

DR. SUMITHRA SREENATH

PUBLICATIONS

1. Sumithra Sreenath (2017). "BREXIT: Talent Challenges for Recruitment and Retention" Dharana International Journal of Business from Bharatiya Vidya Bhavan's M.P. Birla Institute of Management. Vol. 11, #2(2017) ISSN 0974-0082, pp 21-25.
2. Sumithra Sreenath (2017). "A Study on Footwear Retail Supply Chain for Select Outlets at Bangalore City" *International Journal of Logistics & Supply Chain Management Perspectives. Pezzottaite Journals. Volume 6, Number 3, September, pp 3074-3081. 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.*
3. Sumithra Sreenath (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.
4. Sumithra Sreenath (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>
5. Manikanta M R with Prof. Pushpa B V and Dr. SumithraSreenath (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
6. *India Post: Unleashing new avatar.* IJRSS Journal Vol. 6 Issue 7 (ISSN 2249-2496). pp37-50 (2015)