

## Consolidated Faculty Publication List in the Year 2019-2022

S.No.	Name of the Faculty Member	Session	Title of the Paper	Name of the Journal/Publisher & Place of Publication	ISBN/ISSN/SCI/Other Publication details	Indexed
1	Dr. Balagouda Patil	2021-22	Impact of Consumer Behaviour Based on Store Atmospherics	Palarch's Journal Of Archaeology Of Egypt/Egyptology 18(9).	ISSN 1567-214x	SCOPUS
2	Dr. GAP Sudhakar,	2020-21	"Investor Awareness And Perception Of Mutual Funds As A New Investing Choice In A Developed Economy Nation"- An Empirical	JOURNAL OF EDUCATION: RABINDRABHARATI UNIVERSITY	ISSN : 0972-7175	UGC
3	Dr. GAP Sudhakar,	2021-22	A Study On Investor's Attitude and Perception in Hassan District Towards Mutual Funds as an Investment Option	Bioscience Biotechnology Research Communications	ISSN: 0974-6456	UGC
4	Dr. Guru Basava Aradhya	2021-22	A STUDY ON THE ANTECEDENTS OF LUXURY APPAREL PURCHASE DECISION	SHODHA PRABHA	ISSN: 0974-8946	UGC
5	Dr. Guru Basava Aradhya	2021-22	An Explorative Analysis Of Employee Emotional Labour Impacting On The Customer Perceived Brand Image On Maruti Car Services In Bangalore	International Journal of Early Childhood Special Education (INT-JECSE)	ISSN: 1308-5581	Scopus
6	Dr. Guru Basava Aradhya	2021-22	Impact of Consumer Behaviour Based on Store Atmospherics	Palarch's Journal Of Archaeology Of Egypt/Egyptology 18(9).	ISSN 1567-214x	SCOPUS
7	Dr. Guru Basava Aradhya	2021-22	A synthesis of emotional quotient in dealer management in the electric car distribution channel in Bangalore	Journal of Contemporary Issues in Business and Government	Print ISSN: 2204-1990	Web of Science

8	Dr. Guru Basava Aradhya	2021-22	Gurukula System: India's Paradigm Shift for Sustainable Institutional Development	ICBM 2021	ISSN: 2790-4539	Indexed
9	Dr. Guru Basava Aradhya	2021-22	Effectiveness Of Artificial Intelligence On Business Decisions In It Industry	Tianjin Daxue Xuebao (Ziran Kexue yu Gongcheng Jishu Ban)/ Journal of Tianjin University Science and Technology	ISSN (Online): 0493-2137	SCOPUS
10	Dr. Guru Basava Aradhya	2021-22	Impact of Employer Branding on Work-Life-balance of IT Employees in Bangalore	Palarch's Journal of Archaeology of Egypt/Egyptology, Q3; ; Volume -18, Issue - 9; July 2021	ISSN NO: 1567-214X	SCOPUS
11	Dr. Guru Basava Aradhya	2021-22	IMPACT OF 3+2+2 WORK SCHEDULE ON ITES SECTOR	Palarch's Journal of Archaeology of Egypt/Egyptology, Q3;; Volume -18, Issue - 9; July 2021	ISSN NO: 1567-214X	SCOPUS
12	Dr. Guru Basava Aradhya	2021-22	An Analysis Of Brand Awareness Levels And Its Impact On Brand Salience Of Pepsico	Turkish Journal of Computer and Mathematics Education; Vol.12 No.13(2021),	ISSN NO: 2511-2518	SCOPUS
13	Dr. Guru Basava Aradhya	2021-22	An Ethnographic Insight Into 'Consumer Purchase Behaviour' during the Lockdown owing to COVID-19 Pandemic: A Study Taken in Bangalore with special reference to Kirana Stores	EEL Empirical Economics Letters, 20 (Special Issue 4) (June 2021)	ISSN 1681 8997	ABDC C CATEGORY
14	Dr. Guru Basava Aradhya	2021-22	REVOLUTIONIZING RECRUITMENT BY EQUALIZING THE QUOTIENTS: MACHINE EQ AND HUMAN IQ	ANVESAK	ISSN : 0378 – 4568	UGC CARE

