

SELECT PUBLICATIONS in PEER REVIEWED JOURNALS

- a. Varma, A., Bhalotia, K. and Gambhir, K. (2018) Innovating for Competitive Advantage: Managerial Risk-Taking Ability Counterbalances Management Controls. Journal of Management and Governance, 1-21. <https://doi.org/10.1007/s10997-018-9422-z> (**Ranked ABDC- C; ABS – 1**). This Springer published journal is the journal of the Italian Academy of Business Administration.
- b. Varma, A., Lamboglia, R. and Mancini, D. (2021) ‘What motivates the accountant’s awareness of their impact on corporate reputation?’, Int. J. Management and Decision Making, Vol. X, No. Y, pp.xxx–xxx. IJMDM has a Cite Score of 1.3 (2019) and is indexed in **SCOPUS- Elsevier** (Q3 ; SJR 2019 = 0.21). It is also indexed in EBSCO, PROQUEST ABI/Inform etc.
- c. Varma, A., & Malhotra, G. (2020). Psychological empowerment and job satisfaction of accountants: the mediating effect of task performance. International Journal of Organizational Analysis, Vol. ahead-of- print No. ahead-of- print. <http://doi.org/10.1108/IJOA-08-2020-2360>. (**ABDC = B; Scopus indexed**).
- d. Varma, A., & Malhotra, G. (2021). Establishing the antecedents of accountant's job satisfaction in an emerging market. Journal of Financial Reporting and Accounting (JFRA), Vol. ahead-of-print No. ahead-of-print <http://doi.org/10.1108/JFRA-03-2020-0052>. (**ABDC = C; Scopus indexed**).

PUBLICATIONS IN “THE MANAGEMENT ACCOUNTANT”

(An ICAI Publication; ICAI is the regulator of Cost and Management Accounting Profession in India and was set up under an Act of Indian Parliament in 1959. This is one of the most reputed Journals for Practicing Managers in the Management Accounting Domain in India. Its website is www.icmai.in.

The Journal is indexed and listed at Index Copernicus and J-Gate. The journal has a Global Impact and Quality Factor (2015); 0.563. The journal is also enlisted with the University Grants Commission of India).

1. Varma A, Deshpande S A (2020) “Data analytics for finance professionals” CMA Advanced studies E bulletin, Vol. 2, No. 2, pp 8-9, September 2020.
2. Saxena S, Varma A (2020) “CMA 2.0: Building capabilities with Big data” The Management Accountant, Aug 2020, Vol. 55, No. 08, pp 85-87.
3. Dash K, Varma A (2020) “The Tata Steel Bhushan Steel deal”, The Management Accountant, April 2020, Vol.55 No. 4, pp 93-96.
4. Varma A (2019) “Qualitative data analysis techniques for the new age management accountants” The Management Accountant, April 2019, Vol. 54 No. 04, pp 54-55.
5. Varma A, Tiwari U, Verulkar S, Dharmarajan G (2018) “Management Accountants marching diligently into the future: Conducting Due Diligence with Big Data Analytics” The Management Accountant, June 2018, Vol. 53, No. 6, pp 79-84.

6. Dawar V, Arrawatia R, Chaudhury A, Varma A (2018) “Relative Valuation Methodologies: A practical perspective” The Management Accountant, February 2018, Vol. 53, No. 2, pp 75-81.
7. Maitra D, Dawar V, Varma A and Chaudhary A (2017) “Impact of Mergers and Acquisitions on Stock Prices: A case study” The Management Accountant, October 2017, Vol.52, No. 10, pp 68-72.
8. Dawar, V, Maitra D, Varma A (2017) “Kotak Bank Merger with ING Vyasya Bank” The Management Accountant, Jan 2017, Vol. 52, No.1, pp 26-29.
9. Varma A., Prasad P A, Rai A K “Sun Pharma and Ranbaxy Synergy” The Management Accountant, March 2016 Vol. 51 , No.3 .
10. Varma A, Sharma R (2015) “Reliance’s takeover of Network 18: An Event Study” The Management Accountant, March 2015 page 46-49.
11. Varma A, Varma I (2012) “Emerging private equity industry in India: Four promising sectors viz Power, SEZ, Health care, IT and ITES” The Management Accountant. Vol 47 No.10, Oct 2012.
12. Varma A, Tiwari U (2012) “Mergers and Acquisitions in the New Economic Order” The Management Accountant, Vol 47, No. 3 March 2012.
13. Varma A, Varma I, Panchnanda S (2011) “Microsoft’s Acquisition of Skype: The Analysis of a Deal” The Management Accountant Vol 46 No 11 Nov 2011.
14. Varma A, Varma I, Jain G, (2011) “Crisis management in Telecom Infrastructure in India” The Management Accountant Vol 46, No. 5, May 2011.
15. Varma A, Varma I, Saswat (2011) “Empowerment through education in India: Narrowing the Urban Rural, Male Female and Affluent Poor Divide” The Management Accountant Feb 2011, Vol 46, No 2, pp 116-118.
16. Varma, A and Varma, I. (2010) “Integrated Risk Management Framework for Indian MSMEs”, The Management Accountant, Vol. 45, No.5, May 2010, pp.354-355.

