

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

Sr. No.	Name	No. of Publications	No. of papers Presented
1	N Ramanuja	4	5
2	Dr. N S Viswanath	40	7
3	Dr. Bisaliah S	10	0
4	Dr. Sathyanarayana S	48	35
5	Dr. Sumithra Sreenath	25	30
6	Dr. Rohini G Shetty	23	8
7	Prof. Ramgopal S	3	0
8	Prof. Ravindra B S	2	0
9	Prof. Anu Natraj	1	2
10	Prof. Bhavya Naidu	5	5
11	Prof. Hema Harsha	6	8
12	Prof. Manjunath S M	6	9
13	Prof. Pushpa B V	22	18
14	Prof. Ramadas K L	2	1
15	Sudhindra Gargesa	12	9
16	Dr. Hemanth Kumar	25	20
17	Prof. Vijayalakshmi S	4	14
17	Prof. Navya G S	4	0
18	Prof. Deepak R	14	19
19	Prof. Basanna Patagundi	5	11
20	Students of MPBIM	30	16
		291	217
	Technical Reports		
	Dr. N S Viswanath	10	
	Books		
	Dr. Rohini Shetty: <ul style="list-style-type: none"> <li>• EQ-Nomics Inner Sanctum for Women Leaders in IT</li> <li>• Self Esteem: Unleashing the Energy - An Insight into Self awareness</li> </ul>	2 books Published by Lambert Academic Publication	

## RESEARCH PUBLICATIONS OF FACULTY OF MPBIM

### N. RAMANUJA

1. N. Ramanuja (2017) 'Ramayana and Ethics in Public Administration' published in Bhavan's Journal Vol: 63 No.: 16 dated 31.03.2017 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)
2. "Challenges in disaster management". Dharana, International Journal of business. ISSN No. 0974-0082. Vol. 9. No. 1 (January – June 2016)
3. "Challenges in global ethics". Dharana, International Journal of business. ISSN No. 0974-0082. Vol. 9. No. 1 (June – December 2016)
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

1. N. S. Viswanath (2017). "Impact of Employee Wellness on Performance – A Critical Review of Indian Industry Scenario" International Journal of Enhanced Research in Management & Computer Applications ISSN: 2319-7471, Vol. 6, Issue 11, November, pp.310-313
2. Viswanath N S (2017). Budget India-2017: A tone for new governance?.*Southern Economist*. Vol;55 No. 20, pp. 39-41. February 15 (ISSN: 0038-4046)
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
5. **A Critical Analysis on the Motivational Drivers of Managers in Select Public Sector Banks in Bengaluru, India** in Asian Journal of Research in Social Sciences, Asian Research Consortium, Vol 6, No. 10 October 2016 pp 1166-1176 M J Subramanyam and Dr. N S Viswanath
6. N S VISWANATH: '**Union Budget –Macrobatics**' Southern Economist, Volume 50 No. 24 April 15, 2012, Pp 37, ISSN 0038- 4046
7. Deepak, R.,Viswanath,N.S.and Patagundi, S. Basanna. (2010).Investor Strategy under Volatility of Equity Markets in India, RVIM Journal of Management Research, Vol 2, Issue 1, 8-16, ISSN 0974-6722.

8. BasannaPatagundi, Sandip Patel & Viswanath N. S.: **Analysis of Microsoft Client Business Using the Critical-Mass Management Concepts; The International Journal of Business Management & Research (IJBMR)**, Vol2, No.,1,2009, pp4-16.
9. VISWANATH N.S.: "Women & Marketing -A Functional Perspective" ;Published in WOMEN IN NATION BUILDING: Perspectives, Issues & Implications, Southern Economist Publications, January, 2005, pp254 to 261.3.
10. VISWANATH N.S.: "The Metro Model- An Instrument of Change", **Southern Economist**, Vol 43 (1), Jan 2004, pp9-10.
11. VISWANATH N.S.&S.R.NARAPPANAVAR: 'Market Integration & Application Issues' MAPANA,MPSVol1,NO1,May-Oct2002,pp48-51.
12. VISWANATH N. S.: "Budget Seeks To Balance Fundamentals", Southern Economist, Vol39, No23&24, April1&15,2001, pp21.
13. VISWANATH.N.S.:"A Soft Budget without Inherent Hardness" Southern Economist,Vol39,No23&24,April1&15,2001,pp25.
14. VISWANATH.NS.:"DefencePreparednessV/sGrowth",SouthernEconomist, Vol38,No5,March15, 2000,pp35.
15. VISWANATH.N.S: 'On The Works Of AmartyaSen: Some Perceptions': SouthernEconomist,Vol37,3,February1,1999,pp23.
16. VISWANATH.N.S.: "Global Business & WTO" Paper presented at the International Conference on WTO at NIRMA Institute of Management, Ahmedabad ,India.January2000.Published in Indian Journal of Politics,Vol36,Nos1-2,Jan-Jun ,2002 pp65-72.
17. VISWANATH N.S.&S.R .NARAPPANAVAR: India's Foreign Trade & WTO-A strategic Analysis;Paper presented at conference on India's trade Polices at Karnatak University,Dharwar,India,1999.
18. VISWANATH N.S. & S.R. NARAPPANAVAR : "System Perspectives in Marketing - A Case study," **Southern Economist** (Study Circle), 9 May 1998
19. VISWANATH N. S.: "Karnataka Has A 'tape' Budget" Southern Economist Vol 43, No 23 & 24 April 1 & 15, 2005 pp 31 & 32.
20. VISWANATH N.S. and S.R.NARAPPANAVAR : "Grading of areacanut in India - A Study," Bihar **Journal of agricultural Marketing**, Vol.2, No.4, Oct. - Dec.1994, Principal.371-380
21. VISWANATH N.S. : "Performance in Production and Marketing - A Case Study of Pulses in Karnataka," **Indian Journal of Agricultural Economics**, Vol.48, No.3, 1993

22. VISWANATH N.S. : "Policy Issues in Food Packaging," **Proceedings of The World Conference on Food Packaging**, December 1992, Bangalore
23. VISWANATH N.S. " "Training Needs in Agricultural Marketing," **Kurushetra**, November 1994, ppl.21-24
24. VISWANATH N.S. : "Evaluation of MOSPAC Training Programme," **ACSTI News Letter**, Vol.1, No.2, 1989, pp.8-17
25. VISWANATH N.S. : "What training is all about ?," **ACSTI News Letter**, Vol.2, No.1, 1988, p9-11.
26. VISWANATH N.S. : "Marketing of Horticultural Produce : An Analysis of Problems with reference to Karnataka," **Indian Journal of Agricultural Marketing**, July 1987, pp.68-69
27. VISWANATH N.S. : "Marketing of Cotton in Karnataka - Some reflections on prices and policies," **Indian Journal of Agricultural Economics**, Vol41, No.3, 1986, pp.595-96
28. VISWANATH N.S. : "Price Structure of agricultural Commodities - An Analysis of a Millet Crop in India, " **Indian Journal of Agricultural Economics**, Vo.40, No.3, 1985, pp.431
29. HUMBARWADI B., M.K. NARASIMHAN, S.R. PATIL and N.S. VISWANATH : "Imapact of Training Markets personnel on the Management of Regulated Markets - A case study," **Proceedings of Agricultural marketing Workshop**, 1982, Pune
30. VISWANATH N.S and H.B. LOKESHA : "Structural Changes, Market Development and agricultural Prices - A Comparative Study Two Princpal Copra markets in Karnataka," **Indian Journal of Agricultural Economics**, Vol.39, No.3, 1984, pp.245-46
31. VISWANATH N.S. and H.B. LOKESHA : "Demand for and supply of Forest Products - A study of Important Forest Products in Karnataka," **Indian Journal of Agricultural Economics**, Vol.38, No.3, 1983, pp.327
32. HUMBARWADI B., M.K. NARASIMHAN, S.R. PATIL and N.S. VISWANATH: "Grading and Price Premium - A Study," **Proceedings of Agricultural Marketing Workshop**, 1983, Pune
33. HUMBARWADI B, M.K. NARASIMHAN and N.S. VISWANATH : "Slow Growth Crops - A case study of groundnut in an underdeveloped district in Karnataka," **Indian Journal of Agricultural Economics**, Vol.37, No.2, 1982, pp.400-403
34. HUMBARAWADI B., M.K. NARASIMHAN and N.S. VISWANATH: "Issues in Agricultural Price Determination and Policy: On the behaviour of parity," **Indian Journal of Agricultural Economics**, Vol.36, No.4, 1981, pp.113.

35. VISWANATH N.S. & S.R. NARAPPANAVAR : "Agricultural Marketing Management in Karnataka - Some Policy Issues," **Proceedings of Seminar on Development Experience in Karnataka**, 11 March 1998, Dharwad.
36. VISWANATH N.S. : "Market Information by a Mercurial Man," **Proceedings of National Informatics Centre Conference**, June 95, New Delhi
37. VISWANATH N.S. : "Market Information the through Informatics - The Karnataka Experiment," **Proceedings of National Informatics Centre Conference**, June 95, New Delhi
38. VISWANATH N.S.: "Export Scenario of Horticultural Crops in Karnataka," **KSAM Board Seminar on Exports**, April 1995, Bangalore
39. VISWANATH N.S. & S.R. NARAPPANAVAR: "Production, marketing and export Potential of Arecanut in India," **Proceedings of KSAM Board Conference on Exports**, April 1994, Principal.53-55

#### TECHNICAL REPORTS

1. VISWANATH N.S. : "Agricultural Marketing in Karnataka," **Government of Karnataka**, 1991
2. VISWANATH N.S.: "Agricultural Marketing Research - The Emerging Perspective," **Government of Karnataka**, 1992
3. VISWANATH N.S. : "Agricultural Marketing System in Karnataka - A Study," Paper presented to **Government of Karnataka** in 1985
4. VISWANATH N.S. : "Investment on Market Development - An Investigation," **Government of Karnataka**, 1984
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
8. VISWANATH T., N.S. VISWANATH, B. RAGHAVESH and C.S.NAGABHUSHANA : "A study of Viewers' Opinion on the programme telecast by **Doordarshan**, Bangalore," 1982
9. ASWATHNARAYAN M., KISHORENATH, N.S. VISWANATH and K. VIJAYAPPA : "A study of consumers' Service at Janatha Bazaar, City Market," **Government of Karnataka**, 1976

10. ASWATHNARAYAN M., KISHORENATH, N.S. VISWANATH and K. VIJAYAPPA : "A study of consumers' Service at Janatha Bazaar, City Market," **Government of Karnataka**, 1975

**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
3. Financial Exclusion and Drive Towards Inclusion: Global and National Perspectives 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 14<sup>th</sup> 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**

1. Sathyanarayana S, (2019). "FIIS INFLOW (EQUITY AND DEBT) AND ITS IMPACT ON INDIAN STOCK MARKET: EVIDENCE FROM SENSEX AND NIFTY50". International Journal of Management Studies. Vol.-VI, Special Issue 4. 105-117. ISSN (Print) 2249-0302 ISSN (Online) 2231-2528 DOI: 10.18843/ijms/ v6si4/14. **UGC approved journal, Indian Citation Index**
2. Sathyanarayana S, (2019). "THE EFFECTIVENESS OF THE CELEBRITY ADVERTISEMENTS PROCESS AND ITS IMPACT ON BUYING DECISION". **Indian Journal of marketing. Volume 49(3). 50-61. ISSN No: 0973-8703. Scopus Indexed.UGC approved journal, Indian Citation Index,**
3. Sathyanarayana S, (2019). "EFFECTIVENESS OF TALENT MANAGEMENT STRATEGIES: EVIDENCE FROM INDIAN MANUFACTURING SECTOR". International Journal of Management Studies. ISSN (Print) 2249-0302 ISSN

- (Online) 2231-2528. Vol.-VI, Issue -1(5), January 2019, pp. 1-16. DOI: 10.18843/ijms/v6i1(5)/01. **UGC approved journal**
4. Sathyanarayana S, (2019). "TESTING SEMI-STRONG EFFICIENCY OF INDIAN STOCK MARKET - EVIDENCE FROM UNION BUDGET" *International Journal of Management Studies*. ISSN (Print) 2249-0302 ISSN (Online) 2231-2528. Vol.-VI, Issue -1(2), January 2019 [57]. DOI URL: [http://dx.doi.org/10.18843/ijms/v6i1\(2\)/06](http://dx.doi.org/10.18843/ijms/v6i1(2)/06). **UGC approved journal**
  5. Sathyanarayana S, (2019). "EFFECTIVENESS OF TALENT MANAGEMENT STRATEGIES: EVIDENCE FROM INDIAN IT SECTOR". *International Journal of Management Studies*. Vol.-VI, Issue -1(1), January 2019 [19-33]. ISSN (Print) 2249-0302 ISSN (Online) 2231-2528. DOI: 10.18843/ijms/v6i1(1)/03. **UGC approved journal**
  6. Sathyanarayana S, (2018). "MEASURING WOMEN'S BELIEFS ABOUT GLASS CEILINGS: EVIDENCE FORM INDIAN IT SECTOR". *IJRAR - International Journal of Research and Analytical Reviews (IJRAR)*, December, Volume 5, Issue 04, pp. 405- 427. E-ISSN 2348-1269, P- ISSN 2349-5138. **UGC approved journal**
  7. Sathyanarayana S, (2018). "AN ANALYTICAL STUDY OF THE EFFECT OF INFLATION ON STOCK MARKET RETURNS". *IRA-International Journal of Management & Social Sciences* Vol.13, Issue 02 (November, 2018) Pg. no. 48-64. DOI: <http://dx.doi.org/10.21013/jmss.v13.n2.p3>
  8. Sathyanarayana S, (2018), "SERVICE QUALITY AND CUSTOMER SATISFACTION: APP-BASED, ON-DEMAND CAB SERVICES", *IJRAR - International Journal of Research and Analytical Reviews (IJRAR)*, E-ISSN 2348-1269, P- ISSN 2349-5138, Volume.5, Issue 4, Page No pp.386-407, November 2018, Available at : <http://www.ijrar.org/IJRAR1904752.pdf>. **UGC approved journal**
  9. Sathyanarayana S, (2018), "DETERMINANTS OF CUSTOMERS' PREFERENCE OF VISITING A COFFEE OUTLET", *ZENITH International Journal of Multidisciplinary Research*, Vol.8 (12), December (2018), pp. 1-19. ISSN 2231-5780. **UGC approved journal**.  
**Link:**[http://www.zenithresearch.org.in/images/stories/pdf/2018/DEC/ZIJMR/1\\_ZIJMR\\_VOL8\\_ISSUE\\_12\\_DECEMBER\\_2018.pdf](http://www.zenithresearch.org.in/images/stories/pdf/2018/DEC/ZIJMR/1_ZIJMR_VOL8_ISSUE_12_DECEMBER_2018.pdf)
  10. Sathyanarayana (2018). "IMPACT OF MACROECONOMIC VARIABLES ON INDIAN STOCK MARKET: EVIDENCE FROM BSE SENSEX AND NIFTY 50". *ZENITH International Journal of Multidisciplinary Research*. Vol.8 (10), OCTOBER (2018), pp. 295-315. ISSN 2231-5780. **UGC approved journal**.
  11. Sathyanarayana (2018). "The Operating; Financial And Liquidity Characteristics of Firm Size And Its Impact on FIIs Investment Pattern"

