



**National Education Society (R.)**  
**Jawaharlal Nehru New College of Engineering,**  
**Shivamogga**



*(Approved by AICTE, New Delhi, Certified by UGC 2f & 12B, Accredited by NAAC-B', Recognized by Govt. of Karnataka and Affiliated to VTU, Belagavi)*

**Department of Management Studies**  
**List of Faculty Paper Presentation**

Sl. No.	Date	Title of the Paper	Institution	Conference
<b>Faculty Name: Dr. C. Srikant</b>				
1	January 4-5 2019	Effectiveness of Web Analytics, SEO and PPC Over Other Components of Digital Marketing in The Virtual Market	JNNCE, Shivamogga	International Conference on "Marketing in Digital World: Trends, opportunities and Challenges
2	January 17-18, 2020	The Impact of Artificial Intelligence on the Transformation of Job Base in the Banking Sector	JNNCE, Shivamogga	International Conference on "Banking, Financial Services and Insurance
3	October 28-29 2021	Sustainability Index: The New Paradigm in Architecture and Management	Department of Commerce & International Business, School of Business Studies, Central University of Kerala	International Conference on Commerce, Management & Interdisciplinary Subjects
4	April 5 2022	Beta Analysis of Selected Indian Companies Shares- An Empirical Evaluation	Department of Commerce and Management, GFGC, Ripponpet	Virtual National Conference on Recent Trends in Commerce and Management
5	April 5 2022	The Evaluation of Physical Evidences in Virtual Learning System	Department of Commerce and Management, GFGC, Ripponpet	Virtual National Conference on Recent Trends in Commerce and Management
6	April 5 2022	A Study on Online Teaching-Learning Experience	Department of Commerce and Management, GFGC, Ripponpet	Virtual National Conference on Recent Trends in Commerce and Management
7	April 5 2022	Competitive Advantage Gained with Sustainable Management Practices	Department of Commerce and Management, GFGC, Ripponpet	Virtual National Conference on Recent Trends in Commerce and Management

Faculty Name: Dr. M.G. Krishnamurthy				
SL. No.	Date	Title of the Paper	Institution	Conference
1	January, 30, 2016	An empirical study to measure the perception of management students towards Choice Based Credit System (CBCS): A case study	IES Management College and Research Centre, Mumbai	International Business Research Conference-2016 on Re-Visioning the Scope of Businesses
2	January, 30, 2016	Factor modelling to measure women empowerment- An empirical evidence	IES Management College and Research Centre, Mumbai	International Business Research Conference-2016 on Re-Visioning the Scope of Businesses
3	February, 12-13, 2016	Exploring latent factors measuring women empowerment-an empirical evidence	St. Xavier's College, Jaipur (Rajasthan)	National Conference on "A Road Map of India Ahead"
4	February 18, 2016	Choice Based Credit System (CBCS) – A Revolution in Indian Education System	Thakur College of Science & Commerce, Mumbai	International Conference: BHAVISHYA 2016-‘Scaling New Heights & Horizon in Higher Education”
5	March 18-19 2016	Management Teachers’ Perception towards Selected Dimensions of Teacher Empowerment	Xavier Institute of Management & Entrepreneurship, Bangalore	International Conference on “Management Education: Looking beyond the Curriculum –What to teach and How to teach”
6	March 21, 2016	Medical Tourism: Identifying Key Drivers, Issues and Challenges for a New Outlook in Indian Healthcare System	PG Dept. of Business Admn., St. Aloysius College (Autonomous), Mangalore	International Conference on Management in the 21 <sup>st</sup> Century- Issues, Challenges & the Road Ahead
7	March 26-27, 2016	Management Teachers’ Perception in Assessing the Dimensions of Teacher Empowerment”-The paper has bagged “Best Paper” Award	Research Development Association, Jaipur	International conference on “Sustainable Growth and Innovation in the New Millennium- Frontier Global Issues and Challenges
8	November, 7-8 2016	Choice Based Credit System (CBCS) – A Calibrated Approach in Management Education-The paper has bagged “Best Paper” Award	Research Development Association, Jaipur At Kochi (Kerala)	International conference on “Sustainable Growth and Innovation in the New Millennium- Frontier Global Issues and Challenges
9	February, 2-3, 2017	Currency Hedging-Answer to Brexit Impact by Indian SMEs	Manel Srinivas Nayak Memorial Besant Institute of PG Studies, Mangalore	International Conference

