### SUMMARY OF THE PAPERS PUBLISHED FACULTY OF M.P. BIRLA INSTITUTE OF MANAGEMENT

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name</th>
<th>No. of Publications</th>
<th>No. of papers Presented</th>
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<tr>
<td>1</td>
<td>N Ramanuja</td>
<td>4</td>
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<td>2</td>
<td>Dr. N S Viswanath</td>
<td>40</td>
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<td>3</td>
<td>Dr. Bisaliah S</td>
<td>10</td>
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<td>4</td>
<td>Dr. Sathyaraya S Sreenath</td>
<td>48</td>
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<td>5</td>
<td>Dr. Sumithra Sreenath</td>
<td>25</td>
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<td>6</td>
<td>Dr. Rohini G Shetty</td>
<td>23</td>
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<td>7</td>
<td>Prof. Ramgopal S</td>
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<td>8</td>
<td>Prof. Ravindra B S</td>
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<td>9</td>
<td>Prof. Anu Natraj</td>
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<td>10</td>
<td>Prof. Bhavya Naidu</td>
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<td>11</td>
<td>Prof. Hema Harsha</td>
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<td>12</td>
<td>Prof. Manjunath S M</td>
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<td>13</td>
<td>Prof. Pushpa B V</td>
<td>22</td>
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<td>14</td>
<td>Prof. Ramadas K L</td>
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<td>15</td>
<td>Sudhendra Gargesa</td>
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<td>16</td>
<td>Dr. Hemanth Kumar</td>
<td>25</td>
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<td>17</td>
<td>Prof. Vijayalakshmi S</td>
<td>4</td>
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<td>17</td>
<td>Prof. Navya G S</td>
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<td>18</td>
<td>Prof. Deepak R</td>
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<td>19</td>
<td>Prof. Basanna Patagundi</td>
<td>5</td>
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<td>20</td>
<td>Students of MPBIM</td>
<td>30</td>
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Technical Reports

- **Dr. N S Viswanath**: 10

Books

- **Dr. Rohini Shetty**:
  - EQ-Nomics Inner Sanctum for Women Leaders in IT
  - Self Esteem: Unleashing the Energy - An Insight into Self awareness

2 books Published by Lambert Academic Publication
RESEARCH PUBLICATIONS OF FACULTY OF MPBIM

N. RAMANUJA

4. ‘Similarities in Messages in Ramayana and Bhagavadgita’ published in Bhavan’s Journal Vol:….. No.: registered with the Register of Newspapers of India under no.: 6065/57. Registration no.: TN/CH(C)/280/15-17 & WPP No.: TN/PMG(CCR/WPP-312-15/17)

DR. N S VISWANATH

3. TQM for a Non for profit organisation- a Digression Southern Economist Journal ISSN 0038-4046 Vol 55 no. 11 October 2015
4. A budget with a great difference Southern Economist March 2015


17. VISWANATH N. S. & S.R. NARAPPANAVAR: India’s Foreign Trade & WTO-A strategic Analysis; Paper presented at conference on India’s trade Policies at Karnataka University, Dharwar, India, 1999.


TECHNICAL REPORTS


5. VISWANATH N.S.: “Project Appraisal for the APMC Channapatna,” NABARD, 1982

6. VISWANATH N.S.: “Project Appraisal for the APMC Bhadravathi,” NABARD, 1982

7. VISWANATH N.S.: “Project Appraisal for the APMC, Turuvekere,” NABARD, 1982


PROF. S. BISALIAH

1. Humanism; A vertex of Human Civilisation Triangle in Humanity in Humans by humans and for humans in Securing Food for all Ed: Dr. PremNath during October 2015
2. Investment in Indian Farm Sector; Pathways and Policy Directions in Food expectations of all people in the new Millennium. Ed: Dr. PremNath during January 2016
4. Investment in Agriculture in India: Growth Composition and Policy Directions. Published in the conference proceeds of 14th Asia Agricultural Policy Forum Seoul, S. Korea During September 2015
5. Saving and Investment Propensity of Farm Households – Evidences from India Book published by Academic Foundation, New Delhi during 2015
6. The Context, Complexity and Concerns of Higher Education in India; Search areas for reform published in DharanaVol 10 No.2 2016 ISSN 0974-0082
7. Budget 2015- a well conceived one? Published in Southern Economist March 2015 Vol 53 No. 22 ISSN 0038-4046

DR. S. SATHYANARAYANA


22. Sathyanarayana (2017). “DETERMINANTS OF CAPITAL STRUCTURE: EVIDENCE FROM INDIAN STOCK MARKET WITH SPECIAL REFERENCE TO CAPITAL GOODS, FMCG, INFRASTRUCTURE AND IT SECTOR”. SDMIMD Journal of Management. ISSN: 2320-7906 (Online); ISSN: 0976-0652 (Print) UGC approved journal.


