

**RESEARCH PAPERS PRESENTED AT NATIONAL AND INTERNATIONAL
CONFERENCES BY DR. S. SATHYANARAYANA**

1. ANTECEDENTS OF ORGANIC FOOD PRODUCTS PURCHASE INTENTION AND ITS IMPACT ON ACTUAL BUYING BEHAVIOUR. Research paper presented in *two days Virtual International Conference* on Transformation through Innovation and Sustainable Practices to Build Competitive Advantage held at CMS Business School Jain Deemed to be Univestity on 13th and 14th August, 2020.
2. MEDIATING EFFECT OF EMOTIONAL INTELLIGENCE AND QUALITY OF WORKING ENVIRONMENT ON THE RELATIONSHIP BETWEEN THE JOB STRESS AND JOB SATISFACTION. Research paper presented in two days *Virtual International Conference* on Transformation through Innovation and Sustainable Practices to Build Competitive Advantage held at CMS Business School Jain Deemed to be Univestity on 13th and 14th August, 2020. *(Won the best research paper award)*
3. THE EFFECT OF ONLINE REVIEWS ON INTENTION TO BOOK HOTEL ON THIRD PARTY/ONLINE RESERVATION WEBSITE. Research paper presented in *two days international conference* on Advances in Business, Commerce & Information Technology held at T. John College on 30th July 2020. *(Won the best paper award)*
4. ANTECEDENTS OF SELFIE TAKING BEHAVIOUR OF YOUTH. Research paper presented in *two days international conference* on “Innovation in Business Environment: Economic growth and sustainable development” held at Reva University on 23rd and 24th January 2020.
5. EMPLOYEE EMPOWERMENT STRATEGIES AND ITS IMPACT ON INTENTION TO STAY. Research paper presented in *the international conference* on “Rise of disembedded unilateral economy- innovation in the era of globalisation” held at Krupanidhi Institute of Management, Bengaluru on 08.11.2019. *(Won the best paper award)*
6. CAPM SYSTEMATIC RISK AND ITS RELIABILITY. Research paper presented in *the international conference* on “Emerging trends in corporate finance and financial markets” held at Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), Mysuru on 07.09.2019.
7. DETERMINANTS OF THE NEWS VIEWING HABITS. Research paper presented in the national conference on “Contemporary Trends in Management Research” held at MP Birla Institute of Management, Associate Bharatiya Vidya Bhavan, Bengaluru on August 30th, 2019.

8. DRIVERS OF SUBLIMINAL ADVERTISING ON CONSUMER PURCHASE INTENTION. Research paper presented in the national conference on “Contemporary Trends in Management Research” held at MP Birla Institute of Management, Associate Bharatiya Vidya Bhavan, Bengaluru on August 30th, 2019.
9. Dr. Sathyanarayana and Prof. Sudhindra Gargesa won first prize for his paper entitled “THE EFFECT OF SENSORY BRANDING ON BRAND PERCEPTION AND BRAND LOYALTY” at National Conference on 'Marketing in Digital Era 2019' held on 14th June 2019 conducted by Department of Management, ABBS College, Bengaluru.
10. Dr. Sathyanarayana, Ms. Akshata (student executive) Prof. Gargesa won Best Paper award at one International Conference AVANT-GRADE 2019 Department of Commerce, Sheshadripuram First Grade College, Bengaluru held on 18th May 2019 for their paper- “SERVICE QUALITY AND PATIENTS SATISFACTION: A CASE STUDY OF PRIMARY HEALTH CARE CENTERS (PHCs) IN RURAL KARNATAKA”.
11. Dr. S Sathyanarayana, Prof. B V Pushpa and Ms. Archana (student executive) won Best Paper award for their paper “TALENT MANAGEMENT PRACTICES AND ITS IMPACT ON INTENTION TO STAY IN THE ORGANISATION” at one International Conference AVANT-GRADE 2019 Department of Commerce, Sheshadripuram First Grade College, Bengaluru held on 18th May 2019.
12. THE EFFECT OF MULTI-SENSORY BRANDING ON PURCHASE INTENTION AT CAFÉ COFFEE DAY. International conference & Management conclave held At Krupanidhi College KRUPACON 2018 (Management 4.0 Disruptions in Business and millennial at the workplace) on 12-13 October.
13. EFFECTIVENESS OF TALENT MANAGEMENT STRATEGIES: EVIDENCE FROM INDIAN MANUFACTURING SECTOR. International conference & Management conclave held At Krupanidhi College KRUPACON 2018 (Management 4.0 Disruptions in Business and millennial at the workplace) on 12-13 October. *(Won the best paper award)*
14. THE EFFECTIVENESS OF CELEBRITY ADVERTISEMENT PROCESS AND ITS IMPACT ON THE BUYING INTENTION. International conference & Management conclave held At Krupanidhi College KRUPACON 2018 (Management 4.0 Disruptions in Business and millennial at the workplace) on 12-13 October

