

ACADEMIC PROFILE OF PROF. KIRAN MOR



1. **Full Name :** Dr. Kiran Mor
2. **Husband's Name:** Sh. Virender Singh
3. **Date of Birth :** 15.06.1970
4. **Present Address:** Professor (Economics) & Head,
Department of Humanities & Social Sciences,
National Institute of Technology, Kurukshetra-
136119
5. **Permanent Address :** B-208, Jindal Global City, Sector-29,
Kurukshetra, Haryana-136118
6. **Present Position held :** Head of Department & Chairperson (DRC)
With full address Department of Humanities & Social Sciences,
National Institute Of Technology, Kurukshetra-
136119
7. **Telephone (with STD code) :** Landline (O) - 01744-233520, 01744-233516
Mobile No. - 08199990554
8. **Email :** drkiran.nit@gmail.com
kiran@nitkkr.ac.in
9. **Total Experience:** 30 Years
10. **Teaching Experience At the**
Level of Professor: - 12 Years
Post Ph.D. Experience: - 25 Years

11. Particulars of Educational Qualification:

Sr. No.	Degree Obtained & Branch/Specialization	Name of the University/Institute	Year of Passing	Class/Division
1	10th	Haryana Education Board	1986	First
2	10+2	Haryana Education Board	1988	First
3	Bachelor's Degree	MDU	1990	First
4	Master's Degree (Economics)	KUK	1993	First
5	Ph.D. Degree (Economics)	KUK	2000	

12. Title of Ph.D. Thesis with name and addresses of Ph.D. Guide

Degree	Title of Thesis	Guide	University
(i) Ph.D.	Technological Changes in Agriculture - A case Study of Haryana	Dr. R.K. Rana Prof. KUK Dr. R.K. Deswal Prof. NITK	K.U.K.

13. Ph.D. Thesis Supervision:

Ph.D. Completed: - 7

1. Ms. Aditi Ahooja → “A study of Indian Banking Sector- Performance Analysis since Liberalization” (2012) (Reg. No. NITK 2K08—Ph.D 1178 HUSS)
2. Mr. Ranjeet Verma → “Brand Building Practices in Indian Automobile Industry- A Comparative Study with reference To Different Passenger Cars” (2013) (Reg. No. 2K06 NITK Ph.D. 1130 HUSS)
3. Ms. Sulekha → “Mkt. Segmentation Strategies for FMCG in Haryana – A Comparative Study of ITC and HUL in Haryana”. (Reg. No. - 2K11-NITK- Ph.D.-1363) **[Regular]**
4. Ms. Geetu Sapra → “Impact of Demographic Characteristics of Consumers on Exploratory Tendencies. An Empirical Study”. (Reg. No.- 2K11-NITK-Ph.D.-1361)
5. Ms. Savneet Sethia → “Consumption Pattern of Selected Food and Non-Food Items: An Empirical Study of Rural and Urban Households in Haryana” (Reg. No. – 2K11-NITK-Ph.D.-1359).
6. Ms. Anshu Lochab → “Protean and boundaryless career orientation: A Study of IT Professionals in NCR”. (Reg. no. 2K13-NITK/Ph.D.-6120042).
7. Ms. Seema “Moonlighting Intentions of Contemporary Careers – A study of IT Professionals”. (Reg. No. 2K17-NITK-Ph.D.-6170089).

Ph.D. – (In Progress): 7

1. Ms. Preeti (Roll No.-62300048)
2. Ms. Jyoti Yadav (Roll No.- 62300019)
3. Ms. Reena Devi (Roll No.- 62310020)
4. Ms. Haritika (Roll No.- 62310018)
5. Mrs. Sonam Mann (Roll No.- 62400007)
6. Mrs. Reena (Roll No.- 62400008)
7. Mr. Parvinder Singh (Roll No.- 62310023)

14. MEMBER OF PROFESSIONAL BODIES:

- (I) Life member of Indian Economics Association
- (II) Life member of National Economics Political Economic Association
- (III) Life member of Haryana Economics Association

15. ADDITIONAL INFORMATION:

Member Board of Advisors and reviewer – Acme Intellects International Journals of Research in Management – ISSN 2320-2939 (Print), ISSN 2320-2793 (online).

