

RESEARCH PUBLICATIONS OF FACULTY OF MPBIM

N. RAMANUJA

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DR. N S VISWANATH

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DR. S. SATHYANARAYANA

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19. Jai Krishna P S with Dr. Deepak R (2014) published an article "Arbitrage Opportunities Around Key Monetary Rate Announcements- An Event Study

- Methodology” in International Journal of Innovative Research and Development Vol. 3 Issue 12 ISSN No: 2278-0211
20. Sandeep M along with Deepak R (2013) published an article “Integration of Indian Markets with Select Global Markets- Changing paradigms and Dynamics” in International Journal of Innovative Research and Development Vol. 2 Issue 12 December 2013 ISSN No: 2278-0211
 21. Sharmila S V with Prof. Pushpa B V (2015) published an article “A Study on Awareness Towards Pradhan Mantri Jan Dhan Yojna” SJCC Management Reasearch Review Vol. 5 Issue 2 December 2015 ISSN: 2249-4359
 22. Sangamesh Patil alongwith Dr. Hemanth Kumar (2016) published an article “A Study on Impact of In-Tunnel Advertising with Special Reference to Namma Metro in Tunnel near Vidhana Soudha Bangalore” in The International Journal of Social Sciences and Humanities Invention of Valley International Journals Vol. 3 Issue 4 2016 Page No: 2005-2008 ISSN No.: 2349-2031
 23. Phani Sathish alongwith Prof. Pushpa B V (2016) pubished an article “Prospects of Non Conventional Sources of Credit- A case Study on Peer to Peer Lending in India” IOSR Journal of Business and Management Vol.1 ISSN No: 2319-7668 Page no: 79-85
 24. Mohit Kallur along with Dr. Hemanth Kumar (2016) published an article entitled,“A study on the television viewing habits of generation Z with special reference to Bangalore City”,in EPRA International Journal of Economic and Business Review. Vol. 4 Issue 1 January 2016 ISSN No: 2349-0187
 25. Deepak U Kamat and Mohit Kallur along with Dr. Hemanth Kumar (2015) published article entitled, “A study on the expectations of prospective, pursuing and graduating students in selecting a B-School with special reference to MBA Degree in Bangalore”, in EPRA International Journal of Climate and Resource Economic Review, Vol.3 December-November 2015-16 ISSN No: 2347-7431
 26. Mohit Kallur along with Dr. Hemanth Kumar published an article entitled,“A study on impact of demographic factors on online shopping behavior”, in the International Journal of Marketing and Technology. February 2016 Vol.6 Issue 2 ISSN:2249-1058
 27. Manohar Murugesh along with Dr. Hemanth Kumar (2016) published an article “A study on challenges and adjustments of Expatriates in Cross Cultural Context” in SS International Journal of Multi Disciplinary Research Vol. 2 Issue 5 May 2016 E-ISSN No: 2395-7964
 28. Dr. Hemanth Kumar. S & Prayagini P (2016) published an article Anil Bokil’s Vision and Narendra Modi’s Action: A Crtical Analysis” in EPRA

International Journal of Economic and Business Review-OnlineISSN 2347-9671 & Print ISSN 2349-0187, SJIF Impact Factor(2016): 6.484 , Vol:4, Issue: 12, December 2016

29. Swati Shanbhag with Dr. Sumitra Sreenath (2016) published an article "India Post: Unleashing new avatar" International Journal of Research in Social Sciences Journal Vol. 6 Issue 7 (ISSN 2249-2496). pp37-50 (2016)
30. Manikanta M R with Prof. Pushpa B V and Dr. Sumithra Sreenath (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

Summary of the papers published

Sr. No.	Name	No. of Publications	No. of papers Presented
1	N Ramanuja	4	5
2	Dr. N S Viswanath	40	7
3	Dr. Bisaliah S	10	0
4	Dr. Sathyanarayana S	52	43
5	Dr. Sumithra Sreenath	27	27
6	Dr. Rohini G Shetty	23	8
7	Prof. Ramgopal S	3	0
8	Prof. Ravindra B S	2	0
9	Prof. Anu Natraj	1	3
10	Prof. Bhavya Naidu	4	6
11	Prof. Hema Harsha	6	8
12	Prof. Manjunath S M	7	10
13	Prof. Pushpa B V	24	19
14	Prof. Ramadas K L	2	1
15	Sudhindra Gargesa	13	19
16	Dr. Hemanth Kumar	25	20
17	Prof. Vijayalakshmi S	4	14
17	Prof. Navya G S	5	0
18	Prof. Deepak R	14	19
19	Prof. Basanna Patagundi	5	11
20	Students of MPBIM	30	27
		301	247
	Technical Reports		
	Dr. N S Viswanath	10	

PAPERS PRESENTED AT CONFERENCES BY FACULTY OF MPBIM

N. RAMANUJA

1. Keynote address "**Science for Global Understanding- Challenges**" at the World Science for Peace & Development - "Science for Global Understanding" held on 9 & 10th November 2017 at NIE IT Mysuru
2. *Ramayana and Ethics in Public Administration* held at International Conference on Lord Sri Rama in Art Literature and Religion conducted by Department of Archeology, Museums and Heritage and Sri Sudarshana Narasimha Kshetra, Mysore on 23.2.2017
3. Keynote address on "**Challenges in disaster management**" at the international workshop on Inter Cultural Aspects of Disaster management held at BPBIM, Mysore on 7th April 2015.
4. '*Similarities in Messages in Ramayana and Bhagavadgita*' at International Conference on Ramayana held during 28th December 2009 at Datta Peetham, Mysore.
5. Keynote address at the International Conference on *Challenges in Emerging Markets* held on 27th September, 2009 at Vidyavardhak College of Engineering

DR. N S VISWANATH

1. N. S. Viswanath (2017). "Impact of Employee Wellness on Performance - A Critical Review of Indian Industry Scenario" Paper presented at 10th International Conference on Science, Technology and Management at Institution of Electronics and Telecommunication Engineers Bengaluru, India held on 19th November 2017. ISBN No: 978-9386171-78-8.
2. Viswanath N.S., Basanna.S.Patagundi: **Savings led Expenditure of Selected Indian Consumers(LIKR)- ROI Approach of Investors**: Paper presented at the International Conference at Indian Business Academy, November, 2009, Bangalore, India.
3. Viswanath N.S., Basanna.S.Patagundi & R. Deepak: Demographic Trends and Search for Life styles - An Empirical Investigation; Paper presented at International conference at Indian Business Academy, November, 2009, Bangalore, India.
4. Viswanath N.S., Basanna.S.Patagundi & R. Deepak: Emerging Lifestyle Formats in Indian Retailing - An Exploratory Analysis; Paper presented at

International conference at Indian Business Academy,
November,2009,Bangalore,India

6. VISWANATH N.S.: EMERGING CONSUMER CLASSES IN INDIA; International Conference at Las Vegas, USA, October 2006.
7. VISWANATH N.S.: "Changing Paradigms in Rural Marketing" Paper presented at the International Conference on rural Markets, Institute of Development Studies, University of Mysore, India, 16-18, December, 2004.

