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Publications

- Kashyap, S., & Singh Kang, L. (2024). Unraveling the effects of “living the brand”: a resource generating outlook. *Journal of Marketing Theory and Practice*, 33(1), 132–150. <https://doi.org/10.1080/10696679.2024.2305455> (**ABDC-B**)
- Kashyap, S. and Kang, L.S. (2025), "Identity-based effect of internal branding on brand performance: the contingent role of co-worker support", *Asia-Pacific Journal of Business Administration*, 17 (1), 46-69. <https://doi.org/10.1108/APJBA-06-2023-0286> (**ABDC-C, SCOPUS**)
- Kashyap, S. and Verma N. (2024), “Employee health well-being and their intention to stay in the organization: the role of HR practices”, *Bharat Vision 2047*.
- Kashyap S. (2025), “Connecting the Dots: How Perceived Organizational Support Influences Employee Engagement and Intention to Stay”, *Business Management in a Globalized World: Trends and Perspectives in 2024*, 1, 14-23.
- Published a Patent on “Voice Activated Hotel Service Device” in 2024

Conferences

- Presented a research Paper entitled “Unveiling the Nexus between Green HR Practices and Employee Green Behaviour: Moderating Impact of Green Self-efficacy” in the international Conference Organized by OP Jindal University in 2024.
- Presented a research paper titled “Internal Branding: Does it improve Employees’ Physical Well-being?” in the National Seminar Organized by Guru Nanak Dev University.
- Presented research paper titled “Reinvigorating the study of Internal Branding through its interaction with CVF cultural types among the Private sector Banks in India” at the conference held by APEEJAY school of Management.

- Presented a research paper entitled “Employees’ Health Well-being and their intention to stay in the Organization: The role of HR Practices” organized by Pyramid College of Business and Technology, Phagwara.
- Presented a research paper entitled “AI-Enhanced Immersive Learning: Bridging the Gap between Theory and Practice” organized by Amity University, Gurugram.
- Presented a research paper entitled “Challenges in Organised Retailing in India” organised by D.A.V. Centenary College, Phillaur.
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