

*Publications by Student Executives of MPBIM during 2014-15, 2015-16
and 2016-17*

1. Research paper of MPBIM students published in journals during 2014-15

- a. 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
- b. Ms. AmrutaTerdal 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. .
- c. AmrutaTerdal (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.
- d. 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
- e. 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.
- f. 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
- g. 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

2. Research paper of MPBIM students published in journals during 2015-16

- a. Sharmila S V with Prof. Pushpa B V (2015) published an article "**A Study on Awareness Towards Pradhan Mantri Jan**

DhanYojna” SJCC Management Reasearch Review Vol. 5 Issue 2
December 2015 ISSN: 2249-4359

- b. 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 VidhanaSoudha 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
- c. 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
- d. 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
- e. 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
- f. 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
- g. 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
- h. Dr. Hemanth Kumar. S & Prayagini P (2016) published an article **“Anil Bokil’s Vision and Narendra Modi’s Action: A Crtical Analysis”** in EPRA International Journal of Economic and Business Review-OnlineISSN 2347-9671 & Print ISSN 2349-0187, SJIF Impact Factor(2016): 6.484 , Vol:4, Issue: 12, December 2016.

3. Research paper of MPBIM students published in journals during 2016-17

- a. 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)
- b. 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

4. Papers presented at the Conferences

- a. **A Study on India and China Relations on the Context of Technology-** Paper presented by Praveen Kumar P at IIM Bangalore 17th April 2014.
- b. 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.
- c. "**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