

RESEARCH PUBLICATIONS OF DR. SUMITHRA SREENATH

1. Sumithra Sreenath (2019); Assessment of Safety Measures at Medium scale manufacturing Enterprise at Bengaluru. Paper Published in International Journal of Management Studies (IJMS). Open Access, Refereed Journal, ISSN (E) 2231-2528, and ISSN (P) 2249-0302. UGC-Indexed Journal No: 44925, Vol.VI (Special Issue 4), June pp.35-44.
2. Sumithra Sreenath (2019); Examining Qualities of self-leadership among Management Graduates at Bengaluru. Paper Published in International Journal of Research and Analytical Reviews (IJRAR).Open Access, peer Reviewed, Refereed Journal, ISSN (E) 2348-1269, and ISSN (P) 2349-5138. UGC-Indexed Journal No: 43602 Impact Factor (5.75), Vol.6 (Special Issue) pp.126-131.
3. Sumithra Sreenath (2019); A Study on Expectation of Millennials at workplace with special reference to Management graduates. Paper Published in International Journal of Management, IT & Engineering. Double-Blind Peer Reviewed Refereed Open Access International Journal, ISSN (O) 2249-0558.Impact factor (7.119), Vol. 9 Issue 4, (Special Issue), April, pp. 401-413.
4. Sumithra Sreenath (2019); Employee Benefits and its effect on Productivity at Semcon India Private Limited Bangalore. Paper (Case) Published inSDMIMD – Journal of Management. ISSN (O) 2320-7906, ISSN (P) 0976-0652. UGC-Indexed Journal No: 46035. Vol.10. Issue 1, March, pp. 55-64.
5. Sumithra Sreenath (2019); A Study on factors affecting Voluntary Attrition with special reference to Education NGOs at Bengaluru. Paper Published in International Journal of Business and Management Invention (IJBMI). A Peer Reviewed Refereed Journal. ISSN (O) 2319-8028, ISSN (P) 2319-801X. UGC-Indexed Journal No: 46889. Impact factor (AQCJ 4.72). Vol .8 Issue 2, series III, February, pp. 23-29.
6. Sumithra Sreenath (2018); Digital Intervention: A challenge to human capital Management at workplace. Paper published in International Journal of Advance and Innovative Research (IJAIR)(conference special). ISSN: 2394-7780. UGC-Indexed Journal No: 63571. Impact factor (JIF 7.12). Vol .5 Issue 4 (XV), October-December, pp.77-82.
7. Sumithra Sreenath (2018); A study on Brand Loyalty towards Fair and Lovely Fairness cream with reference to women at Bengaluru city. Paper Published in International Research Journal of Management sociology & Humanities (IRJMESH). ISSN (O) 2277-9809, ISSN (P) 2348-9359. A refereed journal of

SPHERT. UGC-Indexed Journal No: 48312. (Index Copernicus- ICV 2014: 48.86), Vol. 9 Issue 10, October pp.75-85.

8. Sumithra Sreenath (2018); A study on Knowledge Management Practices at IT companies in Bengaluru. Paper published in Review of Research Journal (RORJ). ISSN 2249-894X .International Recognition Multidisciplinary Research Journal. UGC-Indexed Journal No: 48514. (Impact factor 5.7631(UIF) IIBS conference special), September Issue, pp.6-11.
9. Sumithra Sreenath (2018); A study on effective learning practices of IT employees at Bengaluru. Paper published in Shanlax International journal of Arts, Science and Humanities .ISSN 2321-788X. A Peer Reviewed, refereed scholarly quarterly journal. Impact factor (JIF 3.025). Special issue 1. August, pp.121-126.
10. Sumithra Sreenath (2018); Dynamics of Cryptocurrency - A Review. Paper published in Southern economist .ISSN 0038-4046. August 15, vol.57 Number 8, pp.24-29.
11. Sumithra C.G. (2018); Digital Learning: A study on choice of select courses among Post Graduates at Bangalore. Paper published in International Journal of Exclusive Management Research (IJEMR). ISSN (O) 2249-2585, ISSN (P) 2249-8672. Peer Blind Reviewed Journal. Impact Factor 5.76. UGC- Indexed Journal No.49166. Special Issue, June, pp.11-16.
12. Sumithra C.G. (2018); Streamlining Talent Supply chain across B-schools: An Employer's Perspective. Paper published in Journal of Advance Management Research (JAMR), ISSN 2393-9664. An international Peer- reviewed and referred Journal, IF 4.73 .UGC- Indexed Journal No.42888. Vol.6, Issue 4, April, pp. 38-45.
13. Sumithra Sreenath (2018); Fortifying Talent Management & Sustainability- an Outlook for the future. Published Paper in Asia Pacific Journal of Research. ISSN (P): 2320-5564, ISSN (O) 2347-4793, ISSN (P): 2320-5504, (APJOR - Impact Factor: 6.58) Peer Reviewed International Journal; UGC-Indexed Journal No: 45797.Vol. 2, Special Issue XI, March, pp. 371-376.
14. Sumithra C.G. (2018); A Study to Align and Optimize the Internal Process of the Existing Supply Chain Management with Reference to KS&DL Bengaluru. Published Paper in Singaporean Journal of Business Economics, and Management Studies (SJBEM), Double-Blind Reviewed Refereed Open Access International Journal. DOI: 10.12816/004442831, Vol. 6, No. 2, pp. 31-41.
15. Sumithra C.G. (2018); The Acceptance of Facial Care and Make Up products in Beauty Salons. Paper Published in EPRA International Journal of Economic and Business Review. ISSN (O) 2347-9671, ISSN (P) 2349-0187, UGC-Indexed

