734-2741.

Divekar R., Chopra K., More D. (2021). Pleasant experience in Indian academic libraries: shopping mall centric and phenomenology approach. *International Journal of Public Sector Performance Management*, 8 (1-2), pp. 18 – 36.

Chopra, K., Ligaraba, N. (2021). Consumer Shopping Evaluation in new Normal Using Grounded Theory Approach. *Solid State Technology*. 64(2), 1362-1367.

- Chopra, K., Chitanshi, J. (2021). Employee Expectations from Virtual Learning Pedagogies Using Technology. *Solid State Technology*, 64(2), 960-967.
- Chopra K. (2020). Implementation of Health Risk Management in Higher Educational Institutions of India: an ISP 45001 and Qualitative Approach. *Solid State Technology*, 63(5), 9146-9156.
- Pabalkar, V., Chopra, K., Subramanian, K S. (2020). Analyzing the Consumer Behavior and Assessing Influence of Store Loyalty in Purchasing Sportswear Products. *Indian Journal of Ecology*, 47, 117-121.
- Chopra, K., (2020). Acceptance of Dietary Service Applications by Smartphone Users Using TAM Model. *Indian Journal of Ecology*, 47, 135-137.
- Chopra K. (2019). M-wallet technology acceptance by street vendors in India. *Advances in Intelligent Systems and Computing*, 828, pp. 175 - 182.
- Chopra K. (2019). Indian shopper motivation to use artificial intelligence: Generating Vroom's expectancy theory of motivation using grounded theory approach. *International Journal of Retail and Distribution Management*, 47 (3), pp. 331 – 347.
- Chopra, K. (2019). Vroom's expectancy theory to motivate academic library users in India using grounded theory approach. *Global Knowledge, Memory and Communication*, 68(4/5), 300-322.
- Pandey D S, Chopra D K, Alumnus, BB (2019). Use of Technology and Gamification in Learning viz a viz Traditional methods. *International Journal of Innovative Technology and Exploring Engineering*, 9(2), 3259-3264.
- Chopra, K. (2019). Technology Acceptance Model to Judge Performance of Travel Booking Apps in India using Grounded Theory. *International Journal of Recent Technology and Engineering (IJRTE)*, 8(4), 6648-6653.
- Chopra, K. (2017). Industry-Academia Collaboration for intercultural education. *Asian Journal of Multidisciplinary Studies*, 5(2).
- Chopra, K (2017). Study of “store/mall Environment as a Factor for Shopping. *International Journal of Research in Finance and Marketing*, 7(2), 151-154.
- Chopra, K (2017). Attitude of Unorganized Retailers Towards mobile Payments. *International Journal of Research in IT and Management*, 7(3), 95-100.
- Chopra, K., Dasgupta, S. (2017). Study of consumer buying motives for private labels in India. *International Journal of Engineering and Management Research (IJEMR)*, 7(1), 116-120.
- Chopra, K. (2017). Study of Consumer Motives for buying Private Labels in India. *International Journal of Applied Business and Economic Research*, 15(16), 1-12.
- Pawar, S., Chopra, K. (2017). A Study of Factors Influencing the Enrolment Decision Making of Higher Education Students from Afghanistan with India as a Study Abroad Destination. *International Journal of Applied Business and Economic Research*, 15(16).
- Chopra, K. Singh, A., Malhotra, K. Duggal, D. (2017). Brand Analysis of Nexa. *International Journal of Research of Finance and Marketing*, 7(2), 155-162.
- Chopra, K. (2017). Study on Product Specific Customer Expectations from Retail Sales Employees in Organized Retail Outlets. *International Journal of Engineering and Management Research (IJEMR)*, 7(1), 111-115.
- Chopra, K. (2017). Industry-Academia Collaboration for Intercultural Education. *Asian Journal of Multidisciplinary Studies*, 5(2), 167-169.

Chopra K. (2017). Study of consumer motives for buying private labels in India. *International Journal of Applied Business and Economic Research*, 15 (1), 373 – 384.

Das, P., Singh, VP., Chopra, K. (2016) The APMC Act: Should it be Replaced?. *Journal of Applied Management-Jidnyasa*, 28-38

Joshi, K., Chopra, K. (2016). To Study Factors Affecting Fast Food Consumption for Nuclear Families Having Working Women in Mumbai / Pune. *International Journal for Research in Applied Science & Engineering Technology*, 4(3), 455-460.

Srivastava A., Chopra, K. (2016). Impact of Online Marketing in Molding Consumer Behaviour. *International Journal of Engineering and Management Research*, 6(1), 478-486.

Chopra, K., Bhan, P. (2016) Study of E-Com Retail Models in India. *International Journal of Engineering and Management Research (IJEMR)*, 6(2), 15-19.

Chitranshi, J., Chopra, K., Kaur, R. (2016). Role of Sustainability in Educational Institutions. *International Journal of Engineering and Management Research (IJEMR)*, 6(1), 528-531.

Nair, R., Shasani, S., Joshi, T., Chopra, K., (2015). Entertainment-A Leverage or a Distraction for the Retail Outlets in shopping malls. *Journal of Applied Management – Jidnyasa*, 9-21.