10	March, 31, 2017	The WLB Challenges Confronted by Women Entrepreneurs with Pragmatic Evidence	Post Graduate Department of Business Administration, AIMIT, St. Aloysius College, Mangalore	International Conference cum Workshop on "Multidisciplinary Business Research- The New Driver of Business Innovation"
11	March, 31, 2017	Design Thinking: A Tool for Strategic Innovation	Post Graduate Department of Business Administration, AIMIT, St. Aloysius College, Mangalore	International Conference cum Workshop on "Multidisciplinary Business Research The New Driver of Business Innovation"
12	August, 18-19 2017	Performance Appraisal of Lead Bank of Shivamogga District of Karnataka	SDM IDM, Mysore	International Conference on Emerging Trends in Finance, Accounting & Banking – "Navigating Uncertainties in Global Financial Markets-India's Trajectory"
13	September 8-9, 2018	SevaPrathinidhis as Intercessories: A study on their role in SHG's towards Asset Formation	Research Development Association & Research Foundation	23rd International conference on Multidisciplinary Research and Practice in the era of digital innovation and academic intelligence
14	January 4-5, 2019	Digital Marketing of Mutual Funds: A Demographic Approach	JNNCE, Shivamogga	International Conference on Marketing
15	February 22-23, 2019	Role of SHGs in Turning women into micro- entrepreneurs	Mangalore University	2-day International conference on "Contemporary innovations in industry & commerce"
16	February 22-23, 2019	A Study to Evaluate Financial Literary of SHG members	Mangalore University	2-day International conference on "Contemporary innovations in industry & commerce"
17	April ,9, 2019	A Study on SHG Volunteers contribution towards educating SHG members on Wealth Creation Activity	AIMIT, St. Aloysius College (Autonomous), Mangalore	5th International conference on A decade of Global Financial Crisis: Antecedents, Aftermath and the challenges ahead
18	September, 18, 2019	A Study on impact of SHGs towards Wealth Creation for Self and Kinsfolk	Sponsored by Directorate of Collegiate Education, Govt. of Kerala and organised by G.P.M Govt. College, Manjeshwaran, Kerala	National Seminar on "Data Analysis in Social Science Research"

19	April ,9, 2019	Path to Financial Inclusion-The success of SHGs in Mangalore	Sponsored by Directorate of Collegiate Education, Govt. of Kerala and organised by G.P.M Govt. College, Manjeshwaran, Kerala	National Seminar on “Data Analysis in Social Science Research”
20	March 29-30, 2019	Estimating Sensex Volatility Using Garch Model	JSS Science and Technology University	National Conference on “Shift in Indian Business Environment
21	October, 25-26, 2019	Self Help Groups-A Financial Model	ICSSR (Impress Scheme) sponsored Two-Day National Level Conference on “Role of Institutional Financing in the Development of Agriculture and Business Dynamics”	Department of Post-Graduate Studies and Research in Commerce, Mangalore University
22	October, 25-26, 2019	Microfinance and Rural Women Empowerment: The Role of SKDRDP	ICSSR sponsored Two-Day National Level Conference on “Role of Institutional Financing in the Development of Agriculture and Business Dynamics”	Department of Post-Graduate Studies and Research in Commerce, Mangalore University
23	January 17-18, 2020	A Study on Emerging Trends in Banking and Financial Services – Benefits and Challenges	JNNCE, Shivamogga	International Conference on “Banking, Financial Services and Insurance
24	January 17-18, 2020	A Study on Digital Banking Practices among Rural Entrepreneurs – A Study on Entrepreneurs of Shivamogga District, Karnataka State	JNNCE, Shivamogga	International Conference on “Banking, Financial Services and Insurance
25	January 17-18, 2020	A Study on Emerging Trends in Banking and Financial Services –Benefits and Challenges	National Conference on “Dynamics of Commerce in the Contemporary Business Scenario in India”	National Conference on “Dynamics of Commerce in the Contemporary Business Scenario in India”
<b>Faculty Name: Dr.LakshmeeshaKanti K.S.</b>				
<b>SL. No.</b>	<b>Date</b>	<b>Title of the Paper</b>	<b>Institution</b>	<b>Conference</b>
1	January 4-5, 2019	Impact of Technological Advancements on Service Quality in Banking Industry	JNNCE, Shivamogga	International Conference on “Marketing in Digital World: Trends, opportunities and Challenges