34. Sathyanarayana, S. (2017). DETERMINANTS OF STORES CHOICE IN RURAL MARKETS: AN EMPIRICAL STUDY IN KARNATAKA STATE. IRA-International Journal of Management & Social Sciences (ISSN 2455-


41. Sathyanarayana, S. (2016). “GLOBAL STOCK MARKETS REACTION TO SPECIAL EVENTS: EVIDENCE FROM BREXIT REFERENDUM”. International Journal of Business and Administration research review. ISSN
No. 2378-0653 eISSN 2347-856X. Vol. 1, Issue No. 4 July –Sept 2016, **Impact Factor. 3.853. UGC approved journal.**


The synopsis of Dr. Sathyanarayana’s doctoral thesis was published in Deccan Herald dated 12 April, 2011. (Link: [http://www.deccanherald.com/content/153193/retailers-play-key-role-rural.html](http://www.deccanherald.com/content/153193/retailers-play-key-role-rural.html))


8. Sumithra Sreenath (2018); Fortifying Talent Management & Sustainability- an Outlook for the future. Published Paper in Asia Pacific Journal of Research. ISSN (P):2320-5564, ISSN (O) 2347-4793, ISSN (P): 2320-5504, (APJOR - Impact


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DR. ROHINI G SHETTY

1. Rohini G Shetty (2019); Taxonomy of New Age Leadership Styles and Models – A Rumination; Paper published in International Journal of Research and Analytical Reviews [IJRAR E-ISSN:2348-1269 P-ISSN 2349-5138 ;Impact factor -5.75], Vol.6 Jan-Mar Issue 1;UGC Approved Journal No - 43602


online E-Journal ; A Unit of Research and Scientific Innovation Society.(RSIS International)


16. Rohini G Shetty (2017); Glimpses of Brexit and Forthcoming Eventualities; Symposium on BREXIT - EU, Trade & India; M.P. Birla Institute of Management and Southern Economist; 8th July, 2016. Published in Dharana-International Journal of Business; Bharatiya Vidya Bhavan’s M P


PROF. RAMGOPAL

3. Union Budget & India’s Infrastructure. Southern Economist Southern Economist. ISSN 0038-4046. May 1, 2016 pp: 58-59

PROF. RAVINDRA B S


PROF. ANU NATRAJ

PROF. BHAVYA NAIDU


2. 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


PROF. HEMA HARSHA


PROF. B V PUSHPA


Management Perspectives, Vol. 6, No.3, July-September 2017, ISSN print 2279-0896, Online 2279-090X


**PROF. K. L. RAMADAS**


**PROF. SUDHINDRA GARGESA**


9. Sudhindra Gargesa (2017). “DETERMINANTS OF CAPITAL STRUCTURE: EVIDENCE FROM INDIAN STOCK MARKET WITH SPECIAL REFERENCE TO CAPITAL GOODS, FMCG, INFRASTRUCTURE AND IT SECTOR”. SDMIMD Journal of Management. ISSN: 2320-7906 (Online); ISSN: 0976-0652 (Print) UGC approved journal.


Dr. S. HEMANTH KUMAR


4. A STUDY ON VISUAL, AUDITORY AND KINESTHETIC IMPACT IN BRAND RECALL-WITH SPECIAL REFERENCE TO MOBILE NETWORK SERVICE PROVIDERS in International Journal of applied services marketing perspectives, ISSN-2279-0977.


6. A STUDY ON IMPACT OF DEMOGRAPHIC FACTORS ON ONLINE SHOPPING BEHAVIOUR, paper is accepted for February's edition at IJMRA. ISSN: 2249-1058, Vol. 6, Issue 2.

13. 2016, A STUDY ON IMPACT OF IN-TUNNEL ADVERTISING WITH SPECIAL REFERENCE TO NAMMA METRO IN-TUNNEL NEAR VIDHANA SOUDHA, BANGALORE. The international journal of Social Sciences and humanities invention. ISSN 2394-2031. Vol. 3, issue 4.
18. July 2016, AN EMPIRICAL STUDY ON INNOVATIONS AND ITS IMPACT ON PURCHASE INTENTION OF RESIDENTIAL REAL ESTATE PROJECTS.