Administrative/Academic Duties (Institute/Department):

- Observer, Examination Centers in December 2013.
- Centre Superintendent in January 2015.
- Member unfair means committee.
- Member M. Tech. Admission Committee 2012.
- Anti-ragging duty and disciplinary duties in institute functions and events.
- Member library committee.
- Member TEQIP-II.
- Member sports committee.
- Warden Girls Hostel.
- Member mess worker grievance committee.
- Member Department Research Committee.
- Member Senate
- Member Board of Studies.
- Member Department Affairs Committee.
- Member Selection Committee for contract faculty.
- Course coordinator Engineering Economics (HUT-109).
- Member Department Purchase Committee.
- Chairperson of Department Write off Committee.

**LIST OF WORKSHOPS/SEMINARS/CONFERENCES/WINTER SCHOOLS
ATTENDED**

Sr. No.	Organisation	Period From To	Particulars of Training
1	NDRI Karnal	April 9-10, 1997	Conference of Haryana Economic Association
2	R.E.C.K. KKR	Oct. 10,1999	Patent Awareness Workshop
3	R.E.C.K. KKR	Sec.11,1999	The impact of IPR on Indian Agriculture workshop in 'Technology Management'
4	R.E.C.K. KKR	May to June 2000 (Three Weeks)	Induction Training Programme
5	R.E.C.K. KKR	Nov. 18 & 19, 2000	National Seminar on IPR
6	G.G.S.I.T.M.S.	March 15-16, 2001	Conference of Haryana Economic Association
7	C.R.S.C.E. Murthal	08.07.01 to 20.07.01	Managerial & Communicative skills
8	NIT KKR	10th -16th April,	Intellectual Property Rights

		2003 (one week)	
9	NIT KKR	26th April,2003	Workshop on copy Right
10	NIT KKR	17th Nov.2003	Patent awareness workshop
11	NIT KKR	12th March,2005	One day workshop on student counseling
12	K.U.K.	27th -29th,2006	Indian Economic Association Conference
13	NITTTR Chandigarh	2nd -6th Jan 2006 (one week)	Technologies for sustainable Development
14	NITTTR Chandigarh	16th -20th Jan 2006 (one week)	Effective Communication and presentation Skills
15	NITTTR Chandigarh	26th -30th June, 2006 (one week)	Technologies for sustainable Development
16	NIT KKR	April 8th -9th, 2006	Two days user convention or indest consortium convention
16	NIT KKR	Nov.30-Dec.1, 2007	National Workshop on IPR & Development of Science & Technology
18	NIT KKR	Dec. 8th-9th, 2007	Workshop on awareness, use and Management of e-resources in Libraries
19	NIT KKR	June 30th-July 12, 2008	Faculty Development Programme on IPR
20	NIT KKR	Sep.22-26, 2008	Instructional Planning & Delivery, Deptt. Of education & Education Mgt., NITTTR Chandigarh
21	NIT KKR	Nov. 15th-16th, 2008	IPEA-The 12th Annual Conference
22	NIT KKR	Dec,19, 2008	Workshop on examination reforms on IIT pattern
23	SMCL Kaka Girls PG College Sikandrabad (UP)	March 6-7, 2011	Impact of Economics Reforms on Generation of Employment opportunities in India
24	NIT KKR	April 19-20, 2013	Indian Economy in the Post Reform Era
25	JNU, Delhi	9th – 10th November 213	Career boundaries in a Boundary less world traditional to boundary less career: Redefining Career in 21st Century
26	Atharva Institute of Management Studies, Mumbai	July 19, 2014	“Emerging patterns of innovation in businesses: Challenges and strategies”
27	National Institute of Technology, Kurukshetra	February 2015	Advances in Management for Business Excellence Titled “Market Segmentation Strategies: Need of Modern Marketing for Business Excellence
28	RDIAS, Delhi	17th and 18th April 2015	Make in India: Emerging Trends in trade & Innovation for effective Entrepreneurship (MI-ETTIEE 2015)
29	National Institute of Technology, Kurukshetra	18th October 2014	One day Awareness Programme on Intellectual Property Rights (IPR)
30	RDIAS, Rohini, Delhi	April 7th & 8th 2017	International conference on Parading shift in world Economies: Opportunities and Challenges
31	National Institute of Technology, Kurukshetra	28.12.2016	on “Curriculum Development: Focus on UG” by Manoj Kumar Arora