2	March 29-30, 2019	E-Marketing Initiatives by Government in Indian Agriculture Markets: An Exploratory Overview	JSS Science and Technology University	National Conference on "Shift in Indian Business Environment
3	March 29-30, 2019	Social Media its impact in Karnataka Politics: A Game Changer Strategy	JSS Science and Technology University	National Conference on "Shift in Indian Business Environment
<b>Faculty Name: Dr. K.S. Habeebur Rahman</b>				
<b>SL. No.</b>	<b>Date</b>	<b>Title of the Paper</b>	<b>Institution</b>	<b>Conference</b>
1	January 4-5, 2019	A Review on Evolution of Technology Adoption Theories and Models	JNNCE, Shivamogga	International Conference on "Marketing in Digital World: Trends, opportunities and Challenges
<b>Faculty Name: Anuradha C.K.</b>				
<b>SL. No.</b>	<b>Date</b>	<b>Title of the Paper</b>	<b>Institution</b>	<b>Conference</b>
1	January 4-5, 2019	An Empirical Study on Technological Impact on Customer Retention	JNNCE, Shivamogga	International Conference on "Marketing in Digital World: Trends, opportunities and Challenges
<b>Faculty Name: Dr.Srikant G.Sugur</b>				
<b>SL. No.</b>	<b>Date</b>	<b>Title of the Paper</b>	<b>Institution</b>	<b>Conference</b>
1	January 4-5, 2019	Role of Big Data in Banking Sector	JNNCE, Shivamogga	International Conference on "Marketing in Digital World: Trends, opportunities and Challenges
2	January 17-18, 2020	Impact of Direct Institutional Credit on Agricultural GDP	JNNCE, Shivamogga	International Conference on "Banking, Financial Services and Insurance"
3	January 17-18, 2020	A Study on Financial Performance of Malnad Credit Co-operative Society in Shivamogga city (Karnataka State) using Camel Model	JNNCE, Shivamogga	International Conference on "Banking, Financial Services and Insurance"
4	January 17-18, 2020	An Analysis of Productivity in Banks with special reference to HDFC Bank	JNNCE, Shivamogga	International Conference on "Banking, Financial Services and Insurance"
5	January 17-18, 2020	A Study of Customer Awareness on Investing in Mutual Funds through SIP in Shivamogga City	JNNCE, Shivamogga	International Conference on "Banking, Financial Services and Insurance"

