

## RESEARCH PUBLICATIONS OF FACULTY OF MPBIM

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### DR. N S VISWANATH

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4. **A budget with a great difference** Southern Economist March 2015
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**DR. S. SATHYANARAYANA**

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#### DR. SUMITHRA SREENATH

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**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, Patagundi Basanna, "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., Patagundi Basanna, 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. Lakshmi Bellave (2018) with Dr. S. Sathyanarayana, "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)
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&DI, Bengaluru, Singaporean Journal of Business Economics, and Management Studies (SJBEM), DOI: 10.12816/004442831, VOL. 6, NO. 2, 2018, pp 31-41
3. 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
4. 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
5. 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)
6. 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

7. 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. .
8. 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.
9. 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
10. 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.
11. 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
12. 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
13. Sharmila S V with Prof. Pushpa B V (2015) published an article "A Study on Awareness Towards Pradhan Mantri Jan Dhan Yojna" SJCC Management Research Review Vol. 5 Issue 2 December 2015 ISSN: 2249-4359
14. 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
15. Phani Sathish alongwith Prof. Pushpa B V (2016) published 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
16. 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
17. 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
  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
  19. 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
  20. Dr. Hemanth Kumar. S & Prayagini P (2016) published an article Anil Bokil’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
  21. 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)
  22. 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 Archeology, Museums and Heritage and Sri Sudarshana Narasimha Kshetra, Mysore on 23.2.2017
3. Keynote address at the International Conference on *Challenges in Emerging Markets* held on 27<sup>th</sup> September, 2009 at Vidyavardhak College of Engineering
4. 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.
5. '*Similarities in Messages in Ramayana and Bhagavadgita*' at International Conference on Ramayana held during 28<sup>th</sup> December 2009 at Datta Peetham, Mysore.

### 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 10<sup>th</sup> International Conference on Science, Technology and Management at Institution of Electronics and Telecommunication Engineers Bengaluru, India held on 19<sup>th</sup> 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. 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*
2. "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.
3. 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.
4. 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.
5. "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*
6. 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).

7. 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.
8. 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).
9. 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.
10. 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.
11. 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).
12. TELEVISION ADVERTISEMENTS THAT DRIVE CONSUMERS - VISIT ONLINE. Ninth International conference on Economics and Finance. IBS. Bangalore. June 10-11, 2016.
13. "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
14. "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.
15. "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
16. "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

17. 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.
18. "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*
19. "RURAL MARKETING CHALLENGES AND OPPORTUNITIES FOR INDIAN CORPORATES". Mangalore University - 2003
20. "VOCATIONLISATION OF GRADUATION COURSES" Kuvempu University 2006.
21. "INDIAN RURAL MARKETS - PROBLEMS AND PROSPECTS". Third national conference on Business Research. PSG Institute of Technology Coimbatore. 19-20 November 2004
22. "FMCG Sector - A SWOT Analysis" - National Seminar on Emerging Indian Panorama: Issues and Challenges EPCET - 15<sup>th</sup> May, 2006.
23. "RURAL MARKETING STRATEGIES FOR INDIAN CORPORATES" - National Seminar on Emerging Indian Panorama: Issues and Challenges EPCET - 15<sup>th</sup> May, 2006.
24. "RURAL DISTRIBUTION AND CHANNEL MANAGEMENT" - National Seminar on Emerging Indian Panorama: Issues and Challenges EPCET - 15<sup>th</sup> May, 2006.
25. "RURAL COMMUNICATIONS" - PSG Institute of Technology Coimbatore. Fifth national conference on Business Research. 16-17 November 2008
26. "FMCG - Sector A SWOT Analysis" - PSG Institute of Technology Coimbatore - 2008.

#### DR. SUMITHRA SREENATH

1. **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 8<sup>th</sup>& 9<sup>th</sup> March, 2018 ; **St. Joseph's College, Bangalore** {in association with Sunway College, Malaysia,
2. "Battling with Glass- The Invisible Barrier" presented at National Conference on Women in Academic Institutions- Opportunities, Challenges & Constraints organized by Women Empowerment Cell Sindhi College of Commerce , Bangalore 9.2.2017.
3. "Insights to E-Competencies" at National Conference organized by Jain University on 3.3.2016, Bangalore.