DR. S. SATHYANARAYANA

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 Univestity on 13th and 14th August, 2020.
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 Univestity 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. Dr. S Sathyanarayana, Prof. B V Pushpa and Ms. Archana (student executive) won Best Paper award for their paper “TALENT MANAGEMENT PRACTICES AND ITS IMPACT ON INTENTION TO STAY IN THE ORGANISATION” at one International Conference AVANT-GRADE 2019 Department of Commerce, Sheshadripuram First Grade College, Bengaluru held on 18th May 2019.
 12. 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.
 13. 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)*

14. THE EFFECTIVENESS OF CELEBRITY ADVERTISEMENT PROCESS AND ITS IMPACT ON THE BUYING INTENTION. 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
15. MODELING CRYPTOCURRENCY (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).
16. 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.
17. AN EMPIRICAL STUDY ON STABILITY OF EQUITY SECURITIES SYSTEMATIC RISK - A CASE OF BSE SENSEX. 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. *Won the best research paper award*
18. "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.
19. 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.
20. FIIS INFLOW (EQUITY AND DEBT) AND ITS IMPACT ON INDIAN STOCK MARKET: EVIDENCE 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.
21. "AN ANALYTICAL STUDY ON THE IMPACT OF VISUAL MERCHANDISING ON IMPULSIVE BUYING BEHAVIOUR". International conference on Global contemporary issues, innovations and challenges in commerce, management, science and technology. Held on 7th October 2017 at Sheshadripuram First Grade College. *Won the best research paper award*

22. 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).
23. TESTING OF CAPM AND WACC OF INDIAN BANKS. International conference on Inclusive Business Growth & Sustainable Development. Organised by The Department of Commerce, Kristu Jayanti College, Bengaluru in association of ACCA and ISDC on 22nd and 23rd Feb 2017.
24. AN ANALYSIS OF CALENDAR ANOMALIES IN THE INDIAN STOCK MARKET: EVIDENCE FROM CNX NIFTY FIFTY. International conference on Emerging trends in Finance and Accounting: "Global recovery: Indian Story" August 21-22, 2015. Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD).
25. THE IMPACT OF POLITICAL EVENTS ON STOCK MARKET VOLATILITY: EVIDENCE FROM CURRENCY DEMONETISATION IN INDIA. Symposium on Currency demonetisation and its ramifications, M P Birla Institute of Management. December 16th 2016.
26. THE ECONOMIC CONSEQUENCE OF BREXIT AND ITS IMPACT ON GLOBAL AND INDIAN ECONOMY IN PARTICULAR. Symposium on Brexit-EU, Trade and India. M P Birla Institute of Management. July 8th 2016.
27. DETERMINANTS OF CAPITAL STRUCTURE: EVIDENCE FROM INDIAN STOCK MARKET WITH SPECIAL REFERENCE TO CAPITAL GOODS, FMCG, INFRASTRUCTURE AND IT SECTOR. 5th International conference on Emerging trends in Finance, Accounting and banking: August 19-20, 2016. Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD).
28. TELEVISION ADVERTISEMENTS THAT DRIVE CONSUMERS - VISIT ONLINE. Ninth International conference on Economics and Finance. IBS. Bangalore. June 10-11, 2016.
29. "ASSESSING THE IMPACT OF NEWSPAPER ADVERTISEMENT CAMPAIGN THROUGH QR CODES". National conference on "innovation for growth, sustainability, inclusion and preservation". 14th June, 2016. T. John College. Bangalore
30. "AN EMPIRICAL STUDY ON STABILITY OF BETA IN INDIAN STOCK MARKET WITH SPECIAL REFERENCE TO CNX NIFTY FIFTY". 6th international conference. Acharya Bangalore B-School. Bangalore. 17-18 December, 2015.

31. "AN ANALYSIS OF CALENDAR MONTH EFFECT IN THE INDIAN STOCK MARKET: EVIDENCE FROM BOMBAY STOCK EXCHANGE" International conference "Strategies for managing VUCA" on 6th March 2015 at PESIT, Bangalore March, 6-7, 2015
32. "AN ANALYTICAL STUDY ON THE DETERMINANTS OF CAPITAL STRUCTURE IN INDIAN AUTOMOBILE, IT AND HOTEL SECTORS" Twelfth AIMS International Conference on Management, IIM Kozhikode January 2 to 5th ISBN: 978-81-924713-8-9
33. GLOBAL STOCK MARKETS REACTION TO SPECIAL EVENTS: EVIDENCE FROM BREXIT REFERENDUM. 4th international conference on Accounting, Banking and Finance in emerging markets: Challenges and opportunities. 5th and 6th October, 2016. Kristu Jayanti College. Bengaluru.
34. "AN ANALYSIS OF DAY-OF-THE-WEEK ANOMALY IN THE INDIAN STOCK MARKET: EVIDENCE FROM BOMBAY STOCK EXCHANGE". National conference on contemporary business challenges and strategies, Christ Institute of Management (Christ University), Friday, 6 February, 2015. *Won the best research paper award*
35. "AN ANALYTICAL STUDY ON THE IMPACT OF VISUAL MERCHANDISING ON IMPULSIVE BUYING BEHAVIOUR". International conference on Global contemporary issues, innovations and challenges in commerce, management, science and technology. Held on 7th October 2017 at Sheshadripuram First Grade College. *Won the best research paper award*
36. "RURAL MARKETING CHALLENGES AND OPPORTUNITIES FOR INDIAN CORPORATES". Mangalore University - 2003
37. "VOCATIONANLISATION OF GRADUATION COURSES" Kuvempu University 2006.
38. "INDIAN RURAL MARKETS - PROBLEMS AND PROSPECTS". Third national conference on Business Research. PSG Institute of Technology Coimbatore. 19-20 November 2004
39. "FMCG Sector - A SWOT Analysis" - National Seminar on Emerging Indian Panorama: Issues and Challenges EPCET - 15th May, 2006.
40. "RURAL MARKETING STRATEGIES FOR INDIAN CORPORATES" - National Seminar on Emerging Indian Panorama: Issues and Challenges EPCET - 15th May, 2006.
41. "RURAL DISTRIBUTION AND CHANNEL MANAGEMENT" - National Seminar on Emerging Indian Panorama: Issues and Challenges EPCET - 15th May, 2006.
42. "RURAL COMMUNICATIONS" - PSG Institute of Technology Coimbatore. Fifth national conference on Business Research. 16-17 November 2008

43. "FMCG - Sector A SWOT Analysis" - PSG Institute of Technology Coimbatore - 2008.

DR. SUMITHRA SREENATH

1. Dr. Sumithra Sreenath, Professor, MPBIM on bagging the second best paper prize for her paper 'EXAMINING EMPLOYEE ENGAGEMENT PRACTICES IN RETAIL SECTOR IN BENGALURU' at National Conference on Indian Economy: Current Issues and opportunities held in M.S. Ramaiah Institute of Management on 19.6.2019.
2. Dr. Sumithra Sreenath, Ms. Mythri M M and Ms. Anusha K presented a paper **IMPACT OF INNOVATIVE EMPLOYEE RELATIONSHIP PRACTICES ON EMPLOYEE PERFORMANCE IN REFURBISHED GOODS INDUSTRY AT BENGALURU** at the conference held in Dayanand Sagar College on 26.4.2019
3. Dr. Sumithra Sreenath, Ms. Anusha K and Ms. Ramya M presented a paper **CURRENT SCENARIO OF E-TAILING: CONSUMER ACCEPTANCE TOWARDS HOUSEHOLD SERVICES AT BENGALURU** at the conference held in Dayanand Sagar College on 26.4.2019
4. Dr. Sumithra Sreenath Ms. Lidiya Francis and Ms. Swathi M won Best Paper award for their paper **INNOVATIVE TRENDS IN BUSINESS: SUB THEME SELECTED: E- RECRUITMENT.** at Aspiration 2019 Inter-collegiate Commerce and Management Fest held in Malleswaram Ladies Association, Academy of Higher Learning Department of M.Com on 9th April 2019.
5. Dr. Sumithra Sreenath Charan and Akash won the Best Paper award for their paper 'ANALYZING THE MOBILE LEARNING EXPERIENCE OF MANAGEMENT GRADUATES IN BENGALURU'.at the National Conference on Higher Education 4.0- The Next Leap held at MLA First Grade College for Women held on 19th March 2019.
6. Dr. Sumithra Sreenath Maithri and Ramya presented a paper **EXAMINING QUALITIES OF SELF-LEADERSHIP AMONG MANagements GRADUATES AT BENGALURU** at the National Conference held at New Horizon College on 23rd March 2019.
7. Dr. Sumithra Sreenath Ms. Lydia Francis and Ms. Swathi s won 1st Runners up trophy participating in a competition on the topic of **BUILDING NEXT GENERATION ENVIRONMENTALLY SUSTAINABLE URBAN NEIGHBOURHOODS** on 16.10.2018 conducted at Malleswaram Ladies Association Academy of Higher Learning and Lions Club of Bangalore Elite.
8. Sumithra Sreenath (2019); A study on **FACTORS AFFECTING VOLUNTARY ATTRITION WITH REFERENCE TO EDUCATION NGOS AT BENGALURU.** Paper presented at International Conference on Innovative Practices in Business management, Productivity and Environment (IC-IPBPE-2019) on 24th and 25th January 2019, at SSMRV College, Bangalore.

