

LIST OF PUBLICATIONS/ CONFERENCES

1. Sindhu Singh, R.K. Srivastava, “Factors influencing the adoption of mobile banking in India”, International Journal of E-Services and Mobile Applications (IJESMA), 6(4), 1-15, October-December 2014 ,ISSN: 1941-6288.
2. Sindhu Singh, R.K. Srivastava, “ Role of Trust and TAM on mobile banking”, in Encyclopedia of Business Analytics and Optimization, 1st Edition, IGI Global, April 2014 , ISBN: 978-1-4666-5202-6.
3. Sindhu Singh, R.K. Srivastava, “The Role of Trust and Technology Acceptance Model (TAM) on Customer Acceptance of Mobile Banking: An Integrated Model to Improve Mobile Banking in Banking Sector-A Conceptual Paper”, International Journal of Asian Business and Information Management, 4(1), 31-43, January-March 2013, ISSN: 1947-9638.
4. Sindhu Singh, Kamatchi, R., Iyer, J. Software Engineering: Web Development Life Cycle. *International Journal of Engineering Research and Technology* (Vol. 2, No. 3 (March-2013)). ESRSA Publications, ISSN:2278-0181.
5. Sindhu Singh, R.K. Srivastava, “An Empirical Analysis of the E-Service Quality Dimensions of Internet Banking in India”, Presidency Journal of Management Thought & Research, Volume. II, No.4, July-December, 2012, ISSN 2229-5275.
6. Sindhu Singh, R.K. Srivastava, “Customer Acceptance of Mobile Banking: A Conceptual Framework” in SIES Journal of Management, Volume 7, Issue 1, April - August 2010, ISSN 0974-2956.
7. Sindhu Singh, Jaya Iyer, R.K. Srivastava, “ Mobile Governance : An Emerging Direction in E-Governance " in *Marketing in Transition*/Excel India Publishers, ISBN : 978-93-81361-58-0, Jan 2012.
8. Sindhu Singh, R. K. Srivastava, “A Review of various Technology Adoption Models”, 1st SIMSR International Techno Management Research Conference –March’2012.
9. Sindhu Singh, R. K. Srivastava, “Customer Acceptance of Mobile Banking: A Conceptual Framework”, 4th IIM-A Conference on emerging economies- Jan’2011.

10. Sindhu Singh, Jaya Iyer, R. K .Srivastava, “Mobile Governance : An Emerging Direction in E-Governance- An innovative approach “ , 6th SIMSR Asia Marketing Conference – Jan ‘2011.
11. Sindhu Singh, R. K. Srivastava, “The role of trust and TAM on customer acceptance of mobile banking: An integrated model”, SIES- Asia Pacific Marketing Conference- Dec’2010.
12. Sindhu Singh, R. K. Srivastava, “Impact of Consumer Adoption, Trust and Security Challenges on Mobile Banking: An Indian Study”, IBS-Doctoral Thesis –Sep’2010.
13. Sindhu Singh, R. K. Srivastava, “Trust & TAM on Mobile Banking Adoption: An Integrated Model”, 5th Asia SIMSR marketing conference Jan’2010.
14. Sindhu Singh, R. K. Srivastava, “Consumer Adoption, Trust and Security Issues in Mobile Banking”, 4th Asia SIMSR marketing conference Jan’2009.