PROF. VIJAYALAKSHMI S


**PROF. NAVYA G S**

3. “Agriculture in Karnataka: Need for special emphasis”. Southern Economist. ISSN 0038-4048. April 2015
4. “Make in India- a Major Initiative of Indian Government: Is the timing Right?” Sothern Economist. ISSN 0038-4046. October 2015

**DR. DEEPAK R**


Dr. BASANNA PATAGUNDI


PUBLICATIONS BY STUDENTS


26. Mohit Kallur along with Dr. Hemanth Kumar published an article entitled, “A study on impact of demographic factors on online shopping behavior”, in the International Journal of Marketing and Technology. February 2016 Vol.6 Issue 2 ISSN:2249-1058


N. RAMANUJA

1. Keynote address "Science for Global Understanding- Challenges" at the World Science for Peace & Development - “Science for Global Understanding” held on 9 & 10th November 2017 at NIE IT Mysuru
2. Ramayana and Ethics in Public Administration held at International Conference on Lord Sri Rama in Art Literature and Religion conducted by Department of Archaeology, Museums and Heritage and Sri Sudarshana Narasimha Kshetra, Mysore on 23.2.2017
3. Keynote address on “Challenges in disaster management” at the international workshop on Inter Cultural Aspects of Disaster management held at BPBIM, Mysore on 7th April 2015.
4. ‘Similarities in Messages in Ramayana and Bhagavadgita’ at International Conference on Ramayana held during 28th December 2009 at Datta Peetham, Mysore.
5. Keynote address at the International Conference on Challenges in Emerging Markets held on 27th September, 2009 at Vidyavardhak College of Engineering

DR. N S VISWANATH

International conference at Indian Business Academy, November, 2009, Bangalore, India

6. VISWANATH N.S.: EMERGING CONSUMER CLASSES IN INDIA; International Conference at Las Vegas, USA, October 2006.


DR. S. SATYANARAYANA

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.


14. VOLATILITY IN CRUDE OIL PRICES AND ITS IMPACT ON INDIAN STOCK MARKET EVIDENCE FROM BSE SENSEX. 6th International conference on emerging trends in finance, accounting and banking. August


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


National conference on contemporary business challenges and strategies, Christ Institute of Management (Christ University), Friday, 6 February, 2015. 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

DR. SUMITHRA SREENATH


and countries in transition on 6th, 7th and 8th June 2018 at Acharya Bangalore B-school, Bangalore in association with Birmingham University, State University of New York.


12. Sumithra Sreenath (2019); Examining Employee Engagement Practices at Retail Sector Bengaluru. Paper Presented at National Conference on Indian Economy: Current Issues, challenges and opportunities held on 19th June at Ramaiah Institute of Management, Bengaluru. BEST PAPER AWARD (II Place)


Conference on Marketing in the Digital Era (NCMDE’ 19) held on 14th June at Acharya Bangalore B-School, Bengaluru.


18. Sumithra Sreenath (2019); Analyzing Mobile Learning Experience of Management Graduates at Bengaluru. Paper presented at National conference on Higher Education 4.0 – The Leap, on 19th March at Malleswaram Ladies Association First Grade College for Women, Bengaluru. BEST PAPER AWARD

19. Sumithra Sreenath (2018); A study on Knowledge Management practices at IT companies in Bengaluru. Paper presented at National Conference on Emerging Technologies in Business Innovation and Sustainability on 27th and 28th September at International Institute of Business Studies (IIBS), Bangalore.

20. Sumithra Sreenath (2018); A study on effective learning practices of IT employees at Bengaluru. Paper presented at National Conference on Artificial intelligence in Business and Technology on 31st August and 1st September at Jain College CGS, Bangalore.


30. Sumithra Sreenath (2003); Rural Marketing: Various Dimensions. Paper presented at Fifth State Level Conference on Challenges to Commerce and Management Education held on 16th & 17th October 2003 at Mangalore University, Mangalore.

**DR. ROHINI G SHETTY**


Challenges in Knowledge Driven Organizations; 6th & 7th March 2015; Christ University, Bangalore.


PROF. ANU NATRAJ


Trends in Business, organized by Christ University, Bangalore, Karnataka on December 12th and 13th, 2013

**PROF. BHAVYA NAIDU**

1. Bhavya N (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

2. “Idiosyncratic relationship between investor’s sentiments and tangibility of the organizations in Indian stock markets” organized by REVA University on 29th & 30th Jan 2016


**PROF. HEMA HARSHA**

1. EXPLORING FACTORS INFLUENCING TALENT SUSTAINABILITY IN HIGHER EDUCATIONAL INSTITUTES IN BENGALURU Presented at 6th Insternational Conference on ‘Managing Human Resources at the Workplace’ held on 8th& 9th December 2017 at SDMIMD, Mysuru.