9. Sumithra Sreenath (2018); Employee Benefits and its effect on Productivity at Semcon India Private limited, Bengaluru. Paper presented at International conference On Managing Human Resource at the Workplace on 14th and 15th of December 2018 at Shri Darmasthala Manjunatha Institute of Management Development (SDMIMD), Mysuru.
10. Sumithra Sreenath (2018); Digital Intervention: A challenge to Human capital Management at Workplace. Paper presented at International conference on Management 4.0: Disruptions in Business and Millennials at the workplace on 12th and 13th October at Krupanidhi School of Management, Bangalore.
11. Sumithra Sreenath (2018); A study on Knowledge Management practices at IT companies in Bengaluru. Paper presented at National Conference on Emerging Technologies in Business Innovation and Sustainability on 27th and 28th September at International Institute of Business Studies (IIBS), Bangalore.
12. Sumithra Sreenath (2018); A study on effective learning practices of IT employees at Bengaluru. Paper presented at National Conference on Artificial intelligence in Business and Technology on 31 August and 1st September at Jain College CGS, Bangalore.
13. Sumithra Sreenath (2018); Dynamics of Cryptocurrency - A Review. Paper Presented at symposium on cryptocurrencies at M.P. Birla Institute of management on 4th August.
14. Sumithra Sreenath (2018); Digital Learning: A study on choice of Select Courses among post graduates at Bangalore. Paper presented at 8th International conference on Future of management education: country specific Design and delivery with special reference to developing countries and countries in transition on 6th, 7th and 8th June 2018 at Acharya Bangalore B-school, Bangalore in association with Birmingham University, State University of New York.
15. Sumithra Sreenath (2018); Fortifying Talent Management and Sustainability - An Outlook for the Future. Paper presented at International Conference on Scope of Emerging Business Dimensions and Sustainable Development on 8th & 9th March 2018 at St. Joseph's College, Bangalore in association with Sunway College, Malaysia.
16. Sumithra Sreenath (2018); Streamlining Talent Supply Chain across B-schools - An Employers Perspective. Paper presented at the International conference on Paradigm shift in Global Business Practices on 6th and 7th March 2018 at Christu Jayanthi College (Autonomous), Bangalore
17. Sumithra Sreenath (2017); Battling with Glass Ceiling - The Invisible Barrier. Paper presented at National Conference on Women in Academic Institutions-

- Opportunities, Challenges & Constraints on 9th February 2017 at Women Empowerment Cell, Sindhi College of Commerce, Bangalore.
18. Sumithra Sreenath (2016); Insights to E-Competencies. Paper presented at National Conference on Changing Role of HRM – The Strategic Opportunities and Challenges on 3rd March 2015 at School of Commerce Studies, Jain University, Bangalore.
 19. Sumithra Sreenath (2015); The Impact of Talent Management on Recruitment and Retention. Paper presented at National Conference on Human Capital Challenges in Knowledge Driven Organisation on 6th & 7th March 2015, at Christ University, Bangalore.
 20. Sumithra Sreenath (2015); Human Behaviour at Work Place – A Diagnostic Perspective of Organisational Citizenship Behaviour. Paper presented at National Conference on Business Challenges and Strategies on 6th February 2015 at Institute of Management, Christ University, and Bangalore.
 21. Sumithra Sreenath (2014); Harnessing the Employee Potential through Big DataAnalytics – A Desk Study Approach. Paper presented at 3rd International Conference on Managing Human Resource at the Work Place on 5th & 6th December 2014 at Shri Dharmasthala Manjunatha Institute of Management Development (SDMIMD), Mysore.
 22. Sumithra Sreenath (2011); Demystifying Cloud Computing - A journey to Cloud. Paper presented at National Seminar Convergences & Cross-Currents in Management & Information Technology on 18th February 2012 at Seshadripuram Educational Trust in Association with Bangalore University Teachers Council of Commerce and Management, Bangalore. ISBN: 978-93-5051-645-4.
 23. Sumithra Sreenath (2010); Facets of Retention of Women Executives – A Study on Challenges and Opportunities in India. Paper presented at International Conference on Management of Change (ICMoC) on 2nd & 3rd February 2010 at Kristu Jayanthi College of Management and Technology, Bangalore.
 24. Sumithra Sreenath (2007); Reverse Logistics: An Untapped Resource for Competitive Advantage. Paper presented at National Seminar on Logistics Competency in Global Business on 14th July 2007 at Karunya University, Coimbatore.
 25. Sumithra Sreenath (2007); Talent Management: Rhetoric or Reality. Paper presented at Regional Seminar on New Trends and Developments in Management – Indian Perspective on 27th & 28th April 2007 at Indian Academy of Management, Bangalore.

26. Sumithra Sreenath (2003); New Competencies for HR Professionals. Paper presented at Bangalore HR Summit 2003 on 28th & 29th November 2003.
27. Sumithra Sreenath (2003); Rural Marketing: Various Dimensions. Paper presented at Fifth State Level Conference on Challenges to Commerce and Management Education held on 16th & 17th October 2003 at Mangalore University, Mangalore.

DR. ROHINI G SHETTY

1. Rohini G Shetty (2018); Fortifying Talent Management and Sustainability - An Outlook for the Future. Paper presented at the International Conference on Scope of Emerging Business Dimensions and Sustainable Development 8th& 9th March, 2018 ; St. Joseph's College, Bangalore {in association with Sunway College, Malaysia,
2. Rohini G Shetty (2015); The Impact of Talent Magnet on Recruitment and Retention. Paper presented at the National Conference on Human Capital Challenges in Knowledge Driven Organizations ; 6th& 7th March 2015; Christ University, Bangalore.
3. Rohini G Shetty (2014); The Reinvention of Recruitment - A Study on the Impact of Social Media Networks on the IT industry in Bangalore city. Paper presented at the International Conference on Innovative Practices in Business and Information Technology at Adarsh Institute of Management and Information Technology in association with Stevenson University, USA; 15th& 16th December 2014.
4. Rohini G Shetty (2014); Paradoxes and Challenges encountered by Women Leaders while navigating the Women Leadership Dash Board - Strategies and Best Practices. Paper presented at the 3rd International Conference on "Managing Human Resource at the work place"; SDMIMD, Mysore. 5th& 6th December 2014.
5. Rohini G Shetty (2014); Macro Foundation of Women Leadership Challenges and Development - Upstream and Downstream. Paper published; International Conference on Management Perspectives 2014 Amity University Jaipur; April 24th& 25th, 2014. ISBN978-81-929057-1-6.
6. Rohini G Shetty (2012): **Demystifying Cloud Computing - A Journey to the Cloud**. Paper accepted at National Seminar Convergences & Cross-Currents in Management & Information Technology organized by Seshadripuram Educational Trust in association with Bangalore University Teachers Council of Commerce and Management; February 18th 2012.