- International Journal of Business and Management Invention (IJBMI). Volume 7 Issue 9 Ver. 2. [http://www.ijbmi.org/papers/Vol \(7\)9/Version-2/D0709022735.pdf](http://www.ijbmi.org/papers/Vol (7)9/Version-2/D0709022735.pdf) September. PP. 27-35. ISSN (Online): 2319 – 8028, ISSN (Print): 2319 – 801X. **UGC approved journal.**
12. Sathyanarayana (2018). "FLUCTUATIONS IN CRUDE, GOLD & FOREX PRICES AND ITS IMPACT ON STOCK MARKET: EVIDENCE FROM SENSEX AND NIFTY 50". International Journal of Management Studies. Vol.-V, Special Issue - 4, August 2018 [1]. ISSN (Print) 2249-0302 ISSN (Online) 2231-2528. **UGC approved journal.**
  13. Sathyanarayana (2018). "VOLATILITY IN CRUDE OIL PRICES AND ITS IMPACT ON INDIAN STOCK MARKET EVIDENCE FROM BSE SENSEX". **SDMIMD Journal of Management**. Vol. 9, Issue 1. March. Print ISSN: 0976-0652 | Online ISSN: 2320-7906, pp. 65- 76.
  14. Sathyanarayana (2018). "THE EFFECTS OF INDIVIDUAL DIMENSIONS OF SERVICE QUALITY IN FIVE STAR HOTELS USING SERVQUAL MODEL". International Journal of Research in Commerce, IT & Management. Volume No. 8 (2018), ISSUE No. 05 (MAY) ISSN 2231-5756, pp. 8-17.
  15. Sathyanarayana (2018). "AN EMPIRICAL STUDY ON DETERMINANTS OF EMPLOYEE ENGAGEMENT IN INDIAN BANKING SECTOR". *Singaporean Journal of Business Economics, and Management Studies (SJBEM)*. VOL. 6, No. 3, pp. 40-55.
  16. Sathyanarayana (2018). "AN EMPIRICAL INVESTIGATION ON DETERMINANTS OF WORK LIFE BALANCE IN IT SECTOR: EVIDENCE FROM INDIA". **Arabian Journal of Business and Management Review (Kuwait Chapter)**. Vol. 7 (1), pp. 34-48. [http://www.arabianjbm.com/pdfs/Arabian%20Journal%20of%20Business%20and%20Management%20Review%20\(Kuwait%20Chapter\)\\_KD\\_VOL\\_7\\_1/5.pdf](http://www.arabianjbm.com/pdfs/Arabian%20Journal%20of%20Business%20and%20Management%20Review%20(Kuwait%20Chapter)_KD_VOL_7_1/5.pdf)
  17. Sathyanarayana (2018). "THE EFFECTS OF INDIVIDUAL DIMENSIONS OF SERVICE QUALITY OF ONLINE SHOPPING." **International Journal of Business and Management Invention (IJBMI)** ISSN (Online): 2319 – 8028, ISSN (Print): 2319 – 801X [www.ijbmi.org](http://www.ijbmi.org) || Volume 7 Issue 3 Ver. I || March. 2018 || PP – 51-64. **UGC approved journal.**  
[http://www.ijbmi.org/papers/Vol \(7\)3/Version-1/H0703015164.pdf](http://www.ijbmi.org/papers/Vol (7)3/Version-1/H0703015164.pdf)
  18. Sathyanarayana (2018). "IMPACT OF GENDER DISCRIMINATION ON WORK ENGAGEMENT: EVIDENCE FROM INDIAN IT SECTOR". **IOSR Journal of Business and Management (IOSR-JBM)** e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 20, Issue 2. Ver. V (February. 2018), PP 85-99. **UGC approved journal.**



19. Sathyanarayana (2018). "DYNAMICS OF RURAL RETAILING IN INDIA: CHALLENGES AND OPPORTUNITIES". International Journal of Management and Commerce Innovations ISSN 2348-7585 (Online) Vol. 6, Issue 2, pp: (752-769) file:///C:/Users/Dr.Satyanarayana/Downloads/DYNAMICS%20OF%20RURAL-6627.pdf. **UGC approved journal.**
20. Sathyanarayana (2017). "AN EMPIRICAL STUDY ON STABILITY OF BETA IN INDIAN STOCK MARKET WITH SPECIAL REFERENCE TO CNX FIFTY FIFTY". **The IUP Journal of Financial Risk Management.** ISSN: 0972-916X
21. Sathyanarayana (2017). "DYNAMICS AND DETERMINANTS OF IPO INVESTING BY RETAIL INVESTORS: EVIDENCE FROM INDIAN STOCK MARKET". **International Journal of Research in Commerce, Economics & Management.** VOLUME NO. 7 (2017), ISSUE NO. 10 (OCTOBER). ISSN 2231-4245, pp. 27-35. **UGC approved journal.** file:///C:/Users/Sathyanarayan/Downloads/ijrcm-3-IJRCM-3\_vol-7\_2017\_issue-10-art-07%20(4).pdf
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.**
23. Sathyanarayana (2017). "AN ANALYTICAL STUDY ON CURRENCY CORRELATION AND RISK GRADING". **ZENITH International Journal of Business Economics & Management Research.** Vol.7 (4), APRIL (2017), pp. 1-22. ISSN 2249- 8826. Index Copernicus Value (2012): 5.19; SJIF Scientific Journal Impact Factor (2012): 4.134  
Link:[http://www.zenithresearch.org.in/images/stories/pdf/2017/APRIL/ZIJBEMR/1\\_ZIJBEMR\\_VOL7\\_ISSUE%204\\_APRIL\\_2017.pdf](http://www.zenithresearch.org.in/images/stories/pdf/2017/APRIL/ZIJBEMR/1_ZIJBEMR_VOL7_ISSUE%204_APRIL_2017.pdf)
24. Sathyanarayana (2017). "BREXIT: IMPACT ON INDIAN & GLOBAL ECONOMY". **Dharana (ISSN 0974-0082). An International Journal of Business,** Jan-June, Vol. 11, No.1, pp. 21-28.
25. Sathyanarayana, S. (2017), "THE CALENDAR-MONTH ANOMALY AND THE INDIAN STOCK MARKET- EVIDENCE FROM BSE". **International Journal of Research in Commerce, Economics & Management.** VOLUME No. 7, ISSUE NO. 03 (MARCH), pp. 45-50. ISSN 2231-4245. **UGC approved journal.**
26. Sathyanarayana (2017). "TESTING OF CAPM AND WACC OF INDIAN BANKS". **International Journal of Management and Social Science Research**

- Review.** Vol. No. 1, Issue No. 4. February. Impact factor 3.996. ISSN (Print): 2349-6738; ISSN (E): 2349-6746.
27. Sathyanarayana (2017). "THE IMPACT OF POLICY ANNOUNCEMENT ON STOCK MARKET VOLATILITY: EVIDENCE FROM CURRENCY DEMONETISATION IN INDIA". **IOSR Journal of business and Management**. Volume 19, Issue 1. Ver. VII (Jan. 2017), PP 47-63. e-ISSN: 2278-487X, p-ISSN: 2319-7668. **UGC approved journal**.
28. Sathyanarayana, S. (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>
29. Sathyanarayana, S. (2017). "EMERGING DIMENSIONS OF BUYING BEHAVIOUR IN RURAL KARNATAKA: AN EMPIRICAL APPROACH WITH SPECIAL REFERENCE TO FMCG" **IOSR Journal of Business and Management (IOSR-JBM)**.e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 19, Issue 8. Ver. IV. (August 2017), PP 35-56. [http://www.iosrjournals.org/iosr-jbm/pages/19\(8\)Version-4.html](http://www.iosrjournals.org/iosr-jbm/pages/19(8)Version-4.html). **UGC approved journal** (Sl. No. 4481, Journal no. 46879).
30. Sathyanarayana, S., (2017). "THE ROLE OF PACKING ON BUYING BEHAVIOUR OF RURAL CONSUMERS WITH SPECIAL REFERENCE TO FMCG". **IRA-International Journal of Management & Social Sciences** (ISSN 2455- 2267), 8(1), pp. 103-117. doi:<http://dx.doi.org/10.21013/jmss.v8.n1.p12>. **(SJIF- 3.554) and UGC approved journal**.
31. Sathyanarayana, S. (2017), "DEFENCE ALLOCATION 2017-18: WHAT ABOUT PROCUREMENTS". **Southern Economist**. Vol. 55. Number 22, pp. 41-46.
32. Sathyanarayana, S. (2017), "REACHING OUT TO THE RURAL CONSUMERS THROUGH HAATS: A STUDY IN KARNATAKA". **International Journal of Business and Management Invention**. Volume 6, Issue 1, January, pp. 55-64. ISSN (Online): 2319 - 8028, ISSN (Print): 2319 - 801X. **UGC approved journal with Sl. No. 4479 and Journal No. 46889**.
33. Sathyanarayana, S. (2017), "DETERMINANTS OF EMPLOYEE ENGAGEMENT IN INDIAN IT SECTOR". **Singaporean Journal of Business Economics and Management Studies (SJBEM)**. Vol. 5, No. 6, pp. 8-28. (ISSN No. 2301-3621)
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-

- 2267), 6(2), pp. 235-252. doi:<http://dx.doi.org/10.21013/jmss.v6.n2.p7>. **UGC approved journal.**
35. Sathyanarayana, S. (2017). "TARGETING THE NON-URBAN CONSUMERS: MEDIA HABITS AND PREFERENCE OF RURAL CONSUMERS IN KARNATAKA STATE". *International Journal of Retailing & Rural Business Perspectives*. Volume 6, Number 1, January - March, pp. 25-39. ISSN (Print): 2279-0934, (Online): 2279-0942 PEZZOTTAITE JOURNALS **SJIF (2017): 6.622, SJIF (2016): 7.452. UGC approved journal.**
36. Sathyanarayana, S. (2017). "THE WHEEL OF RURAL RETAILING: AN EMPIRICAL STUDY IN KARNATAKA STATE" *International Journal of Logistics & Supply Chain Management Perspectives*. Pezzottaite Journals. Volume 6, Number 3, July - September' 2017. 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.**
37. Sathyanarayana, S. (2017). "AN ANALYTICAL STUDY ON THE IMPACT OF VISUAL MERCHANDISING ON IMPULSIVE BUYING BEHAVIOUR IN SHOPPER STOP". *International Journal of Sciences: Basic and Applied Research (IJSBAR)*. Vol. 36, No 5. , pp. 112-132. ISSN 2307-4531. Link:<http://gssrr.org/index.php?journal=JournalOfBasicAndApplied&page=article&op=view&path%5B%5D=8243&path%5B%5D=3786>
38. Sathyanarayana, S. (2017). "DYNAMICS OF RURAL RETAILING IN INDIA: CHALLENGES AND OPPORTUNITIES". *International Journal Of Research In Commerce, IT & Management*. VOLUME NO. 7 (2017), ISSUE NO. 12 (DECEMBER). ISSN 2231-5756, pp. 7-16. **UGC approved journal.** Link: [file:///C:/Users/Sathyanarayan/Downloads/ijrcm-4-IJRCM-4\\_vol-7\\_2017\\_issue-12-art-02.pdf](file:///C:/Users/Sathyanarayan/Downloads/ijrcm-4-IJRCM-4_vol-7_2017_issue-12-art-02.pdf)
39. Sathyanarayana, S. (2016). "FOREX MARKET WEAK FORM EFFICIENCY AND SEASONALITY: EVIDENCE FROM INDIA". **Kuwait Chapter of Arabian Journal of Business and Management Review**. Vol. 6, No.4, December. Impact factor: 4.986, pp. 21-36. ISSN: 2224-8358. [http://www.arabianjbmr.com/VOL\\_6\\_\(4\)\\_KD.php](http://www.arabianjbmr.com/VOL_6_(4)_KD.php).
40. Sathyanarayana, S. (2016). "IMPACT OF BREXIT REFERENDUM ON INDIAN STOCK MARKET". **IRA-International Journal of Management & Social Sciences** (ISSN 2455-2267), 5(1), 104-121. doi:<http://dx.doi.org/10.21013/jmss.v5.n1.p12> (**Indexed in J-gate, Google scholar**). **UGC approved journal.**
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.**

42. Sathyanarayana, S. (2016). "TELEVISION ADVERTISEMENTS THAT DRIVE CONSUMERS - VISIT ONLINE". **International Journal of Science technology and Management**. Vol. No. 5, issue No. 7, July 2016. (ISSN No 2394-1537). **Impact Factor 2.012**. Link: [http://www.iosrjournals.org/iosr-jbm/pages/18\(8\)Version-4.html](http://www.iosrjournals.org/iosr-jbm/pages/18(8)Version-4.html)
43. Sathyanarayana, S. (2016). "DRIVING ONLINE TRAFFIC BY USING QR (QUICK RESPONSE) CODE". **IOSR Journal of business and Management**. (ISSN 2319-7668). Vol. 18, Issue 8, ver.4 August 2016. 09-19. (**Indexed in J-gate, crossref, NASA**) Link:[http://www.iosrjournals.org/iosr-jbm/papers/Vol18-issue8/Version 4/B1808040919.pdf](http://www.iosrjournals.org/iosr-jbm/papers/Vol18-issue8/Version%204/B1808040919.pdf). **UGC approved journal.**
44. Sathyanarayana, S. (2016). "A STUDY ON VIDEO DISPLAY AS VISUAL MERCHANDISING TOOL AND ITS INFLUENCE THE BUYING BEHAVIOUR OF CONSUMER WITH SPECIAL REFERENCE TO GROCERIES". **International Journal of Retailing and Rural Business Perspectives**. An indexed and referred journal. ISSN (print): 2279-0934. Online ISSN: 2279-0942, Vol. 5, number 1 (January to March 2016). 2075-2080. **Impact factor 6.622. UGC approved journal.**
45. Sathyanarayana, S. (2015). "AN ANALYSIS OF DAY-OF-THE-WEEK ANOMALY IN THE INDIAN STOCK MARKET: EVIDENCE FROM BOMBAY STOCK EXCHANGE" **Ushus, A Journal of Business Management** an ISSN referred journal (ISSN 0975-3311) in December 2015. Christ University.
46. Sathyanarayana, S. (2014). ROLE OF SPURIOUS PRODUCTS IN RURAL RETAILING, **Dharana. An International Journal of Business**, July-December. Vol.8, #1 (2014) 10-18 ISSN 0974-0082, pp. 11-21.
47. Sathyanarayana, S. (2011). "TRENDS IN THE MARKETING OF FMCG IN KARNATAKA", **Dharana (ISSN 0974-0082). An International Journal of Business**, Jan-June, Vol. 5, 1 & 2, pp. 61-73.
48. Sathyanarayana, S. (2011). RURAL RETAIL MANAGEMENT, *Journal of Contemporary Research in Management*, July - Sep, 81-99.