3. Prof. Hema Harsha jointly with Student Executive Ms. MamathaPallagatte presented a paper "Midlife Career Crisis in an IT Company - A Case Study" at the ICHTR organised by Student Research Forum of Manipal University.

4. RISKS, PROFITS & ETHICS :A GOVERNANCE CHALLENGE - Paper presented at the National Convention on Risk Management, on 18 Dec 2015 conducted by Institute of Directors, New Delhi

5. COMPETENT TEAMS FOR CHALLENGING TIMES- Paper presented at the 7th National Management Convention NMC’14 on "The Dynamics of
Education to Employment Journey: Opportunities and Challenges”; held in KIIT University, Bhubaneshwar, Odisha on Feb 21st and 22nd, 2014

6. INCLUSIVENESS & SUSTAINABILITY-LEGALLY ENFORCED OR VOLUNTARY COMPLIANCEPaper presented at 17th NHRD Network National Conference; Building Sustainable Organisations-Agenda for India Inc; Swabhumi, Kolkata; Nov 21st to 23rd, 2013;

7. DEMYSTIFYING CLOUD COMPUTING-A JOURNEY TO THE CLOUD-Paper presented at the National conference on Convergences & Cross-currents in Management & IT held in Seshadripuram First Grade college, Bangalore; Feb 18th, 2012

8. POSITIVE FORWARD MOVEMENT- A WELCOME MOVE IN ERM- Paper published and presented at International Conference on Excellence in Management Practices at Kristu Jayanti College of Management and Technology, Bangalore; April 15 & 16th, 2011

PROF. PUSHPA B. V


Engineering and Management, 5TH OF November 2016, YMCA Connaught place, New Delhi.


PROF. K. L. RAMADAS

Paper on “Ethics and ethical leadership in literature”. Presented at the Symposium on Global Ethics conducted at MPBIM on 4th March 2016.

SUDHINDRA GARGESA


Economics held at M.P. Birla Institute of Management Associate Bharatiya Vidya Bhavan and Southern Economist on August 3, 2018.

17. 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.


Dr. S. HEMANTH KUMAR

1. Presented a paper titled "A study on the critical analysis of buying behaviour of generation X & Y towards condoms" in International Conference on "Outcome Based Competitive Strategies: Issues & Challenges" at PES Institute of Technology, Bangalore & Indian University of Pennsylvania, USA (22 - 23.11.2013).


4. Presented a paper titled "In-Tunnel Advertising with Special Reference to Namma Metro In-Tunnel near VidhanaSoudha, Bangalore" in International Conference on "Changing Global Dynamics & Business Opportunities in India" at Acharya's Bangalore B-School (29 - 30.09.2011).


7. Presented a paper titled "Role of Brand Management Companies in Making an Average Brand a Super Brand" in National Level Conference on "Disruptive Marketing - The Way Forward?" at Department of Management Program held on 27th April 2012.

8. Presented a paper titled "Role of Brand Management Companies in Making an Average Brand a Super Brand" in National Conference on "Disruptive Marketing - The Way Forward?" at Department of Management Program held on 27th April 2012.


Century on Emerging International Business" at Vivekananda Institute of Technology held on 24th & 25th May 2012.


PROF. VIJAYALAKSHMI S

1. Presented paper in PESIT institute of management International conference entitled "study of consumer loyalty towards private labels in Bangalore" (with special reference to food and grocery) with ISBN-9788184291063
2. Published a paper in National Conference 2013 on "The tracks of globalization" paper entitled "impact of the employee wellness on organizational performance in select IT companies in Bangalore" at KIT's Institute of management education and research gokul- shirgaon, Kolhapur, Maharashtra. With ISBN: 978-81-926976-7-3


5. Presented a paper and Participated as delegate at the National Level Management Development Program on "HR Innovations and interventions for Resurgent India" at CMRIT (Autonomous) on 25th February 2011

6. Presented a paper at the National Conference held on "Entrepreneurship in Developing Economics" on 26th March 2011 at Padmashree Institute of Management Studies, Bangalore Published with ISSN

7. Presented a paper at the International Conference held on "Excellence in management Practices" on April 15th & 16th April 2011 at KristuJayanti College of Management & Technology, Bangalore

8. Presented a paper at the National Level Conference held on "Challenges and opportunities in Service sector" on 20th & 21st April 2011 at MSRIT, Bangalore

9. Presented a paper at the National Level Conference held on "corporate governance" on 20th & 21st September 15th & 16th 2011 at Surana College centre for post graduate studies Bangalore. It has been published in Excel India publishes with ISBN 938136133-9

10. Presented a paper at the UGC sponsored National seminar on "Parameters of excellent in Higher education" in St Joseph's College of Commerce, Bangalore.