7. Rohini G Shetty (2011): **Positive Movement Program - A Welcome Move in Employee Relationship Management**. Paper presented at International Conference on Excellence in Management Practices (ICEMP); KristuJayanthi College of Management & Technology; April 15th & 16th, 2011.
8. Rohini G Shetty (2010); **Facets of Retention of Women Executives - A Study on Challenges and Opportunities in India**. Paper presented at International Conference; KristuJayanthi College of Management & Technology; February 2nd & 3rd, 2010.

PROF. ANU NATRAJ

1. Presented paper - Social Learning and its Impact on Performance of Nurses at super speciality hospitals XLIII Indian Social Science Congress - Current science of Nature-Human Society of India - Held between 17th to 21st 2020 at Canara Bank School of Management Studies
2. Higher Education and Sustainable Development- A case on Narendra Modi presented at International Conference on Management of Change – Issues & Development Perspective held at School of Management, manipal University, Manipal, Jan 30-31, 2015
3. Deepak. R, AnuNatraj, Bhavya Naidu and Basna S. Patagundi , “Dem and for Gold: Government versus consumers” at International on Emerging Trends in Business, organized by Christ University, Bangalore, Karnataka on December 12th and 13th, 2013

PROF. BHAVYA NAIDU

1. BHAVYA N (2020) "Returns policy for computer hardware products- a critical study on consumer behaviour" at XLIII Indian social science congress held between Jan 17-21, 2020
2. Bhavya N (2018); THE EFFECTIVENESS OF CELEBRITY ADVERTISEMENT PROCESS AND ITS IMPACT ON THE BUYING INTENTION. 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
3. “Idiosyncratic relationship between investor’s sentiments and tangibility of the organizations in Indian stock markets” organized by REVA University on 29th & 30th Jan 2016
4. "Seasonality in participatory notes investments in India: A cautionary trend" organised by IMT Nagpur, held at Goa 4/5.12.2015
5. Higher Education and Sustainable Development- A case on Narendra Modi presented at Internatoional Conference on Management of Change – Issues &

Development Perspective held at School of Management, manipal University, Manipal, Jan 30-31, 2015

6. Deepak. R, AnuNatraj, Bhavya Naidu and Basna S. Patagundi , “Dem and for Gold: Government versus consumers” at International on Emerging Trends in Business, organized by Christ University, Bangalore, Karnataka on December 12th and 13th, 2013

PROF. HEMA HARSHA

1. EXPLORING FACTORS INFLUENCING TALENT SUSTAINABILITY IN HIGHER EDUCATIONAL INSTITUTES IN BENGALURU Presented at 6th International Conference on 'Managing Human Resources at the Workplace' held on 8th& 9th December 2017 at SDMIMD, Mysuru.
2. Building ethical resilience: the role of educational institutions. Presented in the Symposium on Global Ethics and Business at MPBIM on 4th March 2016.
3. Prof. Hema Harsha jointly with Student Executive Ms. MamathaPallagatte presented a paper "Midlife Career Crisis in an IT Company - A Case Study" at the ICHTR organised by Student Research Forum of Manipal University.
4. RISKS, PROFITS & ETHICS :A GOVERNANCE CHALLENGE - Paper presented at the National Convention on Risk Management, on 18 Dec 2015 conducted by Institute of Directors, New Delhi
5. COMPETENT TEAMS FOR CHALLENGING TIMES- Paper presented at the 7th National Management Convention NMC'14 on "The Dynamics of Education to Employment Journey: Opportunities and Challenges"; held in KIIT University, Bhubaneshwar, Odisha on Feb 21st and 22nd, 2014
6. INCLUSIVENESS & SUSTAINABILITY-LEGALLY ENFORCED OR VOLUNTARY COMPLIANCE Paper presented at 17thNHRD Network National Conference; Building Sustainable Organisations-Agenda for India Inc; Swabhumi, Kolkata;Nov 21st to 23rd, 2013;
7. DEMYSTIFYING CLOUD COMPUTING-A JOURNEY TO THE CLOUD- Paper presented at the National conference on Convergences & Cross-currents in Management & IT held in Seshadripuram First Grade college, Bangalore; Feb 18th ,2012
8. POSITIVE FORWARD MOVEMENT- A WELCOME MOVE IN ERM- Paper published and presented at International Conference on Excellence in Management Practices at KristuJayanti College of Management and Technology , Bangalore; April 15 & 16th , 2011

PROF. MANJUNATH S MEDHENAL

1. Presented a paper titled "Restructuring of Credit and Investment portfolio of Banks - A Pilot Study" at XLIII Indian Social Science Congress on "Current Science of Nature - Human - Society of India organised by Indian Social Science Academy and Bengaluru Central University (BCU) from January 17 - 21, 2020 at Bengaluru Central University.
2. Restructuring of Credit and Investment Portfolio of banks - A Pilot Study - Paper presented at XLIII Indian Social Science Congress on 17 - 21, 2020.
3. Role of Capital Markets in the growth and development of Indian Economy - paper presented in a National Conference on Business India - Innovative Practices for Growth and Sustainability organized by R V Institute of Management, Bangalore on December 16, 2017.
4. Indian Banking Ecosystem: Challenges ahead and Need for Proactive Strategies - Paper presented in a National Conference organized by R V Institute of Management, Bangalore on December 16, 2017.
5. Case study on Developing Leadership in Primary Education Sector in Karnataka - A Success Story of C-Lamps - a paper presented in a National Conference on Role of NGOs in Nation Building by R V Institute of Management, Bangalore on December 03, 2016 .
6. Role of Indian Post in Financial Inclusion - paper presented at National Conference on "Make in India Eco - System towards - Indian Ethos, Sustainability and Inclusive Growth" organized by S-Vyasa University, Dayananda Sagar University and Dayananda Sagar College of Arts, Science and Commerce, Bangalore on January 30, 2016 .
7. A Study on Economic Value Added (EVA) Analysis of Selected companies of IT sector in India - paper presented at National Conference on "Synergizing Functional Effectiveness and Organizational Performance for Economic Growth" organized by R. V. Institute of Management, Bangalore on December 12, 2015.
8. An empirical study on Impact of Rupee Depreciation on Indian Stock Market with reference to BSE Sensex and selected sector Indices -paper presented at an International conference organised by Adaikalamatha Institute of Management and Research, Thanjavur, Tamilnadu on October 01, 2015.
9. Perception of MBA students towards Quality Attributes of Faculty Members - paper presented at a National Conference on "Pragmatic Approaches and Quality Initiatives for Enhancing Teacher's calibre in Business Education" organized by R. V. Institute of Management, Bangalore on June 06, 2015.