<b>Faculty Name: Dr. Subhadra P.S.</b>				
<b>SL. No.</b>	<b>Date</b>	<b>Title of the Paper</b>	<b>Institution</b>	<b>Conference</b>
1	January 4-5, 2019	An Empirical Study on Technological Impact on Customer Retention	JNNCE, Shivamogga	International Conference on "Marketing in Digital World: Trends, opportunities and Challenges
2	March 9, 2019	Perceived Impact of Welfare measures on Employee Job Satisfaction in Small Scale Industries: A Study with Special Reference to Shivamogga District	Sahyadri Commerce and Management College, Shivamogga	National Conference on "Contemporary Issues and Challenges of Commerce in GST Regime
3	March 3, 2019	Women Empowerment through Banks Self Help Groups Linkage in Rural Areas: A Study with Reference Shivamogga District	Divekar College of Commerce, Karwar	National Conference on "Innovation in Banking and Financial Sector
4	January 17-18, 2020	The Study of the Forthcoming Impact of Artificial Intelligence in the Banking Sector	JNNCE, Shivamogga	International Conference on "Banking, Financial Services and Insurance"
5	January 23-24, 2020	Role of Co-operative Cottage Industries in Financial Empowerment of Women	Government College of Arts, Science & Commerce, Khandola,	National Conference on "Co-operatives in a Globalised Economy: Relevance, Issues & Challenges"
<b>Faculty Name: Dr. Vikrama D.K.</b>				
<b>SL. No.</b>	<b>Date</b>	<b>Title of the Paper</b>	<b>Institution</b>	<b>Conference</b>
1	January 4-5, 2019	Problems and Prospects of Digital Marketing in Rural Tourism with Special Reference to Karnataka State, India	JNNCE, Shivamogga	International Conference on "Marketing in Digital World: Trends, opportunities and Challenges
2	March 29-30, 2019	A Study of Rural Tourism Marketing for Rural Development in India, with Special reference to Selected Rural Destinations in Malanad Region of Karnataka State, India	JSS Science and Technology University, Mysore	National Conference on "Shift in Indian Business Environment
3	January 17-18, 2020	A Study on Opportunities and Challenges of Digital Payment in Rural Karnataka	JNNCE, Shivamogga	International Conference on "Banking, Financial Services and Insurance"

<b>Faculty Name: Dr. Srinivasa Murthy B.V.</b>				
<b>SL. No.</b>	<b>Date</b>	<b>Title of the Paper</b>	<b>Institution</b>	<b>Conference</b>
1	January 4-5, 2019	Transformation of Tourism Through Digitalization, A Case Study of Karnataka	JNNCE, Shivamogga	International Conference on "Marketing in Digital World: Trends, opportunities and Challenges"
2	March 29-30, 2019	Tourism Awareness and Experiences among Tourists in Shivamogga District- An Empirical Study	JSS Science and Technology University, Mysore	National Conference on "Shift in Indian Business Environment"
3	January 17-18, 2020	Branding of Indian Banking: Issues and Challenges	JNNCE, Shivamogga	International Conference on "Banking, Financial Services and Insurance"
4	April 5 2022	Growth and Effectiveness of Digital Food Services on Restaurants Business in Bangaluru	Department of Commerce and Management, GFGC, Ripponpet	Virtual National Conference on Recent Trends in Commerce and Management
<b>Faculty Name: Dr. Vikram V.</b>				
<b>SL. No.</b>	<b>Date</b>	<b>Title of the Paper</b>	<b>Institution</b>	<b>Conference</b>
1	January 4-5, 2019	E-Tailing Supersedes Over Brick-and-Mortar, E-Commerce in India and The Future Growth	JNNCE, Shivamogga	International Conference on "Marketing in Digital World: Trends, opportunities and Challenges"
2	February 24 2018	"Rural Readers are Perceptive-Small Things make a difference to daily circulations"	SDM Post Graduate Centre for Management Studies and Research, Mangalore	National Conference on "Rural Opportunity-An Unexplored Terrain"
3	March 29-30, 2019	E-Marketing Initiatives by Government in Indian Agriculture Markets: An Exploratory Overview	JSS Science and Technology University, Mysore	National Conference on "Shift in Indian Business Environment"
4	March 29-30, 2019	Social Media its impact in Karnataka Politics: A Game Changer Strategy	JSS Science and Technology University, Mysore	National Conference on "Shift in Indian Business Environment"
5	April 5 2022	A Conceptual Study on Traditional Supply Chain Management and Green Supply Chain Management	Department of Commerce and Management, GFGC, Ripponpet	Virtual National Conference on Recent Trends in Commerce and Management

