

Dr. Bidyanand Jha - Associate Professor

Book Chapter:

- Jha, Bidyanand (2017), “Healthcare Management: A comparative assessment of Apollo and Fortis”, Global Healthcare Management and Business Issues, Excel publication, ISBN- 9789386256317, Page – 26-36.
- Jha, Bidyanand (2017), “Online medicine market: A study of Netmeds.com”, Global Healthcare Management and Business Issues, Excel publication, ISBN- 9789386256317, Page – 88-100.
- Jha, Bidyanand (2017), “Social Media and Academia”, Global Healthcare Management and Business Issues, Excel publication, ISBN- 9789386256317, Page – 109-134.
- Jha, Bidyanand (2017), “Online and Social Media environment: Impact on medicine markets”, Global Healthcare Management and Business Issues, Excel publication, ISBN- 9789386256317, Page – 186-198.
- Jha, Bidyanand (2017), “Mobile apps and Healthcare: Benefits, risk and best practices”, Global Healthcare Management and Business Issues, Excel publication, ISBN- 9789386256317, Page – 199-213.
- Jha, Bidyanand (2017), “Healthcare Management: A study of south Asian countries in healthcare investment”, Global Healthcare Management and Business Issues, Excel publication, ISBN- 9789386256317, Page – 241-263.
- Jha, Bidyanand (2017), “China and India: A comparative study on Healthcare expenditure”, Global Healthcare Management and Business Issues, Excel publication, ISBN- 9789386256317, Page – 285-301.
- Jha Bidyanand (2016), “Social Media Presence: A framework for adaptation of social media in academia”, Indian Journal of Higher Education , Vol. VII, Issue II, pp- 35.
- Jha Bidyanand (2012), “Managing Ethical Standards: A critical review about five myths of ethics”, Page number 374-80, ISBN: 9788174469441, Excel Book Publication, Ethics in Business and Corporate Governance”.
- Jha Bidyanand (2009), “Beauty of Supply Chain in Retail Industry: An Indian Perspective”, Retailing in India, Page number 412-18, ISBN: 9788174467584, Excel Book Publication, “Marketing in Emerging Market”.

International Journal:

- Jha Bidyanand et.al (2016), “Online Purchase Intention: A Study of Automobile Sector in India” , Review of Interdisciplinary Business Research in Management and Economics (RIBER)
- Jha, Bidyanand (2015), “Online Purchase Intention on Tablet PC: Role of Social Media and Learning Style”, European Journal of Economics and Management (EJEM).
- Jha Bidyanand (2015), “Purchase Intention of Apparel Brand: Influence of Social Media and Learning Style”, Journal of Business Management and Research.

- Jha Bidyanand (2015), “Social Media communication and Purchase Intention: Learning Style as Moderating Variable”, International Journal of Social Science and Research”.
 - Jha Bidyanand (2014), “Social Media, Brand Community, User generated comments and Brand Loyalty: Study of Indian Youth”, International Organization of Scientific Research.
 - Jha Bidyanand (2014), “Mobile and E-commerce: Study of Indian Young Consumer”, International Organization of Scientific Research.
 - Jha Bidyanand (2012), “Total Quality Management in Management School in India”, Indian Journal of Higher Education.
 - Jha Bidyanand (2012),”The Art of Balancing Change: The FDI effect in Indian Retail”, Shodh Drshiti, BHU, India.
 - Jha Bidyanand (2012),”Neuro Marketing: Antidotes to Marketers”, The International Journal of social Science, Singapore.
 - Jha Bidyanand (2012), “TAM and E-tax User Intention: A study of North Karnataka”, South Asian Journal of Marketing and Research”.
 - Jha Bidyanand (2012), “Developing Right Human Equation: Learning from Indian Mythology”, International Journal of Commerce Management and Information Technology.
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Case Study Published:

- Jha Bidyanand et.al (2016), “Patanjali: Capturing Indian Market”, Case Centre, USA.
 - Jha Bidyanand (2015), “Social Media Marketing: A study of Makemytrip”, Springer Publication.
 - Jha Bidyanand (2012), “Strike at MUL then (2000-01) and Now (2011)”, Hummingbird Publication.
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International Conferences:

- Jha, Bidyanand (2017), “Healthcare Management: A comparative assessment of Apollo and Fortis”, Global Healthcare Management and Business Issues, International conference on Healthcare and Global Issues, Kirloskar Institute of Advanced Management Studies, Pune.
- Jha, Bidyanand (2017), “Online medicine market: A study of Netmeds.com”, Global Healthcare Management and Business Issues, International conference on Healthcare and Global Issues, Kirloskar Institute of Advanced Management Studies, Pune.
- Jha, Bidyanand (2017), “Social Media and Academia”, Global Healthcare Management and Business Issues, International conference on Healthcare and Global Issues, Kirloskar Institute of Advanced Management Studies, Pune.
- Jha, Bidyanand (2017), “Online and Social Media environment: Impact on medicine markets”, Global Healthcare Management and Business Issues, International conference on Healthcare and Global Issues, Kirloskar Institute of Advanced Management Studies, Pune.
- Jha, Bidyanand (2017), “Mobile apps and Healthcare: Benefits, risk and best practices”, Global Healthcare Management and Business Issues, International

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- Jha, Bidyanand (2017), “Healthcare Management: A study of south Asian countries in healthcare investment”, Global Healthcare Management and Business Issues, International conference on Healthcare and Global Issues, Kirloskar Institute of Advanced Management Studies, Pune.
- Jha, Bidyanand (2017), “China and India: A comparative study on Healthcare expenditure”, Global Healthcare Management and Business Issues, International conference on Healthcare and Global Issues, Kirloskar Institute of Advanced Management Studies, Pune.
- Jha Bidyanand (2017), “Adaptation of social media in academia”, International Conference on Digital Marketing, SIES Management School, Mumbai.
- Jha Bidyanand (2016), “RJIO: Revolutionizing the Indian Telecom Industry”, International Case Competition, ICBM Business School, Hyderabad.
- Jha Bidyanand et.al.(2016), “Social Media Adaptation in Academics”, ICFAI Business School, Pune.
- Jha Bidyanand et.al.(2016), “Online Purchase Intention: A Study of Automobile Sector in India”, Society of Interdisciplinary Research (SIBR), Bangkok.
- Jha Bidyanand (2014), “Social Media and its impact on online purchase of Indian Teens”, International conference of management, Society of Interdisciplinary research, Hong-Kong.
- Jha Bidyanand (2013), “Factor affecting Purchase intention in mobile shopping in India”, International conference of management and information science, Bangkok.
- Jha Bidyanand (2012), “Perception towards usage of mobile internet for E-commerce: A Study of Indian teens”, 7th International Research conference of Management and Finance, University of Colombo, Sri Lanka.
- Jha Bidyanand (2011), “The art of balancing change: The FDI effect in Indian retail”, International conference of management, SDM CBS, Dharwad, India.
- Jha Bidyanand (2010), “The five myths of Ethics: A case of management education”, International conference of management, RVIM, Bangalore, India.
- Jha Bidyanand (2009), “Factors affecting organized retail in India: The FDI crossroad”, International conference of management, RIM (Rourkela Institute of Management), India.

Best Paper Award

- Jha Bidyanand et.al.(2016), “Social Media Adaptation in Academics”, ICFAI Business School, Pune.
- Jha Bidyanand et.al.(2016), “Online Purchase Intention: A Study of Automobile Sector in India”, Society of Interdisciplinary Research (SIBR), Bangkok.
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