10. An alternative thought for Micro and Small Enterprises in Rural area - An old idea with a new thought – paper presented at National Conference on “MSMEs – Role in Propelling Economic Development of India” organized by R. V. Institute of Management, Bangalore on December 6, 2014. **The paper won the best paper award in the finance Track.**
11. Impact of Flow of Foreign Investment on the variation of exchange rates of Indian rupee - paper presented in an International Conference on Sustainable Inclusive Growth in the Global Scenario – Issues and Challenges Organised by Adaikalamatha Institute of Management Thanjavur, Tamilnadu, on September 28, 2013.
12. Impact of Foreign Direct Investment on Indian Stock Market – paper presented at two-day National Conference on “Emerging Business Opportunities and Challenges, 2013 Special focus on Health Care” organized by R. V. Institute of Management, Bangalore on March 22 and 23, 2013 .
13. Trends in Social Networking – A Comparative Analysis – paper presented at a two-day National Conference organized by R. V. Institute of Management, Bangalore on March 22 & 23, 2013.
14. Innovations in Banking Services in India – paper presented in an International Conference on “Innovative Strategies for Global Competitiveness” organized by R. V. Institute of Management, Bangalore on December 8, 9 & 10, 2011 .
15. Insurance reforms in India – An unending journey towards remarkable economic growth, paper presented in a two-day National conference on the topic Business Ethics and Corporate Governance organized by R. V. Institute of Management on December 9 & 10, 2010.

PROF. PUSHPA B. V

1. Pushpa B V (2020) on ‘Pension plans –A critical thought analysis of select pension schemes in India’ for presentation in Management Science Research committee at XLIII Indian Social Science Congress, January 17-21, 2020, Bengaluru Central University, Bengaluru.
2. Dr. S Sathyanarayana, Prof. B V Pushpa and Ms. Archana (student executive) won Best Paper award for their paper “TALENT MANAGEMENT PRACTICES AND ITS IMPACT ON INTENTION TO STAY IN THE ORGANISATION” at one International Conference AVANT-GRADE 2019 Department of Commerce, Sheshadripuram First Grade College, Bengaluru held on 18th May 2019.
3. Pushpa B.V (2018) “ Pension with Parity: An Evaluation of Pension Schemes in India” at International Doctoral Consortium 8-2018, Birla Institute of

Management Technology, Greater Noida in association with Sobey School of Business, 6th-8th June 2018.

4. Pushpa B.V (2018) " Pension Portfolio Spectrum: A Critical Analysis of Benefit Vs Contribution Plans" Two Days Doctoral Colloquium on " Management, Social Science, Commerce, Economics, Entrepreneurship and computer science" organized by Institute of Management Study, Kolkata in association with Maulana Abul Kalam Azad University of Technology (West Bengal) on 31st March and 1st April 2018.
5. Pushpa B.V (2018) " Demonetization and its Impact on Digitalization of Payment system in India" National Conference on Changing Paradigms for Economic and Sustainable Development organized by Indirapuram Institute of Higher Studies (IIHS), Ghaziabad (U.P) in association with IARA, February 17, 2018.
6. Pushpa B.V (2017) "An Empirical Study of Investors Preference towards Tax Saving Schemes of SBI Mutual Fund" 5th International Conference on Global Accounting, Finance and Taxation held on 21st and 22nd of September, 2017 at Kristu Jayanti College.
7. Pushpa B.V (2016). A study on peer to peer lending: an alternative in SME financing: 2NDInternational Conference on Innovative Trends in Science, Engineering and Management, 5TH OF November 2016, YMCA Connaught place, New Delhi.
8. Pushpa B.V (2016). "A study on customers satisfaction towards agricultural credit at KVG bank ", ICBM'S National Conference on Management Research 2016.
9. Pushpa B.V (2016). Global Stock market reaction to special events; evidence from BREXIT referendum presented at an international conference on Kristu Jayanti College
10. Pushpa B.V. (2014). "Impact of value based metrics on stock returns- a case study of automobile sector in India", Conference on Emerging Trends In Business, Christ University, 11-12 DECEMBER 2014.
11. Pushpa B.V (2014). "An assessment of financial inclusion in India", national conference on business innovation and competitive strategies, M.S. Ramaiah Institute of Management, Bangalore, ON 18TH September 2014.
12. Pushpa B.V. (2014). "Financial Inclusion in India- Initiatives and Challenges"- KSOU, Muktha Gangothri, national conference on financial inclusion and sustainable development held on 6TH AND 7TH December 2014.
13. Pushpa B.V (2014). "US Debt crisis on Indian Stock Markets a Test of Semi-strong Efficiency" at the National Conference on "Unleashing Ingenious Management Potential for Business Endurance' held on 9th and 10th January

- 2014 at Berchmans Institute of Management studies, S B College, Changanassery.
14. Pushpa B.V (2014). "Causal Impact of Economic Reforms on Rupee Depreciation in 2013' International Conference on "Business Management and Governance , organized by the Neville Wadia Institute of Management Studies and Research , Pune, On 7th and 8th March 2014.
 15. Pushpa B.V (2014). Insight Into NSEL Scam' at the International Case Study Conference on "Leveraging Business Value by evolving management practices' organized by Indian Education Society's Management College and Research Centre Mumbai , on 20th February 2014.
 16. Pushpa B.V (2014). Quantitative Easing and Its Impact on the Financial Markets of Emerging Economies' at the International Business Research Conference- 2014 organized by Indian Education Society's Management College and Research Centre Mumbai , on 21st and 22nd February 2014.
 17. Pushpa B.V (2014). "Impact of Octapace culture: A study of selected IT Organizations in Bangalore" at the National Conference on "Unleashing Ingenious Management Potential for Business Endurance' held on 9th and 10th January 2014 at Berchmans Institute of Management studies, S B College, Changanassery.
 18. Pushpa B.V (2013). "Rupee Depreciation - Need for another Economic Reform" at the International conference on Global Economic Turbulence and its implications on Indian Financial environment, organized by KristuJayanthi College, Bangalore, September 26th and 27th, 2013.
 19. Pushpa B.V (2013). "Global Integration and Rupee Depreciation: Are times good forward?'- Conference on Emerging Trends in Business 2013 , organized by the Department of Management Studies, Christ University during 12-13 December 2013.
 20. Pushpa B.V "Impact of Employee wellness on organizational performance in select IT companies in Bangalore" at Kolhapur Institute of Management and Research, Kolhapur, Maharashtra. ISBN: 978-81-926976-7-3.

PROF. K. L. RAMADAS

1. Paper on "ETHICS AND ETHICAL LEADERSHIP IN LITERATURE". Presented at the Symposium on Global Ethics conducted at MPBIM on 4th March 2016.

SUDHINDRA GARGESA

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.

Dr. S. HEMANTH KUMAR

1. Presented a paper titled "A study on the critical analysis of buying behaviour of generation X & Y towards condoms" in International Conference on "Outcome Based Competitive Strategies: Issues & Challenges" at PES Institute of Technology, Bangalore & Indian University of Pennsylvania, USA (22 - 23.11.2013).
2. Presented a paper titled "Talent Retention Challenges" in International Conference on Excellence in Management Practices (ICEMP) at KristuJayanti College (15 - 16.04.2011).
3. Presented a paper titled "Managerial Challenges in Contemporary Business" in International Conference at The Oxford College of Business Management (29 - 30.09.2011).
4. Presented a paper titled "In-Tunnel Advertising with Special Reference to Namma Metro In-Tunnel near VidhanaSoudha, Bangalore" in International Conference on "Changing Global Dynamics & Business Opportunities in India" at Acharya's Bangalore B-School (29 - 30.09.2011).
5. Presented a paper titled "Study of Consumer Loyalty towards Private Lables in Bangalore with special reference to Food and Grocery" in International Conference on "Global Business - Opportunities & Challenges" at PES Institute of Technology (22 - 23.11.2012).