15. MODELING CRYPTOCURRENCY (BITCOIN) USING VECTOR AUTOREGRESSIVE (VAR) MODEL. 7th International conference on emerging trends in finance, accounting and banking. September 7-8, 2018. Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD).
16. GARCH MODELLING OF CRYPTOCURRENCIES & INTEGRATION OF CRYPTOCURRENCY WITH GLOBAL MAJOR CURRENCIES. A symposium on Cryptocurrency - a New Paradigm in Economics held at M.P. Birla Institute of Management Associate Bharatiya Vidya Bhavan and Southern Economist on August 3, 2018.
17. AN EMPIRICAL STUDY ON STABILITY OF EQUITY SECURITIES SYSTEMATIC RISK - A CASE OF BSE SENSEX. International conference on "Sustaining a competitive edge in the changing global scenario: Challenges, practices and innovations" on February 6-7, 2018 held at Christ University in collaboration with Institute of Management Account, USA. *Won the best research paper award*
18. "IMPACT OF MACROECONOMIC VARIABLES ON INDIAN STOCK MARKET: EVIDENCE FROM BSE SENSEX AND NIFTY 50". International conference on "Sustaining a competitive edge in the changing global scenario: Challenges, practices and innovations" on February 6-7, 2018 held at Christ University in collaboration with Institute of Management Account, USA.
19. THE EFFECTS OF INDIVIDUAL DIMENSIONS OF SERVICE QUALITY IN IRCTC BY USING SERVQUAL MODEL WITH SPECIAL REFERENCE TO SOUTH WESTERN RAILWAY International Research Conference on "Marketing in the next decade. January 8th, 2018 held at *Welingkar Institute of Management Development and Research*, Bangalore.
20. FIIS INFLOW (EQUITY AND DEBT) AND ITS IMPACT ON INDIAN STOCK MARKET: EVIDENCE FROM SENSEX AND NIFTY 50". National conference on Business India- Innovative practices for growth and sustainability. December 16, 2017 held at RV institute of Management.
21. "AN ANALYTICAL STUDY ON THE IMPACT OF VISUAL MERCHANDISING ON IMPULSIVE BUYING BEHAVIOUR". International conference on Global contemporary issues, innovations and challenges in commerce, management, science and technology. Held on 7th October 2017 at Sheshadripuram First Grade College. *Won the best research paper award*
22. VOLATILITY IN CRUDE OIL PRICES AND ITS IMPACT ON INDIAN STOCK MARKET EVIDENCE FROM BSE SENSEX. 6th International conference on emerging trends in finance, accounting and banking. August