32	National Institute of Technology, Kurukshetra	04.01.2017	Workshop on, “Vittiya Saksharta Abhiyan
33	National Institute of Technology, Kurukshetra	12.01.2017	An Interactive Session with TBRL
34	National Institute of Technology, Kurukshetra	17-18 February, 2017	Workshop on Remote Sensing
35	National Institute of Technology, Kurukshetra	15th March, 2017	Professional Development of Teachers
36	National Institute of Technology, Kurukshetra	23.03.2017	Training on IIMS software
37	National Institute of Technology, Kurukshetra	24th July, 2018	One day training workshop for Faculty Mentors pertaining to First Year B.Tech. Students under TEQIP-III.
38	National Institute of Technology, Kurukshetra	16th July, 2020	Webinar on Gender Equality and Women’s rights under TEQIP-III.
39	National Institute of Technology, Kurukshetra	September 23-27, 2020	Participated in One Week Online Short term Training Program on “Research Scholars’s Week: Applied Sciences And Humanities”. TEQIP-III, NIT, Kurukshetra
40	Murmu University, Jharkhand	28 th October, 2020	Participated in “Each for Equal Webinar: Innovation and Scientific Temper: Unknown World of Women”.
41	UBA NCI, New Delhi	29 th September, 2020	Participated in Online Awareness-Cum-Dissemination on NEP 2020,UBA,NCI,New Delhi
42	IIT Delhi	16 th September, 2020	Participated in Online Webinar for “Volunteers of Unnat Bharat Abhiyan/NYKS/NSS/NCC on NEP2020
43	Engineering Staff College of India, Hyderabad	23-27 November, 2020	Participated in One Week Online FDP on “Ethics and Values for Science and Technologist”. Sponsored by Ministry of Science and Technology, GOI (DST).
44	IIT, Delhi	8th March, 2022	Participation in Lecture on the occasion of International Women’s Day by Prof. Prajval Shastri.

Organized:

Sr. No.	Organization	Period From To	Particulars of Training
1	National Institute of Technology, Kurukshetra	December 18-22, 2017	Convener for one week short term course on “ Data Analysis in Social Sciences Research ” organized by Department of Humanities and Social Sciences.
2	National Institute of Technology, Kurukshetra	January 03-07, 2018	Convener for one week short term course on “ Forecasting Models with Applications of Software’s ” organized by Department of Humanities and Social Sciences and Department of Mathematics.

3	National Institute of Technology, Kurukshetra	December 11, 2017	Chairperson, National Conference on Sustainable Development.
4	National Institute of Technology, Kurukshetra	January 27-31, 2018	Coordinator of Workshop on “Introduction to Developing Communication skills for employability”.
5	National Institute of Technology, Kurukshetra	March 8, 2018	Convene National Seminar on “Role of Women Achievers in Science, Technology and Management in the sustainable Green energy growth in India”, NIT, Kurukshetra.
6	National Institute of Technology, Kurukshetra	April, 2013	Organized Lecture-cum-interactive session on “Living-or-existing” for students in April 2013
7	National Institute of Technology, Kurukshetra	April, 2013	Organized “Self Defense” training workshop for girl students in April 2013.
8	National Institute of Technology, Kurukshetra	8 th March,2017	Organized Expert Lecture for B. Tech. Students on 8 th March, 2017 at senate hall on Personality Development.
9	National Institute of Technology, Kurukshetra	22 nd March,2017	Organized Expert Lecture for B. Tech. Students on 22 th March, 2017 at jubilee hall on “Start Ups in India: How to Create One”.
10	National Institute of Technology, Kurukshetra	11-12 March,2017	Organized STC on Research Methodology and Thesis writing: An Interdisciplinary Approach on 11-12 March, 2017
11	National Institute of Technology, Kurukshetra	10 th March, 2022	Organizing secretary, 2 days’ workshop on “Role of Bhagwad Gita in Promoting World Security and Peace” on 10 th March, 2022, Humanities and Social Sciences, NIT Kurukshetra.