6. Presented a paper titled "An Analysis of Calendar Anomalies in the Indian Stock Market: Evidence from CNX Nifty Fifty" in International Conference on "Emerging Trends in Finance & Accounting" at Shri DharmasthalaManjunatheshwara Institute of Management Development (21 - 22.08.2015).
7. Paper presented "Role of Brand Management Companies in Making an Average Brand a Super Brand" in National Level Conference on "Disruptive Marketing - The Way Forward?" at Department of Management Program (27.04.2012).
8. Presented a paper titled "Role of Brand Management Companies in Making an Average Brand a Super Brand" in National Level Conference on "Disruptive Marketing - The Way Forward?" at Department of Management Program held on 27th April 2012.
9. Presented a paper titled "New Teaching Methodologies in Classroom Environment" in National Seminar on "Emerging Contours in Higher Education - Exploring Excellence" at St. Joseph's College of Commerce held on 6th & 7th October 2006.
10. Presented a paper titled "Innovation in Classroom Teaching" in National Conference on "Contemporary Issues in Quality Assurance in Higher Education" at St. Anne's Degree College for Women held on 25th & 26th September 2009.
11. Presented a paper titled "Innovate Teaching Methods & Techniques for Management Education" in UGC Sponsored National Seminar on "Parameters of Excellence in Higher Education" at St. Joseph's College of Commerce held on 15th & 16th September 2011.
12. Presented a paper titled "An Exploratory Research on Effects of Whistle Blowing" in National Conference on "Corporate Governance" at Surana College held on 15th & 16th September 2011. f) Presented a paper titled "Marketing Strategies for Stem Cell Banking" in National Conference on "Challenges & Opportunities in Services Sector" at M S Ramaiah Institute of Technology Department of Management Studies held on 20th & 21st April 2011.
13. Presented a paper titled "Challenges & Adjustment of Exputrintes in Cross Cultural Context" in National Conference on "Global Issues and Challenges in the 21st Century on Emerging International Business" at Vivekananda Institute of Technology held on 24th & 25th May 2012.
14. Presented a paper titled "A Research on UnorganisedRetrieler Perception towards Introduction of BIG Retail GIANTS in India with special reference to Bangalore Retailors" in National Conference on "Global Issues and Challenges in the 21st Century on Emerging International Business" at Vivekananda Institute of Technology held on 24th & 25th May 2012.

15. Presented a paper titled "Implementing Culture Change in Health Care" in National Seminar on "Service Management Strategy and Challenges in the Era of Globalization" at Indian Academy held on 19th & 20th April 2012.
16. Presented a paper titled "A Study on Impact of Prime-Time Revolution on Radio Advertising in Bangalore" in National Conference on "Global Economic Crisis and its Impact on Indian Corporates and Government" at Rajarajeswari College of Engineering held on 15th & 16th March 2012.
17. Presented a paper titled "Issues & Challenges Pertain to Employee Engagement in Economic Turbulent Times: A Diagnostic Study" in National Conference on "Global Economic Crisis and its Impact on Indian Corporates and Government" at Rajarajeswari College of Engineering held on 15th & 16th March 2012.
18. Presented a paper titled "An Exploratory Research On-Optimizing the Retail Stores Revenue Through Square Foot Sales Management" in National Conference on Emerging Trends in Business - NCETB 2012 held on 21st & 22nd February 2012.
19. "AN ANALYSIS OF CALENDAR ANOMALIES IN THE INDIAN STOCK MARKET: EVIDENCE FROM CNX NIFTY FIFTY" International conference on Emerging trends in Finance and Accounting: "Global recovery: Indian Story" August 21-22, 2015. Shri DharmasthalaManjunatheshwara Institute for Management Development (SDMIMD).
20. "DETERMINANTS OF CAPITAL STRUCTURE: EVIDENCE FROM INDIAN STOCK MARKET WITH SPECIAL REFERENCE TO CAPITAL GOODS, FMCG, INFRASTRUCTURE AND IT SECTOR". 5th International conference on Emerging trends in Finance, Accounting and banking: August 19-20, 2016. Shri DharmasthalaManjunatheshwara Institute for Management Development (SDMIMD).

PROF. VIJAYALAKSHMI S

1. Presented paper in PESIT institute of management International conference entitled "study of consumer loyalty towards private labels in Bangalore" (with special reference to food and grocery) with ISBN-9788184291063
2. Published a paper in National Conference 2013 on "The tracks of globalization" paper entitled "impact of the employee wellness on organizational performance in select IT companies in Bangalore" at KIT's Institute of management education and research gokul- shirgaon, Kolhapur, Maharashtra. With ISBN: 978-81-926976-7-3
3. Presented a paper National Conference on Global Economic crises and its impact on Indian Corporate& Governance on 15th & 16th March 2012 At

Rajarajeshwari College of Technology, Bangalore. Papers Published with ISBN: 978-93-5051-634-8

4. National Conference on Global Issues and challenges in the 21st Century on emerging International Business at Vivekananda Institute Of Technology at Bangalore Papers Published with ISBN 978-93-5097-334-9
5. Presented a paper and Participated as delegate at the National Level Management Development Program on "HR Innovations and interventions for Resurgent India" at CMRIT (Autonomous) on 25th February 2011
6. Presented a paper at the National Conference held on "Entrepreneurship in Developing Economics" on 26th March 2011 at Padmashree Institute of Management Studies, Bangalore Published with ISSN
7. Presented a paper at the International Conference held on "Excellence in management Practices" on April 15th & 16th April 2011 at KristuJayanti College of Management & Technology, Bangalore
8. Presented a paper at the National Level Conference held on "Challenges and opportunities in Service sector" on 20th & 21st April 2011 at MSRIT, Bangalore
9. Presented a paper at the National Level Conference held on "corporate governance" on 20th & 21st September 15th & 16th 2011 at Surana College centre for post graduate studies Bangalore. It has been published in Excel India publishes with ISBN 938136133-9
10. Presented a paper at the UGC sponsored National seminar on "Parameters of excellent in Higher education" in St .Joseph's College of Commerce, Bangalore.
11. Presented a paper at the International Conference held on "Changing Global dynamics & Business Opportunities in India" on September 29th 2011 at Archarya Bangalore B-school College of Management. Bangalore.
12. Presented a paper "Managerial Challenges in Contemporary Business" on September 30h 2011 at The Oxford College of Business Management, Bangalore
13. Presented a paper " Return on talent: A success quotient less emphasized" in the international conference held on 24th and 25th October 2013 at BMS college of engineering (Department of Management and Research center), Bangalore
14. Presented paper on HR international conference On 13th December 2013 In SDMIM, Mysore on the topic "Talent Retention: Accounting Perspectives" and it has also been Published with ISBN: 978-81-922146-5-8.

