

## **PAPERS PRESENTED BY PROF. SUDHINDRA GARGESA**

1. Sudhindra Gargesa (2018). 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.
2. Sudhindra Gargesa (2018). 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
3. Sudhindra Gargesa (2018). MODELING CRYPTOCURRENCY (BITCOIN) USING VECTOR AUTOREGRESSIVE (VAR) MODEL. 7<sup>th</sup> International conference on emerging trends in finance, accounting and banking. September 7-8, 2018. Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD).
4. Sudhindra Gargesa (2018). GARCH MODELLING OF CRYPTOCURRENCIES & INTEGRATION OF CRYPTOCURRENCY WITH GLOBAL MAJOR CURRENCIES. A symposium on Cryptocurrency - a New Paradigm in Economics held at M.P. Birla Institute of Management Associate Bharatiya Vidya Bhavan and Southern Economist on August 3, 2018.
5. Sudhindra Gargesa (2018). "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.
6. Sudhindra Gargesa (2018). 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 8<sup>th</sup>, 2018 held

at ***Welingkar Institute of Management Development and Research***, Bangalore.

7. Sudhindra Gargesa (2018). FIIS INFLOW (EQUITY AND DEBT) AND ITS IMPACT ON INDIAN STOCK MARKET: EVIDNCE FROM SENSEX AND NIFTY 50”. National conference on Business India- Innovative practices for growth and sustainability. December 16, 2017 held at RV institute of Management.
8. Sudhindra Gargesa (2018). VOLATILITY IN CRUDE OIL PRICES AND ITS IMPACT ON INDIAN STOCK MARKET EVIDENCE FROM BSE SENSEX. 6<sup>th</sup> International conference on emerging trends in finance, accounting and banking. August 18-19, 2017. Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD).
9. SudhindraGargesa(2016). Paper on “Ethics and ethical leadership in literature”. Presented at the Symposium on Global Ethics conducted at MPBIM on 4th March 2016.