15	Dr. Lakshmi KS	2020-21	Challenges faced in online education of school going children - a parents perspective	ISBR Management Journal	ISSN : 2456-9062, Vol.6, Issue 1	Google
16	Dr. Lakshmi KS	2021-22	An Ethnographic Insight Into 'Consumer Purchase Behaviour' during the Lockdown owing to COVID-19 Pandemic: A Study Taken in Bangalore with special reference to Kirana Stores	EEL Empirical Economics Letters, 20 (Special Issue 4) (June 2021)	ISSN 1681 8997	ABDC C CATEGORY
17	Dr. Lakshmi KS	2020-21	Study on the performance Indicators for B - School from the Students Perspective	International Journal of Management Studies	ISSN 2231- 2528, Vol. VII	UGC
18	Dr. M. R Jhansi Rani	2021-22	Overconfidence Bias, Finance Risk Taking Attitude and Mutual Fund Investment Decision	Design Engineering	ISSN: 0011- 9342	Scopus
19	Dr. M. R Jhansi Rani	2021-22	An Study on Investors Awareness and Their Perception towards Mutual Fund As an Emerging Option for Investment in A Developing Economy- With Special Reference to Tumkur City an Indian Context	Asian Journal of Organic & Medicinal Chemistry	ISSN: 2456- 8937	UGC
20	Dr. M. R Jhansi Rani	2019-20	Volatile Emotions put you off at the workplace: A modern approach to emotional Intelligence	ISBR Management Journal	ISSN: 2456 – 9062, Vol 5, Issue 1	Google
21	Dr. M. R Jhansi Rani	2020-21	Indian Management Education Curriculum & Industry Expectations – Diagnosing and Filling the Gap”	Gazi University Journal of Science (SCOPUS).	13039709	Scopus

22	Dr. M. R Jhansi Rani	2021-22	Working Professionals' Perception On Virtual Learning During The Covid-19 Pandemic In Bangalore, India"	NavaJyoti, International Journal of Multi-Disciplinary Research	ISSN: 2456-3781 Volume 5, Issue 2	Google
23	Dr. M. R Jhansi Rani	2021-22	UNBANKED TO BANK: RE-INTERMEDIATION ROLE OF MICRO FINANCE SERVICES FOR FINANCIAL INCLUSION WITH SPECIAL REFERENCE TO RURAL KARNATAKA	Madhya Bharti	ISSN : 0974-0066	UGC
24	Dr. M. R Jhansi Rani	2021-22	Employment creation in industrial sector in rural areas and its effectiveness in the productivity and economic development	PARIPEX	ISSN: 2250-1991	Google
25	Dr. Nilla Chotai	2021-22	Factors Influencing the Level of Benefits Derived from Social Group Participation: A Study in Eastern Wollega Zone, Oromia, Ethiopia	Society and Sustainability	ISSN: 2690-6767	Google Scholar
26	Dr. Nilla Chotai	2021-22	Impact of COVID 19 on Managing Organizations Virtually: A Study on Strategic Changes with Reference to Teaching Professional	EEL Empirical Economics Letters, 20 (July 2021)	ISSN 1681 8997	ABDC C CATEGORY
27	Dr. R. Srinivas Bandi	2021-22	"FLOW OF AGRICULTURAL CREDIT BY REGIONAL RURAL BANKS IN INDIA DURING COVID-19 PANDEMIC"	Journal of interdisciplinary cycle research	ISSN No: 0022-1945	UGC
28	Dr. R. Srinivas Bandi	2021-22	"Performance of RRBs and Co-operative Banks in Karnataka state: A Comparative Study" Proceedings of GRJ Volume7, Issue 10, October 2021,	Gradiva Review journal	ISSN No: 0363-8057	UGC
29	Dr. R. Srinivas Bandi	2021-22	Volatility Modelling For Nifty Energy Index Stocks Listed In Nse	International Journal of Advanced Research in Management and Social Sciences	ISSN: 2278-6236	Google

