

## Journal Papers

Pawar, S. K., Islam, T. (2025). Hierarchical effects of university social media posts on the enrolment decision-making of international students: integrating the AIDA and TAM models. *Studies in Higher Education*, pp. 1–16.

Chanda, R., Islam, T. (2024). Baby boomers' Over-The-Top (OTT) rush-older customers on new platforms. *Cogent Business & Management*, 11(1).

Pawar, S. K., Vispute, S., Islam, T., Chanda, R. (2020). International Students' Motivations for Studying in Indian Universities: Implications for Value Proposition and Positioning Strategies. *Research in Comparative and International Education*, 15(2), pp. 158-170.

Islam, T., Chandrasekaran, U. (2020). Religiosity and consumer decision making styles of young Indian Muslim consumers. *Journal of Global Scholars of Marketing Science*, 30(2), pp. 147–169.

Gorakhia, N., Chitranshi, J., Nagendra, A., Islam, T. (2020). Employee Perception Towards Work from Home in IT Sector. *Indian Journal of Ecology*, 47, pp. 27-30.

Kranthi, A., Aggarwal, K., Chitranshi, J., Nagendra, A., Islam, T. (2020). Study of Usage of Artificial Intelligence in Human Resource in IT Industry. *Indian Journal of Ecology*, 47, pp. 132-134.

Chandani, A., Daji, A., Sawhney, A., Mehta, M., Islam, T. (2019). The Relationship Between Mobile Phone & Laptop Use on Physical Well-being of College Students in India. *Indian Journal of Public Health Research and Development*, 10(8), pp. 243-248.

Islam T, Chandrasekaran U (2019). Religiosity, values and consumer behaviour: a study of young Indian Muslim consumers. *Journal of Consumer Marketing*, 36(7), pp. 948–961.

## Conference Papers

Sivapragasam, P., Islam, T. (2024). Sharing Economy at the Bottom of the Pyramid (BOP) Markets: An Exploratory Study. In: Divekar, R., Chopra, K., Dange, P., Mehendale, S. (eds.), *Pandemic to Endemic: Propositions for the Future*, Routledge, London, 15.