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>)

**DR. SUMITHRA SREENATH**

1. Sumithra Sreenath (2018); Digital Intervention: A challenge to human capital Management at workplace. Paper published in International Journal of Advance and Innovative Research(IJAIR)(conference special). ISSN: 2394-7780. UGC-Indexed Journal No: 63571. Impact factor (JIF 7.12). Vol .5 Issue 4 (XV), October-December, pp.77-82.
2. Sumithra Sreenath (2018); A study on Brand Loyalty towards Fair and Lovely Fairness cream with reference to women at Bengaluru city. Paper Published in International Research Journal of Management sociology & Humanities (IRJMSH). ISSN (O) 2277-9809, ISSN (P) 2348-9359. A refereed journal of SPHERT. UGC-Indexed JournalNo: 48312. (Index Copernicus- ICV 2014: 48.86), Vol. 9 Issue 10, October pp.75-85.
3. Sumithra Sreenath (2018); A study on Knowledge Management Practices at IT companies in Bengaluru. Paper published in Review of Research Journal (RORJ). ISSN 2249-894X .International Recognition Multidisciplinary Research Journal. UGC-Indexed Journal No: 48514. (Impact factor 5.7631(UIF) IIBS conference special), September Issue, pp.6-11.
4. Sumithra Sreenath (2018); A study on effective learning practices of IT employees at Bengaluru. Paper published in Shanlax International journal of Arts, Science and Humanities .ISSN 2321-788X. A Peer Reviewed, refereed scholarly quarterly journal. Impact factor (JIF 3.025). Special issue 1. August, pp.121-126.
5. Sumithra Sreenath (2018); Dynamics of Cryptocurrency – A Review. Paper published in Southern economist .ISSN 0038-4046. August 15, vol.57 Number 8, pp.24-29.
6. Sumithra C.G. (2018); Digital Learning: A study on choice of select courses among Post Graduates at Bangalore. Paper published in International Journal of Exclusive Management Research (IJEMR). ISSN (O) 2249-2585, ISSN (P) 2249-8672. Peer Blind Reviewed Journal. Impact Factor 5.76. UGC- Indexed Journal No.49166. Special Issue, June, pp.11-16.
7. Sumithra C.G. (2018); Streamlining Talent Supply chain across B-schools: An employer’s Perspective. Paper published in Journal of Advance Management Research (JAMR), ISSN 2393-9664. An international Peer- reviewed and referred Journal, IF 4.73 .UGC- Indexed Journal No.42888. Vol.6, Issue 4, April, pp. 38-45.
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

- Factor: 6.58) PeerReviewed International Journal; UGC-Indexed Journal No: 45797.Vol. 2, Special Issue XI, March, pp. 371-376.
9. Sumithra C.G. (2018); A Study to Align and Optimize the Internal Process of the Existing Supply Chain Management with Reference to KS&DL Bengaluru. Published Paper in Singaporean Journal of Business Economics, and Management Studies (SJBEM), Double-Blind Reviewed Refereed Open Access International Journal. DOI:10.12816/004442831, Vol. 6, No. 2, pp. 31-41.
  10. Sumithra C.G. (2018); The Acceptance of Facial Care and Make Up products in Beauty Salons. Paper Published in EPRA International Journal of Economic and Business Review. ISSN (O) 2347-9671, ISSN (P) 2349-0187, UGC-Indexed Journal No: 47335, (sjF Impact Factor 2017: 7.144, Index Copernicus- ICV 2016: 61.33), Vol. 6 Issue 1, January, pp.48-55.
  11. Sumithra C.G. (2017); BREXIT: Talent Challenges for Recruitment and Retention. Published Paper in Dharana - International Journal of Business from Bharatiya Vidya Bhavan's M.P. Birla Institute of Management. ISSN 0974- 0082, Vol. 11, #2, July-December, pp. 21-25.
  12. Sumithra C.G. (2017); A Study on Footwear Retail Supply Chain for Select Outlets at Bangalore City. Published paper in International Journal of Logistics & Supply Chain Management Perspectives (A Refereed Quarterly Journal) Pezzottaite Journals. ISSN (P): 2319-9032, (O): 2319-9040 (sjIF (2016): 7.175, H5-Index: 3, H5-Median: 3, H-Citations: 10) Vol. 6, No. 3, July-September, pp. 3074-3081.
  13. Sumithra C.G. (2017); Investment Decision making using technical analysis: A study of select stocks in Indian Stock Market. Published Paper in IOSR Journal of Business and Management, ISSN: 2319-7668, vol. 19 Issue 9 (Version VI), September, pp. 24-33.
  14. Sumithra C.G. (2017); A study on Brand Awareness among Customers of Bangalore for Byju's - The Learning App. Published Paper in International Journal of Research in Management & Social Science, ISSN 2322-0899 Vol. 5, Issue 3 (VI), July- September, pp. 12-18.
  15. Sumithra Sreenath (2016); The Effects of Individual Dimensions of Service Quality in IRCTC by using SERVQUAL Model with special reference to South Western Railway. Published Paper in Asian Journal of Management Research, ISSN 2229-3795, Vol.7, Issue 3, 2017, February, pp. 256-278.
  16. Sumithra Sreenath (2016); An Analytical Study on Inflation and Short Term Interest Rates. Published Paper in International Journal of Applied Financial Management Perspectives (A Refereed Quarterly Journal) Pezzottaite Journals, ISSN (P):2279-0896, ISSN (O) 2279-090X, (sjIF 6.847), Vol.5, No.3 July-September, pp. 2511-2516.

17. Sumithra Sreenath (2016); India Post: Unleashing New Avatar. Published Paper in International Journal of Research in Social Sciences (IJRSS) ISSN 2249-2496 (Impact factor 6.278) Vol. 6, Issue 7, July, pp. 37-50.
18. Sumithra C.G (2014); Competency based corporate e-learning systems - An experiment with outsourcing firms in Bangalore. Published paper in International Journal of Knowledge Management and Practices (IJKMP) ISSN 2320-7523, Vol. 2, Issue 2, September, pp. 35-49.
19. Sumithra C.G (2014); Competency based corporate e-learning systems - An analytical study of select corporate enterprises in Bangalore. Published Paper in Dharana - Bhavan's Journal of Management, ISSN 0974-0082 Vol. 8, Issue 2, July-December, pp. 84-96.
20. Sumithra C.G (2012); Competency based corporate e-learning systems - An Appraisal. Published Paper in Dharana - Bhavan's Journal of Management, ISSN 0974- 0082 Vol. 6, Issue 2, July-December, pp. 61-70.

#### DR. ROHINI G SHETTY

1. Rohini G Shetty (2019); **Taxonomy of New Age Leadership Styles and Models - A Ruminantion**; 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
2. **Rohini G Shetty (2018); Digital Nomads and Stress Management - An Insight** ; Paper published in **International Journal of Advance and Innovative Research** {IARA ISSN:2394 - 7780 Impact factor - 3.25} Conference **KRUPACON 2018 International Conference on Management 4.0** ; 12<sup>th</sup> & 13<sup>th</sup> October Organized and held at Krupanidhi School of Management in Association with MindShare and Indian Journal of Marketing.
3. Rohini G Shetty (2018); **Dynamics of Cryptocurrency - A Review**. Paper presented in **Symposium on Cryptocurrency - A New Paradigm of Economy**; 3<sup>rd</sup> August, 2018; M P Birla Institute of Management {Associate Bharatiya Vidya Bhavan} Paper published in **Southern Economist**; August 15<sup>th</sup>, 2018. Vol.57, No.8. pp.24-29; ISSN0038-4046; SE 57<sup>th</sup> year of publication; www.southerneconomist.in
4. Rohini G Shetty (2018); **Nuances of Work Life Balance - Women in Employment**. Paper published in **International Journal of Research and Innovation in Applied Science**; Volume III; Issue VII July. 2018; ISSN-2454 - 6194; {IJRIAS Impact factor - 3.475} International Peer Reviewed Refereed

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

5. **Rohini G Shetty (2018);Leaderonomics -Women Leaders and Organizational Effectiveness.** Paper published in **International Organization of Scientific Research - Journal of Business and Management** Vol.20Issue 7 Ver. IV July 2018 pp.35-44; e-ISSN-2278-487X; {IOSR-JBM Impact factor - 3.52}; Index Copernicus, Google Scholar and many more; Refereed Open Access International Journal;[www.iosrjournals.org](http://www.iosrjournals.org);Listed under Top 20 Journal of World AQCJ Ranking; UGC approved Journal.
6. **Rohini G Shetty (2018);Women Leadership Dashboard - Redefining the View.**Paper published in in **International Journal of Research in Management, Economics and Commerce** Vol. 08 Issue 06 June 2018 Page 50-54;ISSN: 2250-057X; (IJRMEC - Impact Factor -6.834) Refereed Open Access International Journal; Scopus ID: BA99BCCB7C49F6F1; UGC approved Journal.
7. **Rohini G Shetty (2018); Labyrinth of Women Leaders -Manifestations & Ramifications.** Paper published in **International Journal in Management and Social Science**Vol.6 Issue 04 April 2018 ISSN :2321-1784; {IJMSS -Impact Factor-6.178}A Monthly Double-Blind Peer Reviewed Refereed Open Access International Journal;Scopus ID IJMSS: A9CA72AA6AE914A8
8. **Rohini G Shetty (2018); Customer Attrition Rate at Website - theupsconline.com** Paper published in **International Journal in Commerce, IT and Social Sciences**, Vol. 5 Issue 04 April 2018 ISSN: 2394 - 5702. {IJCISS - Impact Factor: 4.218} A Monthly Double-Blind Peer Reviewed Refereed Open Access International; Included in the International Serial Directories. Scopus ID IJCISS: CF2533133DDD082D.
9. **Rohini G Shetty (2018); Foundation of Leadership Effectiveness - A Road Map.**Paper published in **International Journal in Management and Social Science**Vol.6 Issue 03,March 2018 ISSN :2321-1784 { IJMSS - Impact Factor - 6.178 }A Monthly Double-Blind Peer Reviewed Refereed Open Access International Journal; Scopus ID IJMSS: A9CA72AA6AE914A8.
10. **Rohini G Shetty (2018); Fortifying Talent Management & Sustainability - An Outlook for the Future.** Paper published in**Asia Pacific Journal of Research**, Vol.2. Special Issue IX, March, 2018; ISSN: 2320-5504, {APJOR -



Impact Factor: 6.58} Peer Reviewed International Journal; S N  
4578;[www.apjor.com](http://www.apjor.com);UGC approved Journal.

11. **Rohini G Shetty (2018); EQ-nomics of Women Leaders in the IT Sector - A Bench Start Study**; Paper published in **Singaporean Journal of Business Economics and Management; International Journal**. Vol.6 (2).2018 ID 56-2-SG; ISSN: 2301-3621 {SJBEM - Impact Factor - 5.098} DOI: 10.12816/0044435; Double-Blind Reviewed Refereed Open Access International Journal.
12. **Rohini G Shetty(2018);The Success Paradigm -Women Leaders and Organisational Effectiveness**.Paper published in**International Journal in Management and Social Science**Vol.04 Issue-02 Feb. 2018 ISSN: 2321-1784;{IJMSS - Impact Factor - 6.276} A Monthly Double-Blind Peer Reviewed Refereed Open Access International Journal; Scopus ID IJMSS: A9CA72AA6AE914A8.
13. **Rohini G Shetty (2018);The Glass Concept and Women Leadership**. Paper published in **Journal of Marketing Strategy**Vol.06 Issue-01, Feb. 2018. ISSN: 2347 - 3770 {JMS - Impact Factor: 4.73}; Included in the International Serial Directories indexed and listed at: Ulrich's Periodicals Directory, USA; Open J-Gate and Cabell's Directories of publishing opportunities, USA;International Journal-UGC approved Journal.
14. **Rohini G Shetty (2018); Emotional Quotient - The Cutting Edge of Women Leadership Success in IT Sector**. Paper published in **International Journal in Commerce, IT and Social Sciences**, Vol.05 Issue-01 Jan 2018; ISSN: 2394-5702 {IJCISS - Impact Factor: 4.218}. A Monthly Double-Blind Peer Reviewed Refereed Open Access International E-Journal - Included in the International Serial Directories. Scopus ID IJCISS: CF2533133DDD082D.
15. **Rohini G Shetty (2017) Key Determinants of Women Leadership Success in the IT Sector of Bengaluru City**; Paper published in **Journal of Advance Management Research** Vol.05 Issue-04, October, 2017; ISSN: 2393-9664 {JAMR - Impact Factor - 4.598.}A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal.
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

Birla Institute of Management Bengaluru Vol.11#2 (June-Dec.2017) ISSN 0974-0082.

