RESEARCH PUBLICATIONS OF FACULTY OF MPBIM

N. RAMANuja

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

DR. N S VISWANATH

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


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


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


TECHNICAL REPORTS


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

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

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


PROF. S. BISALIAH

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

DR. S. SATHYANARAYANA


Vol.-V, Special Issue - 4, August 2018 [1]. ISSN (Print) 2249-0302 ISSN (Online) 2231-2528. UGC approved journal.


20. 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.


DR. SUMITHRA SREENATH


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


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


19. Sumithra C.G (2014); Competency based corporate elearning 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.


DR. ROHINI G SHETTY

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


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


PROF. RAMGOPAL


PROF. RAVINDRA B S


PROF. ANU NATRAJ


PROF. BHAVYA NAIDU

1. 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
2. **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


**PROF. HEMA HARSHA**


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

PROF. B V PUSHPA


PROF. K. L. RAMADAS


PROF. SUDHINDRA GARGESA


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


Dr. S.HEMANTH KUMAR


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


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


13. 2016, A STUDY ON IMPACT OF IN-TUNNEL ADVERTISING WITH SPECIAL REFERENCE TO NAMMA METRO IN-TUNNEL NEAR VIDHANA SOUDHA, BANGALORE. The international journal of Social Sciences and humanities invention. ISSN 2349-2031. Vol. 3, issue 4.


PROF. VIJAYALAKSHMI S


PROF. NAVYA G S


4. “Agriculture in Karnataka: Need for special emphasis”. Southern Economist. ISSN 0038-4048. April 2015

5. “Make in India- a Major Initiative of Indian Government: Is the timing Right?” Southern Economist. ISSN 0038-4046. October 2015
DR. DEEPAK R


**Dr. BASANNA PATAGUNDI**


**PUBLICATIONS BY STUDENTS**


2. 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&DL, Bengaluru, Singaporean Journal of Business Economics,
and Management Studies (SJBEM), DOI: 10.12816/004442831, VOL. 6, NO. 2, 2018, pp 31-41
18. 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

Summary of the papers published

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<th>Sr. No.</th>
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<td>Dr. N S Viswanath</td>
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<td>Dr. Bisaliah S</td>
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<td>Dr. Sumithra Sreenath</td>
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<td>Dr. Rohini G Shetty</td>
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<td>Prof. Ramgopal S</td>
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<td>Prof. Ravindra B S</td>
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<td>9</td>
<td>Prof. Anu Natraj</td>
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<td>10</td>
<td>Prof. Bhavya Naidu</td>
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<td>Prof. Hema Harsha</td>
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<td>Prof. Manjunath S M</td>
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<td>Prof. Pushpa B V</td>
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<td>Prof. Ramadas K L</td>
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<td>Dr. Hemanth Kumar</td>
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<td>Prof. Vijayalakshmi S</td>
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<td>Prof. Navya G S</td>
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<td>Prof. Deepak R</td>
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<td>Prof. Basanna Patagundi</td>
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<td>Dr. N S Viswanath</td>
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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 & 10th November 2017 at NIE IT Mysuru

2. Ramayana and Ethics in Public Administration held at International Conference on Lord Sri Rama in Art Literature and Religion conducted by Department of Archaeology, Museums and Heritage and Sri Sudarshana Narasimha Kshetra, Mysore on 23.2.2017

3. Keynote address on “Challenges in disaster management” at the international workshop on Inter Cultural Aspects of Disaster management held at BPBIM, Mysore on 7th April 2015.

4. ‘Similarities in Messages in Ramayana and Bhagavadgita’ at International Conference on Ramayana held during 28th December 2009 at Datta Peetham, Mysore.

5. Keynote address at the International Conference on Challenges in Emerging Markets held on 27th September, 2009 at Vidyavardhak College of Engineering

DR. N S VISWANATH


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


DR. S. SATHYANARAYANA

1. THE EFFECT OF MULTI-SENSORY BRANDING ON PURCHASE INTENTION AT CAFÉ COFFEE DAY. International conference & Management conclave held At Krupanidhi College KRUPACON 2018 (Management 4.0 Disruptions in Business and millennial at the workplace) on 12-13 October.