DR. DEEPAK R

1. Viswanath N.S, R.Deepak, Patagundi,B., Emerging Lifestyle Formats in Indian Retailing - An Exploratory Analysis, International Conference on Emergent Business Models and Strategies For the Knowledge Economy, Impact on Business, Government And Society, organized by Indian Business Academy, Bengaluru, November 19-21,2009.
2. R.Deepak, Viswanath N.S., Patagundi,B., Savings Led Expenditure of Selected Indian Consumers (LIKRI)- ROI Approach of Investors, International Conference on Emergent Business Models and Strategies For the Knowledge Economy, Impact on Business,Government And Society, organized by Indian Business Academy, Bengaluru, November 19-21,2009.
3. Viswanath N.S., R. Deepak, Patagundi. B., Emerging Lifestyle Formats in Indian Retailing- An Exploratory Analysis, International Conference on Emergent Business Models and Strategies For the Knowledge Economy, Impact on Business, Government And Society, organized by Indian Business Academy, Bengaluru, November 19-21,2009.
4. Deepak. R and HN Shivaprasad, "Diaspora between Asymmetric and behavioral theories in the Indian IPO markets" at RNS Institute of Technology international conference in Bangalore 2011.
5. Viswanath .N. S, Deepak. R, Basanna. S. Patagundi. , "Investor Strategy under volatility of equity markets in India" at International Conference on Innovative Strategies for Global Competitiveness at R.V.Institute of Management, Bangalore held on December 8-10th, 2011.
6. Deepak. R, " Sustainability Measures for Efficient Markets and Good Governance: A Impact study on the Extension of Trading Hours in India" at National Conference on Management of Sustainable Development in India conducted at New Delhi Institute of Management on 1st and 2nd April,2011.
7. Deepak. R and Viswanath . N. S "Seasonality and Sensitivity of NSE Nifty- an Econometric Analysis" at 4th International Conference on IT and Business Intelligence (ITBI-12), organized by IMT Nagpur at Bhubaneswar, Orissa, on Nov23-25, 2012.
8. Deepak. R and Pushpa.B.V, "Rupee Depreciation in 2013: An era for another economic reform?" at International Conference on Global Economic Turbulence and its implications on Indian Financial Environment, organized by KristuJayanti college, Bangalore, Karnataka on September 26th and 27th, 2013.
9. Deepak. R, AnuNatraj, Bhavya Naidu and Basna S. Patagundi , "Dem and for Gold: Government versus consumers" at International on Emerging

- Trends in Business, organized by Christ University, Bangalore, Karnataka on December 12th and 13th, 2013.
10. Deepak. R and Pushpa. B. V, "Global integration and Rupee depreciation: Are times good forward?" at International conference on Emerging Trends in Business, organized by Christ University, Bangalore, Karnataka on December 12th and 13th, 2013.
 11. Deepak. R and Vijayalakshmi. S, "Talent Retention In IT And ITES Sectors: Accounting Perspectives", at 2nd International conference on Managing Human Resources at the Workplace, organized by SDMIMA, Mysore on December 13th -15th ,2013.
 12. Deepak. R and Sandeep. M, " Integration of Indian markets with select global markets: changing paradigms and dynamics", at 5th International conference on IT and Business Intelligence (ITBI-13), organized by IMT Nagpur at Guna, Madhya Pradesh to be held on December 13-15th, 2013.
 13. Deepak. R and Pushpa. B. V, "USDebt Crisis On Indian Stock Markets: A Test Of Semi-Strong Efficiency", at National conference on "Unleashing Ingenious Management Potential for Business Endurance "organized by Berchmans Institute of Management studies, St.Berchmans college, Changanassery, Kerala to be held on 9th and 10th January 2014.
 14. Deepak.R and Pushpa.B. V, "A Study on Integration of Indian Markets with US Markets: An Imp act Study", at International Conference on Changing Glob al Economic Perspectives: Managing Sustained and Inclusive Growth (IC C GEP' 1 4) organized by Jaipuria Institute of Management, Vasundhara, Ghaziabad to be held on 8th and 9th February, 2014.
 15. Deepak. R and Pushpa. B. V, "An Insight into NSEL SCAM" at International case study conference on Leveraging Business Value by Evolving Management Practices, organized by In di an Educati on Society's Management College an d Research C entre (IESMCRC), Mumbai on February 20th, 2014.
 16. Vishnu. D, Shruthi.P.S, Vasu Pradeep. T and Deepak.R, "An Impact of US Debt Crisis on Low Risk Portfolios during Oct, 2013" at 7th International Business Research Conference on Emerging Marketing Practices: Differentiation and Value creation, organized by In di an Education Society's Management College an d Research C entre (IESM CRC), Mumbai on February 21st and 22nd, 2014.
 17. Deepak. R and Pushpa. B. V, "Quantitative Easing And Its Impact On The Financial Markets Of Emerging Economies" at 7th International Business Research Conference on Emerging Marketing Practices: Differentiation and Value creation, organized by Indian Education Society's Management College

and Research Centre (IESM CRC), Mumbai on February 21st and 22nd, 2014.

18. Deepak. R and "Causal Impact of Economic Reforms on Rupee Depreciation in 2013", at International conference on Business, Management and Governance organized by University of Pune in association with Neville Wadia Institute of Management studies and research, Pune on March 8th and 9th, 2014.
19. Deepak. R and Pushpa. B. V, "Causal Impact of Economic Reforms on Rupee Depreciation in 2013", at International conference on Business, Management and Governance organized by University of Pune in association with Neville Wadia Institute of Management studies and research, Pune on March 8th and 9th, 2014.

Dr.BASANNA PATAGUNDI

1. Patagundi,B., and Patagundi, S., Analysis of Open Innovation Strategy, 3rd International Conference on Management Practices & Research: Socially Responsive Business Strategies held on 26 July, 2013 at Apeejay School of Management, New Delhi
2. Maheshweri ,S., Garg, Rajendra K., Tate U &Patagundi,B., Cross-Country Comparison of MBA Students' Views on Ethics and Globalization, 3rd International Conference on Management Practices & Research: Socially Responsive Business Strategies held on 26 July, 2013 at Apeejay School of Management, New Delhi
3. Newsome M.A., Smith II.,H.M., Patagundi B., American Business Student Perceptions of Asian Business Student world views: A Practical Classroom Survey Approach, 12th Annual Hawaii International Conference on Business to be held from May 24 to May 27, 2012 at Honolulu, Hawaii.
4. Tate U, Maheshwari S, Patagundi B., "Perceived Value of Marketplace Simulation: Difference between MBA students from India and USA", 47th Annual MBAA International Conference held at Chicago, IL, USA, March 23-25, 2011.
5. Tate U, Akkihal R, Patagundi B, A Comparative Study of Social Capital amongst Management Students, ABEAI 2008 Conference Sponsored by Applied Business and Entrepreneurship Association International & Franz Chair of Entrepreneurship Pamplin School of Business Administration University of Portland, held in Kauai Hawaii ,November 16-20, 2008
6. Patagundi,B., Viswanath N.S., R. Deepak, Demographic Trends and Search for Life Styles - An Empirical Investigation, International Conference on Emergent Business Models and Strategies For the Knowledge Economy,

- Impact on Business, Government And Society, organized by Indian Business Academy, Bengaluru, November 19-21,2009
7. R.Deepak, Viswanath N.S., Patagundi,B., Savings Led Expenditure of Selected Indian Consumers (LIKRI)- ROI Approach of Investors, International Conference on Emergent Business Models and Strategies For the Knowledge Economy, Impact on Business, Government And Society, organized by Indian Business Academy, Bengaluru, November 19-21,2009
 8. Viswanath N.S., R.Deepak, Patagundi,B., Emerging Lifestyle Formats in Indian Retailing - An Exploratory Analysis, International Conference on Emergent Business Models and Strategies For the Knowledge Economy, Impact on Business, Government And Society, organized by Indian Business Academy, Bengaluru, November 19-21,2009
 9. Prasad Rose , Pisani Michael. Patagundi B, The Editorial Review Board of the Strategic Management Journal: Some insights on the Initial Arbiters, 5th International Conference on Logistics & Supply Chain Management, Coimbatore, India, August 3-5, 2010.
 10. Patagundi,B., Viswanath N.S., R.Deepak, Glocalization& Informational Efficiency-An Impact Study of Selected Indices in Indian Markets, National conference on "Propelling Corporate India: Strategies & Challenges" held on 12th and 13th August at M S Ramaiah Institute of Management, Bangalore, India.
 11. Deepak. R, AnuNatraj, Bhavya Naidu and Basna S. Patagundi , "Dem and for Gold: Government versus consumers" at International on Emerging Trends in Business, organized by Christ University, Bangalore, Karnataka on December 12th and 13th, 2013