17. **Rohini G Shetty (2017); Women Leadership - A Study of Select Women Leaders in the IT Sector in Bangalore City.** Synopsis: Ph.D. Thesis; Published in **Dharana -International Journal of Business**; Bharatiya Vidya Bhavan's M P Birla Institute of Management, Bengaluru.Vol.11#1 (Jan-July 2017) ISSN 0974-0082.
18. **Rohini G Shetty (2017); Brexit - A First Look on Global Workforce Mobility and Economic Impact**; Paper presented at the Symposium on BREXIT - EU, Trade & India; An economic perspective; 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 Birla Institute of Management, Bengaluru.Vol.11#1 (Jan-July2017) ISSN 0974-0082.
19. **Rohini G Shetty (2016); Inner Sanctum of Women Leadership in IT - A Bench Start Study.** Paper published in **International Journal in Management and Social Science** Vol.04 Issue-02 (February, 2016) ISSN: 2321-1784 {IJMSS - Impact Factor-5.276} A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal- Included in the International Serial Directories. <http://www.ijmr.net.in> email id - [irjmss@gmail.com](mailto:irjmss@gmail.com) ; UGC approved.
20. **Rohini G Shetty (2015); Taxonomy of Leadership Theories and Models - An Introspection.** Paper published in **Southern Economist**; May 15th, 2015. Vol.54, No.2. pp.41-47; ISSN0038-4046; SE Established 1962; [www.southerneconomist.in](http://www.southerneconomist.in)
21. **Rohini G Shetty (2014); Paradoxes and Challenges encountered by Women Leaders while Navigating the Women Leadership Dash Board - Strategies and Best Practices.** Paper published in conference proceedings; 3rd International Conference on "Managing Human Resource at the work place" 5<sup>th</sup>& 6<sup>th</sup> December 2014; **SDMIMD, Mysore.**
22. **Rohini G Shetty (2014); Macro Foundation of Women Leadership Challenges and Development - Upstream and Downstream.** Paper published in the conference proceedings; International Conference on Management Perspectives; April 24<sup>th</sup> & 25<sup>th</sup>, 2014; **Amity University Jaipur**; ISBN978-81-929057-1-6.

23. **Rohini G Shetty (2012); Demystifying Cloud Computing - A Journey to theCloud.** Paper published in conference proceedings ; National Seminar Convergences & Cross-Currents in Management & Information Technology organized by **Seshadripuram Educational Trust in in association with Bangalore University Teachers Council of Commerce and Management;** ISBN: 978-93-5051-645-4.

**PROF. RAMGOPAL**

1. Ramgopal S (2017). Budget 2017- A retail therapy for the Indian Economy. *Southern Economist*. Vol;55 No. 20, pp. 26-27. February 15 (ISSN: 0038-4046)
2. Ramgopal S (2015). "Make in India- a Major Initiative of Indian Government: Is the timing Right?" *Southern Economist*. ISSN 0038-4046. October 2015 pp: 45-48
3. Union Budget & India's Infrastructure. *Southern Economist Southern Economist*. ISSN 0038-4046. May 1, 2016 pp: 58-59

**PROF. RAVINDRA B S**

1. **Ravindra BS**, (2018). "MEASURING WOMEN'S BELIEFS ABOUT GLASS CEILINGS: EVIDENCE FORM INDIAN IT SECTOR". *IJRAR - International Journal of Research and Analytical Reviews (IJRAR)*, December, Volume 5, Issue 04, pp. 405- 427. E-ISSN 2348-1269, P- ISSN 2349-5138. **UGC approved journal.**
2. **Ravindra BS**(2018). "THE EFFECTS OF INDIVIDUAL DIMENSIONS OF SERVICE QUALITY IN FIVE STAR HOTELS USING SERVQUAL MODEL". *International Journal of Research in Commerce, IT & Management*. Volume No. 8 (2018), ISSUE No. 05 (MAY) ISSN 2231-5756, pp. 8-17.

**PROF. ANU NATRAJ**

1. Anu A Natraj (2017). Budget 2017-18- A Roadmap for the Education Sector. *Southern Economist*. Vol;55 No. 20, pp. 23-25. February 15 (ISSN: 0038-4046)

**PROF. BHAVYA NAIDU**

1. Sathyanarayana S, Sudhindra Gargesa, Bhavya N (2019) THE EFFECTIVENESS OF THE CELEBRITY ADVERTISEMENT PROCESS AND ITS IMPACT ON BUYING INTENTION. Indian Journal of Marketing, ISSN 0973-8703, Vol. 49, Issue Number:3, March 2019 pp-37-62 UGC List J No. 20802, NAAS rating 4.24, Scopus Indexed
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
3. Bhavya N (2017). Budget 2017-18- A Roadmap for the Education Sector. *Southern Economist*. Vol;55 No. 20, pp. 23-25. February 15 (ISSN: 0038-4046)
4. **Bhavya N** (2016), "Idiosyncratic relationship between investor's sentiments and tangibility of the organizations in Indian stock markets" organized by REVA University on 29th & 30th Jan 2016
5. Bhavya N (2015), Seasonality in participatory notes investments in India: A cautionary trend" organised by IMT Nagpur, held at Goa 4/5.12.2015
6. Bhavya N (2015) Higher Education and Sustainable Development- A case on Narendra Modi presented at International Conference on Management of Change – Issues & Development Perspective held at School of Management, Manipal University, Manipal, Jan 30-31, 2015
7. Bhavya N (2013), "Dem and for Gold: Government versus consumers" at International on Emerging Trends in Business, organized by Christ University, Bangalore, Karnataka on December 12th and 13th, 2013

**PROF. HEMA HARSHA**

1. Hema Harsha (2017) 'EXPLORING FACTORS INFLUENCING TALENT SUSTAINABILITY IN HIGHER EDUCATION INSTITUTIONS' published in the proceedings of the 6th International Conference on 'MANAGING HR AT THE WORK PLACE' conducted by Sri. Dharmasthala Manjunatheswara Institute of Management Development, Mysuru ISBN 978-93-83302-27-7.

2. Hema Harsha (2016) Building ethical resilience: the role of educational institutions. Dharana, International Journal of business. ISSN No. 0974-0082. Vol. 9. No. 1 (2012) June - December 2016) pp. 27-33.
3. Hema Harsha (Demystifying Cloud Computing-A journey to the cloud- Paper published in the publication on National conference on Convergences & Cross-currents in Management & IT by Seshadripuram First Grade college, Bangalore; Feb 18th ,2012 ;ISBN:978-93-5051-645-4
4. Hema Harsha (2013) Inclusiveness & Sustainability-Legally enforced or Voluntary Compliance- Paper published and presented at 17th NHRD Network National Conference; Building Sustainable Organisations-Agenda for India Inc; Swabhumi, Kolkata; Nov 21st to 23rd, 2013; ISBN:978- 933-290-1322
5. Hema Harsha (2014), Competent teams for Challenging times- Paper published by KIIT University, Bhubaneshwar, Odisha in the proceedings of 7th National Management Convention NMC'14 on "The Dynamics of Education to Employment Journey: Opportunities and Challenges"; Feb 21st and 22nd, 2014; ISSN :0974-2808
6. Hema Harsha (2015) Risks, Profits & Ethics : A Governance Challenge - Paper published by Institute of Directors, New Delhi as part of the proceedings of the National Convention on Risk Management, on 18 Dec 2015. IOD Publishing, ISBN: 978-81-930987-7-6

#### **PROF. B V PUSHPA**

1. Pushpa B,V ( 2018) " Demonetisation and its impact on Digitalisation of Payment systems in India", International Journal of Research in Management and Social Science , ISSN: 2322-0899, vol. 6, Issue 1 (III), Jan-March 2018, UGC No. 48996, Index Copernicus International Journal Master List ICV: 6.35
2. Pushpa B.V (2017) " An Empirical Study of Investors Preference towards Tax Saving Schemes of SBI Mutual Fund", International Research Journal of commerce and Law ( IRJCL), Vol. 2, ISSN : 2349-705X ,UGC indexed Journal impact factor 4.414, Scopus ID IRJCL: E0FEFE77AFIE160D,
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.
4. Pushpa B.V ( 2017) " EVA Momentum as an effective indicator of performance of companies" International Journal of Applied Financial

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

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.
7. Pushpa B.V (2017) "An analytical study on currency correlation and risk grading" Zenith International Journal Of Business Economics & Management Research  
[http://www.Zenithresearch.Org.In/Images/Stories/Pdf/2017/April/Zijbe mr/1\\_ZIJBEMR\\_Vol 7, Issue%204\\_April\\_2017.Pdf](http://www.Zenithresearch.Org.In/Images/Stories/Pdf/2017/April/Zijbe mr/1_ZIJBEMR_Vol 7, Issue%204_April_2017.Pdf)
8. Pushpa B.V ( 2017) "Union Budget 2017: An Analysis Of Banking And Financial Sector Reforms" Southern Economist, Vol 55, March 1, 2017, No. 21, ISSN 0038-4046
9. Pushpa B.V. ( 2016) "Global Stock Market Reaction To Special Events; Evidence From Brexit Referendum" International Journal Of Business and Administration and Research Review Vol 1, Issue 4 2016
10. Pushpa B. V., (2016). "An analytical study on inflation and short term interest rates". *International journal of applied financial management perspectives*; ISSN: 2279-0896 (PRINT) ISSN: 2279-090X (ONLINE)
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](http://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](http://WWW.IOSRJOURNALS.ORG)
14. Pushpa B. V., (2016). "Global Stock market reaction to special events; evidence from BREXIT referendum". *International Journal of Business and Administration and Research Review* Vol. 1 issue 4.

15. Pushpa B. V., (2013). "Unfolding the euro zone crises- an introspection"- *Southern Economist*, Vol.54, No.7, ISSN- 0038-4046
16. Pushpa B. V., (2014). Financial inclusion (FI) in India- initiatives and challenges- *Thematic journal of business management*-A peer reviewed international research journal, Vol.3, Issue 5, December, ISSN 2277-3002
17. Pushpa B. V., (2013). "Casual impact of economic reforms on rupee depreciation in 2013- Chronicle of the Neville Wadia Institute of Management Studies and Research, ISSN NO. 2230-9667, RNI NO. MAHENG/2011/38995.
18. Pushpa B. V., (2015). "A study on awareness towards Pradhan Mantri Jan Dhan Yojana", *SJCC management research review*, Vol. 5, No.2, December, ISSN - 2249-4359, pp. 162-171
19. Pushpa B. V., (2014), "Global integration and rupee depreciation: are times good forward?" *USHUS journal of business management*, A BI- Annual Peer Reviewed Business Management Journal, B MFT, 13, 3 73-87, ISSN 0975-3311/DOI:10.12725/UJBM.28.5
20. Pushpa B. V., (2015). "Succession and success for investors in open offers and secondary markets: regulation, apprehension and motivation in case of Indian stock markets" *IOSR Journal of Business and Management (IOSR -JBM)* E-ISSN: 2278-487X, P-ISSN: 2319-7668, PP 55-58
21. Pushpa B. V., (2015). "Quantitative easing and its impact on the financial markets of emerging economies" - *IOSR Journal of Economics and Finance (IOSR-JEF)* E-ISSN: 2321-5933, P-ISSN: 2321-5925
22. Pushpa (2013). An insight into NSEL Scam'. *IOSR Journal of Business and Management (IOSR-JBM)* E-ISSN: 2278-487X, P-ISSN: 2319-7668

**PROF. K. L. RAMADAS**

1. Ramadas K L (2016) "Ethics and ethical leadership in literature". *Dharana, International Journal of business*. ISSN No. 0974-0082. Vol. 9. No. 1 (June - December 2016) pp. 27-33.
2. Ramadas K L (2017). Union Budget over the years: Some reminiscences. *Southern Economist*. Vol;55 No. 20, pp. 42. February 15 (ISSN: 0038-4046)

**PROF. SUDHINDRA GARGESA**

1. Sathyanarayana S, Sudhindra Gargesa, Bhavya N (2019) THE EFFECTIVENESS OF THE CELEBRITY ADVERTISEMENT PROCESS AND ITS IMPACT ON BUYING INTENTION. *Indian Journal of Marketing*, ISSN 0973-8703, Vol. 49, Issue Number:3, March 2019 pp-37-62 UGC List J No. 20802, NAAS rating 4.24, Scopus Indexed

2. Sudhindra Gargesa (2019). "EFFECTIVENESS OF TALENT MANAGEMENT STRATEGIES: EVIDENCE FROM INDIAN IT SECTOR". *International Journal of Management Studies*. Vol.-VI, Issue -1(1), January 2019 [19-33]. ISSN (Print) 2249-0302 ISSN (Online) 2231-2528. DOI: 10.18843/ijms/v6i1(1)/03. **UGC approved journal**
3. Sudhindra Gargesa (2018), "DETERMINANTS OF CUSTOMERS' PREFERENCE OF VISITING A COFFEE OUTLET", *ZENITH International Journal of Multidisciplinary Research*, Vol.8 (12), December (2018), pp. 1-19. ISSN 2231-5780. **UGC approved journal.**
4. Sudhindra Gargesa (2018). "IMPACT OF MACROECONOMIC VARIABLES ON INDIAN STOCK MARKET: EVIDENCE FROM BSE SENSEX AND NIFTY 50". *ZENITH International Journal of Multidisciplinary Research*. Vol.8 (10), OCTOBER (2018), pp. 295-315. ISSN 2231-5780. **UGC approved journal.**
5. Sudhindra Gargesa (2018). "FLUCTUATIONS IN CRUDE, GOLD & FOREX PRICES AND ITS IMPACT ON STOCK MARKET: EVIDENCE FROM SENSEX AND NIFTY 50". *International Journal of Management Studies*. Vol.-V, Special Issue - 4, August 2018 [1]. ISSN (Print) 2249-0302 ISSN (Online) 2231-2528. **UGC approved journal.**
6. Sudhindra Gargesa (2018), "SERVICE QUALITY AND CUSTOMER SATISFACTION: APP-BASED, ON-DEMAND CAB SERVICES", *IJRAR - International Journal of Research and Analytical Reviews (IJRAR)*, E-ISSN 2348-1269, P- ISSN 2349-5138, Volume.5, Issue 4, Page No pp.386-407, November 2018, Available at : <http://www.ijrar.org/IJRAR1904752.pdf>. **UGC approved journal**
7. Sudhindra Gargesa (2018). "AN ANALYTICAL STUDY OF THE EFFECT OF INFLATION ON STOCK MARKET RETURNS". *IRA-International Journal of Management & Social Sciences* Vol.13, Issue 02 (November, 2018) Pg. no. 48-64. DOI: <http://dx.doi.org/10.21013/jmss.v13.n2.p3>
8. Sudhindra Gargesa (2018). "VOLATILITY IN CRUDE OIL PRICES AND ITS IMPACT ON INDIAN STOCK MARKET EVIDENCE FROM BSE SENSEX". **SDMIMD Journal of Management**. Vol. 9, Issue 1. March. Print ISSN: 0976-0652 | Online ISSN: 2320-7906, pp. 65- 76.
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.**



10. Sudhindra Gargesa (2019). "TESTING SEMI-STRONG EFFICIENCY OF INDIAN STOCK MARKET - EVIDENCE FROM UNION BUDGET" *International Journal of Management Studies*. ISSN (Print) 2249-0302 ISSN (Online) 2231-2528. Vol.-VI, Issue -1(2), January 2019 [57]. DOI URL: [http://dx.doi.org/10.18843/ijms/v6i1\(2\)/06](http://dx.doi.org/10.18843/ijms/v6i1(2)/06). **UGC approved journal**
11. Sudhindra Gargesa (2018). "DYNAMICS OF RURAL RETAILING IN INDIA: CHALLENGES AND OPPORTUNITIES". *International Journal of Management and Commerce Innovations* ISSN 2348-7585 (Online) Vol. 6, Issue 2, pp: (752-769) **UGC approved journal**.
12. Sudhindra Gargesa (2016) "Ethics and ethical leadership in literature". *Dharana, International Journal of business*. ISSN No. 0974-0082. Vol. 9. No. 1 (June - December 2016) pp. 27-33.

