

## RESEARCH PAPERS PRESENTED BY PROF. BHAVYA N

1. **Bhavya N** (2017). 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
2. **Bhavya N** (2016), "Idiosyncratic relationship between investor's sentiments and tangibility of the organizations in Indian stock markets" organized by REVA University on 29th & 30th Jan 2016
3. Bhavya N (2015), Seasonality in participatory notes investments in India: A cautionary trend" organised by IMT Nagpur, held at Goa 4/5.12.2015
4. Bhavya N (2015) Higher Education and Sustainable Development- A case on Narendra Modi presented at International Conference on Management of Change – Issues & Development Perspective held at School of Management, manipal University, Manipal, Jan 30-31, 2015
5. Bhavya N (2013), "Dem and for Gold: Government versus consumers" at International on Emerging Trends in Business, organized by Christ University, Bangalore, Karnataka on December 12th and 13th, 2013