PRESENTATIONS BY STUDENTS OF MPBIM AT NATIONAL AND
INTERNATIONAL CONFERENCES AND STUDENT PAPER PRESENTATION
COMPETITIONS

1. Ms. Mythri and Ms. Anusha won first prize under students category for their paper EMERGING TRENDS IN CREATING AWARENESS ABOUT EXCESSIVE USAGE OF SPREADING MISINFORMATION THROUGH DIGITAL MEDIA prepared under the guidance of Dr.Sumithra Sreenath, at National Conference on 'Marketing in Digital Era 2019' held on 14th June 2019 conducted by Department of Management, ABBS College, Bengaluru.
2. Best Paper award won for the Paper "TALENT MANAGEMENT PRACTICES AND ITS IMPACT ON INTENTION TO STAY IN THE ORGANISATION" authored by Dr. S Sathyanarayana, Prof. B V Pushpa and Ms. Archana (student executive) win Best Paper awards in HR stream.
3. Research paper "SERVICE QUALITY AND PATIENTS SATISFACTION: A CASE STUDY OF PRIMARY HEALTH CARE CENTERS (PHCs) IN RURAL KARNATAKA" by Dr. Sathyanarayana, Ms. Akshata (student executive) Prof. Gargesa won Best Paper award in one International Conference AVANT-GRADE 2019 Department of Commerce, Sheshadripuram First Grade College, Bengaluru held on 18th May 2019.
4. Ms. Mythri M M, Ms. Anusha K presented a paper IMPACT OF INNOVATIVE EMPLOYEE RELATIONSHIP PRACTICES ON EMPLOYEE PERFORMANCE IN REFURBISHED GOODS INDUSTRY and Ms. Anusha K, & Ms. Ramya M presented a paper Current scenario of e-tailing: Consumer acceptance towards household services at Bengaluru at the conference held in Dayanand Sagar College on 26.4.2019 Both papers were prepared under the guidance of Dr. Sumithra Sreenath
5. MPBIM student executives Ms. Lidiya Francis and Ms. Swathi M won Best Paper award at Aspiration 2019 Inter-collegiate Commerce and Management Fest held in Malleswaram Ladies Association, Academy of Higher Learning Department of <http://M.Com/> on 9th April 2019. Their topic was - Innovative trends in Business: sub theme selected: E- Recruitment. Kudos to both. Well done Lidiya and Swathi. Proud of you!!!!
6. Charan and Akash won the Best Paper award at the National Conference on Higher Education 4.0- The Next Leap held at MLA First Grade College for Women on 19th March 2019. The paper 'ANALYZING THE MOBILE LEARNING EXPERIENCE OF MANAGEMENT GRADUATES IN BENGALURU' was prepared under the guidance of Dr. Sumithra Sreenath Professor, MPBIM .

7. Ms. Bhavya Shetty won first prize for her paper 'Spillover effect in Indian stock market' at the ANUSANDHAN 2019 student paper presentation competition held on 8th June 2019, at Jain College, Vasavi Temple Road, V.V.Puram, Bengaluru
8. Ms. Mythri and Ms. Anusha won first prize under students category for their paper EMERGING TRENDS IN CREATING AWARENESS ABOUT EXCESSIVE USAGE OF SPREADING MISINFORMATION THROUGH DIGITAL MEDIA prepared under the guidance of Dr.Sumithra Sreenath.
9. Ms. Archana presented her paper 'Global Stock Market integration' at the Anusandhan 2019 student paper presentation competition held on 8th June 2019, at Jain College, Vasavi Temple Road, V.V.Puram, Bengaluru
10. Ms. Akshata Hegde presented her paper 'FIIs inflow its its impact on India stock market' at the ANUSANDHAN 2019 student paper presentation competition held on 8th June 2019, at Jain College, Vasavi Temple Road, V.V.Puram, Bengaluru
11. Sri Sudhindra Bhat presented his paper 'Stability of stock beta - Indian stock market' at the ANUSANDHAN 2019 student paper presentation competition held on 8th June 2019, at Jain College, Vasavi Temple Road, V.V.Puram, Bengaluru
12. Ms. Mythri M M, Ms. Anusha K under the guidance of Dr. Sumithra Sreenath presented a paper **Impact of innovative employee relationship practices on employee performance in refurbished goods industry** at Bengaluru at the conference held in Dayanand Sagar College on 26.4.2019
13. Ms. Anusha K, Ms. Ramya M under the guidance of Dr. Sumithra Sreenath presented a paper **Current scenario of e-tailing: Consumer acceptance towards household services at Bengaluru** at the conference held in Dayanand Sagar College on 26.4.2019
14. Ms. Lidiya Francis and Ms. Swathi M won Best Paper award for their paper **Innovative trends in Business: sub theme selected: E- Recruitment.** at Aspiration 2019 Inter-collegiate Commerce and Management Fest held in Malleswaram Ladies Association, Academy of Higher Learning Department of M.Com on 9th April 2019.
15. Charan and Akash receive the Best Paper award for their paper '**Analyzing the Mobile Learning Experience of Management Graduates in Bengaluru**'.at the National Conference on Higher Education 4.0- The Next Leap held at MLA First Grade College for Women held on 19th March 2019. The paper was under the guidance of Prof. Sumithra Sreenath Professor, MPBIM.
16. Maithri and Ramya under the guidance of Prof. Sumithra Sreenath presented a paper **Examining qualities of self-leadership among managements graduates at Bengaluru** at the National Conference held at New Horizon College on 23rd March 2019.
17. Ms. Lydia Francis and Ms. Swathi s won 1st Runners up trophy participating in a competition on the topic of **Building next generation environmentally sustainable urban neighbourhoods** on 16.10.2018 conducted at malleswaram

Ladies Association Academy of Higher Learning and Lions Club of Bangalore Elite.

18. Lekha V and Dr. Sathyanarayana presented a paper 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.
19. Lekha V (2017) with Dr. Hemanth Kumar presented a paper 'Canteen Store Department in GST Era' at the symposium on GST at MPBIM held on 16th June 2017.
20. **"Midlife Career Crisis in an IT Company - A Case Study"** presented by Ms. Mamatha C Pallagatte and Prof. Hema Harsha in the conference named ICHTR organised by Student Research Forum of Manipal University November 2016
21. Ms. Pooja Kulkarni along with Dr. Sumithra Sreenath (2015) presented a research paper paper on **Insights to E Competency** at a conference held at Jain University.
22. Sri.Jaikrishna P S presented a paper on '**Arbitrage Opportunities around Key Monetary Rate Announcements -An event studymethodology**' alongwith Dr. Deepak at ITBI conference held at Institute of management Technology, Nagpur on 21&22.11.14.
23. **A Study on India and China Relations on the Context of Technology -** Paper presented by Praveen Kumar P at IIM Bangalore 17th April 2014.
24. Vishnu. D, Shruthi.P.S and Vasu were awarded second place at the 7th International Business Research Conference on **Emerging Marketing Practices: Differentiation and Value creation**, organized by Indian Education Society's Management College and Research Centre (IESMCRC), Mumbai on February 21st and 22nd, 2014.
25. Ms. Riccha Kapoor presented a paper on '**The world of Flower Industry A Sector untapped**' at Association of Indian Management Scholars(AIMS) conducted its 10th International conference on Management at IIMB on 6 to 8th January 2013
26. Sri. Sanketh Yadav presented a paper on '**On-line retail shopping behavior in India - A boon or a curse?**' at AIMS conference held at IIMB in 2013
27. Ms. Ayisha M Binnal presented a paper titled '**A study on the efficiency of project feasibility in the Information Technology Industry**' at AIMS conference held at IIMB in 2013