Journal No: 47335, (sjF Impact Factor 2017: 7.144, Index Copernicus- ICV 2016: 61.33), Vol. 6 Issue 1, January, pp.48-55.

16. Sumithra C.G. (2017); BREXIT: Talent Challenges for Recruitment and Retention. Published Paper in Dharana - International Journal of Business from Bharatiya Vidya Bhavan's M.P. Birla Institute of Management. ISSN 0974- 0082, Vol. 11, #2, July- December, pp. 21-25.
17. Sumithra C.G. (2017); A Study on Footwear Retail Supply Chain for Select Outlets at Bangalore City. Published paper in International Journal of Logistics & Supply Chain Management Perspectives (A Refereed Quarterly Journal) Pezzottaite Journals. ISSN (P): 2319-9032, (O): 2319-9040 (sjIF (2016): 7.175,H5-Index: 3, H5-Median: 3, H-Citations: 10) Vol. 6, No. 3, July-September, pp. 3074-3081.
18. Sumithra C.G. (2017); Investment Decision making using technical analysis: A study of select stocks in Indian Stock Market. Published Paper in IOSR Journal of Business and Management, ISSN: 2319-7668, vol. 19 Issue 9 (Version VI), September, pp. 24-33.
19. Sumithra C.G. (2017); A study on Brand Awareness among Customers of Bangalore for Byju's - The Learning App. Published Paper in International Journal of Research in Management & Social Science, ISSN 2322-0899 Vol. 5, Issue 3 (VI), July- September, pp. 12-18.
20. Sumithra Sreenath (2017); The Effects of Individual Dimensions of Service Quality in IRCTC by using SERVQUAL Model with special reference to South Western Railway. Published Paper in Asian Journal of Management Research, ISSN 2229-3795, Vol.7, Issue 3, 2017, February, pp. 256-278.
21. Sumithra Sreenath (2016); An Analytical Study on Inflation and Short Term Interest Rates. Published Paper in International Journal of Applied Financial Management Perspectives (A Refereed Quarterly Journal) Pezzottaite Journals, ISSN (P):2279-0896, ISSN (O) 2279-090X, (sjIF 6.847), Vol.5, No.3 July-September, pp. 2511-2516.
22. Sumithra Sreenath (2016); India Post: Unleashing New Avatar. Published Paper in International Journal of Research in Social Sciences (IJRSS) ISSN 2249- 2496 (Impact factor 6.278) Vol. 6, Issue 7, July, pp. 37-50.
23. Sumithra C.G (2014); Competency based corporate e-learning systems - An experiment with outsourcing firms in Bangalore. Published paper in International Journal of Knowledge Management and Practices (IJKMP) ISSN 2320-7523, Vol. 2, Issue 2, September, pp. 35-49.
24. Sumithra C.G (2014); Competency based corporate e-learning systems - An analytical study of select corporate enterprises in Bangalore. Published Paper

in Dharana - Bhavan's Journal of Management, ISSN 0974-0082 Vol. 8, Issue 2, July-December, pp. 84-96.

25. Sumithra C.G (2012); Competency based corporate e-learning systems - An Appraisal. Published Paper in Dharana - Bhavan's Journal of Management, ISSN 0974-0082 Vol. 6, Issue 2, July-December, pp. 61-70.