### Dr. S. HEMANTH KUMAR

1. Dec 2014, A STUDY OF CUSTOMER SWITCHING BEHAVIOUR-THE FACTORS AFFECTING MOBILE USERS, *SJCC Management Research Review*-Vol.4, No.2, ISSN-2249-4359.
2. IMPACT OF PRIME-TIME REVOLUTION ON RADIO ADVERTISING IN BANGALORE CITY, *International Journal of Marketing & Technology*, Vol.5, Issue-1, ISSN-2249-1058. Impact factor (IJMT) 3.833.
3. January 2016, A STUDY ON THE TELEVISION VIEWING HABITS OF GENERATION Z WITH SPECIAL REFERENCE TO BANGALORE CITY, *EPRA International Journal of Economic and Business Review*, Vol.4, Issue-1, ISSN-2347-9671.
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.
5. Dec 2015, A STUDY ON THE EXPECTATIONS OF PROSPECTIVE, PURSUING AND GRADUATING STUDENTS IN SELECTING A B-SCHOOL WITH SPECIAL REFERENCE TO MBA DEGREE IN BANGALORE, *EPRA International Journal of Climate and Resource Economic Review*, Vol.3, ISSN-2347-7431.
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.
7. 2016, "A STUDY ON THE TELEVISION VIEWING HABITS OF GENERATION Z WITH SPECIAL REFERENCE TO BANGALORE CITY". *EPRA International Journal of Economic and Business Review*. ISSN 2374-7431. Impact factor 0.499. Vol. 3.

8. "A STUDY ON IMPACT OF DEMOGRAPHIC FACTORS ON ONLINE SHOPPING BEHAVIOUR" in the *International Journal of Marketing and Technology IJMT*, Vol. 6, Issue 2. ISSN 2249-1058. (2016).
9. 2016, "A STUDY ON THE EXPECTATIONS OF PROSPECTIVE, PURSUING AND GRADUATING STUDENTS IN SELECTING A B-SCHOOL WITH SPECIAL REFERENCE TO MBA DEGREE IN BANGALORE". *EPRA International Journal of Climate and Resource Economic Review* ISSN 2374-7431. Impact factor 0.499. Vol. 3.
10. 2016, "A STUDY ON CHALLENGES AND ADJUSTMENT OF EXPATRIATES IN CROSS CULTURAL CONTEXT". *SS international journal of multidisciplinary research* (ISSN 2395-7964) Volume 2. Issue 5, Impact factor 2.96.
11. 2016, A STUDY OF CONSUMER LOYALTY TOWARDS PRIVATE LABELS IN BANGALORE - WITH SPECIAL REFERENCE TO FOOD AND GROCERY. *EPRA International Journal of Socio-Economic and Environmental Outlook*. ISSN 2348-4101. SJIF Impact factor 4.312. Vol. 3.
12. 2016, A STUDY ON THE FARMING PATTERNS OPTED BY FARMERS WITH REFERENCE TO SUBSIDY AND PROMOTIONAL STRATEGIES. *International journal of applied and pure science and agriculture*. ISSN 2394-5532. Impact factor 3.762. Vol 2. Issue 4.
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 2349-2031. Vol. 3, issue 4.
14. 2016, ROLE OF BRAND MANAGEMENT COMPANIES IN MAKING AN AVERAGE BRAND A SUPER BRAND. *International Journal in Management and social science* ISSN: 2321-1784. Impact factor 5.276. Vol. 04 issue -03.
15. 2, Number 2016, "RECENT TRENDS IN SERVICE MARKETING: MARKETING STRATEGIES FOR STEM CELL BANKING". *PEZZOTTAITE journals*. Vol. 5. Impact factor. 6.622.
16. 2016, A DIAGNOSTIC STUDY ON IMPACT OF PRADHAN MANTRI JEEVAN BIMA YOJANA WITH SPECIAL REFERENCE TO SELECT PUBLIC SECTORS BANKS. *EPRA International journal of economic and business review*. Vol. 4, Issue-6, Impact factor. 1.259.
17. 2016, "A STUDY ON VIDEO DISPLAY AS VISUAL MERCHANDISING TOOL AND ITS INFLUENCE THE BUYING BEHAVIOUR OF CONSUMER WITH SPECIAL REFERENCE TO GROCERIES". *International journal of retailing and rural business perspectives. An indexed and referred journal*. ISSN: 2279-0942, Vol. 5, number 1. Impact factor 6.622.
18. July 2016, AN EMPIRICAL STUDY ON INNOVATIONS AND ITS IMPACT ON PURCHASE INTENTION OF RESIDENTIAL REAL ESTATE PROJECTS.

*International journal of management and social science*. ISSN: 2321-1784, Vol.4, Issue 07, Impact factor 5.276.

19. IMPACT OF MERGER ON BRAND IMAGE OF ACC CEMENT – AN ANALYTICAL STUDY. *IOSR Journal of Business and Management*. ISSN: 2319-7668, Vol. 18, Issue 8. Impact factor 3.28.
20. October 2016, A STUDY OF VARIOUS FACTORS, WHICH INFLUENCE IN DECISION MAKING OF CUSTOMER & IMPACT OF WORK OF MOUTH MARKETING WITH RESPECT TO RESTAURANTS. *IOSR Journal of Engineering*, ISSN: 2250-3021, ISSN (p): 2278-8719, Vol.06, Issue 10, V3, PP 25-31.
21. November 2016, A STUDY ON ASSESSMENT OF A NEED FOR DIGITAL SIGNATURES AND THE COMPANY PREFERENCE. *EPRA International Journal of Economic and Business Review*, ISSN: 2347-9671, ISSN (p): 2349-0187, Vol.4, Issue-11, PP 16-24.
22. November-December 2016, ROLE OF EVENT ORGANISING COMPANIES IN INCREASING THE BRAND IMAGE OF THE CLIENT COMPANIES. *International Journal of Management (IJM)*, ISSN Print: 0976-6502 & ISSN Online: 0976-6510, Vol.7, Issue-7, PP 303-312.
23. November – December 2016, A STUDY ON MARKETING TECHNIQUES OF ORGANIC AND INORGANIC MOBILE APPLICATIONS IN ANDROID OPERATING SYSTEM. *International Journal of Management (IJM)*, ISSN Print: 0976-6502 & ISSN Online: 0976-6510, Vol.7, Issue-7, PP 352-362.
24. December 2016, ANIL BOKIL'S VISION AND NARENDRA MODI'S ACTION A CRITICAL ANALYSIS. *ERPA International Journal of Economic and Business Review*, ISSN: 2347-9671, ISSN (p): 2349-0187, Vol.4, Issue-12, PP 119-123.
25. AN EMPIRICAL STUDY OF ORGANIC AND INORGANIC ANDROID MOBILE APPLICATION MARKETING TECHNIQUES. *Singaporean Journal of Business Economics and Management Studies*.

### **PROF. VIJAYALAKSHMI S**

1. S Vijayalakshmi (2017) Budget 2017 Proposals and its impact on Indian Corporates ISSN 0038-4046 Vol. 55 March 1 2017 No. 21 pp 9-10
2. Vijayalakshmi S. R., (2016). "Strategies and interventions to manage multi-generational workforce in organizations" *Vidyaniketan journal of management*, Bangalore. ISSN-2320-3951
3. Vijayalakshmi S. R., (2016). "A diagnostic study on impact of Pradhan MantriJeevanBima Yojana with special reference to select public sectors banks". *EPRA International journal of economic and business review*. Vol. 4, Issue-6, 2016. Impact factor. 1.259.

4. Vijayalakshmi S. R., (2016). "Recent trends in service marketing: Marketing strategies for stem cell banking". *PEZZOTTAITE journals*. Vol. 5, Number 2, 2016. Impact factor. 6.622.

**PROF. NAVYA G S**

1. "Agriculture in Karnataka: Need for Special Emphasis", *Southern Economist*, 53rd year of publication, ISSN 0038-4048, Volume 57 Number 26, June 30th, 2015
2. India Budget 2015 Women Friendly or Women Oriented? Published in *Southern Economist*. *Southern Economist*. ISSN 0038-4048. July 2015
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**

1. Deepak, R. and Shivaprasad, H.N.(2010). "Diaspora between Asymmetric and Behavioural Theories in the Indian IPO markets", *NITTEManagement Review*, 4, 1, 8-15
2. Deepak, R., Viswanath, N.S. and Patagundi, S. Basanna. (2010). Investor Strategy under Volatility of Equity Markets in India, *RVIM Journal of Management Research*, 2, 1, 8-16, ISSN 0974-6722
3. Deepak, R., Shukla, Swati.K. Kumar, Abhishek. (2012). Relation of Microfinance with Women Empowerment, *International Journal of Scientific and Research Publications (IJSRP)*, 2, 10, 1-7. ISSN: 2250-3153.
4. Deepak, R., Shukla, Swati.K. Kumar, Abhishek. (2012). Micro credit and its Importance/Methodologies, *IOSR Journal of Humanities and Social Sciences (JHSS)*, 2, 6, 15-21. ISSN: 2279-0837, ISBN: 2279-0845
5. Deepak, R. and Viswanath, N.S. (2012). Seasonality and Sensitivity of NSE Nifty- An Econometric Analysis, *International Journal of Research in Management, Economics and Commerce (IJRMEC)*, 2, 11. 202-224. ISSN: 2250-057X
6. Deepak,R. and Sandeep,M. (2013).Integration of Indian markets with select global markets: changing paradigms and dynamics, *International Journal of Innovative Research and Development(IJIRD)*, 2, 12, 7-15. ISSN: 2278-7631

7. Deepak, R. and Pushpa,B.V.(2014). An Insight into NSEL Scam, IOSR Journal of Business and Management (IOSR-JBM), 3, 18-22. e-ISSN:2278-487X, p-ISSN:2319- 7668.
8. Deepak, R. and Pushpa,B.V.(2014). Quantitative Easing And Its Impact On The Financial Markets Of Emerging Economies, *IOSR Journal of Economics and Finance*(IOSR-JEF), 1, 34-53. e-ISSN: 2321-5933, p-ISSN: 2321-5925.
9. Deepak, R. and Pushpa,B.V.(2014). Causal Impact of Economic Reforms on Rupee Depreciation in 2013, *Chronicle of the Neville Wadia Institute of Management Studies and Research*, 3, 246-258. ISSN NO: 2230-9667.
10. Deepak.R (2015). "Greece Crisis and the risk of Conflagration on International Financial Markets", *Southern Economist*, Volume-54, Issue-9, pp.17-24
11. Deepak, R. "Evaluation and Assessment of Patterns in Participatory Notes Investments in Indian Stock Markets", *Samyoga*, volume 11, Issue 2, pp. 1-13
12. Deepak, R. "Gold Monetization in India: A Paradigm Shift in Regulation", *IOSR Journal of Business and Management (IOSR-JBM)*, Volume 1, pp. 88-91.
13. Deepak, R. "Impact of Economic Reforms on Stock Market Behaviour: A short term perspective", *Dharana-International Journal of Business*, Volume-9, Issue-2, pp. 3-16
14. Deepak, R. "Security Returns Spectrum-An analysis of seasonality and sensitivity of Indian Stock Markets", *Dharana-International Journal of Business*, Volume-9, Issue-1, pp. 56-71

#### **Dr.BASANNA PATAGUNDI**

1. Patagundi, Basanna., Patel, S., &Viswanath, N. S., "Analysis of Microsoft Client Business Using the Critical-Mass Management Concepts", *The International Journal of Business and Management Research*, 2009, ISSN: 1938-0429
2. Tate U, Alexander E, Waikar A, PatagundiBasanna, "Assessment of Reliability and Validity of Perceived Credibility of Corporate Blogs", *Dharana*, Vol:4,Issues:1 Jan-June 2010, ISSN: 0974-0082
3. Viswanath N.S., PatagundiBasanna, R. Deepak, "Investor Strategy under Volatility of Equity Markets in India", *RVIM Journal of Management Research*, Jan- June 2010, ISSN: 0974 6722
4. Patagundi,Basanna., Viswanath, N. S., &Patagundi, Swati, "Strategic Business Models for Operating System - An Analytical Study", *Dharana*, Vol:8,Issue:1&2 January 2013, ISSN: 0974-0082.

5. Patagundi,Basanna., Viswanath, N. S., &Patagundi, Swati, "Analysis of features of Operating System Products", Dharana, Vol:8,Issue:1&2 June 2013, ISSN: 0974-0082.

