

PROF. PUSHPA B. V

PUBLICATIONS

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3. Pushpa B. V (2017) “A study on Brand Awareness among Customers of Bangalore for Byju’s- the Learning App” International Journal of Research in Management & Social Science. ISSN 2322-0899 Vol. 5, Issue 3 (VI) July-September 2017, pp 12-18.
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5. Pushpa B.V. (2017) “Investment Decision making using technical analysis: A study of select stocks in Indian Stock Market, IOSR Journals, Issue 9, vol. 19.
6. Pushpa B.V(2017) “ A study on footwear retail supply chain for select outlets at Bangalore city” International Journal of Logistics and supply Chain Management Perspectives, Vol 6, No.3, July-September 2017, ISSN (Print) 2319-9032, Online 2319-9040.
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11. Pushpa B. V., (2016). "Role of event organizing companies in increasing the brand image of the client companies". *International Journal of Management, (IJM)*, Volume 7, Issue 7, November- December 2016, pp.303-312. Impact Factor (2016): 8.1920 (Calculated by GIS) www.jifactor.com ISSN Print: 0976-6502 and ISSN Online: 0976-6510 © IAEME Publication
12. Pushpa B. V., (2016). "A study on peer to peer lending: an alternative in SME financing": *2nd International Conference on Innovative Trends in Science, Engineering and Management*, Volume No. 5, Issue 11, November 2016, ISSN (O) 2394-1537, ISSN (P) 2394-1529.
13. Pushpa B. V., (2016). "Prospects of non-conventional sources of credit- a case study on peer to peer lending in India", *IOSR journal, international business research conference- revisioning the scope of business*, *IOSR Journal of Business and Management (IOSR-JBM)* E-ISSN: 2278-487X, P-ISSN: 2319-7668, pp. 79-85 WWW.IOSRJOURNALS.ORG
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