RESEARCH PAPERS OF DR. S. SATHYANARAYANA
PRESENTED AT NATIONAL & INTERNATIONAL CONFERENCES

1. THE EFFECT OF SENSORY BRANDING ON BRAND PERCEPTION AND BRAND LOYALTY. Research paper presented in the national conference on “Marketing in the digital era” held at Acharya Bangalore B-School in association with Periyar University, Bangalore on June 14th, 2019. (Won the best paper award)

2. EMPLOYEE AFFECTION STRATEGIES THROUGH EMPLOYER BRANDING: EVIDENCE FROM INDIAN MANUFACTURING SECTOR. Research paper presented at “the transformational power of enablement: combing innovation and efficiency” held at AMITY BUSINESS SCHOOL, Noida, India on 27th – 28th February 2019.

3. SERVICE QUALITY AND PATIENTS SATISFACTION: A CASE STUDY OF PRIMARY HEALTH CARE CENTERS IN RURAL KARNATAKA. AVANT-GARDE 2019, Multidisciplinary International Conference held at Seshadripuram First Grade College, Bengaluru on 18th May 2019. (Won the best paper award)

4. TALENT MANAGEMENT PRACTICES AND ITS IMPACT ON INTENTION TO STAY IN THE ORGANISATION. AVANT-GARDE 2019, Multidisciplinary International Conference held at Seshadripuram First Grade College, Bengaluru on 18th May 2019. (Won the best paper award)

5. 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.

6. 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)

7. 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


10. 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.

11. “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.

12. 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.


Organised by The Department of Commerce, Kristu Jayanti College, Bengaluru in association of ACCA and ISDC on 22nd and 23rd Feb 2017.


24. “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


Won the best research paper award

27. “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


34. “RURAL COMMUNICATIONS” – PSG Institute of Technology Coimbatore. Fifth national conference on Business Research. 16-17 November 2008