Awards/Distinctions/Recognitions

National/State Scholarship winner, Superior Academic Record i.e. throughout First Class

Date:

Place:

(Dr. Kiran Mor)

List of Research Papers Published in Books

- Mor Kiran, Mahajan Aditi A, “Indian Banking Sector- Challenges in New Millennium”, in H.R. Perspectives and Challenges in New Millennium, ISBN No. 978-93-82876-13-7, pp. 1-17, March 2013.
- Mor Kiran, “New Economic Policy and Its Implication for Employment in India”, in New Economic Policies and Employment Opportunities in India, ISBN 13: 978-81-8329-420-1, PP: 30-40, March 2012.
- Mor Kiran, “Impact of Educational Expenditure on NSDP in Haryana: An econometric approach through lag models” in Challenges of education in 21st century, ISBN 978-81-8450-274-9, PP: 239-247, Year 2011.
- Mor Kiran, Lochab Anshu “Boundary less career and subjective career success – Indicating Gender Difference” Make in India: Emerging Trends in trade & Innovation for effective Entrepreneurship (MI-ETTIEE 2015), ISSN 978-93-84869-51-9, 17th and 18th April 2015, pp 214-217.
- Mor Kiran, Lochab Anshu “Protean Career attitude and subjective career success: Indicating Gender difference” in Advances in Management for Business Excellence, ISBN: 978-93-84370-32-9.
- Mor Kiran, Sulekha “Market Segmentation Strategies: Need of Modern Marketing for Business Excellence” in Advances in Management for Business Excellence, ISBN: 978-93-84370-32-9, NIT KKR, pp 334-338, Feb 2015.

List of Research papers Published/Accepted in various journals

- Kumar Rajinder, Mor Kiran “Environment and Development-some Global Issues” Kautilya Journal of Haryana Economic Association, Vol-XVIII No.1 & 2, PP. 62-65, 1997-98.
- Mor Kiran, Bhardwaj Sidharth S, Verma Ranjeet, “Probing Brand Perception of Selected B-Segment Indian Passenger Cars” Management Vistas, ISSN 0974-682 x, Vol-III (part-1), Jan., 2010, PP 29-33.
- Deswal R S, Mor Kiran, Aditi Ahuja, “Performance of Private Sector Banks in India-A Case Study of ICICI Banks” Management Vistas, ISSN 0974-682x, Vol-III (Part-1) Jan.2010, PP 47-53.

- Mor Kiran, "Contribution of HYVs to foodgrain production-A case study of District Hisar in Haryana" Journal of National Development, ISSN 0972-8309, Vol-23 No.1, Jan.2010, PP 73-84.
- Deswal R S, Mor Kiran, Aditi Ahuja, "RBI Pivotal to Corporate Governance in Indian Banking *Letter of Appreciation along with award of Rs. 2000/-", Indian Journal of Corporate Governance, ISSN 0974-6862, Vol-3 No.1, Jan.,2010, PP-73-84.
- Mor Kiran, Bhardwaj Sidharth S, Verma Ranjeet, "Segmentation positioning and Brand image-A comparative study of selected C-Segment passenger cars" Business Research, ISSN 0972-2785, Jan. 2010, PP 61-67.
- Deswal R S, Mor Kiran, Aditi Ahuja, "Indian Banking Post Independence: A Remarkable Journey" GYANPRATHA, ISSN 0975-0584, Vol-2 issue no.1, Jan.,2010, PP 59-66.
- Mor Kiran, "Growth and variations in the use of Technological Changes in Agriculture in Haryana", Business, Research, ISSN 0972-2785, Jan.2010, PP 31-38, Vol. No.
- Mor Kiran, Bhardwaj Sidharth S, Verma Ranjeet, "E-Branding-A winning Mantra of Build Strong Brand in Automobile Industry", Sandesh Masthnath journal of Management, ISSN 0975-6515, Vol-1, No.1, Jan-March 2010, PP 77-80.
- Mor Kiran, Bhardwaj Sidharth S, Verma Ranjeet, "Probing Brand Perception of Selected C-Segment Indian Passenger Cars" International Journal of Essential Sciences-Global Business Review, ISSN 0973-8436, Vol. IV, No.1, June,2010, PP 27-34.
- Mor Kiran "Poverty Alleviation programmes in India-An overview" International Journal of Essential Sciences-Global Business Review, ISSN 0973-8436, Vol-IV, No. 1, June, 2010, PP 8-16.
- Mor Kiran "Impact of Technological Changes in Agriculture-A case study of Haryana" Arya Bhatta-Journal of Mathematics & Informatics, ISSN 0975-7139, Vol-II, Issue No.1, May-June 2010, PP 45-50.
- Mor Kiran, Ahuja Aditi, "Non performing assests in Indian Banking Sector" The Horizons-A Journal of Social Sciences, ISSN 0975-5535, July-2010, Vol.2, No.2, PP 135-143.
- Mor Kiran "Prospects and Perspective of Technological Change in Agriculture A case study of District Karnal in Haryana" The Horizons-A, Journal of Social Science, ISSN 0975-5535, Vol-2 No.2, July-2010, PP 31-39.