11. Presented a paper at the International Conference held on "Changing Global dynamics & Business Opportunities in India" on September 29th 2011 at Archarya Bangalore B-school College of Management. Bangalore.

12. Presented a paper "Managerial Challenges in Contemporary Business" on September 30h 2011 at The Oxford College of Business Management, Bangalore

13. Presented a paper " Return on talent: A success quotient less emphasized" in the international conference held on 24th and 25th October 2013 at BMS
college of engineering (Department of Management and Research center), Bangalore

14. Presented paper on HR international conference On 13th December 2013 In SDMIM, Mysore on the topic "Talent Retention: Accounting Perspectives" and it has also been Published with ISBN: 978-81-922146-5-8.

DR. DEEPAK R


Differentiation and Value creation, organized by Indian Education Society’s Management College and Research Centre (IESM CRC), Mumbai on February 21st and 22nd, 2014.


Dr. BASANNA PATAGUNDI


4. Tate U, Maheshwari S., Patagundi B., “Perceived Value of Marketplace Simulation: Difference between MBA students from India and USA”, 47th
Annual MBAA International Conference held at Chicago, IL, USA, March 23-25, 2011.


BY STUDENTS OF MPBIM

1. Ms. Mythri M M, Ms. Anusha K under the guidance of Dr. Sumithra Sreenath presented a paper **Impact of innovative employee relationship practices on employee performance in refurbished goods industry** at Bengaluru at the conference held in Dayanand Sagar College on 26.4.2019

2. Ms. Anusha K, Ms. Ramya M under the guidance of Dr. Sumithra Sreenath presented a paper **Current scenario of e-tailing: Consumer acceptance towards household services at Bengaluru** at the conference held in Dayanand Sagar College on 26.4.2019


4. Charan and Akash receive the Best Paper award for their paper '**Analyzing the Mobile Learning Experience of Management Graduates in Bengaluru**'.at the National Conference on Higher Education 4.0- The Next Leap held at MLA First Grade College for Women held on 19th March 2019. The paper was under the guidance of Prof. Sumithra Sreenath Professor, MPBIM.

5. Maithri and Ramya under the guidance of Prof. Sumithra Sreenath presented a paper **Examining qualities of self-leadership among managements graduates at Bengaluru** at the National Conference held at New Horizon College on 23rd March 2019.

6. Ms. Lydia Francis and Ms. Swathi s won 1st Runners up trophy participating in a competition on the topic of **Building next generation environmentally sustainable urban neighbourhoods** on 16.10.2018 conducted at malleswaram Ladies Association Academy of Higher Learning and Lions Club of Bangalore Elite.

7. Lekha V and Dr. Sathyanarayana presented a paper **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.

8. Lekha V (2017) with Dr. Hemanth Kumar presented a paper ‘**Canteen Store Department in GST Era**’ at the symposium on GST at MPBIM held on 16th June 2017.

9. "**Midlife Career Crisis in an IT Company - A Case Study**" presented by Ms. Mamatha C Pallagatte and Prof. Hema Harsha  in the conference named ICHTR organised by Student Research Forum of Manipal University November 2016
10. Ms. Pooja Kulkarni along with Dr. Sumithra Sreenath (2015) presented a research paper paper on **Insights to E Competency** at a conference held at Jain University.

11. Sri. Jaikrishna P S presented a paper on ‘**Arbitrage Opportunities around Key Monetary Rate Announcements - An event study methodology**’ along with Dr. Deepak at ITBI conference held at Institute of Management Technology, Nagpur on 21&22.11.14.


13. Vishnu. D, Shruthi.P.S and Vasu were awarded second place at the 7th International Business Research Conference on **Emerging Marketing Practices: Differentiation and Value creation**, organized by Indian Education Society’s Management College and Research Centre (IESMCRC), Mumbai on February 21st and 22nd, 2014.

14. Ms. Riccha Kapoor presented a paper on ‘**The world of Flower Industry A Sector untapped**’ at Association of Indian Management Scholars (AIMS) conducted its 10th International conference on Management at IIMB on 6 to 8th January 2013.

15. Sri. Sanketh Yadav presented a paper on ‘**On-line retail shopping behavior in India - A boon or a curse?**’ at AIMS conference held at IIMB in 2013.