Patil, S., Chopra, K. (2015). A Study of Innovative Ways to Reward Top Performers in Selective IT Companies in India. *International Journal for Research in Applied Science & Engineering Technology (IJRASET)*, 3(12), 442-448.

Viswanathan, V., Chopra, K. (2015). Study on factors affecting job satisfaction, loyalty, and commitment among managerial staff with reference to e-publishing organisations in ITES/BPM industry. *International Journal for Research in Applied Science & Engineering Technology*, 3(7), 458-465.

## **Conference Paper**

Chopra K., More D. (2025). Harnessing the Potential of AI in Gender Mainstreaming Activities in Education. *Lecture Notes in Networks and Systems*, 1304 LNNS, 253 – 270.

Chopra K., Chitranshi J., Khanna P. (2024). Financial Empowerment of Asian Women Through Payment Apps. 2024 1st International Conference for Women in Computing, InCoWoCo 2024 – Proceedings. Institute of Electrical and Electronics Engineers Inc.

Chopra K. (2023). AI Driven Quick delivery services in India and Employee wellbeing challenges. *Proceedings of 2023 IEEE Technology and Engineering Management Conference - Asia Pacific, TEMSCON-ASPAC 2023*.

Chitrao P.V., Bhojar P.K., Chopra K., Divekar R. (2023). Commercial Viability of Solar Thermal Hyper Distillation of Waste Water—Sainnova, A Case Study. *Lecture Notes in Networks and Systems*, 401, 333 – 340.

Chopra K. (2022). Evaluation of Homemaker Purchase Behaviour Post-Pandemic Using Kirkpatrick Model and Content Analysis Approach. *Springer Proceedings in Business and Economics*, pp. 289 – 296.

Saklani, M., Chitranshi, J., Chopra, K (2025). Unlocking HR Potential: Exploring Blockchain Technology's Application in Human Resource Management. *Securing the Future through Sustainability, Health, Education, and Technology*. Routledge, 299-308.

Khanna, P, Farhan M, Chopra K. (2025). Behavioural Patterns of Indian Shoppers in Tier II Cities of South Asia: A Confirmatory Factor Analysis Approach. *Securing the Future through Sustainability, Health, Education, and Technology*. Routledge, 136-153.

Reddy NS, Khanna P, Verma S, Bhoyar P K, Chopra C (2024). Effectiveness of Artificial Intelligence on Online Retail Sector in Indian Context—Consumer Behavior Patterns Perspective. *Emerging Horizons: Business and Society in the Post-Pandemic Era*, 254-263.

Chopra K, More D. (2024). Do Recommendations Help in Usage of Online Library Resources—Post-Covid Scenario?. *Emerging Horizons: Business and Society in the Post-Pandemic Era*, 189-197

Chitranshi J., Chopra K (2024). Prioritizing Psychological Well-Being of Employees: Leadership Perspective Towards Organizational Sustainability. *Responsible Corporate Leadership Towards Attainment of Sustainable Development Goals*. 389-410.

Arvinth, K., Chopra, K. Arora, D. (2024). Artificial Intelligence in Marketing—Customer Perspective and Future Research Direction. *Pandemic to Endemic*, 296-305.

Chitrao, P. V., Bhoyar, P. K., Chopra, K., Divekar, R. (2022). Commercial Viability of Solar Thermal Hyper Distillation of Waste Water. *Information and Communication Technology for Competitive Strategies (ICTCS 2021) Intelligent Strategies for ICT*. Springer Nature. 333-340.

Chitrao, P. V., Bhoyar, P. K., Chopra, K., Divekar, R. (2022). Water-Sannova , A Case Study. *Information and Communication Technology for Competitive Strategies (ICTCS 2021) Intelligent Strategies for ICT*. Springer Nature.

Pabalkar, V., Chopra, D K., More, D., Nair, R. (2019). Influence of Relationship Marketing on Patients' Decision in Selection of Eye Hospitals—Is It Ethical?. *Proceedings of International Conference on Media Ethics*.

Chopra, K., Chanda, R. (2019). Customer Experience Management in Airline Industry. *Sixteenth AIMS International Conference on Management*, 526-530.

Chopra, K., Kamboj, P. (2017). Study on behavioural skills of retail employees. *Transforming India 2030: Strategies for Sustainable*, 371.

Chopra, K. (2015). Study of impact of innovative methods to engage consumers in malls through entertainment. *Samvad*, 8.

## **Book**

Divekar, R., Chopra, K., Dange, P., and Mehendale, S. (2025). *Securing the Future Through Sustainability, Health, Education, and Technology*. Taylor & Francis

Divekar, R., Chopra, K., Mehendale, S, Bhoyar P (2024). *Emerging Horizons: Business and Society in the Post-Pandemic Era: Proceedings of 13th Annual Research Conference on 'Pandemic to Endemic: Propositions for the Future' of Symbiosis Institute of Management Studies*.

Divekar, R., Chopra, K., Chitranshi, J., Mehendale, S. (2024). *Pandemic to Endemic: Propositions for the Future*. Taylor & Francis.

Chandani, A., Chopra, K., Divekar, R., Nayak, J. K. (2022). *Pandemic, New Normal and Implications on Business*. Springer Nature.

