

## Dr. Ashu Sharma's Recent Publications

### *Book Published:*

- ❑ Adarsh Mangal, **Ashu Sharma** (2010) authored Book Titled “**A Textbook of Quantitative Techniques for Management**” Published by Dhanpat Rai Publications, New Delhi
- ❑ Upinder Dhar, Santosh Dhar, **Ashu Sharma** edited Monograph Series (01/2011), JK Lakshmipat University on “**Case Method in Management - An Indian Outlook**”, December’ 2011.
- ❑ Upinder Dhar, Santosh Dhar, **Ashu Sharma** edited Monograph Series (03/2012), JK Lakshmipat University on “**Cases in Management – Experiences in India**”, December’ 2012.

### *Conferences Paper Presented:*

- ❑ “**JIT in Warehousing Operations: An Analytical Study of Cement Industry**” presented at the 19th International Business Research Conference at Monash University, Melbourne, Australia sponsored by World Business Institute, Australia, 19-21 November’ 2012.
- ❑ “**Bull Whip Effect in Supply Chain: Auto Nullifying in Upstream**” presented at the 7th International Conference on Operations and Supply Chain Management (ICOSCM) at Antai College of Economics and Management, Shanghai Jiaotong University (SJTU), Shanghai, China, in conjunction with China-Europe International Business School (China), Association of Supply Chain and Operations Management (ASCOM) and South China University of Technology, 22-25 June’ 2013.
- ❑ “**Will to Win: Innovative Leadership at Shree Cement**” Case Study presented in case contest at the Second National Convention: Responsible Leadership: Sharing of Case Studies organized by XLRI Jamshedpur, 9-11 November’ 2012.
- ❑ “**A Transportation Model For Channel Partners In Grey Cement Industry: A Vogel Approximation Approach**” presented at the 44<sup>th</sup> International Conference of Operational Research Society of India, organized by Calcutta Business School, Kolkata, 6-8 January’2012.
- ❑ “**Market Feasibility Research and Business Strategy Design In Retail Sector- An Exploratory Study**” presented at the 2<sup>nd</sup> National Conference on Business Strategies and Economic Growth: The Way Forward, organized by Poornima Group of Colleges in collaboration with JK Lakshmipat University, Jaipur, 17-18 February’2012

- **“Role of IT in strengthening the systems in large cement industry: An Empirical Study”** presented at the International Conference of Jamnalal Bajaj Institute of Management Studies, Mumbai University on Managing Business in Turbulent Times, 5-6 March’2012, Excel India Publishers, ISBN 93-82062-02-5.
- **“Information Technology for Enhancing Customer Service and Quality Delivery in Airline Industry”** presented at the 7<sup>th</sup> International ITAM Conference on Technological Innovations and the Future of Culture and Tourism, organized by Korean Data Base Society (Hanyang University), South Korea and JK Lakshmipat University, Jaipur, 28-29 December’2011.
- **“Price Volatility in Grey Cement: A Challenge on Logistics in Current Business Scenario”** presented at the International Conference on Challenges and Opportunities in Asian Economies: The Management Perspective, organized by Poornima Group of Colleges and Poornima University in collaboration with JK Lakshmipat University, Jaipur and Asian Institute of Technology, Bangkok, 8-9 February’2013
- **“Research on Personal Care Industry: A Comparative Analysis”** presented at the 2nd National Conference on Innovative & Sustainable Global Solutions to Business Management & IT Issues, organized by FMS- The IIS University, Jaipur, 19-20 April’2012.
- **“Using The Turnaround Model As A Framework For Improvement And Change With Special Reference To SMEs: A Case Study”** presented at the Milagrow World SME Conference, 2009. (Received Best Paper Award)
- **“Road Ahead for Radio Taxi in Pink City”** participated in the ISB-Ivey Global Case Competition, supported by European Foundation for Management Development (EFMD) and Association of Indian Management Schools (AIMS), July 2012.
- **“Corporate Restructuring: A Framework for Recovery”** presented at the International Conference at IBS, Ahmedabad(2009)
- **“Managerial Implications in Turnaround Management”** at the UGC National Conference at Maharishi Dayanand Saraswati University, Ajmer (2006)

#### **Research Papers Published:**

- **“Customer Complaint Behaviour In The Indian Airline Industry: An Exploratory Study”** published in conference proceedings at the 23<sup>rd</sup> International Conference of Production & Operations Management Society, Chicago, U.S.A., 20-23 April’2012.
- **“Bull Whip Effect in Supply Chain: Auto Nullifying in Upstream”** published in conference proceedings of the 7<sup>th</sup> International Conference on Operations and Supply Chain Management (ICOSCM), Shanghai, China, 22-25 June’ 2013, ISSN: 1993-9078.
- **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.

- ***“Using The Turnaround Model As A Framework For Improvement And Change With Special Reference To SMEs: A Case Study”*** published in Conference Proceedings of the Milagrow World SME Conference, pp. 17-26, 2009.
- **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, 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.
- **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.
- **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.
- **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.

Also Registered (July,2012) with the European Case Clearing House (ECCH). Cranfield University, United Kingdom, Reference no. 612-018-1.

- **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.

### ***Chapters in Books:***

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

### ***Cases & Papers Written:***

- ❑ “**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.
- ❑ “**Weaving Relationships**” **Ashu Sharma**, Ajay Chandel, Ritu Sinha in Sixth National Case Writing Workshop organised by JK Lakshmipat University, 8 -10 June’2013.
- ❑ Vijay Sharma, **Ashu Sharma** (2004) “All That is Gold”, in workshop organized by Maharshi Dayanand Saraswati University, Ajmer.
- ❑ “**Perception of Salesforce for New Product Launch - A Gap Analysis**” **Ashu Sharma**, Shikha Sharma, Smita Sharma, Meenakshi Sharma in 1<sup>st</sup> National Research Methodology Workshop organized by JK Lakshmipat University in association with AIMS, 17-20 May’2012.

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

***Other Projects Undertaken:***

- ❑ “Used Spare Parts Inventory Control” for Indian Acrylics Limited, Chandigarh.
- ❑ Study on “A newly Set up 100% EOU” for Rana Polycot Limited, Chandigarh.
- ❑ “Turnaround Strategy” for Gaurav Agrotech (India) Ltd., Jaipur.
- ❑ Guided a number of MRP and SIP Project Reports.
- ❑ Study on Forex Risk Management Techniques.
- ❑ Study on G.D.R. A detailed view in Indian Perspective.
- ❑ Marketing of Essar Cellular Phone and Punwire Pager.
- ❑ Practically formulated and suggested promotional strategy to “MOOMELS” a famous Ladies Boutique in KOTA.
- ❑ Study of Advertising strategies and effectiveness of print media for HMT and TITAN Watches.