- Mor Kiran, Ahuja Aditi, "Indian Rural Development & Regional Rural Banks" Business Research, ISSN 0972-2785, July, 2010, PP 14-24.
- Mor Kiran, Ahuja Aditi, "Trend and Technological Evaluation of Foodgrains Production in District Rohtak , Haryana" Journal of National Development, ISSN 0972-8609, Vol-23,no.1, June, 2010.
- Mor Kiran "Technological Change in Agricultural-\A case study of District Mahendergarh in" Gyanpratha Accman, Institute Noida, ISSN 0975-0584, Vol-2 No.2, July,2010, PP 65-71.
- Mor Kiran, Ahuja Aditi, "Impact of Global Meltdown on Indian Banking Sector" GYANPRATHA, ISSN 0975-0584, Vol-2 No.2, July, 2010, PP 45-47.
- Mor Kiran, Ahuja Aditi, "A Paradigm in Indian Banking-Internet Banking" Arya Bhatta- Journal of Mathematics & Information, ISSN 0975-7139, Vol.-3 Issue no.2, Nov., 2010, PP 79-88.
- Mor Kiran, "Food grain Production and Technological breakthrough in Haryana Agriculture-A zone wise analysis" Atharva: A Journal of Management & Research, ISSN 2231-4350, Vol -3, No-3, Sept-Dec. 2011, pp. 13-26.
- Mor Kiran, Ahuja Aditi, "Knowledge Management-A study of ICICI Bank" SHARE Journal of Multidisciplinary Research and studies, ISSN 0976-4712, Vol-2, issue 3, July-sept., 2011, PP 37-40.
- Mor Kiran, Ahuja Aditi, "Comparative analysis of Private Sector and Public Sector Banks in India" Indian Journal of Commerce and Management Studies, ISSN 2229-5674, online.
- Mor Kiran, Sulekha, "Market segmentation strategy in FMCG- A critical review of literature" Atharva : A Journal of Management Research, ISSN 2231-4350, Vol. 5 No.1, Jan-April 2013, PP. 12-25.
- Mor Kiran, Sethia Savneet, "Consumption pattern of food and non-food items: A critical review" PIMT Journal of Research,
- Mor Kiran, Sapra Geetu, "Demographic variables: Optimum Stimulation level" SCMS Journal of Indian Management" ISSN 0973-3167, Vol.9, No. 3, July-Sept.2012, pp 61-70
- Mor Kiran, Sulekha, "Effectiveness of sales promotional strategies : A study of coloured Television Industry in India", ISSN 2320-8678, Vol.-1, Issue-1, January 2013, PP: 49-56

- Mor Kiran, Sapra Geetu, "Literature review on various scales to measure optimum stimulation level and exploratory tendencies" RVS Journal of Management, ISSN No 0975-3435 Vol. VI No.1, July 2013 PP 98-110.
- Mor Kiran, Sethia Savneet, "Factors that influence household and individual food consumption: a review of research and related literature" Management Insight The Journal of inclusive analysis, ISSN 0973-936x Vol.IX, No.2, Dec.2013 PP 14-17.
- Mor Kiran, Sethia Savneet, "Consumption Pattern in India June 2013" GYANPRATHA, ISSN0975-0584.
- Mor Kiran, Sulekha, "An Investigation of consumer buying Behavior for FMCG: An Empirical study of Rural Haryana" Global Journal of Management and Business Research, ISSN 0975-5853, Vol. 13,issue 9, 2013, pp-44-49, Impact factor: 3.75.
- Mor Kiran, Lochab Anshu, "Traditional to Boundaryless career Redefining career in 21st century", Global Journal of Management and Business Studies, ISSN 2248-9878 Vol. 3, Number 5 (2013) pp. 485-490.
- Mor Kiran, Lochab Anshu, "Career Boundaries in a 'Boundary less' World Global Journal of Management and Business Studies", ISSN 2248-9878 Vol. 3, Number 2 (2013) pp. 119-124, January 2013.
- Mor Kiran, Lochab Anshu, "Effect of FDI on Service Sector in India, January 2014", Acme Intellects -International Journal of Research in Management, Social Sciences and Technology, ISSN 2320-2939(Print), ISSN 2320-2793(Online) Vol. 5 No.5 January 2014 PP 97-105.
- Mor Kiran, Sapra Geetu, "Relationship between Optimum Stimulation Level and Exploratory tendencies- A critical Review of Literature" IMS Manthan, ISSN-0974-7141 (Print), ISSN-0976-1713 (Online).
- Mor Kiran, Sulekha, "Market segmentation in the age of diversity: A necessity of marketers" European Journal of Business and Management, ISSN (Print) 2222-1735, ISSN (Online) 2222- 288X.
- Mor Kiran, Sulekha, "Brand Preferences for Personal Care Products: A Comparative study of HUL and ITC" The Horizon A Journal of Social Sciences, ISSN No.-0975-5535, No. 2/2014, Vol.5, July 2014.