2. 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)*

3. 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.


6. 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

7. “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.

8. THE EFFECTS OF INDIVIDUAL DIMENSIONS OF SERVICE QUALITY IN IRCTC BY USING SERVQUAL MODEL WITH SPECIAL REFERENCE TO SOUTH WESTERN RAILWAY International Research Conference on “Marketing in the next decade. January 8th, 2018 held at Welingkar Institute of Management Development and Research, Bangalore.


10. “AN ANALYTICAL STUDY ON THE IMPACT OF VISUAL MERCHANDISING ON IMPULSIVE BUYING BEHAVIOUR”. International conference on Global contemporary issues, innovations and challenges in commerce, management, science and technology. Held on 7th October 2017 at Sheshadripuram First Grade College. Won the best research paper award


23. “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
24. “AN ANALYTICAL STUDY ON THE IMPACT OF VISUAL MERCHANDISING ON IMPULSIVE BUYING BEHAVIOUR”. International
conference on Global contemporary issues, innovations and challenges in commerce, management, science and technology. Held on 7th October 2017 at Sheshadripuram First Grade College. **Won the best research paper award**


**DR. SUMITHRA SREENATH**

1. Dr. Sumithra Sreenath, Ms. Mythri M M and Ms. Anusha K 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. Dr. Sumithra Sreenath, Ms. Anusha K and Ms. Ramya M 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. Dr. Sumithra Sreenath, 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. Dr. Sumithra Sreenath, Charan and Akash won 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. The Next Leap held at MLA First Grade College for Women held on 19th March 2019.

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

6. Dr. Sumithra Sreenath 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.


10. 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.

11. 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 31August and 1st September at Jain College CGS, Bangalore.


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.


17. 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, Bangalore.


26. 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**


4. Rohini G Shetty (2014); Paradoxes and Challenges encountered by Women Leaders while navigating the Women Leadership Dash Board - Strategies and


PROF. ANU NATRAJ


PROF. BHAVYA NAIDU

1. Bhavya N (2018); THE EFFECTIVENESS OF CELEBRITY ADVERTISEMENT PROCESS AND ITS IMPACT ON THE BUYING INTENTION. International conference & Management conclave held At Krupanidhi College KRUPACON 2018 (Management 4.0 Disruptions in Business and millennial at the workplace) on 12-13 October
2. “Idiosyncratic relationship between investor’s sentiments and tangibility of the organizations in Indian stock markets” organized by REVA University on 29th & 30th Jan 2016


PROF. HEMA HARSHA

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


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

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

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

6. INCLUSIVENESS & SUSTAINABILITY-LEGALLY ENFORCED OR VOLUNTARY COMPLIANCEPaper presented at 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 Kristu Jayanti College of Management and Technology, Bangalore; April 15 & 16th, 2011

PROF. PUSHPA B. V


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


PROF. K. L. RAMADAS

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

SUDHINDRA GARGESA


6-7, 2018 held at Christ University in collaboration with Institute of Management Account, USA.


Dr. S. HEMANTH KUMAR

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


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

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).


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.


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
Rajarajeshweri College of Technology, Bangalore. Papers Published with ISBN: 978-93-5051-634-8


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 30th 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


Dr. BASANNA PATAGUNDI


BY STUDENTS OF MPBIM

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

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


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

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

6. Ms. Lydia Francis and Ms. Swathis won 1st Runners up trophy participating in a competition on the topic **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 Krupanidh 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 Pallagate and Prof. Hema Harsha in the conference named ICHTR organised by Student Research Forum of Manipal University November 2016

10. Ms. Pooja Kulkarni along with Dr. Sumithra Sreenath (2015) presented a research paper paper on **Insights to E Competency** at a conference held at Jain University.

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


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