

PROF. SUDHINDRA GARGESA
RESEARCH PAPERS PRESENTED AT
NATIONAL & INTERNATIONAL CONFERENCES

1. ANTECEDENTS OF ORGANIC FOOD PRODUCTS PURCHASE INTENTION AND ITS IMPACT ON ACTUAL BUYING BEHAVIOUR. Research paper presented in *two days Virtual International Conference* on Transformation through Innovation and Sustainable Practices to Build Competitive Advantage held at CMS Business School Jain Deemed to be University on 13th and 14th August, 2020. Awarded Best paper award
2. MEDIATING EFFECT OF EMOTIONAL INTELLIGENCE AND QUALITY OF WORKING ENVIRONMENT ON THE RELATIONSHIP BETWEEN THE JOB STRESS AND JOB SATISFACTION. Research paper presented in two days *Virtual International Conference* on Transformation through Innovation and Sustainable Practices to Build Competitive Advantage held at CMS Business School Jain Deemed to be University on 13th and 14th August, 2020. *(Won the best research paper award)*
3. THE EFFECT OF ONLINE REVIEWS ON INTENTION TO BOOK HOTEL ON THIRD PARTY/ONLINE RESERVATION WEBSITE. Research paper presented in *two days international conference* on Advances in Business, Commerce & Information Technology held at T. John College on 30th July 2020. *(Won the best paper award)*
4. ANTECEDENTS OF SELFIE TAKING BEHAVIOUR OF YOUTH. Research paper presented in *two days international conference* on “Innovation in Business Environment: Economic growth and sustainable development” held at Reva University on 23rd and 24th January 2020.
5. EMPLOYEE EMPOWERMENT STRATEGIES AND ITS IMPACT ON INTENTION TO STAY. Research paper presented in *the international conference* on “Rise of disembedded unilateral economy- innovation in the era of globalisation” held at Krupanidhi Institute of Management, Bengaluru on 08.11.2019. *(Won the best paper award)*
6. CAPM SYSTEMATIC RISK AND ITS RELIABILITY. Research paper presented in *the international conference* on “Emerging trends in corporate finance and financial markets” held at Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), Mysuru on 07.09.2019.
7. DETERMINANTS OF THE NEWS VIEWING HABITS. Research paper presented in the national conference on “Contemporary Trends in

Management Research” held at MP Birla Institute of Management, Associate Bharatiya Vidya Bhavan, Bengaluru on August 30th, 2019.

8. DRIVERS OF SUBLIMINAL ADVERTISING ON CONSUMER PURCHASE INTENTION. Research paper presented in the national conference on “Contemporary Trends in Management Research” held at MP Birla Institute of Management, Associate Bharatiya Vidya Bhavan, Bengaluru on August 30th, 2019.
9. Dr. Sathyanarayana and Prof. Sudhindra Gargesa won first prize for his paper entitled “THE EFFECT OF SENSORY BRANDING ON BRAND PERCEPTION AND BRAND LOYALTY” at National Conference on 'Marketing in Digital Era 2019' held on 14th June 2019 conducted by Department of Management, ABBS College, Bengaluru.
10. Dr. Sathyanarayana, Ms. Akshata (student executive) Prof. Gargesa won Best Paper award at one International Conference AVANT-GRADE 2019 Department of Commerce, Sheshadripuram First Grade College, Bengaluru held on 18th May 2019 for their paper- “SERVICE QUALITY AND PATIENTS SATISFACTION: A CASE STUDY OF PRIMARY HEALTH CARE CENTERS (PHCs) IN RURAL KARNATAKA”.
11. THE EFFECT OF MULTI-SENSORY BRANDING ON PURCHASE INTENTION AT CAFÉ COFFEE DAY. International conference & Management conclave held At Krupanidhi College KRUPACON 2018 (Management 4.0 Disruptions in Business and millennial at the workplace) on 12-13 October.
12. EFFECTIVENESS OF TALENT MANAGEMENT STRATEGIES: EVIDENCE FROM INDIAN MANUFACTURING SECTOR. International conference & Management conclave held At Krupanidhi College KRUPACON 2018 (Management 4.0 Disruptions in Business and millennial at the workplace) on 12-13 October. *(Won the best paper award)*
13. (BITCOIN) USING VECTOR AUTOREGRESSIVE (VAR) MODEL. 7th International conference on emerging trends in finance, accounting and banking. September 7-8, 2018. Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD).
14. Sudhindra Gargesa (2018). GARCH MODELLING OF CRYPTOCURRENCIES & INTEGRATION OF CRYPTOCURRENCY WITH GLOBAL MAJOR CURRENCIES. A symposium on Cryptocurrency - a New Paradigm in Economics held at M.P. Birla Institute of Management Associate Bharatiya Vidya Bhavan and Southern Economist on August 3, 2018.

15. Sudhindra Gargesa (2018). "IMPACT OF MACROECONOMIC VARIABLES ON INDIAN STOCK MARKET: EVIDENCE FROM BSE SENSEX AND NIFTY 50". International conference on "Sustaining a competitive edge in the changing global scenario: Challenges, practices and innovations" on February 6-7, 2018 held at Christ University in collaboration with Institute of Management Account, USA.
16. Sudhindra Gargesa (2018). THE EFFECTS OF INDIVIDUAL DIMENSIONS OF SERVICE QUALITY IN IRCTC BY USING SERVQUAL MODEL WITH SPECIAL REFERENCE TO SOUTH WESTERN RAILWAY International Research Conference on "Marketing in the next decade. January 8th, 2018 held at *Welingkar Institute of Management Development and Research*, Bangalore.
17. Sudhindra Gargesa (2018). FIIS INFLOW (EQUITY AND DEBT) AND ITS IMPACT ON INDIAN STOCK MARKET: EVIDNCE FROM SENSEX AND NIFTY 50". National conference on Business India- Innovative practices for growth and sustainability. December 16, 2017 held at RV institute of Management.
18. Sudhindra Gargesa (2018). VOLATILITY IN CRUDE OIL PRICES AND ITS IMPACT ON INDIAN STOCK MARKET EVIDENCE FROM BSE SENSEX. 6th International conference on emerging trends in finance, accounting and banking. August 18-19, 2017. Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD).
19. Sudhindra Gargesa (2016). Paper on "Ethics and ethical leadership in literature". Presented at the Symposium on Global Ethics conducted at MPBIM on 4th March 2016.