- Mor Kiran, Sulekha, "Study of Market Mix for the Brand Preferences for Personal Care Products: A Demographic Comparison for HUL and ITC" Gyanpratha Journal of Management, ISSN No. -0976-9471, Vol.6, Issue-2, pp-
- Mor Kiran, Sulekha, "A Study of Market Mix for Personal Care Products: Special Reference to HUL and ITC" Journal of National Development, ISSN-0972-8309, Vol 27. no.1 issue 2 May 2014, pp
- Mor Kiran, Sulekha, "Brand Preferences for Personal Care Products: An Analysis of Market Mix with Respect to Income Segmentation" V3: Journal of Management, ISSN No. 2348-554X, Vol.2 issue 2 May 2014, pp
- Mor Kiran, Sulekha, "Segmenting Indian Consumers: A Psychographic Approach Global Journal of Management and Business Research: E Marketing Volume 14 Issue 3 Version 1.0 Year 2014 Type: Double Blind Peer Reviewed International Research Journal Publisher: Global Journals Inc. (USA) Online ISSN: 2249-4588 & Print ISSN: 0975-5853.
- Mor Kiran, Sulekha, "Study of Psychographic Variables Proposed for Segmentation for Personal Care Products through Factor Analysis" European Journal of Business and Management)IC Impact Factor value 7.17), ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol. 6, No. 14, pp-214-220 June 2014.
- Mor Kiran, "Second Green Revolution for Sustainable Growth in Indian agriculture" International Journal of Research in Science & Engineering, ISSN no 2347-9353 Vol.1 PP 15-25, Jan. 2014.
- Mor Kiran, "Perspective of Technological change in Haryana Agriculture A case of HYV" GYANPRATHA, ISSN 0975-0584 Vol. 6 issue-1 PP 71-75, Jan 2014.
- Mor Kiran, Sethia Savneet, "Changing Consumption expenditure pattern of Haryana. A case study of Ambala District, India" Acme intellects international Journal of Research in Management, Social Sciences & Technology, ISSN 2320-2939 (Print) 2320-2793 (online) vol.7 No.7 April 2014, PP 90-101.
- Mor Kiran, Lochab Anshu, "Protein and Boundary less Career Attitude: A study of Big-Five personality Model" Research Journal of Education and Management Studies, ISSN 2320-8678, Jan- July 2014 Vol 2nd issue 1-2 2013-14pp 52-65.
- Mor Kiran, Lochab Anshu, "Protean Career Orientation: A Predictive study of Goldberg's personality modal, Scholar View: International journal of media and management, ISSN- 2319-121X, Jan-June 2014 Vol. 3 Issue 1,PP 1-8.