30	Dr. R. Srinivas Bandi	2021-22	Modelling Asymmetric Volatility and Leverage Effect of Nifty PSE (Public Sector Enterprises) Index Stocks	Journal of Emerging Technologies and Innovative Research (JETIR)	(ISSN-2349-5162)	UGC
31	Dr. Raghvai K Bhujang	2021-22	Need for Effective Risk Management Strategy during Software Development Process – A Holistic View	Int. Jnl. of Advanced Networking & Applications (IJANA) Special Issue	ISSN 2511-2518, Vol.12 No.13	Google
32	Dr. Raghvai K Bhujang	2020-21	A Study on the Impact of Digitalization in Business Processes	2nd International Conference on Innovative Mechanisms for Industry Applications	ISBN: 978-1-7281-4166-4	Google
33	Dr. Raghvai K Bhujang	2020-21	An Empirical Methodology to evade Risk Propagation by Identification of Risk at initial stages of Software Development	Journal of Test Engineering and Management	ISSN : 01934120, Vol.83	Scopus
34	Dr. Raghvai K Bhujang	2019-20	Need for Effective Risk Management Strategy during Software Development Process - A Holistic View	Journal of Advanced Networking & Applications	ISSN: 0975 0282, Volume 10, Issue 5	Google
35	Dr. Raghvai K Bhujang	2019-20	Risk Measurement with CTP2 on Software Development Process	Smart Intelligent Computing and Applications pp 601-616, Part of the Smart Innovation, Systems and Technologies book series	ISSN: 978-981-32-9690-9_66, volume 160	Google
36	Dr. Ratna Sinha,	2021-22	Indian Exchange Traded Funds Market – A Systematic Literature Review	IITM Journal of Business Studies	ISSN 2393-9451	Google
37	Dr. Ravichandra Reddy B	2020-21	Non-Banking Financial Sector In India: A Critical Review On Literature	PalArchs Journal of Archeology	PJAEE, 17 (7) 2020	Scopus

38	Dr. Ravichandra Reddy B	2021-22	Interest Rate Sensitivity Of Sri Ram Transport Finance Limited (Srtfl) Tamilnadu (India) - An Empirical Analysis	Journal of Contemporary Issues in Business and Government	P-ISSN: 2204-1990; E-ISSN: 1323-6903	ABDC
39	Dr. Ravichandra Reddy B	2021-22	Measuring Efficiency In Assets And Liabilities Management Practices In Deposit Taking Non-Banking Financial Companies In India: A Camel Approach	INDIAN JOURNAL OF FINANCE AND BANKING	P-ISSN 2574-6081	ABDC
40	Dr. Ravichandra Reddy B	2021-22	Problems In Assets And Liabilities Management Practices Financial Sector In India With Special Reference To Selected Deposit Taking Nbfcs	Academy of Accounting and Financial Studies Journal	1528-2635-26-3-330	ABDC
41	Dr. S. C. Poornima	2020-21	ADOPTION OF AND COMPLIANCE WITH IFRS AND EARNINGS QUALITY A REVIEW OF EVIDENCE, THE CASE OF JORDAN	INTERNATIONAL JOURNAL OF BUSINESS, MANAGEMENT AND ALLIED SCIENCES (IJBMA)	2349-4638	Google
42	Dr. S. C. Poornima	2020-21	Does Adoption of IFRS Enhance Earnings Quality? Evidence from Jordan, OLS Approach	International Journal of Research in Engineering, IT and Social Sciences,	ISSN 2250-0588,	UGC
43	Dr. Savitri Jayant G	2021-22	Impact of COVID 19 on Managing Organizations Virtually: A Study on Strategic Changes with Reference to Teaching Professional	EEL Empirical Economics Letters, 20 (July 2021)	ISSN 1681 8997	ABDC C CATEGORY
44	Dr. Savitri Jayant G	2021-22	Role of digital platforms in bridging employee - employer relationship gap: A Study with reference to select MSME's in Bangalore	Journal of Xidian University	ISSN :1001-2400	SCOPUS

