

PROF. SUDHINDRA GARGESA

PUBLICATIONS

1. Sudhindra Gargesa (2022) 'RBI REPO RATE INCREASE AND ITS IMPACT ON INDIAN ECONOMY' article in Southern Economist Journal (ISSN No. 0038-4046) Volume 61, Issue 3, June 1, 2022.
2. Sudhindra Gargesa (2021) 'TALENT MANAGEMENT PRACTICES AND ITS IMPACT ON INTENTION TO STAY IN THE ORGANISATION' in Mukta Shabd Journal **UGC CARE GROUP-1 Journal** (ISSN No. 2347-3150) Volume X, Issue X!!, December 2021.
3. Sudhindra Gargesa(2019) "THE EFFECTIVENESS OF THE CELEBRITY ADVERTISEMENT PROCESS AND ITS IMPACT ON BUYING INTENTION". Indian Journal of Marketing, ISSN (Print) 0973-8703, Volume 49, Issue no.3 March 2019, Pp: 50-62 indianjournalofmarketing.com/index.php/ijom/article/view/142146
4. Sudhindra Gargesa (2018), "DETERMINANTS OF CUSTOMERS' PREFERENCE OF VISITING A COFFEE OUTLET", ZENITH International Journal of Multidisciplinary Research, Vol.8 (12), December (2018), pp. 1-19. ISSN 2231-5780. **UGC approved journal.**
5. Sudhindra Gargesa (2018). "IMPACT OF MACROECONOMIC VARIABLES ON INDIAN STOCK MARKET: EVIDENCE FROM BSE SENSEX AND NIFTY 50". ZENITH International Journal of Multidisciplinary Research. Vol.8 (10), OCTOBER (2018), pp. 295-315. ISSN 2231-5780. **UGC approved journal.**
6. Sudhindra Gargesa (2018). "FLUCTUATIONS IN CRUDE, GOLD & FOREX PRICES AND ITS IMPACT ON STOCK MARKET: EVIDENCE FROM SENSEX AND NIFTY 50". International Journal of Management Studies. Vol.-V, Special Issue - 4, August 2018 [1]. ISSN (Print) 2249-0302 ISSN (Online) 2231-2528. **UGC approved journal.**
7. Sudhindra Gargesa (2019). "EFFECTIVENESS OF TALENT MANAGEMENT STRATEGIES: EVIDENCE FROM INDIAN IT SECTOR". *International Journal of Management Studies*. Vol.-VI, Issue -1(1), January 2019 [19-33]. ISSN (Print) 2249-0302 ISSN (Online) 2231-2528. DOI: 10.18843/ijms/v6i1(1)/03. **UGC approved journal**
8. Sudhindra Gargesa (2018), "SERVICE QUALITY AND CUSTOMER SATISFACTION: APP-BASED, ON-DEMAND CAB SERVICES", *IJRAR - International Journal of Research and Analytical Reviews (IJRAR)*, E-ISSN 2348-1269, P- ISSN 2349-5138, Volume.5, Issue 4, Page No pp.386-407, November

2018, Available at : <http://www.ijrar.org/IJRAR1904752.pdf>. **UGC approved journal**

9. Sudhindra Gargesa (2018). "AN ANALYTICAL STUDY OF THE EFFECT OF INFLATION ON STOCK MARKET RETURNS". *IRA-International Journal of Management & Social Sciences* Vol.13, Issue 02 (November, 2018) Pg. no. 48-64. DOI: <http://dx.doi.org/10.21013/jmss.v13.n2.p3>
10. Sudhindra Gargesa (2018). "VOLATILITY IN CRUDE OIL PRICES AND ITS IMPACT ON INDIAN STOCK MARKET EVIDENCE FROM BSE SENSEX". **SDMIMD Journal of Management**. Vol. 9, Issue 1. March. Print ISSN: 0976-0652 | Online ISSN: 2320-7906, pp. 65- 76.
11. Sudhindra Gargesa (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**.
12. Sudhindra Gargesa (2019). "TESTING SEMI-STRONG EFFICIENCY OF INDIAN STOCK MARKET - EVIDENCE FROM UNION BUDGET" *International Journal of Management Studies*. ISSN (Print) 2249-0302 ISSN (Online) 2231-2528. Vol.-VI, Issue -1(2), January 2019 [57]. DOI URL: [http://dx.doi.org/10.18843/ijms/v6i1\(2\)/06](http://dx.doi.org/10.18843/ijms/v6i1(2)/06). **UGC approved journal**
13. Sudhindra Gargesa (2018). "DYNAMICS OF RURAL RETAILING IN INDIA: CHALLENGES AND OPPORTUNITIES". *International Journal of Management and Commerce Innovations* ISSN 2348-7585 (Online) Vol. 6, Issue 2, pp: (752-769) **UGC approved journal**.
14. Sudhindra Gargesa (2016) "Ethics and ethical leadership in literature". *Dharana, International Journal of business*. ISSN No. 0974-0082. Vol. 9. No. 1 (June - December 2016) pp. 27-33.