- Mor Kiran, Sapra Geetu “Exploratory tendencies of consumer towards clothes- A study of demographic differences” Atharva Journal of Management Research, ISSN 2231-4350 .No. 1&2, Dec 2014, PP 42-59.
- Mor Kiran, Sapra Geetu “Relationship between optimum stimulation level and exploratory tendencies- A critical review of literature” IMS – Manthan- The Journal of Innovation, ISSN 0974-7141 Vol. 9 Issue1&2, Jan –Dec 2014.
- Mor Kiran, Sapra Geetu “Exploratory tendencies towards Magazines- An empirical study” Journal of Global Information and Business Strategy, ISSN 0976-4925. Vol. 6 No. 1, Jan –Dec 2014, PP 19-29.
- Mor Kiran, Sapra Geetu “Managing the Exploratory tendencies of Consumer towards Mobile: An Empirical investigation” Management Edge, ISSN 0976-0431 Vol. 8 No. 1, Jan –June 2015, PP 66-79.
- Mor Kiran, Sapra Geetu “Exploratory tendencies towards Shampoo- A study of demographic differences” Effulgence, ISSN 0972-8058 Jan-Jun 2015, vol 3 no 1 PP 8-20
- Mor Kiran, Sethia Savneet, “An investigation of consumer buying behavior for the food products: An empirical study of rural and urban areas of Haryana” Global Journal of management and business review, ISSN- 0975-5833, Oct 2015, Pg 6-11.
- Mor Kiran, Sethia Savneet, “Today’s consumer and their milk consumption- An Empirical study of Haryana” Research journal of Education and management studies A peer reviewed international Journal ACME, ISSN 2320-8678, Vol 7 No 7 page 52-59.
- Mor Kiran, Sethia Savneet, “Parent’s attitude towards girls education in Haryana” American international journal of research in humanities, Arts and social sciences, ISSN- 2328-3734(Print), 2328-3696(online), Page 130-135, Vol 2 Dec 2015 to Feb. 2016.
- Mor Kiran “Indian agriculture and globalization” Haryana Economic Journal, ISSN 2249-2879, Vol 3 issue 2 2013, Page 20-26.
- Mor Kiran, Sulekha, “Economic policy & FMCG sectors in India: A strategic view” Haryana Economic Journal, ISSN 2249-2879, Vol 5 issue 1 2015, Page 22-29.
- Mor Kiran, Sethia Savneet, Singh Nardev “Analyzing the choice behavior for food products: A Case Study of District Ambala (Haryana)” Effulgence Bi-Annual Management Journal, ISSN 0972-8058, Vol. 14 No. 2, July – December 2016.

- Mor Kiran, Lochab Anshu, “Protean and boundaryless career: An Empirical Exploration Technia Journal of Management Studies” ISSN no. 0975-7104, June 2016 (Accepted).
- Mor Kiran, Sethia Savneet, Accepted for publication paper entitled “Contemporary Food Consumption behavior in Haryana” vol. 20, Issue 20, Oct 2017, Acme Intellects International Journal of Research in management, Social Science & Technology ISSN 2320-2939 (Print), ISSN 2320-2793 (online).
- Mor Kiran, Sethia Savneet, “Changing Consumption Basket in Rural and Urban Areas- a Journey from Conventional Food to Convenience Food” Pacific Business Review – A referred monthly International journal of management ISSN: 0974-438X Volume 10 issue 10, 2018 page 29- 39.
- Seema, Sachdeva G., Mor K., and Kumar K. (June 2021) "Do Financial Strain and Job Strain Still Encourage the Side Hustle Intentions of the Employees? An Empirical Evidence From Selective IT Organizations", Indian Journal of Psychological Science, 14(2), 81 to 87.
- Mor Kiran, Lochab Anshu, Salman Mohammad, Kumar Arvind (2021) Inderscience “The Relationship Between Fashion Consciousness and Personality Traits of Generation Y With Moderating Effects of Social Influence: An Empirical Investigation From India”. International Journal of Business Excellence. DOI:10.1504/Ijbex.2021.10037761. (Scopus Indexed).
- Mor Kiran, Sulekha (2021) “Study of Market Mix for the Brand Preference for Personal Care Products: A Demographic Comparison of HUL an ITC”, Elementary Education Online Eco, 2021; 20(5):2433-2446.10.17051/ilkonline.2021.05.265pp.2433-2446.(Scopus Indexed).
- Mor Kiran, Sulekha, Sumati, Seema, Saini Garima. (2021). Key Integrants of Child Labor in India: An Exploratory Inquiry. Annals of R.S.C.B., ISSN: 1583-6258, Vol. 25, Issue 6, 2021, Pages.4830-4843. (Scopus Indexed).
- Mor Kiran, Lochab Anshu, Mohammad, Kumar Arvind , “The relationship between fashion consciousness and personality traits of generation Y with moderating effect of social influence: an empirical investigation from India”, in Int. J. Business Excellence, Vol. 32, No. 3, 2024, 394-412.
- Mor Kiran, Pratibha, & Kumar Nishant (2024). “Effect of high yielding varieties technology in agriculture: evidence from rural India”. International Journal of Postharvest Technology and Innovation, 9(2), 128–145. doi:10.1504/IJPTI.2024.138683.
- Mor Kiran, Pratibha, Kumar Nishant “Functional Properties and Applications of Lagging Based Edible Coatings” in Lagume Science, Accepted for Publication.

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