- 18-19, 2017. Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD).
23. TESTING OF CAPM AND WACC OF INDIAN BANKS. International conference on Inclusive Business Growth & Sustainable Development. Organised by The Department of Commerce, Kristu Jayanti College, Bengaluru in association of ACCA and ISDC on 22nd and 23rd Feb 2017.
 24. AN ANALYSIS OF CALENDAR ANOMALIES IN THE INDIAN STOCK MARKET: EVIDENCE FROM CNX NIFTY FIFTY. International conference on Emerging trends in Finance and Accounting: "Global recovery: Indian Story" August 21-22, 2015. Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD).
 25. THE IMPACT OF POLITICAL EVENTS ON STOCK MARKET VOLATILITY: EVIDENCE FROM CURRENCY DEMONETISATION IN INDIA. Symposium on Currency demonetisation and its ramifications, M P Birla Institute of Management. December 16th 2016.
 26. THE ECONOMIC CONSEQUENCE OF BREXIT AND ITS IMPACT ON GLOBAL AND INDIAN ECONOMY IN PARTICULAR. Symposium on Brexit-EU, Trade and India. M P Birla Institute of Management. July 8th 2016.
 27. DETERMINANTS OF CAPITAL STRUCTURE: EVIDENCE FROM INDIAN STOCK MARKET WITH SPECIAL REFERENCE TO CAPITAL GOODS, FMCG, INFRASTRUCTURE AND IT SECTOR. 5th International conference on Emerging trends in Finance, Accounting and banking: August 19-20, 2016. Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD).
 28. TELEVISION ADVERTISEMENTS THAT DRIVE CONSUMERS - VISIT ONLINE. Ninth International conference on Economics and Finance. IBS. Bangalore. June 10-11, 2016.
 29. "ASSESSING THE IMPACT OF NEWSPAPER ADVERTISEMENT CAMPAIGN THROUGH QR CODES". National conference on "innovation for growth, sustainability, inclusion and preservation". 14th June, 2016. T. John College. Bangalore
 30. "AN EMPIRICAL STUDY ON STABILITY OF BETA IN INDIAN STOCK MARKET WITH SPECIAL REFERENCE TO CNX NIFTY FIFTY". 6th international conference. Acharya Bangalore B-School. Bangalore. 17-18 December, 2015.
 31. "AN ANALYSIS OF CALENDAR MONTH EFFECT IN THE INDIAN STOCK MARKET: EVIDENCE FROM BOMBAY STOCK EXCHANGE"

International conference "Strategies for managing VUCA" on 6th March 2015 at PESIT, Bangalore March, 6-7, 2015

32. "AN ANALYTICAL STUDY ON THE DETERMINANTS OF CAPITAL STRUCTURE IN INDIAN AUTOMOBILE, IT AND HOTEL SECTORS" Twelfth AIMS International Conference on Management, IIM Kozhikode January 2 to 5th ISBN: 978-81-924713-8-9
33. GLOBAL STOCK MARKETS REACTION TO SPECIAL EVENTS: EVIDENCE FROM BREXIT REFERENDUM. 4th international conference on Accounting, Banking and Finance in emerging markets: Challenges and opportunities. 5th and 6th October, 2016. Kristu Jayanti College. Bengaluru.
34. "AN ANALYSIS OF DAY-OF-THE-WEEK ANOMALY IN THE INDIAN STOCK MARKET: EVIDENCE FROM BOMBAY STOCK EXCHANGE". National conference on contemporary business challenges and strategies, Christ Institute of Management (Christ University), Friday, 6 February, 2015. *Won the best research paper award*
35. "AN ANALYTICAL STUDY ON THE IMPACT OF VISUAL MERCHANDISING ON IMPULSIVE BUYING BEHAVIOUR". International conference on Global contemporary issues, innovations and challenges in commerce, management, science and technology. Held on 7th October 2017 at Sheshadripuram First Grade College. *Won the best research paper award*
36. "RURAL MARKETING CHALLENGES AND OPPORTUNITIES FOR INDIAN CORPORATES". Mangalore University - 2003
37. "VOCATIONANLISATION OF GRADUATION COURSES" Kuvempu University 2006.
38. "INDIAN RURAL MARKETS - PROBLEMS AND PROSPECTS". Third national conference on Business Research. PSG Institute of Technology Coimbatore. 19-20 November 2004
39. "FMCG Sector - A SWOT Analysis" - National Seminar on Emerging Indian Panorama: Issues and Challenges EPCET - 15th May, 2006.
40. "RURAL MARKETING STRATEGIES FOR INDIAN CORPORATES" - National Seminar on Emerging Indian Panorama: Issues and Challenges EPCET - 15th May, 2006.
41. "RURAL DISTRIBUTION AND CHANNEL MANAGEMENT" - National Seminar on Emerging Indian Panorama: Issues and Challenges EPCET - 15th May, 2006.
42. "RURAL COMMUNICATIONS" - PSG Institute of Technology Coimbatore. Fifth national conference on Business Research. 16-17 November 2008

43. "FMCG - Sector A SWOT Analysis" - PSG Institute of Technology
Coimbatore - 2008.