

## DR. SUMITHRA SREENATH

### PUBLICATIONS

1. Dr. C. G. Sumithra (2018), A Study to Align and Optimize the Internal Process of the Existing Supply Chain Management with Reference to KS&DL, Bengaluru, *Singaporean Journal of Business Economics, and Management Studies (SJBEM)*, DOI: 10.12816/004442831, VOL. 6, NO. 2, 2018, pp 31-41
2. Sumithra Sreenath (2018) 'Fortifying Talent Management & Sustainability- An Outlook for the future' *Asia Pacific Journal of Research* Vol 2, Special Issue iX, March 2018 ISSN (Print): 2320-5564 ISSN (Online) 2347-4793, pp 371-376
3. Sumitra Sreenath (2018) The Acceptance of Facial Care and Make Up products in Beauty Salons. *EPRA International Journal of Economic and Business Review* Vol. 6 Issue 1 January 2018 ISSN e 2347-9671 p 2349-0187 pp 48-55.
4. Sumithra Sreenath (2017). "BREXIT: Talent Challenges for Recruitment and Retention" *Dharana International Journal of Business from Bharatiya Vidya Bhavan's M.P. Birla Institute of Management*. Vol. 11, #2(2017) ISSN 0974-0082, pp 21-25.
5. Sumithra Sreenath (2017). "A Study on Footwear Retail Supply Chain for Select Outlets at Bangalore City" *International Journal of Logistics & Supply Chain Management Perspectives. Pezzottaite Journals. Volume 6, Number 3, September, pp 3074-3081. ISSN (Print): 2319-9032, (Online): 2319-9040. SJIF (2015): 6.648, SJIF (2015): 7.175, H5-Index: 3, H5-Median: 3, H-Citations: 10. UGC approved journal.*
6. Sumithra Sreenath (2017) "Investment Decision making using technical analysis: A study of select stocks in Indian Stock Market, *IOSR Journal of Business and Management*, Issue 9, vol. 19. Vers VI. September 2017 pp 24-33
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8. Sumithra Sreenath (2017). "THE EFFECTS OF INDIVIDUAL DIMENSIONS OF SERVICE QUALITY IN IRCTC BY USING SERVQUAL MODEL WITH SPECIAL REFERENCE TO SOUTH WESTERN RAILWAY". *Asian Journal of Management Research* ISSN 2229-3795, Volume 7 Issue 3, 2017, pp. 256-278. <http://ipublishing.co.in/ajmrvol7no3.html>
9. SumithraSreenath (2016) published an article "An Analytical Study on Inflation and Short Term Interest Rates" Page No 2511-2516 in *International*

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10. ***India Post: Unleashing new avatar.*** IJRSS Journal Vol. 6 Issue 7 (ISSN 2249-2496). pp37-50 (2015)
11. ***Competency based corporate e-learning systems - An experiment with outsourcing firms in Bangalore.*** International Journal of Knowledge Management and Practices (IJKMP) ISSN 2320-7523 Vol 2, Issue 2 September 2014.
12. ***Competency based corporate e-learning systems - An analytical study of select corporate enterprises in Bangalore*** Dharana - Bhavan's Journal of Management ISSN 0974-0082 Vol 8, Issue 2 July-Dec 2014
13. ***Competency based corporate e-learning systems - An Appraisal.*** Dharana - Bhavan's Journal of Management ISSN 0974-0082 Vol 6, Issue 2 July-Dec 2012