

## **Book Chapters**

Sharma, Ashu; A. Sivakumar; Jagdish Bhagwat; Pooja Gupta; Pranav Saraswat and Sandeep Kumar Joshi (2015). Shree Cement – Ways to Wealth. In Dhar.U and Dhar.S (Eds.) Case Method: Learning from Experiences, New Delhi: Excel Books, pp.56-63. ISBN 978-93-5062-616-0.

Sharma, Ashu; Shalini Khandelwal; Ajay Kr Pandey and Abhishek Shekhawat (2015). Dainik Navjyoti: The Spark Continues. In Upinder Dhar and Santosh Dhar (Eds.) Case Method: Learning from Experiences, New Delhi: Excel Books, pp.126-133. ISBN 978-93-5062-616-0.

Sharma, Ashu; Ritesh Saxena; TP Sarvanan and Happy Paul (2015). Data Infosys Limited. In Upinder Dhar and Santosh Dhar (Eds.) Case Method: Learning from Experiences, New Delhi: Excel Books, pp.134-140. ISBN 978-93-5062-616-0.

Ashu Sharma, Sandeep Joshi (2013) “Will to Win: Innovative Leadership at Shree Cement” Case Study published in Book Titled Responsible Leadership, Excellent Publishing House, New Delhi, pp.140-153, ISBN: 9789383083404, December 2013.

Ashu Sharma, Ruchir Sharma (2013) “Price Volatility in Grey Cement: A Challenge on Logistics in Current Business Scenario” published in Book Titled Challenges and Opportunities in Asian Economies: The Management Perspective, Excel Books, Chapter 21, pp. 234-239, ISBN 978-93-5062-315-2, June’2013.

Ashu Sharma, Ruchir Sharma (2013) “Role of IT in strengthening the systems in large cement industry: An Empirical Study” published in Book Titled Managing Business in Turbulent Times, Excel India Publishers, pp. 343-349, ISBN 978-93-8288-013-4.

Ashu Sharma, Tarun Sharma (2012) “Market Feasibility Research and Business Strategy Design In Retail Sector- An Exploratory Study” published in Book Titled Business Strategies and Economic Growth: The Way Forward, Excel Books, pp. 141-150, ISBN 978-93-5062-089-2, September’2012.

Nityesh Bhatt, Ashu Sharma, R Sujata (2006) Supply Chain Management: A Great Borrowing Discipline, Supply Chain Management: Reference Book, June 2006, ICFAI University, Page7-19.

## **Refereed Journal Articles**

Ashu Sharma, Apoorva Panagaria (2016) “Evaluating quality service and customer satisfaction at Make my trip – A gap analysis” published in JBIMS, Journal ‘JBIMS Spectrum’ published by Mumbai University Press, Volume IV, No.1. January-June, 2016, pp.60-70, ISSN: 2320-7272.

Deepak Yaduvanshi, Ashu Sharma (2016) “Coherence of Lean and Six Sigma (LSS) in Health Care Industry” published by International Standards Publication (ISP), Approved by National Institute of Science Communication And Information Resources (NISCAIR), International Journal of Research and Scientific Innovation, February’16, Vol. 3, Issue 2, pp. 56-61, ISSN 2321-2705 Scientific Journal Impact Factor 2.08 (Online).

Ashu Sharma, Sandeep Kumar Joshi (2014) "Performance Management System of Indian Airline Industry: An Exploratory Analysis" published by Intercontinental Journal of Human Resource Research Review, December 2014, Vol. 2, Issue 12, pp. 10-17, ISSN: 2320-9704 (Online), Impact Factor: 0.875.

Ruchir Sharma, Ashu Sharma (2014) "Employee Engagement: An Indian Perspective for Flexi Festival Holidays as a Tool to Enhance Productivity" published by American Research Institute for Policy Development, An international scholarly, Journal of Human Resources Management and Labor Studies, June 2014, Vol. 2, No. 2, pp. 171-185, ISSN: 2333-6404 (Online).

Ashu Sharma, Ruchir Sharma (2012) "Power and Politics in Channel Sales: A study on Cement Trade" published in Indian Journal of Training and Development, A Journal of ISTD, Volume 43 No.3, July- September,2012, pp. 62-70.

