

RESEARCH PUBLICATIONS

DR. S. SATHYANARAYANA

1. Sathyanarayana (2017). "AN EMPIRICAL STUDY ON STABILITY OF BETA IN INDIAN STOCK MARKET WITH SPECIAL REFERENCE TO CNX FIFTY FIFTY". *The IUP Journal of Financial Risk Management*.ISSN: 0972-916X
2. Sathyanarayana (2017). "DYNAMICS AND DETERMINANTS OF IPO INVESTING BY RETAIL INVESTORS: EVIDENCE FROM INDIAN STOCK MARKET". *International journal of research in commerce, economics &management*. VOLUME NO. 7 (2017), ISSUE NO. 10 (OCTOBER). ISSN 2231-4245, pp. 27-35. **UGC approved journal.**
<http://www.ijrcm.org.in/cem/index.php>
3. 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.**
4. Sathyanarayana (2017). "AN ANALYTICAL STUDY ON CURRENCY CORRELATION AND RISK GRADING". *ZENITH International Journal of Business Economics & Management Research*. Vol.7 (4), APRIL (2017), pp. 1-22. ISSN 2249- 8826. Index Copernicus Value (2012): 5.19; SJIF Scientific Journal Impact Factor (2012): 4.134
Link:http://www.zenithresearch.org.in/images/stories/pdf/2017/APRIL/ZIJBEMR/1_ZIJBEMR_VOL7_ISSUE%204_APRIL_2017.pdf
5. Sathyanarayana (2017). "BREXIT: IMPACT ON INDIAN & GLOBAL ECONOMY".*Dharana (ISSN 0974-0082). An International Journal of Business*, Jan-June, Vol. 11, No.1, pp. 21-28.
6. Sathyanarayana, S. (2017), "THE CALENDAR-MONTH ANOMALY AND THE INDIAN STOCK MARKET- EVIDENCE FROM BSE". *International Journal of Research in Commerce, Economics & Management*.VOLUME No.

- 7, ISSUE NO. 03 (MARCH), pp. 45-50. ISSN 2231-4245. **UGC approved journal.**
7. Sathyanarayana (2017). "TESTING OF CAPM AND WACC OF INDIAN BANKS". *International Journal of Management and Social Science Research Review*. Vol. No. 1, Issue No. 4. February. Impact factor 3.996. ISSN (Print): 2349-6738; ISSN (E): 2349-6746.
 8. Sathyanarayana (2017). "THE IMPACT OF POLICY ANNOUNCEMENT ON STOCK MARKET VOLATILITY: EVIDENCE FROM CURRENCY DEMONETISATION IN INDIA". *IOSR Journal of business and Management*. Volume 19, Issue 1. Ver. VII (Jan. 2017), PP 47-63. e-ISSN: 2278-487X, p-ISSN: 2319-7668. **UGC approved journal.**
 9. Sathyanarayana, S. (2017). "THE EFFECTS OF INDIVIDUAL DIMENSIONS OF SERVICE QUALITY IN IRCTC BY USING SERVQUAL MODEL WITH SPECIAL REFERENCE TO SOUTH WESTERN RAILWAY". *Asian Journal of Management Research* ISSN 2229-3795, Volume 7 Issue 3, 2017, pp. 256-278. <http://ipublishing.co.in/ajmrvol7no3.html>
 10. Sathyanarayana, S. (2017). "EMERGING DIMENSIONS OF BUYING BEHAVIOUR IN RURAL KARNATAKA: AN EMPIRICAL APPROACH WITH SPECIAL REFERENCE TO FMCG" *IOSR Journal of Business and Management (IOSR-JBM)*. e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 19, Issue 8. Ver. IV. (August 2017), PP 35-56. [http://www.iosrjournals.org/iosr-jbm/pages/19\(8\)Version-4.html](http://www.iosrjournals.org/iosr-jbm/pages/19(8)Version-4.html). **UGC approved journal** (Sl. No. 4481, Journal no. 46879).
 11. Sathyanarayana, S., (2017). "THE ROLE OF PACKING ON BUYING BEHAVIOUR OF RURAL CONSUMERS WITH SPECIAL REFERENCE TO FMCG". *IRA-International Journal of Management & Social Sciences* (ISSN 2455- 2267), 8(1), pp. 103-117. doi:<http://dx.doi.org/10.21013/jmss.v8.n1.p12>. (**SJIF- 3.554**) and **UGC approved journal.**
 12. Sathyanarayana, S. (2017), "DEFENCE ALLOCATION 2017-18: WHAT ABOUT PROCUREMENTS". *Southern Economist*. Vol. 55. Number 22, pp. 41-46.

