

PROF. PUSHPA B. V

PUBLICATIONS

1. 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, pp 12-18.
2. 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
3. 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.
4. 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.
5. Pushpa B.V (2017) "An analytical study on currency correlation and risk grading" ZenithInternational Journal Of Business Economics & ManagementResearch http://www.Zenithresearch.Org.In/Images/Stories/Pdf/2017/April/Zi_jbemr/1_ZIJBEMR_Vol7, Issue%204_April_2017.Pdf
6. 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
7. 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
8. 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)
9. 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 GISI) www.jifactor.com ISSN Print: 0976-6502 and ISSN Online: 0976-6510 © IAEME Publication

10. 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.
11. 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
12. 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.
13. Pushpa B. V., (2013). "Unfolding the euro zone crises- an introspection"- *Southern Economist*, Vol.54, No.7, ISSN- 0038-4046
14. 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
15. 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.
16. Pushpa B. V., (2015). "A study on awareness towards Pradhan Mantri Jan DhanYojana", *SJCC management research review*, Vol. 5, No.2, December, ISSN – 2249-4359, pp. 162-171
17. 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
18. 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
19. 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
20. Pushpa (2013). An insight into NSEL Sam'. *IOSR Journal of Business and Management (IOSR-JBM)* E-ISSN: 2278-487X, P-ISSN: 2319-7668

RESEARCH PAPERS PRESENTED

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 KristuJayanti 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 KristuJayanti 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, MukthaGangothri, 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.