45	Dr. Savitri Jayant G	2021-22	Leadership Challenges of Women in Virtual Work: A comparative study between IT and Educational Sector	Journal of Huazhong University of Science and Technology	ISSN: 1671-4512	SCOPUS
46	Dr. Sheetal Mahendher	2020-21	Impact of Knowledge Management on IT Sector performance	PalArch's Journal of Archaeology of Egypt/ Egyptology	ISSN:1567-214x	Scopus
47	Dr. Sheetal Mahendher	2021-22	COVID 19- A Metamorphosis In Indian Higher Education Institutions with Technology Infused Learning	Psychology and Education	ISSN: 3208-3217	SCOPUS
48	Dr. Sheetal Mahendher	2021-22	COVID-19 Awareness of People and its Impact on Lifestyle and various Sectors of the Economy	Empirical Economics Letters	ISSN: 1681 8997	ABDC C CATEGORY
49	Dr. Sheetal Mahendher	2021-22	Impact of Covid -19 on digital entertainment industry	Sambodhi	ISSN: 2249-6661	UGC Care
50	Dr. Sheetal Mahendher	2021-22	Sentimental Analysis on the Union Budget, India-2020	High Technology Letters	ISSN : 1006-6748	SCOPUS
51	Dr. Sheetal Mahendher	2021-22	COVID-19: Lockdown-Perception of Faculty and Students towards Life, Society, Teaching, and Learning.	Journal of Contemporary Issues in Business and Government	ISSN: 2811 2833	Google Scholar
52	Dr. Sheetal Mahendher	2020-21	Virtual Strike : Ban of 59 Chinese Apps in India and Users and Non-Users Perceptions,	High Technology Letters Journal	ISSN: 1006-6748	Scopus
53	Dr. Sheetal Mahendher	2020-21	COVID 19 – Technology Adoption, Teaching, Learning, Students Engagement and Faculty Experience	Mukt Shabd Journal	ISSN -2347-3150	UGC
54	Dr. Sheetal Mahendher	2021-22	Slim Pickings and Hungry Strays in COVID-19	Sage Publication	ISBN: 9781529764 093	SCOPUS

55	Dr. Sheetal Mahendher	2021-22	Impact of COVID-19 on Shared Accommodations and Paying Guests (PG) - An Owner's Perspective	Post Covid Practices 1.0	ISBN : 978-93-5445-907-8	Google
56	Dr. Sheetal Mahendher	2021-22	Fostering Analysis of Livelihood Pre and Post Covid-19 using ML Techniques	IEEE	ISBN:978-1-6654-1704-4	Scopus
57	Dr. Sheetal Mahendher	2021-22	COVID-19 Pandemic, Vaccination - Rural, Urban and Religious Perspectives	ISBR Management Journal	ISSN: 2456-9062	Google
58	Dr. Sheetal Mahendher	2021-22	Bringing Positive Changes in Society – A case study	ISBR Management Journal,	ISSN (Online) : 2456-9062	Google
59	Dr. Veena Shenoy	2020-21	Impact of Knowledge Management on IT Sector performance	PalArch's Journal of Archaeology of Egypt/ Egyptology	ISSN:1567-214x	Scopus
60	Dr. Veena Shenoy	2021-22	Quality Management Systems - Need and Implementation Barriers for MSMEs in India	Drishtikon: A Management Journal	ISSN Number: 0975-7848	Proquest
61	Dr. Veena Shenoy	2020-21	COVID 19 Lockdown Technology Adaption, Teaching, Learning, Students Engagement and Faculty Experience	Mukt Shabd Journal	ISSN: 2347-3150	UGC
62	Dr. Veena Shenoy	2021-22	COVID 19- A Metamorphosis In Indian Higher Education Institutions with Technology Infused Learning	Psychology and Education	ISSN: 3208-3217	SCOPUS