Ashu Sharma, Ruchir Sharma (2012) "JIT in Warehousing Operations: An Analytical Study of Cement Industry" full paper published at SSRN: <http://ssrn.com/abstract=2178351>, November 2012. Also, the paper was listed on SSRN's Top Ten download list for Operations Research eJournal (20 December'2012)

Ashu Sharma, Ishu Tayal (2012) "Research on Personal Care Industry: A Comparative Analysis" Oorja: International Journal of Management & IT, Volume 10/ No.1 January-April 2012, Page 100-110, ISSN-0974-7869.

Upinder Dhar, Ashwini Sharma, Ashu Sharma (2013) "Managing Technology" Business Manager, Volume 15 No.12 June, 2013, pp. 15-16.

Ashu Sharma, Ruchir Sharma (2013) "Road Ahead for Radio Taxi in Pink City" full paper published at SSRN: <http://ssrn.com/abstract=2220650>, February 2013.

Ashu Sharma (2009) "Implementing Balance Scorecard for performance measurement", ICFAI Journal of Business Strategy, March 2009, Page 7-16.

Ashu Sharma (2010) "SERVQUAL: An empirical model for the manufacturing sector", Journal of Pacific Institute of Management (Pacific Business Review), March 2010, Page 76-80.

### **Case Studies Published**

Ashu Sharma, Ajay Chandel, Ritu Sinha "Weaving Relationships" Case Study Registered (October,2015) with The Case Centre – ECCH, Cranfield University, United Kingdom, Reference no. 615-056-1/8.

Ashu Sharma, A. Sivakumar, Jagdish Bhagwat, Pooja Gupta, Pranav Saraswat, Sandeep Kumar Joshi "Shree Cement- Ways to Wealth" Cases in Management- Experiences in India, Registered

(December, 2014) with the “The Case Centre” - European Case Clearing House (ECCH), Reference no. 614-063-1.

“Expectations of Faculty from Institutions: An Empirical Study” Ashu Sharma, Ashwini Sharma, Umesh Gupta, Bindu Agrawal in 2nd National Research Methodology Workshop organized by JK Lakshmipat University, 15-18 May’2013.

“Weaving Relationships” Ashu Sharma, Ajay Chandel, Ritu Sinha in Sixth National Case Writing Workshop organised by JK Lakshmipat University, 8 -10 June’2013.

Ashu Sharma, A. Sivakumar, Jagdish Bhagwat, Pooja Gupta, Pranav Saraswat, Sandeep Kumar Joshi “Shree Cement- Ways to Wealth” Cases in Management- Experiences in India, JK Lakshmipat University Monograph series (03/2012) , December 2012, Page 196-208.

“Perception of Salesforce for New Product Launch - A Gap Analysis” Ashu Sharma, Shikha Sharma, Smita Sharma, Meenakshi Sharma in 1st National Research Methodology Workshop organized by JK Lakshmipat University in association with AIMS, 17-20 May’2012.

Ashu Sharma, Ritesh Saxena, TP Sarvanan, Happy Paul “Data Infosys Limited” Cases in Management- Experiences in India, JK Lakshmipat University Monograph series (03/2012), December 2012, Page 157-166.

“Mess to MASH” Ashu Sharma, Atanu Talukdar, Kuldeep Sharma, Apeksha Bhatnagar in Fifth National Case Writing Workshop organised by JK Lakshmipat University in association with AIMS, 14 -16 December’2012.

Ashu Sharma, Ashvin Dave, Shivani Kapoor, Awadhesh Kumar Tiwari, Abhishek Harit “The Project Jal Dhara”, Case Method in Management - An Indian Outlook, Registered (July, 2012) with the European Case Clearing House (ECCH). Cranfield University, United Kingdom, Reference no. 612-018-1.

Ashu Sharma, Ashvin Dave, Shivani Kapoor, Awadhesh Kumar Tiwari, Abhishek Harit “The Project Jal Dhara”, Case Method in Management - An Indian Outlook , JK Lakshmipat University Monograph series (01/2011), December 2011, Page 143 -150.

Ashu Sharma, Shalini Khandelwal, Ajay Kr. Pandey, Abhishek Shekhawat “Dainik Navajyoti: The Spark Continues”, Case Method in Management - An Indian Outlook, JK Lakshmipat University Monograph series (01/2011), December 2011, Page 27-39.

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