13. Sathyanarayana, S. (2017), "REACHING OUT TO THE RURAL CONSUMERS THROUGH HAATS: A STUDY IN KARNATAKA". *International Journal of Business and Management Invention*. Volume 6, Issue 1, January, pp. 55-64. ISSN (Online): 2319 - 8028, ISSN (Print): 2319 - 801X. **UGC approved journal with Sl. No. 4479 and Journal No. 46889.**
14. Sathyanarayana, S. (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)
15. Sathyanarayana, S. (2017). DETERMINANTS OF STORES CHOICE IN RURAL MARKETS: AN EMPIRICAL STUDY IN KARNATAKA STATE. *IRA-International Journal of Management & Social Sciences* (ISSN 2455-2267), 6(2), pp. 235-252. doi:http://dx.doi.org/10.21013/jmss.v6.n2.p7. **UGC approved journal.**
16. Sathyanarayana, S. (2017). "TARGETING THE NON-URBAN CONSUMERS: MEDIA HABITS AND PREFERENCE OF RURAL CONSUMERS IN KARNATAKA STATE". *International Journal of Retailing & Rural Business Perspectives*. Volume 6, Number 1, January - March, pp. 25-39. ISSN (Print): 2279-0934, (Online): 2279-0942 PEZZOTTAITE JOURNALS **SJIF (2017): 6.622, SJIF (2016): 7.452. UGC approved journal.**
17. Sathyanarayana, S. (2017). "THE WHEEL OF RURAL RETAILING: AN EMPIRICAL STUDY IN KARNATAKA STATE" *International Journal of Logistics & Supply Chain Management Perspectives*. Pezzottaite Journals. Volume 6, Number 3, July - September' 2017. ISSN (Print): 2319-9032, (Online): 2319-9040. **SJIF (2015): 6.648, SJIF (2015): 7.175, H5-Index: 3, H5-Median: 3, H-Citations: 10. UGC approved journal.**
18. Sathyanarayana, S. (2017). "AN ANALYTICAL STUDY ON THE IMPACT OF VISUAL MERCHANDISING ON IMPULSIVE BUYING BEHAVIOUR IN SHOPPER STOP". *International Journal of Sciences: Basic and Applied Research (IJSBAR)*. Vol. 36, No 5. , pp. 112-132. ISSN 2307-4531

Link:<http://gssrr.org/index.php?journal=JournalOfBasicAndApplied&page=article&op=view&path%5B%5D=8243&path%5B%5D=3786>

19. Sathyanarayana, S. (2016). "FOREX MARKET WEAK FORM EFFICIENCY AND SEASONALITY: EVIDENCE FROM INDIA". *Kuwait Chapter of Arabian Journal of Business and Management Review*. Vol. 6, No.4, December. Impact factor: 4.986, pp. 21-36. ISSN: 2224-8358. [http://www.arabianjbm.com/VOL_6_\(4\)_KD.php](http://www.arabianjbm.com/VOL_6_(4)_KD.php).
20. Sathyanarayana, S. (2016). "IMPACT OF BREXIT REFERENDUM ON INDIAN STOCK MARKET". *IRA-International Journal of Management & Social Sciences* (ISSN 2455-2267), 5(1), 104-121. doi:<http://dx.doi.org/10.21013/jmss.v5.n1.p12>(Indexed in J-gate, Google scholar). *UGC approved journal*.
21. Sathyanarayana, S. (2016). "GLOBAL STOCK MARKETS REACTION TO SPECIAL EVENTS: EVIDENCE FROM BREXIT REFERENDUM". *International Journal of Business and Administration research review*. ISSN No. 2378-0653 eISSN 2347-856X. Vol. 1, Issue No. 4 July -Sept 2016, **Impact Factor. 3.853. UGC approved journal**.
22. Sathyanarayana, S. (2016). "TELEVISION ADVERTISEMENTS THAT DRIVE CONSUMERS - VISIT ONLINE". *International Journal of Science technology and Management*. Vol. No. 5, issue No. 7, July 2016. (ISSN No 2394-1537). **Impact Factor 2.012**. Link: [http://www.iosrjournals.org/iosr-jbm/pages/18\(8\)Version-4.html](http://www.iosrjournals.org/iosr-jbm/pages/18(8)Version-4.html)
23. Sathyanarayana, S. (2016). "DRIVING ONLINE TRAFFIC BY USING QR (QUICK RESPONSE) CODE". *IOSR Journal of business and Management*. (ISSN 2319-7668). Vol. 18, Issue 8, ver.4 August 2016. 09-19. (Indexed in J-gate, crossref, NASA) Link:http://www.iosrjournals.org/iosr-jbm/papers/Vol18-issue8/Version_4/B1808040919.pdf. *UGC approved journal*.
24. Sathyanarayana, S. (2016). "A STUDY ON VIDEO DISPLAY AS VISUAL MERCHANDISING TOOL AND ITS INFLUENCE THE BUYING BEHAVIOUR OF CONSUMER WITH SPECIAL REFERENCE TO

GROCERIES". *International Journal of Retailing and Rural Business Perspectives*. An indexed and referred journal. ISSN (print): 2279-0934. Online ISSN: 2279-0942, Vol. 5, number 1 (January to March 2016). 2075-2080. **Impact factor 6.622. UGC approved journal.**

25. Sathyanarayana, S. (2015). "AN ANALYSIS OF DAY-OF-THE-WEEK ANOMALY IN THE INDIAN STOCK MARKET: EVIDENCE FROM BOMBAY STOCK EXCHANGE" *Ushus, A Journal of Business Management* an ISSN referred journal (ISSN 0975-3311) in December 2015. Christ University.
26. Sathyanarayana, S. (2014). ROLE OF SPURIOUS PRODUCTS IN RURAL RETAILING, *Dharana. An International Journal of Business*, July-December. Vol.8, #1 (2014) 10-18 ISSN 0974-0082, pp. 11-21.
27. Sathyanarayana, S. (2011). "TRENDS IN THE MARKETING OF FMCG IN KARNATAKA", *Dharana (ISSN 0974-0082). An International Journal of Business*, Jan-June, Vol. 5, 1&2, pp. 61-73.