

# **Pt. Mohan Lal S.D. College For Women, Gurdaspur**




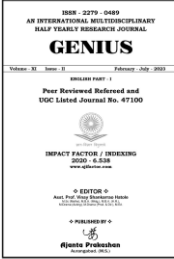

## **3.3.1**

**Number of research papers published per teacher in the Journals  
as notified on UGC CARE list during the last five years**





***Dr. (Mrs.) Neeru Sharma***  
***Principal***

*Neeru Sharma* Principal  
Pt. Mohan Lal S.D. College  
for Women, Gurdaspur




# 2022-23

S. No.	Title of Paper	Name of Author	Name of Journal	Proofs
1	Education Policy and Indian Education scenario – Vision and Prospects	Dr. Rama Gandotra	Genius	  <p style="text-align: center;"><b>3. Education Policy and Indian Education Scenario- Vision and Prospects</b></p>
2	Factors Affecting Investments in Intangible Assets: Insights from Indian Companies	Dr. Khushboo Aggarwal	South Asian Journal of Management	

  
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3	Arth- bhavi Jeevan Sanjha TeAdharat Punar Sirjat Bhav- Purat Ankan	Dr. Sukhwinder Kaur	Aabru (April- June, 2023)	 
4	Promoting education for innovation through India's New Education Policy, 2020	Mrs. Surkhab Shelly	The Academic: International Journal of Multidisciplinary Research	

  
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6	Revolutionising Permission Marketing: A Deep dive into AI-driven strategies and potential research avenues	Dr. Ravneet Kaur	The Academic: International Journal of Multidisciplinary Research	 <p><b>The Academic</b> (International Journal of Multidisciplinary Research) Volume 1, Issue 3, October 2023</p> <p><b>Table of Contents</b></p> <table border="1"> <thead> <tr> <th>S.No.</th> <th>Author Name</th> <th>Page No.</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Author: Dr. Ravneet Kaur</td> <td>1-11</td> </tr> <tr> <td>2</td> <td>Author: Dr. Ravneet Kaur</td> <td>1-11</td> </tr> <tr> <td>3</td> <td>Author: Dr. Ravneet Kaur</td> <td>1-11</td> </tr> <tr> <td>4</td> <td>Author: Dr. Ravneet Kaur</td> <td>1-11</td> </tr> <tr> <td>5</td> <td>Author: Dr. Ravneet Kaur</td> <td>1-11</td> </tr> <tr> <td>6</td> <td>Author: Dr. Ravneet Kaur</td> <td>1-11</td> </tr> <tr> <td>7</td> <td>Author: Dr. Ravneet Kaur</td> <td>1-11</td> </tr> <tr> <td>8</td> <td>Author: Dr. Ravneet Kaur</td> <td>1-11</td> </tr> <tr> <td>9</td> <td>Author: Dr. Ravneet Kaur</td> <td>1-11</td> </tr> <tr> <td>10</td> <td>Author: Dr. Ravneet Kaur</td> <td>1-11</td> </tr> </tbody> </table>	S.No.	Author Name	Page No.	1	Author: Dr. Ravneet Kaur	1-11	2	Author: Dr. Ravneet Kaur	1-11	3	Author: Dr. Ravneet Kaur	1-11	4	Author: Dr. Ravneet Kaur	1-11	5	Author: Dr. Ravneet Kaur	1-11	6	Author: Dr. Ravneet Kaur	1-11	7	Author: Dr. Ravneet Kaur	1-11	8	Author: Dr. Ravneet Kaur	1-11	9	Author: Dr. Ravneet Kaur	1-11	10	Author: Dr. Ravneet Kaur	1-11
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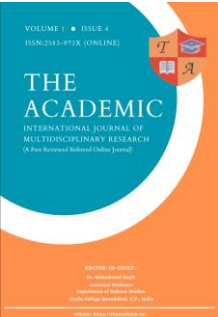
**The Academic**  
 International Journal of Multidisciplinary Research  
 Volume 1, Issue 4, November 2021  
 ISSN: 2824-971X  
 Website: www.theacademic.in

**Revolutionizing Perennial Marketing: A Step Into the AI-Driven Strategies and Potential Research Issues**  
 Dr. Ravneet Kaur  
 Assistant Professor, P.O., Department of Commerce  
 P. M. D. College for Women, Gurdaspur

**ABSTRACT:** Perennial marketing, which emphasizes "forming customer segments" instead of "defining product segments" is getting popularity. Modern marketing strategies have undergone a significant change as a result of the advances brought by digital technology and artificial intelligence (AI). This paper analyzes recent research on AI's function in perennial marketing, looking for any fresh ideas regarding its performance, innovation. According to the study, AI improves the effectiveness of perennial marketing by enabling customer personalization, which increases user engagement and conversions. In order to ensure that AI is used responsibly, it is essential to first understand the ethical implications and customer protection of perennial marketing. Based on prior personalization, AI content must be approved to reduce biases, ensure privacy, and protect customer information. Perennial marketing potential may be increased by combining AI with existing strategies, such as omnichannel content and content curation. Personalized marketing is made to strengthen the customer-brand connection and retention. This paper highlights the dangers and AI plays in perennial marketing.

**Introduction:** The way businesses interact with customers has changed as a result of the digital age. Marketers have the constant problem of capturing customer attention and delivering useful, relevant information. Marketing strategy is an age where personalization content is dominant. The 2020 marketing strategy sets

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**The Academic**  
 International Journal of Multidisciplinary Research  
 Volume 1, Issue 4, November 2021  
 ISSN: 2824-971X  
 Website: www.theacademic.in

**Promoting Education for Innovation through India's National Education Policy 2020**  
 Dr. Ravneet Kaur  
 Assistant Professor, P.O., Department of Commerce  
 P. M. D. College for Women, Gurdaspur

**ABSTRACT:** The National Education Policy (NEP) 2020 is a landmark document that outlines the vision, goals, and strategies for the education system in India. This paper analyzes the key features and implications of the NEP 2020, focusing on its emphasis on innovation, digital education, and holistic learning. The paper also discusses the challenges and opportunities associated with the implementation of the NEP 2020, and provides recommendations for ensuring its successful implementation. The NEP 2020 is a significant step towards creating a more inclusive and equitable education system in India, and it has the potential to transform the way we think about and deliver education. This paper highlights the key features and implications of the NEP 2020, and provides recommendations for ensuring its successful implementation. The NEP 2020 is a significant step towards creating a more inclusive and equitable education system in India, and it has the potential to transform the way we think about and deliver education. This paper highlights the key features and implications of the NEP 2020, and provides recommendations for ensuring its successful implementation.

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