4. The Impact of Talent Management on Recruitment and Retention- Paper presented at the National Conference on Human Capital Challenges in Knowledge Driven Organisation held on 6<sup>th</sup>& 7<sup>th</sup> March 2015
5. Human Behaviour at Work Place - A Diagnostic Perspective of Organisational Citizenship Behaviour at National Conference on Business Challenges and Strategies conducted by Institute of Management, Christ University on 6.2.2015.
6. Harnessing the Employee Potential through Big Data Analytics - A Desk Study Approach presented at the 3<sup>rd</sup> International Conference on Managing Human Resources at the Workplace conducted by Shri Dharmasthala Manjunatheshwara Institute for Management Development, Mysore held
7. Retention of Women executives - seminar at Indian Academy of Management, Bangalore (2011)
8. Talent Management: Rhetoric or reality, Regional seminar at Indian Academy of Management, Bangalore. (2007)
9. Reverse logistics, National conference at Karunya University, Coimbatore. (2007)
10. New competencies for HR Professionals, Bangalore HR forum, Bangalore. (2004)
11. Demystifying Cloud Computing - A journey to cloud, national conference @ Seshadripuram college Bangalore (February 2012).
12. Rural Marketing: Various Dimensions, State level conference, Mangalore University, Mangalore. (2003)

**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 Kristu Jayanti 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 Dharmasthala Manjunatheshwara 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).
21. Presented a paper 'CANTEEN STORE DEPARTMENT IN GST ERA' at the symposium on GST at MPBIM held on 16<sup>th</sup> June 2017.

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 8<sup>th</sup>& 9<sup>th</sup>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 ; 6<sup>th</sup>& 7<sup>th</sup> 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; 15<sup>th</sup>& 16<sup>th</sup> 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. 5<sup>th</sup>& 6<sup>th</sup> 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 24<sup>th</sup>& 25<sup>th</sup>, 2014. ISBN978-81-929057-1-6.
6. **Rohini G Shetty (2012); Demystifying Cloud Computing - A Journey to the Cloud.** Paper published; 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 18<sup>th</sup> 2012. ISBN: 978 - 93-5051-645-4
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 15<sup>th</sup>& 16<sup>th</sup> , 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 2<sup>nd</sup> & 3<sup>rd</sup>, 2010.

**PROF. PUSHPA B. V**

1. 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 21st and 22nd of September, 2017 at Kristu Jayanti College.
2. 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.
3. Pushpa B.V (2016). "A study on customers satisfaction towards agricultural credit at KVG bank ", ICBM'S National Conference on Management Research 2016.
4. 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
5. 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.
6. 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 18TH September 2014.
7. Pushpa B.V. (2014). "Financial Inclusion in India- Initiatives and Challenges"- KSOU, Muktha Gangothri, national conference on financial inclusion and sustainable development held on 6TH AND 7TH December 2014.
8. 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.
9. 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.
10. 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.

11. 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.
12. 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.
13. 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.
14. 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.
15. 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. ANU NATRAJ**

1. 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
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. "Seasonality in participatory notes investments in India: A cautionary trend" organised by IMT Nagpur, held at Goa 4/5.12.2015
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. 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
4. 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 6<sup>th</sup> Insternational Conference on ‘Managing Human Resources at the Workplace’ held on 8<sup>th</sup>& 9<sup>th</sup> December 2017 at SDMIMD, Mysuru.
2. 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
3. Building ethical resilience: the role of educational institutions. The Symposium on Global Ethics and Business at MPBIM on 4th March 2016.
4. 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.

**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**

1. 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.
2. Sudhindra Gargesa (2018) IMPACT OF FIIs INFLOW ON INDIAN STOCK MARKET; EVIDENCE FROM BSE SENSEX AND NIFTY 50 at National Conference on Business India- Innovative Practices for growth and sustainability held on December 16, 2017 at R V Institute of Management.
  3. Sudhindra Gargesa (2017).“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](#)
  4. Sudhindra Gargesa (2017).VOLATILITY IN CRUDE OIL PRICES AND ITS IMPACT ON INDIAN STOCK MARKET EVIDENCE FROM BSE SENSEX. 6th International conference on emerging trends in finance, accounting and banking. August 18-19, 2017. Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD).
  5. 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.

### **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 (LIK R)- 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 s" 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 Basanna 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 Glob al Economic Perspectives: Managing Sustained and Inclusive Growth (IC C GEP' 1 4) 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 In di an Educati on Society's Management College an d Research C entre (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 In di an Education Society's Management College an d Research C entre (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 Re s e arch 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, Anu Natraj, 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

#### BY STUDENTS OF MPBIM

1. 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 16<sup>th</sup> June 2017.
2. **"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
3. 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.
4. 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.

5. **A Study on India and China Relations on the Context of Technology**  
-Paper presented by Praveen Kumar P at IIM Bangalore 17th April 2014.
6. 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.
7. 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
8. 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
9. 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