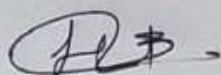


63	Dr. Veena Shenoy	2020-21	Service quality and patients satisfaction: primary health career centers in rural Karnataka,	Journal of Xi'an University of Architecture and Technology,	ISSN : 1006-7930	Scopus
64	Dr. Veena Shenoy	2020-21	Coca Cola India and its distribution channel: A selection by Analytic Hierarchy Process (AHP).	High Technology Letters	ISSN : 1006-6748	Scopus
65	Dr. Veena Shenoy	2020-21	The existentialism of digitalization era in Human Resources	Mukt Shabd Journal	ISSN : 2347-3150	UGC
66	Dr. Veena Shenoy	2021-22	COVID-19 Pandemic, Vaccination - Rural, Urban and Religious Perspectives	ISBR Management Journal	ISSN: 2456-9062	Google
67	Dr. Veena Shenoy	2021-22	Common biases found in the workplace: visible and invisible inequalities	Emerald Publishing Limited	ISSN 1475-4398	Indexed
68	Dr. Veena Shenoy	2021-22	Case Study: Impact of talent Management on IT Sector: Making HR Agile	TKM International Journal for Research In Management,	ISSN: 2455-684x	UGC Care
69	Dr. Veena Shenoy	2021-22	(PRE- PRINT ) Employee Affection Strategies through Employer Branding: Evidence from Indian Manufacturing Sector	International Journal of Business and Globalization	ISSN: 1753-3635	Google
70	Dr. Veena Shenoy	2021-22	COVID-19: Lockdown-Perception of Faculty and Students towards Life, Society, Teaching, and Learning.	Journal of Contemporary Issues in Business and Government	ISSN: 2811 2833	Google
71	Dr. Veena Shenoy	2020-21	Virtual Strike : Ban of 59 Chinese Apps in India and Users and Non-Users Perceptions,	High Technology Letters Journal	ISSN: 1006-6748, Vol. 26, issue 8, pp. 841-848	Scopus

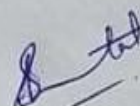
72	Dr. Y Lakshman Kumar	2021-22	EFFECTIVENESS OF ARTIFICIAL INTELLIGENCE ON BUSINESS DECISIONS IN IT INDUSTRY	Tianjin Daxue Xuebao (Ziran Kexue yu Gongcheng Jishu Ban)/ Journal of Tianjin University Science and Technology	ISSN (Online): 0493-2137	SCOPUS
73	Dr. Y Lakshman Kumar	2021-22	An Analysis Of Brand Awareness Levels And Its Impact On Brand Salience Of Pepsico	Turkish Journal of Computer and Mathematics Education; Vol.12 No.13(2021),	ISSN NO: 2511-2518	SCOPUS
74	Dr. Y Lakshman Kumar	2021-22	Factors affecting antecedence of Impulsive buying behaviour in Fashion Industry	Journal of Huazhong University of Science and Technology	ISSN- 671-4512	UGC Care
75	Dr. Y Lakshman Kumar	2021-22	Motives Driving the Entrepreneurial Thought: An Empirical Study on Micro Entrepreneurs	Design Engineering	ISSN: 0011-9342	Google Scholar
76	Dr. Y Lakshman Kumar	2021-22	DEMATEL Analysis to determine the factors affecting dropout in MOOCS	Empirical Economics Letters, 20 (Special Issue 5) (July 2021)	ISSN 1681 8997	ABDC C CATEGORY
77	Dr.A.Narasima Venkatesh	2021-22	A Study on Employee Engagement Level of Private Sector Nurses of Hospitals in Coimbatore	Empirical Economics Letters	SSN 1681 - 8997, Vol 21, Special Issue 5, April 2022	ABDC C CATEGORY
78	Dr.Anju Kumar	2021-22	UNDERSTANDING THE ASSOCIATION BETWEEN PANDEMIC PROTOCOL ADHERENCE AND NEED FOR PROTOCOL IMPROVEMENT IN THE HIGHER EDUCATION SYSTEM	International journal of Human Resources and Management Research, IJHRMR	ISSN (P): 2249-6874	Google
79	Dr.Karpagam T	2020-21	An Empirical study on effect of Brands on Product Returns,	ISBR Management Journal,	ISSN – 2456- 9062	Google

