

## **DR. HEMANTH KUMAR**

### **RESEARCH PAPERS PRESENTED**

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 Expatrites 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 Unorganised Retailer 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).