TEACHING CASE STUDIES AUTHORED

1. Rizvi O S, Das P, Varma A (2021) “Micromax: Pressing re start in 2020” case with reference number 321-0056-1 and Teaching Note with reference number 321-0056-8, **The Case Centre, UK.**
2. Varma A and Jhingran V (2020) “Life cycle costing in TC Inc” Case with reference number 120-0089-1 and Teaching Note with reference number 120-0089-8, **The Case Centre, UK.**
3. Saxena S, Das A and Varma A (2020) “HUL GSK CH Deal: Appreciating the valuation” Case with reference number 320-0112-1 and Teaching Note with reference number 320-0112-8, **The Case Centre UK.**
4. Varma, A, Sharma, D (2019) “HCL Technologies: Strategic choices”, Case with reference number 318-0087-1B and Teaching Note with reference number 318-0087-8B, **The Case Centre, UK.**
5. Varma, A, Pandey R, Sharma P, Panda A, Sahoo S, (2018) “Reliance Jio: Growth Challenges”, Case with reference number 318-0325-1 and Teaching Note with reference number 318-0325-8, **The Case Centre, UK.**
6. Varma, A, Choudhary A, Khan A A, Rathi R, Mahawar N, (2018) “Whole Foods: Relative Valuation”, Case with reference number 318-0324-1 and Teaching Note with reference number 318-0324-8, **The Case Centre, UK.**
7. Varma A, Agarwal R, Agrawal S, Ashay K (2018) “Amazon: Earning in India by Learning in China” Case and Teaching Note, **ET Cases STG-1-0064.**
8. Varma A, Mehta A, Gupta M, Sharma R, Tripathi J. (2018) “Natura &Co. and The Body Shop – United by Vision” (Case) with reference 318-0124-1 and Teaching Note with reference 318-0124-8, **The Case Centre, UK.**

9. Varma A, Sharma D.K, Jain, G, Poddar S, Banerjee A. (2018) “CISCO: Chase to the Cloud” (Case) with reference 318-0097-1 and Teaching Note with reference 318-0097-8, **The Case Centre, UK.**
10. Varma A, Johari A, Goel S, Jindal A (2018) “HCL Technologies: Strategic Choices” (Case) with reference 318-0087-1 and Teaching Note with reference 318-0087-8, **The Case Centre, UK.**
11. Varma A, Jain A, Mittal S (2018) “SpiceJet’s Horizon in 2018” (Case) with reference 318-0040-1 and Teaching Note with reference 318-0040-8, **The Case Centre UK**
12. Varma A, Verma A, Mittal S, Jain A, Sharma S, Sahoo S (2018) “Thyssenkrupp Tata Steel Joint Venture: Nerves of Steel (Case) with reference 318-0006-1 and Teaching Note with reference 318-0006-8, **The Case Centre, UK.**
13. Varma A, Janga S. R., Paravastu H., Sharma K. and Telang M. (2017) “Apollo Tires: Strategy for Growth (Case) with reference 317-0350-1 and Teaching Note with reference 317-0350-8, **The Case Centre, UK.**
14. Varma A, Sharma G (2013) “The Yes Bank Case: Choices of Growth” FIIB Business Review (FBR) , Vol.2, Iss 3, July 2013 to Sep 2013, pp 40-52.
15. Varma A (2014) “ Suzlon Oversea’s Bond Issue” Amity Case Research Journal , Vol 3, Feb 2014 ; ISSN 2768 2319 9199.
16. Varma A (2012) “Google Motorola Acquisition: A case study” Viewpoint, Vol 3 Number 2, July Dec 2012.
17. Varma A (2013) “A case study of the Vedanta and Cairn Deal” Amity Case Research Journal Vol 2, No 1, March 2013.
18. Varma A, (2012) “Indian Branded Tea: Case study of Industry cost data”, KHOJ Journal of Indian Management Research and Practices Vol II, Issue 3, Jan April 2012.
19. Varma A, Varma I, Verma A (2011) “Case study of Strategic cost management in VINYTICS”, TMU 2011.