<b>Faculty Name: Dr.Ravisha N.S.</b>				
<b>SL. No.</b>	<b>Date</b>	<b>Title of the Paper</b>	<b>Institution</b>	<b>Conference</b>
1	August 18 & 19, 2017	Performance Appraisal of Lead Bank of Shivamogga District of Karnataka	Shri Dharmasthala Manjunatheshwara Institute for Management Development, Mysore	6 th International Conference on Emerging Trends in Finance, Accounting & Banking Navigating Uncertainties in Global Financial Markets-India's Trajectory
2	January 4-5, 2019	Impact of Digital Technology In Cooperative Banks	JNNCE, Shivamogga	International Conference on "Marketing in Digital World: Trends, opportunities and Challenges
3	March 29-30, 2019	A Study of Rural Tourism Marketing for Rural Development in India, with Special reference to Selected Rural Destinations in Malanad Region of Karnataka State, India	JSS Science and Technology University, Mysore	National Conference on "Shift in Indian Business Environment
4	January 17-18, 2020	An Evaluation of Financial Performance – A Study with special reference to selected Public Sector and Private Sector Banking in India	JNNCE, Shivamogga	International Conference on "Banking, Financial Services and Insurance"
<b>Faculty Name: Dr.Santhosha</b>				
<b>SL. No.</b>	<b>Date</b>	<b>Title of the Paper</b>	<b>Institution</b>	<b>Conference</b>
1	January 4-5, 2019	Impact of Technological Advancements on Service Quality in Banking Industry	JNNCE, Shivamogga	International Conference on "Marketing in Digital World: Trends, opportunities and Challenges
2	April 5 2022	Role of Seva Prathinidhis As Informed Intercessories Towards Asset Formation in the Post Covid Era	Department of Commerce and Management, GFGC, Ripponpet	Virtual National Conference on Recent Trends in Commerce and Management
3	April 5 2022	Producer Organization in Measurement, Evaluation and Enhancement of Sustainable Agricultural Effectiveness	Department of Commerce and Management, GFGC, Ripponpet	Virtual National Conference on Recent Trends in Commerce and Management



<b>Faculty Name: Aishwarya V. Hittanagi</b>				
<b>SL. No.</b>	<b>Date</b>	<b>Title of the Paper</b>	<b>Institution</b>	<b>Conference</b>
1	January 4-5, 2019	A Review on Evolution of Technology Adoption Theories and Models	JNNCE, Shivamogga	International Conference on "Marketing in Digital World: Trends, opportunities and Challenges
<b>Faculty Name: Praveen Kumar B. H</b>				
<b>SL. No.</b>	<b>Date</b>	<b>Title of the Paper</b>	<b>Institution</b>	<b>Conference</b>
1	April 5 2022	Beta Analysis of Selected Indian Companies Shares- An Empirical Evaluation	Department of Commerce and Management, GFGC, Ripponpet	Virtual National Conference on Recent Trends in Commerce and Management
<b>Faculty Name: Dr. Shruthi Prabhakar</b>				
<b>SL. No.</b>	<b>Date</b>	<b>Title of the Paper</b>	<b>Institution</b>	<b>Conference</b>
1	April 5 2022	A New Normal as Stock Markets Are Still the Last Investment Options for Employed Women Individual Investors in Post Covid Era	Department of Commerce and Management, GFGC, Ripponpet	Virtual National Conference on Recent Trends in Commerce and Management
<b>Faculty Name: Dr. G P Nagesh</b>				
<b>SL. No.</b>	<b>Date</b>	<b>Title of the Paper</b>	<b>Institution</b>	<b>Conference</b>
1	November 25-26 2022	Forex Market v/s Stock Market in India: Disruptive Approach	Nitte Meenakshi Institute of Technology	International Conference on "Transforming Business Practices through Disruptive Technologies