80	Dr.Manish Kothari	2021-22	Quality Management Systems - Need and Implementation Barriers for MSMEs in India	Drishtikon: A Management Journal	ISSN Number: 0975-7848	Proquest
81	Dr.Manish Kothari	2020-21	Study on the performance Indicators for B - School from the Students Perspective	International Journal of Management Studies	ISSN 2231-2528, Vol. VII	UGC
82	Dr.Priyanka Khanzode	2021-22	Unravelling Green Bond Drive in Indian Financial Market: An Overview	International Journal for Research in Engineering Application & Management	ISSN : 2454-9150	UGC
83	Mr. Leonard L	2021-22	Merger & Acquisition Activities In India, Challenges and Legal Issues Faced by The Companies	Corporate Law Journal Of Nmims Navi Mumbai	IS BN 978-81 -95 593 7 - 0 - 5	SCC
84	Mr. Madan Gowda KJ	2021-22	A synthesis of emotional quotient in dealer management in the electric car distribution channel in Bangalore	Journal of Contemporary Issues in Business and Government	Print ISSN: 2204-1990	ABDC C
85	Mr. Madan Gowda KJ	2021-22	DEMATEL Analysis to determine the factors affecting dropout in MOOCS	Empirical Economics Letters,	ISSN 1681 8997	ABDC C CATEGORY
86	Mr. Madan Gowda KJ	2021-22	Factors affecting antecedence of Impulsive buying behaviour in Fashion Industry	Journal of Huazhong University of Science and Technology	ISSN- 671-4512	UGC Care
87	Mr. Rajesh Krishnamurthy Rao	2021-22	Quality Management Systems - Need and Implementation Barriers for MSMEs in India	Drishtikon: A Management Journal	ISSN Number: 0975-7848	Proquest
88	Ms. MR Suji Raga Priya	2021-22	Impact of COVID 19 on Managing Organizations Virtually: A Study on Strategic Changes with Reference to Teaching Professional	EEL Empirical Economics Letters,	ISSN 1681 8997	ABDC C CATEGORY

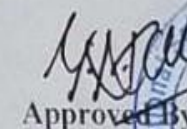
89	Ms. MR Suji Raga Priya	2021-22	Role of digital platforms in bridging employee - employer relationship gap: A Study with reference to select MSME's in Bangalore	Journal of Xidian University	ISSN :1001-2400	SCOPUS
90	Ms. MR Suji Raga Priya	2021-22	Leadership Challenges of Women in Virtual Work: A comparative study between IT and Educational Sector	Journal of Huazhong University of Science and Technology	ISSN: 1671-4512	SCOPUS
91	Ms. Niveditha SB	2021-22	An Ethnographic Insight Into 'Consumer Purchase Behaviour' during the Lockdown owing to COVID-19 Pandemic: A Study Taken in Bangalore with special reference to Kirana Stores	EEL Empirical Economics Letters, 20 (Special Issue 4) (June 2021)	ISSN 1681 8997	ABDC C CATEGORY
92	Ms. Pooja Vishnoi	2020-21	A study of work life balance(WLB) among the women employees in the garment sector	ISBR Management Journal,	ISSN – 2456- 9062, Vol.6, Issue 1	Google
93	Ms. Usha N	2019-20	Analytical Study on the Impact of GST on Retail Sector": With Reference to Dmart Financial Performance	ISBR Management Journal	ISSN: 2456-9062	Google
94	Ms. Usha N	2021-22	Knowledge of Small Traders on Goods and Services Tax in Bangalore City with respect to Pre COVID	EEL Empirical Economics Letters, 20 (Special Issue 4) (June 2021)	ISSN 1681 8997	ABDC C CATEGORY



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