### PUBLICATIONS BY STUDENTS

1. Apoorva (2018). "THE EFFECTS OF INDIVIDUAL DIMENSIONS OF SERVICE QUALITY OF ONLINE SHOPPING." **International Journal of Business and Management Invention (IJBMI) ISSN (Online): 2319 – 8028, ISSN (Print): 2319 – 801X [www.ijbmi.org](http://www.ijbmi.org) | | Volume 7 Issue 3 Ver. I | | March. 2018 | | PP–51-64. UGC approved journal.**
2. Meghana L. S, (2018). "AN EMPIRICAL STUDY ONDETERMINANTS OF EMPLOYEE ENGAGEMENT IN INDIAN BANKING SECTOR". *Singaporean Journal of Business Economics, and Management Studies (SJBEM)*. VOL. 6, NO. 3, pp. 40-55.
3. Lekha, (2019). "EFFECTIVENESS OF TALENT MANAGEMENT STRATEGIES: EVIDENCE FROM INDIAN IT SECTOR". *International Journal of Management Studies*. Vol.-VI, Issue -1(1), January 2019 [19-33]. ISSN (Print) 2249-0302 ISSN (Online) 2231-2528. DOI: 10.18843/ijms/v6i1(1)/03. **UGC approved journal**
4. Lekha (2018). "THE EFFECTS OF INDIVIDUAL DIMENSIONS OF SERVICE QUALITY IN FIVE STAR HOTELS USING SERVQUAL MODEL". *International Journal of Research in Commerce, IT & Management*. Volume No. 8 (2018), ISSUE No. 05 (MAY) ISSN 2231-5756, pp. 8-17.
5. Swathi Shanbhag (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.
6. Lekha V, (2018), "DETERMINANTS OF CUSTOMERS' PREFERENCE OF VISITING A COFFEE OUTLET", *ZENITH International Journal of Multidisciplinary Research*, Vol.8 (12), December (2018), pp. 1-19. ISSN 2231-5780. **UGC approved journal.**
7. Lekha V, (2018), "SERVICE QUALITY AND CUSTOMER SATISFACTION: APP-BASED, ON-DEMAND CAB SERVICES", *IJRAR - International Journal of Research and Analytical Reviews (IJRAR)*, E-ISSN 2348-1269, P- ISSN 2349-5138, Volume.5, Issue 4, Page No pp.386-407, November 2018, Available at : <http://www.ijrar.org/IJRAR1904752.pdf>. **UGC approved journal**

8. Poornima Reshmi, (2018). "MEASURING WOMEN'S BELIEFS ABOUT GLASS CEILINGS: EVIDENCE FROM INDIAN IT SECTOR". *IJRAR - International Journal of Research and Analytical Reviews (IJRAR)*, December, Volume 5, Issue 04, pp. 405- 427. E-ISSN 2348-1269, P- ISSN 2349-5138. **UGC approved journal**
9. Lakshmi Bellave (2018). "AN EMPIRICAL INVESTIGATION ON DETERMINANTS OF WORK LIFE BALANCE IN IT SECTOR: EVIDENCE FROM INDIA". **Arabian Journal of Business and Management Review (Kuwait Chapter)**. Vol. 7 (1), pp. 34-48.
10. Ravishankar G. R and Dr. C. G. Sumithra (2018), A Study to Align and Optimize the Internal Process of the Existing Supply Chain Management with Reference to Ks&DI, Bengaluru, Singaporean Journal of Business Economics, and Management Studies (SJBEM), DOI: 10.12816/004442831, VOL. 6, NO. 2, 2018, pp 31-41
11. Lekha V (2017) with Dr. Hemanth Kumar, Canteen Store Department in GST Era, *International Journal of Indian Economic Light (JIEL)* UGC-Approved *Journal* No: 49159, Vol 6, Issue 1, 2017, ISSN 2277-3142
12. Madhuri Hegde (2017) with Dr. Sumithra Sreenath and Prof. Pushpa. "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
13. Lakshmi Bellave (2017), "DETERMINANTS OF EMPLOYEE ENGAGEMENT IN INDIAN IT SECTOR". *Singaporean Journal of Business Economics and Management Studies (SJBEM)*. Vol. 5, No. 6, pp. 8-28. (ISSN No. 2301-3621)
14. Swathi Gowda with Dr. Deepak R (2014) "Informational Assymetry Between Informed and Retail Investors while Investing in the Indian IPO Market" Page No: 32-43 in *Indian Journal of Finance* Vol.8 No. 9 September 2014 ISSN No: 0973-8711
15. Ms. Amruta Terdal and Dr. R. Deepak (2014) Published an article "An econometric analysis of BSE Sensex" has been published in the *Journal Southern Economist*, Vol. 53, Issue No.: 6, 2014. .
16. Amruta Terdal (2014). "Day of the week effect in Indian stock market: An economic analysis of BSE Sensex", *Southern Economist*. Vol. 53, No. 6. July 15. Pp. 47-53.
17. Aditi Gowda, Ashwini Rao, Likit R. P, Guru Prasad N. Patil, Nithya G and Sachin Kumar Singh (2014). "A study on the relationship between BSE Sensex and Six other stock Indices with respect to global meltdown", *Southern Economist*. Vol. 53, No. 4. July 15. Pp. 45-54

18. Anurag Mohanty, Deepak Bhakt, Kaushik Shetty, Nakul R, Raushan R. Sharma and Swathi G. T. (2014). "Factors influencing the selection of specialization in MBA Programme", Southern Economist. Vol. 53, No. 1. July 15. Pp. 72-76.
19. Jai Krishna P S with Dr. Deepak R (2014) published an article "Arbitrage Opportunities Around Key Monetary Rate Announcements- An Event Study Methodology" in International Journal of Innovative Research and Development Vol. 3 Issue 12 ISSN No: 2278-0211
20. Sandeep M along with Deepak R (2013) published an article "Integration of Indian Markets with Select Global Markets- Changing paradigms and Dynamics" in International Journal of Innovative Research and Development Vol. 2 Issue 12 December 2013 ISSN No: 2278-0211
21. Sharmila S V with Prof. Pushpa B V (2015) published an article "A Study on Awareness Towards Pradhan Mantri Jan Dhan Yojna" SJCC Management Reasearch Review Vol. 5 Issue 2 December 2015 ISSN: 2249-4359
22. Sangamesh Patil alongwith Dr. Hemanth Kumar (2016) published an article "A Study on Impact of In-Tunnel Advertising with Special Reference to Namma Metro in Tunnel near Vidhana Soudha Bangalore" in The International Journal of Social Sciences and Humanities Invention of Valley International Journals Vol. 3 Issue 4 2016 Page No: 2005-2008 ISSN No.: 2349-2031
23. Phani Sathish alongwith Prof. Pushpa B V (2016) pubished an article "Prospects of Non Conventional Sources of Credit- A case Study on Peer to Peer Lending in India" IOSR Journal of Business and Management Vol.1 ISSN No: 2319-7668 Page no: 79-85
24. Mohit Kallur along with Dr. Hemanth Kumar (2016) published an article entitled,"A study on the television viewing habits of generation Z with special reference to Bangalore City",in EPRA International Journal of Economic and Business Review. Vol. 4 Issue 1 January 2016 ISSN No: 2349-0187
25. Deepak U Kamat and Mohit Kallur along with Dr. Hemanth Kumar (2015) published article entitled, "A study on the expectations of prospective, pursuing and graduating students in selecting a B-School with special reference to MBA Degree in Bangalore", in EPRA International Journal of Climate and Resource Economic Review, Vol.3 December-November 2015-16 ISSN No: 2347-7431
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



27. Manohar Murugesh along with Dr. Hemanth Kumar (2016) published an article "A study on challenges and adjustments of Expatriates in Cross Cultural Context" in SS International Journal of Multi Disciplinary Research Vol. 2 Issue 5 May 2016 E-ISSN No: 2395-7964
28. Dr. Hemanth Kumar. S & Prayagini P (2016) published an article "Anil Borkil's Vision and Narendra Modi's Action: A Critical Analysis" in EPRA International Journal of Economic and Business Review-Online ISSN 2347-9671 & Print ISSN 2349-0187, SJIF Impact Factor(2016): 6.484 , Vol:4, Issue: 12, December 2016
29. Swati Shanbhag with Dr. Sumitra Sreenath (2016) published an article "India Post: Unleashing new avatar" International Journal of Research in Social Sciences Journal Vol. 6 Issue 7 (ISSN 2249-2496). pp37-50 (2016)
30. Manikanta M R with Prof. Pushpa B V and Dr. Sumithra Sreenath (2016) published an article "An Analytical Study on Inflation and Short Term Interest Rates" Page No 2511-2516 in International Journal of Applied Financial Management Perspective of Pezzottaite Journals Vol. 5 No. 3 July September 2016. ISSN No: 2279-0896

## PAPERS PRESENTED AT CONFERENCES BY FACULTY OF MPBIM

### N. RAMANUJA

1. Keynote address "**Science for Global Understanding- Challenges**" at the World Science for Peace & Development - "Science for Global Understanding" held on 9 & 10<sup>th</sup> 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 7<sup>th</sup> April 2015.
4. '*Similarities in Messages in Ramayana and Bhagavadgita*' at International Conference on Ramayana held during 28<sup>th</sup> December 2009 at Datta Peetham, Mysore.
5. Keynote address at the International Conference on *Challenges in Emerging Markets* held on 27<sup>th</sup> September, 2009 at Vidyavardhak College of Engineering

### DR. N S VISWANATH

1. N. S. Viswanath (2017). "Impact of Employee Wellness on Performance - A Critical Review of Indian Industry Scenario" Paper presented at 10th International Conference on Science, Technology and Management at Institution of Electronics and Telecommunication Engineers Bengaluru, India held on 19th November 2017. ISBN No: 978-9386171-78-8.
2. Viswanath N.S., Basanna.S.Patagundi: **Savings led Expenditure of Selected Indian Consumers(LIKR)- ROI Approach of Investors**: Paper presented at the International Conference at Indian Business Academy, November, 2009, Bangalore, India.
3. Viswanath N.S., Basanna.S.Patagundi & R. Deepak: Demographic Trends and Search for Life styles - An Empirical Investigation; Paper presented at International conference at Indian Business Academy, November, 2009, Bangalore, India.
4. Viswanath N.S., Basanna.S.Patagundi & R. Deepak: Emerging Lifestyle Formats in Indian Retailing - An Exploratory Analysis; Paper presented at

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.
7. VISWANATH N.S.: "Changing Paradigms in Rural Marketing" Paper presented at the International Conference on rural Markets, Institute of Development Studies, University of Mysore, India, 16-18, December, 2004.

#### DR. S. SATHYANARAYANA

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 14<sup>th</sup>, 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 27<sup>th</sup> - 28<sup>th</sup> 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 18<sup>th</sup> 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 18<sup>th</sup> 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
8. 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).
9. 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.
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 8<sup>th</sup>, 2018 held at *Welingkar Institute of Management Development and Research*, Bangalore.
13. FIIS INFLOW (EQUITY AND DEBT) AND ITS IMPACT ON INDIAN STOCK MARKET: EVIDENCE 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.
14. 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).
15. TESTING OF CAPM AND WACC OF INDIAN BANKS. International conference on Inclusive Business Growth & Sustainable Development. Organised by The Department of Commerce, Kristu Jayanti College, Bengaluru in association of ACCA and ISDC on 22nd and 23rd Feb 2017.
  16. AN ANALYSIS OF CALENDAR ANOMALIES IN THE INDIAN STOCK MARKET: EVIDENCE FROM CNX NIFTY FIFTY. International conference on Emerging trends in Finance and Accounting: "Global recovery: Indian Story" August 21-22, 2015. Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD).
  17. THE IMPACT OF POLITICAL EVENTS ON STOCK MARKET VOLATILITY: EVIDENCE FROM CURRENCY DEMONETISATION IN INDIA. Symposium on Currency demonetisation and its ramifications, M P Birla Institute of Management. December 16<sup>th</sup> 2016.
  18. THE ECONOMIC CONSEQUENCE OF BREXIT AND ITS IMPACT ON GLOBAL AND INDIAN ECONOMY IN PARTICULAR. Symposium on Brexit-EU, Trade and India. M P Birla Institute of Management. July 8<sup>th</sup> 2016.
  19. DETERMINANTS OF CAPITAL STRUCTURE: EVIDENCE FROM INDIAN STOCK MARKET WITH SPECIAL REFERENCE TO CAPITAL GOODS, FMCG, INFRASTRUCTURE AND IT SECTOR. 5<sup>th</sup> International conference on Emerging trends in Finance, Accounting and banking: August 19-20, 2016. Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD).
  20. TELEVISION ADVERTISEMENTS THAT DRIVE CONSUMERS - VISIT ONLINE. Ninth International conference on Economics and Finance. IBS. Bangalore. June 10-11, 2016.
  21. "ASSESSING THE IMPACT OF NEWSPAPER ADVERTISEMENT CAMPAIGN THROUGH QR CODES". National conference on "innovation for growth, sustainability, inclusion and preservation". 14<sup>th</sup> June, 2016. T. John College. Bangalore
  22. "AN EMPIRICAL STUDY ON STABILITY OF BETA IN INDIAN STOCK MARKET WITH SPECIAL REFERENCE TO CNX NIFTY FIFTY". 6<sup>th</sup> international conference. Acharya Bangalore B-School. Bangalore. 17-18 December, 2015.
  23. "AN ANALYSIS OF CALENDAR MONTH EFFECT IN THE INDIAN STOCK MARKET: EVIDENCE FROM BOMBAY STOCK EXCHANGE" International conference "Strategies for managing VUCA" on 6<sup>th</sup> March 2015 at PESIT, Bangalore March, 6-7, 2015

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 5<sup>th</sup> ISBN: 978-81-924713-8-9
25. GLOBAL STOCK MARKETS REACTION TO SPECIAL EVENTS: EVIDENCE FROM BREXIT REFERENDUM. 4<sup>th</sup> international conference on Accounting, Banking and Finance in emerging markets: Challenges and opportunities. 5<sup>th</sup> and 6<sup>th</sup> October, 2016. Kristu Jayanti College. Bengaluru.
26. "AN ANALYSIS OF DAY-OF-THE-WEEK ANOMALY IN THE INDIAN STOCK MARKET: EVIDENCE FROM BOMBAY STOCK EXCHANGE". 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 7<sup>th</sup> October 2017 at Sheshadripuram First Grade College. *Won the best research paper award*
28. "RURAL MARKETING CHALLENGES AND OPPORTUNITIES FOR INDIAN CORPORATES". Mangalore University - 2003
29. "VOCATIONANLISATION OF GRADUATION COURSES" Kuvempu University 2006.
30. "INDIAN RURAL MARKETS - PROBLEMS AND PROSPECTS". Third national conference on Business Research. PSG Institute of Technology Coimbatore. 19-20 November 2004
31. "FMCG Sector - A SWOT Analysis" - National Seminar on Emerging Indian Panorama: Issues and Challenges EPCET - 15<sup>th</sup> May, 2006.
32. "RURAL MARKETING STRATEGIES FOR INDIAN CORPORATES" - National Seminar on Emerging Indian Panorama: Issues and Challenges EPCET - 15<sup>th</sup> May, 2006.
33. "RURAL DISTRIBUTION AND CHANNEL MANAGEMENT" - National Seminar on Emerging Indian Panorama: Issues and Challenges EPCET - 15<sup>th</sup> May, 2006.
34. "RURAL COMMUNICATIONS" - PSG Institute of Technology Coimbatore. Fifth national conference on Business Research. 16-17 November 2008
35. "FMCG - Sector A SWOT Analysis" - PSG Institute of Technology Coimbatore - 2008.

**DR. SUMITHRA SREENATH**

1. Sumithra Sreenath (2019); Impact of Innovative Employee Relationship Practices on Employee Performance in Refurbished goods industry at Bengaluru. Paper Presented at International conference on Innovative Practices and strategies in Commerce, Management and Computer Applications in current global scenario IC- IPSCMC 2019 held on 25th and 26th April 2019 at DSCASC (Dayananda Sagar College), DSI Campus -1, Bangalore.
2. Sumithra Sreenath (2019); Current Scenario of e-tailing: Consumer Acceptance towards household services at Bengaluru. Paper Presented at International conference on Innovative Practices and strategies in Commerce, Management and Computer Applications in current global scenario IC- IPSCMC 2019 held on 25th and 26th April 2019 at DSCASC (Dayananda Sagar College), DSI Campus -1, Bangalore.
3. Sumithra Sreenath (2019); A study on expectation of Millennials at workplace with special reference to Management graduates. Paper presented at Multidisciplinary International Conference, Innovation and Human Values: Thriving in a VUCA world on 15th and 16th March 2019 at Sheshadripuram College, Bangalore.
4. Sumithra Sreenath (2019); A study on Factors affecting Voluntary Attrition with Reference to Education NGOs at Bengaluru. Paper presented at International Conference on Innovative Practices in Business management, Productivity and Environment (IC-IPBPE-2019) on 24th and 25th January 2019, at SSMRV College, Bangalore.
5. Sumithra Sreenath (2018); Employee Benefits and its effect on Productivity at Semcon India Private limited, Bengaluru. Paper presented at International Conference on Managing Human Resource at the Workplace on 14th and 15th of December 2018 at Shri Darmasthala Manjunatha Institute of Management Development (SDMIMD), Mysuru.
6. Sumithra Sreenath (2018); Digital Intervention: A challenge to Human capital Management at Workplace. Paper presented at International conference on Management 4.0: Disruptions in Business and Millennials at the workplace on 12th and 13th October at Krupanidhi School of Management, Bangalore.
7. Sumithra Sreenath (2018); Digital Learning: A study on choice of Select Courses among post graduates at Bangalore. Paper presented at 8th International conference on Future of management education: country specific Design and delivery with special reference to developing countries

- 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.
8. Sumithra Sreenath (2018); Fortifying Talent Management and Sustainability - An Outlook for the Future. Paper presented at International Conference on Scope of Emerging Business Dimensions and Sustainable Development on 8th & 9th March 2018 at St. Joseph's College, Bangalore in association with Sunway College, Malaysia.
  9. Sumithra Sreenath (2018); Streamlining Talent Supply Chain across B-schools - An Employers Perspective. Paper presented at the International conference on Paradigm shift in Global Business Practices on 6th and 7th March 2018 at Christu Jayanthi College (Autonomous), Bangalore.
  10. Sumithra Sreenath (2014); Harnessing the Employee Potential through Big Data Analytics - A Desk Study Approach. Paper presented at 3rd International Conference on Managing Human Resource at the Work Place on 5th & 6th December 2014 at Shri Dharmasthala Manjunatha Institute of Management Development (SDMIMD), Mysore.
  11. Sumithra Sreenath (2010); Facets of Retention of Women Executives - A Study on Challenges and Opportunities in India. Paper presented at International Conference on Management of Change (ICMoC) on 2nd & 3rd February 2010 at Kristu Jayanthi College of Management and Technology, Bangalore.
  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)
  13. Sumithra Sreenath (2019); Impact of employee wellness program at IT sector in Bengaluru. Paper Presented at National Conference on Indian Economy: Current Issues, challenges and opportunities held on 19th June at Ramaiah Institute of Management, Bengaluru.
  14. Sumithra Sreenath (2019); Emerging Trends in creating Awareness about excessive usage of misinformation through Digital Media. Paper Presented at National Conference on Marketing in the Digital Era (NCMDE' 19) held on 14th June at Acharya Bangalore B-School, Bengaluru. BEST PAPER AWARD
  15. Sumithra Sreenath (2019); Contemporary Issues faced by SME'S in Implementation of Green Marketing. Paper Presented at National



- Conference on Marketing in the Digital Era (NCMDE' 19) held on 14th June at Acharya Bangalore B-School, Bengaluru.
16. Sumithra Sreenath (2019); A study on Employee Relations Practices with reference to a Pharma Manufacturing company at Bengaluru. Paper presented at National conference on shift in Indian Business environment on 29th and 30th march 2019 at JSS Centre of Management Studies, JSS Mahavidyapeeta, Mysuru. Full Paper published at conference Proceedings with ISBN No: 978-93-5351-884-4.
  17. Sumithra Sreenath (2019); Examining Qualities of Self-Leadership among Management Graduates at Bengaluru. Paper presented at National conference on Management, Technology & Innovation in the VUCA world - 'Role in Value creation "on 23rd March at New Horizon College of Engineering, 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.
  21. Sumithra Sreenath (2018); Dynamics of Cryptocurrency - A Review. Paper Presented at symposium on cryptocurrencies at M.P. Birla Institute of management on 4th August.
  22. Sumithra Sreenath (2017); Battling with Glass Ceiling - The Invisible Barrier. Paper presented at National Conference on Women in Academic Institutions- Opportunities, Challenges & Constraints on 9th February 2017 at Women Empowerment Cell, Sindhi College of Commerce, and Bangalore.
  23. Sumithra Sreenath (2016); Insights to E-Competencies. Paper presented at National Conference on Changing Role of HRM - The Strategic Opportunities and Challenges on 3rd March 2015 at School of Commerce Studies, Jain University, Bengaluru.

24. Sumithra Sreenath (2015); The Impact of Talent Management on Recruitment and Retention. Paper presented at National Conference on Human Capital Challenges in Knowledge Driven Organisation on 6th & 7th March 2015, at Christ University, Bangalore.
25. Sumithra Sreenath (2015); Human Behaviour at Work Place - A Diagnostic Perspective of Organizational Citizenship Behavior. Paper presented at National Conference on Business Challenges and Strategies on 6th February 2015 at Institute of Management, Christ University, and Bangalore.
26. Sumithra Sreenath (2011); Demystifying Cloud Computing - A journey to Cloud. Paper presented at National Seminar Convergences & Cross-Currents in Management & Information Technology on 18th February 2012 at Sheshadripuram Educational Trust in Association with Bangalore University Teachers Council of Commerce and Management, Bangalore. ISBN: 978-93-5051-645-4.
27. Sumithra Sreenath (2007); Reverse Logistics: An Untapped Resource for Competitive Advantage. Paper presented at National Seminar on Logistics Competency in Global Business on 14th July 2007 at Karunya University, Coimbatore.
28. Sumithra Sreenath (2007); Talent Management: Rhetoric or Reality. Paper presented at Regional Seminar on New Trends and Developments in Management - Indian Perspective on 27th & 28th April 2007 at Indian Academy of Management, Bangalore.
29. Sumithra Sreenath (2003); New Competencies for HR Professionals. Paper presented at Bangalore HR Summit 2003 on 28th & 29th November, 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**

1. Rohini G Shetty (2018); Fortifying Talent Management and Sustainability - An Outlook for the Future. Paper presented at the International Conference on Scope of Emerging Business Dimensions and Sustainable Development 8th& 9th March, 2018 ; St. Joseph's College, Bangalore {in association with Sunway College, Malaysia,
2. Rohini G Shetty (2015); The Impact of Talent Magnet on Recruitment and Retention. Paper presented at the National Conference on Human Capital

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

3. Rohini G Shetty (2014); The Reinvention of Recruitment - A Study on the Impact of Social Media Networks on the IT industry in Bangalore city. Paper presented at the International Conference on Innovative Practices in Business and Information Technology at Adarsh Institute of Management and Information Technology in association with Stevenson University, USA; 15th& 16th December 2014.
4. Rohini G Shetty (2014); Paradoxes and Challenges encountered by Women Leaders while navigating the Women Leadership Dash Board - Strategies and Best Practices. Paper presented at the 3rd International Conference on "Managing Human Resource at the work place"; SDMIMD, Mysore. 5th& 6th December 2014.
5. Rohini G Shetty (2014); Macro Foundation of Women Leadership Challenges and Development - Upstream and Downstream. Paper published; International Conference on Management Perspectives 2014 Amity University Jaipur; April 24th& 25th, 2014. ISBN978-81-929057-1-6.
6. Rohini G Shetty (2012): **Demystifying Cloud Computing - A Journey to the Cloud**. Paper accepted at National Seminar Convergences & Cross-Currents in Management & Information Technology organized by Seshadripuram Educational Trust in association with Bangalore University Teachers Council of Commerce and Management; February 18th 2012.
7. Rohini G Shetty (2011): **Positive Movement Program - A Welcome Move in Employee Relationship Management**. Paper presented at International Conference on Excellence in Management Practices (ICEMP); KristuJayanthi College of Management & Technology; April 15th & 16th, 2011.
8. Rohini G Shetty (2010); **Facets of Retention of Women Executives - A Study on Challenges and Opportunities in India**. Paper presented at International Conference; KristuJayanthi College of Management & Technology; February 2nd & 3rd, 2010.

#### PROF. ANU NATRAJ

1. Higher Education and Sustainable Development- A case on Narendra Modi presented at International Conference on Management of Change – Issues & Development Perspective held at School of Management, Manipal University, Manipal, Jan 30-31, 2015
2. Deepak. R, AnuNatraj, Bhavya Naidu and Basna S. Patagundi , "Dem and for Gold: Government versus consumers" at International on Emerging

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
3. "Seasonality in participatory notes investments in India: A cautionary trend" organised by IMT Nagpur, held at Goa 4/5.12.2015
4. Higher Education and Sustainable Development- A case on Narendra Modi presented at Internatoional Conference on Management of Change - Issues & Development Perspective held at School of Management, manipal University, Manipal, Jan 30-31, 2015
5. Deepak. R, AnuNatraj, Bhavya Naidu and Basnna S. Patagundi , "Dem and for Gold: Government versus consumers" at International on Emerging Trends in Business, organized by Christ University, Bangalore, Karnataka on December 12th and 13th, 2013

**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.
2. Building ethical resilience: the role of educational institutions. Presented in the Symposium on Global Ethics and Business at MPBIM on 4th March 2016.
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 COMPLIANCE Paper presented at 17thNHRD 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 KristuJayanti College of Management and Technology , Bangalore; April 15 & 16th , 2011

**PROF. PUSHPA B. V**

1. Pushpa B.V (2018) " Pension with Parity: An Evaluation of Pension Schemes in India" at International Doctoral Consortium 8-2018, Birla Institute of Management Technology, Greater Noida in association with Sobey School of Business, 6<sup>th</sup>-8<sup>th</sup> June 2018.
2. Pushpa B.V (2018) " Pension Portfolio Spectrum: A Critical Analysis of Benefit Vs Contribution Plans" Two Days Doctoral Colloquium on " Management, Social Science, Commerce, Economics, Entrepreneurship and computer science" organized by Institute of Management Study, Kolkata in association with Maulana Abul Kalam Azad University of Technology (West Bengal) on 31<sup>st</sup> March and 1<sup>st</sup> April 2018.
3. Pushpa B.V ( 2018) " Demonetization and its Impact on Digitalization of Payment system in India" National Conference on Changing Paradigms for Economic and Sustainable Development organized by Indirapuram Institute of Higher Studies (IIHS), Ghaziabad (U.P) in association with IARA, February 17, 2018.
4. Pushpa B.V (2017) "An Empirical Study of Investors Preference towards Tax Saving Schemes of SBI Mutual Fund" 5th International Conference on Global Accounting, Finance and Taxation held on 21<sup>st</sup> and 22<sup>nd</sup> of September, 2017 at Kristu Jayanti College.
5. 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, 5TH OF November 2016, YMCA Connaught place, New Delhi.

6. Pushpa B.V (2016). "A study on customers satisfaction towards agricultural credit at KVG bank ", ICBM'S National Conference on Management Research 2016.
7. Pushpa B.V (2016). Global Stock market reaction to special events; evidence from BREXIT referendum. Dr. Sathyanarayana & Pushpa B V Presented at an international conference on Kristu Jayanti College
8. Pushpa B.V. (2014). "Impact of value based metrics on stock returns- a case study of automobile sector in India", Conference on Emerging Trends In Business, Christ University, 11-12 DECEMBER 2014.
9. Pushpa B.V (2014). "An assessment of financial inclusion in India", national conference on business innovation and competitive strategies, M.S. Ramaiah Institute of Management, Bangalore, ON 18<sup>TH</sup> September 2014.
10. Pushpa B.V. (2014). "Financial Inclusion in India- Initiatives and Challenges"- KSOU, Muktha Gangothri, national conference on financial inclusion and sustainable development held on 6<sup>TH</sup> AND 7<sup>TH</sup> December 2014.
11. Pushpa B.V (2014). "US Debt crisis on Indian Stock Markets a Test of Semi-strong Efficiency" at the National Conference on "Unleashing Ingenious Management Potential for Business Endurance" held on 9th and 10th January 2014 at Berchmans Institute of Management studies, S B College, Changanassery.
12. Pushpa B.V (2014). "Causal Impact of Economic Reforms on Rupee Depreciation in 2013" International Conference on "Business Management and Governance , organized by the Neville Wadia Institute of Management Studies and Research , Pune, On 7th and 8th March 2014.
13. Pushpa B.V (2014). Insight Into NSEL Scam' at the International Case Study Conference on "Leveraging Business Value by evolving management practices' organized by Indian Education Society's Management College and Research Centre Mumbai , on 20th February 2014.
14. Pushpa B.V (2014). Quantitative Easing and Its Impact on the Financial Markets of Emerging Economies' at the International Business Research Conference- 2014 organized by Indian Education Society's Management College and Research Centre Mumbai , on 21st and 22nd February 2014.
15. Pushpa B.V (2014). "Impact of Octapace culture: A study of selected IT Organizations in Bangalore" at the National Conference on "Unleashing Ingenious Management Potential for Business Endurance" held on 9th and 10th January 2014 at Berchmans Institute of Management studies, S B College, Changanassery.

16. Pushpa B.V (2013). "Rupee Depreciation - Need for another Economic Reform" at the International conference on Global Economic Turbulence and its implications on Indian Financial environment, organized by KristuJayanthi College, Bangalore, September 26th and 27th, 2013.
17. Pushpa B.V (2013). "Global Integration and Rupee Depreciation: Are times good forward?'" - Conference on Emerging Trends in Business 2013 , organized by the Department of Management Studies, Christ University during 12-13 December 2013.
18. Pushpa B.V "Impact of Employee wellness on organizational performance in select IT companies in Bangalore" at Kolhapur Institute of Management and Research, Kolhapur, Maharashtra. ISBN: 978-81-926976-7-3.

#### **PROF. K. L. RAMADAS**

1

Paper on "Ethics and ethical leadership in literature". Presented at the Symposium on Global Ethics conducted at MPBIM on 4<sup>th</sup> March 2016.

#### **SUDHINDRA GARGESA**

13. 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.
14. 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
15. 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).
16. 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.

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.
18. 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.
19. 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.
20. 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).
21. Sudhindra Gargesa (2016). Paper on "Ethics and ethical leadership in literature". Presented at the Symposium on Global Ethics conducted at MPBIM on 4<sup>th</sup> March 2016.

### **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).
2. Presented a paper titled "Talent Retention Challenges" in International Conference on Excellence in Management Practices (ICEMP) at KristuJayanti College (15 - 16.04.2011).
3. Presented a paper titled "Managerial Challenges in Contemporary Business" in International Conference at The Oxford College of Business Management (29 - 30.09.2011).



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).
5. Presented a paper titled "Study of Consumer Loyalty towards Private Lables in Bangalore with special reference to Food and Grocery" in International Conference on "Global Business - Opportunities & Challenges" at PES Institute of Technology (22 - 23.11.2012).
6. Presented a paper titled "An Analysis of Calendar Anomalies in the Indian Stock Market: Evidence from CNX Nifty Fifty" in International Conference on "Emerging Trends in Finance & Accounting" at Shri DharmasthalaManjunatheshwara Institute of Management Development (21 - 22.08.2015).
7. Paper presented "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 (27.04.2012).
8. 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.
9. Presented a paper titled "New Teaching Methodologies in Classroom Environment" in National Seminar on "Emerging Contours in Higher Education - Exploring Excellence" at St. Joseph's College of Commerce held on 6th & 7th October 2006.
10. Presented a paper titled "Innovation in Classroom Teaching" in National Conference on "Contemporary Issues in Quality Assurance in Higher Education" at St. Anne's Degree College for Women held on 25th & 26th September 2009.
11. Presented a paper titled "Innovate Teaching Methods & Techniques for Management Education" in UGC Sponsored National Seminar on "Parameters of Excellence in Higher Education" at St. Joseph's College of Commerce held on 15th & 16th September 2011.
12. Presented a paper titled "An Exploratory Research on Effects of Whistle Blowing" in National Conference on "Corporate Governance" at Surana College held on 15th & 16th September 2011. f) Presented a paper titled "Marketing Strategies for Stem Cell Banking" in National Conference on "Challenges & Opportunities in Services Sector" at M S Ramaiah Institute of Technology Department of Management Studies held on 20th & 21st April 2011.
13. Presented a paper titled "Challenges & Adjustment of Exputrintes in Cross Cultural Context" in National Conference on "Global Issues and Challenges in the 21st

- Century on Emerging International Business" at Vivekananda Institute of Technology held on 24th & 25th May 2012.
14. Presented a paper titled "A Research on UnorganisedRetailer Perception towards Introduction of BIG Retail GIANTS in India with special reference to Bangalore Retailors" in National Conference on "Global Issues and Challenges in the 21st Century on Emerging International Business" at Vivekananda Institute of Technology held on 24th & 25th May 2012.
  15. Presented a paper titled "Implementing Culture Change in Health Care" in National Seminar on "Service Management Strategy and Challenges in the Era of Globalization" at Indian Academy held on 19th & 20th April 2012.
  16. Presented a paper titled "A Study on Impact of Prime-Time Revolution on Radio Advertising in Bangalore" in National Conference on "Global Economic Crisis and its Impact on Indian Corporates and Government" at Rajarajeswari College of Engineering held on 15th & 16th March 2012.
  17. Presented a paper titled "Issues & Challenges Pertain to Employee Engagement in Economic Turbulent Times: A Diagnostic Study" in National Conference on "Global Economic Crisis and its Impact on Indian Corporates and Government" at Rajarajeswari College of Engineering held on 15th & 16th March 2012.
  18. Presented a paper titled "An Exploratory Research On-Optimizing the Retail Stores Revenue Through Square Foot Sales Management" in National Conference on Emerging Trends in Business - NCETB 2012 held on 21st & 22nd February 2012.
  19. "AN ANALYSIS OF CALENDAR ANOMALIES IN THE INDIAN STOCK MARKET: EVIDENCE FROM CNX NIFTY FIFTY" International conference on Emerging trends in Finance and Accounting: "Global recovery: Indian Story" August 21-22, 2015. Shri DharmasthalaManjunatheshwara Institute for Management Development (SDMIMD).
  20. "DETERMINANTS OF CAPITAL STRUCTURE: EVIDENCE FROM INDIAN STOCK MARKET WITH SPECIAL REFERENCE TO CAPITAL GOODS, FMCG, INFRASTRUCTURE AND IT SECTOR". 5th International conference on Emerging trends in Finance, Accounting and banking: August 19-20, 2016. Shri DharmasthalaManjunatheshwara Institute for Management Development (SDMIMD).

### **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
3. Presented a paper National Conference on Global Economic crises and its impact on Indian Corporate & Governance on 15th & 16th March 2012 At Rajarajeshwari College of Technology, Bangalore. Papers Published with ISBN: 978-93-5051-634-8
4. National Conference on Global Issues and challenges in the 21st Century on emerging International Business at Vivekananda Institute Of Technology at Bangalore Papers Published with ISBN 978-93-5097-334-9
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**

1. Viswanath N.S, R.Deepak, Patagundi,B., Emerging Lifestyle Formats in Indian Retailing - An Exploratory Analysis, International Conference on Emergent Business Models and Strategies For the Knowledge Economy, Impact on Business, Government And Society, organized by Indian Business Academy, Bengaluru, November 19-21,2009.
2. R.Deepak, Viswanath N.S., Patagundi,B., Savings Led Expenditure of Selected Indian Consumers (LIKRI)- ROI Approach of Investors, International Conference on Emergent Business Models and Strategies For the Knowledge Economy, Impact on Business,Government And Society, organized by Indian Business Academy, Bengaluru, November 19-21,2009.
3. Viswanath N.S., R. Deepak, Patagundi. B., Emerging Lifestyle Formats in Indian Retailing- An Exploratory Analysis, International Conference on Emergent Business Models and Strategies For the Knowledge Economy, Impact on Business, Government And Society, organized by Indian Business Academy, Bengaluru, November 19-21,2009.
4. Deepak. R and HN Shivaprasad, "Diaspora between Asymmetric and behavioral theories in the Indian IPO market" at RNS Institute of Technology international conference in Bangalore 2011.
5. Viswanath .N. S, Deepak. R, Basanna. S. Patagundi. , "Investor Strategy under volatility of equity markets in India" at International Conference on Innovative Strategies for Global Competitiveness at R.V.Institute of Management, Bangalore held on December 8-10th, 2011.
6. Deepak. R, " Sustainability Measures for Efficient Markets and Good Governance: A Impact study on the Extension of Trading Hours in India" at National Conference on Management of Sustainable Development in India conducted at New Delhi Institute of Management on 1st and 2nd April,2011.
7. Deepak. R and Viswanath . N. S "Seasonality and Sensitivity of NSE Nifty- an Econometric Analysis" at 4th International Conference on IT and Business Intelligence (ITBI-12), organized by IMT Nagpur at Bhubaneswar, Orissa, on Nov23-25, 2012.

8. Deepak. R and Pushpa.B.V, "Rupee Depreciation in 2013: An era for another economic reform?" at International Conference on Global Economic Turbulence and its implications on Indian Financial Environment, organized by KristuJayanti college, Bangalore, Karnataka on September 26th and 27th, 2013.
9. Deepak. R, AnuNatraj, Bhavya Naidu and Basna S. Patagundi , "Dem and for Gold: Government versus consumers" at International on Emerging Trends in Business, organized by Christ University, Bangalore, Karnataka on December 12th and 13th, 2013.
10. Deepak. R and Pushpa. B. V, "Global integration and Rupee depreciation: Are times good forward?" at International conference on Emerging Trends in Business, organized by Christ University, Bangalore, Karnataka on December 12th and 13th, 2013.
11. Deepak. R and Vijayalakshmi. S, "Talent Retention In IT And ITES Sectors: Accounting Perspectives", at 2nd International conference on Managing Human Resources at the Workplace, organized by SDMIMA, Mysore on December 13th -15th ,2013.
12. Deepak. R and Sandeep. M, " Integration of Indian markets with select global markets: changing paradigms and dynamics", at 5th International conference on IT and Business Intelligence (ITBI-13), organized by IMT Nagpur at Guna, Madhya Pradesh to be held on December 13-15th, 2013.
13. Deepak. R and Pushpa. B. V, "USDebt Crisis On Indian Stock Markets: A Test Of Semi-Strong Efficiency", at National conference on "Unleashing Ingenious Management Potential for Business Endurance "organized by Berchmans Institute of Management studies, St.Berchmans college, Changanassery, Kerala to be held on 9th and 10th January 2014.
14. Deepak.R and Pushpa.B. V, "A Study on Integration of Indian Markets with US Markets: An Imp act Study", at International Conference on Changing Global Economic Perspectives: Managing Sustained and Inclusive Growth (IC C GEP' 14) organized by Jaipuria Institute of Management, Vasundhara, Ghaziabad to be held on 8th and 9th February, 2014.
15. Deepak. R and Pushpa. B. V, "An Insight into NSEL SCAM" at International case study conference on Leveraging Business Value by Evolving Management Practices, organized by Indian Education Society's Management College and Research Centre (IESMCRC), Mumbai on February 20th, 2014.
16. Vishnu. D, Shruthi.P.S, Vasu Pradeep. T and Deepak.R, "An Impact of US Debt Crisis on Low Risk Portfolios during Oct, 2013" at 7th International Business Research Conference on Emerging Marketing Practices:

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

17. Deepak. R and Pushpa. B. V, "Quantitative Easing And Its Impact On The Financial Markets Of Emerging Economies" at 7th International Business Research Conference on Emerging Marketing Practices: Differentiation and Value creation, organized by Indian Education Society's Management College and Research Centre (IESM CRC), Mumbai on February 21st and 22nd, 2014.
18. Deepak. R and "Causal Impact of Economic Reforms on Rupee Depreciation in 2013", at International conference on Business, Management and Governance organized by University of Pune in association with Neville Wadia Institute of Management studies and research, Pune on March 8th and 9th, 2014.
19. Deepak. R and Pushpa. B. V, "Causal Impact of Economic Reforms on Rupee Depreciation in 2013", at International conference on Business, Management and Governance organized by University of Pune in association with Neville Wadia Institute of Management studies and research, Pune on March 8th and 9th, 2014.

#### **Dr.BASANNA PATAGUNDI**

1. Patagundi,B., and Patagundi, S., Analysis of Open Innovation Strategy, 3rd International Conference on Management Practices & Research: Socially Responsive Business Strategies held on 26 July, 2013 at Apeejay School of Management, New Delhi
2. Maheshwari ,S., Garg, Rajendra K., Tate U &Patagundi,B., Cross-Country Comparison of MBA Students' Views on Ethics and Globalization, 3rd International Conference on Management Practices & Research: Socially Responsive Business Strategies held on 26 July, 2013 at Apeejay School of Management, New Delhi
3. Newsome M.A., Smith II.,H.M., Patagundi B., American Business Student Perceptions of Asian Business Student world views: A Practical Classroom Survey Approach, 12th Annual Hawaii International Conference on Business to be held from May 24 to May 27, 2012 at Honolulu, Hawaii.
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.

5. Tate U, Akkihal R, Patagundi B, A Comparative Study of Social Capital amongst Management Students, ABEAI 2008 Conference Sponsored by Applied Business and Entrepreneurship Association International & Franz Chair of Entrepreneurship Pamplin School of Business Administration University of Portland, held in Kauai Hawaii ,November 16-20, 2008
6. Patagundi,B., Viswanath N.S., R. Deepak, Demographic Trends and Search for Life Styles - An Empirical Investigation, International Conference on Emergent Business Models and Strategies For the Knowledge Economy, Impact on Business, Government And Society, organized by Indian Business Academy, Bengaluru, November 19-21,2009
7. R.Deepak, Viswanath N.S., Patagundi,B., Savings Led Expenditure of Selected Indian Consumers (LIKRI)- ROI Approach of Investors, International Conference on Emergent Business Models and Strategies For the Knowledge Economy, Impact on Business, Government And Society, organized by Indian Business Academy, Bengaluru, November 19-21,2009
8. Viswanath N.S., R.Deepak, Patagundi,B., Emerging Lifestyle Formats in Indian Retailing - An Exploratory Analysis, International Conference on Emergent Business Models and Strategies For the Knowledge Economy, Impact on Business, Government And Society, organized by Indian Business Academy, Bengaluru, November 19-21,2009
9. Prasad Rose , Pisani Michael. Patagundi B, The Editorial Review Board of the Strategic Management Journal: Some insights on the Initial Arbiters, 5th International Conference on Logistics & Supply Chain Management, Coimbatore, India, August 3-5, 2010.
10. Patagundi,B., Viswanath N.S., R.Deepak, Glocalization& Informational Efficiency-An Impact Study of Selected Indices in Indian Markets, National conference on "Propelling Corporate India: Strategies & Challenges" held on 12th and 13th August at M S Ramaiah Institute of Management, Bangalore, India.
11. Deepak. R, AnuNatraj, Bhavya Naidu and Basna S. Patagundi , "Dem and for Gold: Government versus consumers" at International on Emerging Trends in Business, organized by Christ University, Bangalore, Karnataka on December 12th and 13th, 2013

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
3. Ms. Lidiya Francis and Ms. Swathi M won Best Paper award for their paper **Innovative trends in Business: sub theme selected: E- Recruitment.** at Aspiration 2019 Inter-collegiate Commerce and Management Fest held in Malleswaram Ladies Association, Academy of Higher Learning Department of M.Com on 9th April 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 19<sup>th</sup> 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 23<sup>rd</sup> 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 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 studymethodology**' alongwith Dr. Deepak at ITBI conference held at Institute of management Technology, Nagpur on 21&22.11.14.
12. **A Study on India and China Relations on the Context of Technology** - Paper presented by Praveen Kumar P at IIM Bangalore 17th April 2014.
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
16. Ms. Ayisha M Binnal presented a paper titled '**A study on the efficiency of project feasibility in the Information Technology Industry**' at AIMS conference held at IIMB in 2013