



**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

Faculty Paper Publications

Faculty Name: Dr. C. Srikant					
Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	February 2017	Analytical Study of the Financial Performance of Canara Bank	Intercontinental Journal of Finance Research Review	2321-0354	International
2	June 2017	A Study on Comparative Performance of Agricultural Cooperative Societies with Special Reference to TAPCMS Koppa, Chickmagalur District, Karnataka State	JNNCE Journal of Engineering & Management (JJEM)	2582-0079	National
3	July-December 2018	Sports Management	JNNCE Journal of Engineering & Management (JJEM)	2582-0079	National
4	January-March 2019	Effectiveness of Web Analytics, SEO and PPC Over Other Components of Digital Marketing in The Virtual Market	International Journal of Advance & Innovative Research	2394-7780	International
5	April-June 2022	Beta Analysis of Selected Indian Companies Shares- An Empirical Evaluation	International Journal of Advance and Innovative Research	2394-7780	International
6	April-June 2022	The Evaluation of Physical Evidences in Virtual Learning System	International Journal of Advance and Innovative Research	2394-7780	International
7	April-June 2022	A Study on Online Teaching-Learning Experience	International Journal of Advance and Innovative Research	2394-7780	International

8	April-June 2022	Traversing the Pandemic: A Study of Competitive Advantage Gained with Sustainable Management Practices	International Journal of Advance and Innovative Research	2394-7780	International
9	Nov.-Dec. 2021	The Evaluation of Physical Evidences in Virtual Learning System	International Journal of Mechanical Engineering	0974-5823	International
10	April-2022	Customer Delight: A Comparative study of services rendered by private and public sector bank to achieve customer delight and ecstasy.	NeuroQuantology	1303-5150	International
Faculty Name: Dr. M.G. Krishnamurthy					
Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	January 2017	Choice Based Credit System (CBCS) – A Revolution in Indian Education System	International Scholarly Journal for Interdisciplinary Studies	2319-4766	International
2	January 2017	Choice Based Credit System –A Calibrated Approach in Management Education	Journal of Management outlook	2233-1769	National
3	February 2017	A Study on Financial Performance of Credit Co-Operative Societies using CAMEL Model, with special reference to Malnadu Credit Co-Operative Society Ltd., Shivamogga	Intercontinental Journal of Finance Research Review	2347-1654	International
4	March 2017	Assessment of Competency Skill among Employees of Mangalore Big Bazar	IMPETUS (Xavier's Interdisciplinary Research Journal)	2278-0254	International -
5	December 2017	Role of Visual Merchandising in Persuading Customers to Choose Mangalore's big Bazaar as their Shopping destination	SJOM (Sahyadri Journal of Management)	24569151	National -
6	March 2018	A Study on Inventory Management Practices at SME's-A Case Study with Respect to SME of Shivamogga District, Karnataka, India	International Journal of Innovative Knowledge Concept	24542415	International
7	April 2018	Consumer Behaviour towards Marketing Mix in organized Retail: A Study with reference to supermarkets in Mangalore	International Journal of Management studies	2249-0302	International
8	Jan-June 2018	Women Empowerment-A Pragmatic Evidence of Exploring Embryonic Aspects	JNNCE Journal of Engineering & Management (JJEM)	2582-0079	National
9	Jan-June 2018	Consumer Behaviour towards Marketing Mix in Organised Retail: A Study with Reference to Supermarkets in Mangalore	JNNCE Journal of Engineering & Management (JJEM)	2582-0079	National
10	Jan-June 2018	A Study on Inventory Management Practices in SME's -A Case Study with respect to SMEs of Shimoga District, Karnataka, India	JNNCE Journal of Engineering & Management (JJEM)	2582-0079	National

11	July-December 2018	Credit Rating for SMEs- A Bridge between Indian SMEs and Industrial Finance	JNNCE Journal of Engineering & Management (JJEM)	2582-0079	National
12	July-December 2018	Digital Marketing of Mutual Funds: A Demographic Approach	JNNCE Journal of Engineering & Management (JJEM)	2582-0079	National
13	July December 2018	Sports Management	JNNCE Journal of Engineering & Management (JJEM)	2582-0079	National
14	January 2019	Digital Marketing of Mutual Funds: A Demographic Approach	International Journal of Advance & Innovative Research	2394=7780	International
15	January 2019	A Study on Usage of Digital Marketing Tools By SMES, Opportunities and Challenges	International Journal of Advance & Innovative Research	23947780	International
16	January 2019	Digital Marketing of Mutual Funds: A Demographic Approach	International Journal of Advance and Innovative Research	2394-7780	International
17	March 2019	Estimating Sensex Volatility using Garch Model	Conference Proceedings on "Shift in India Business Environment	9789353518844	National
18	December 2019	A Study on ICT Usage in SME's – Case Study with reference to Small and Medium Scale Enterprises of Shivamogga City, Karnataka State, India	Journal of Interdisciplinary Cycle Research	0022-1945	National
19	January 2020	A Study on Emerging Trends in Banking and Financial Services – Benefits and Challenges	Proceedings of National Conference organized by Govt. First Grade College (Dept. of Collegiate Education, GOK), Shivamogga on 18 th January, 2020	978-93-5396-548-8	National

Faculty Name: Dr. Lakshmeesha Kanti K.S.					
Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	February 2017	A Study on Financial Performance of Credit Co-Operative Societies using CAMEL Model, with special reference to Malenadu Credit Co-Operative Society Ltd., Shivamogga	Intercontinental Journal of Finance Research Review	2347-1654	International
2	September 2018	Doctoral Thesis Abstract on "A Study of Financial Management Practices, Spectrums & Approaches in areca Sector of the Malnad region of Karnataka	AIMS International Journal of Management	-	National
3	January 2019	Impact of Technological Advancements on Service Quality in Banking Industry	International Journal of Advance & Innovative Research	2394-7780	International
4	March 2019	E-Marketing Initiatives by Government in Indian Agriculture Markets-an explorative overview	Conference Proceedings on "Shift in India Business Environment	9789353518844	National
5	March 2019	Social Media its Impact in Karnataka Politics – A Changer Strategy	Conference Proceedings on "Shift in India Business Environment	9789353518844	National
Faculty Name: Anuradha C.K.					
Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	January -March 2019	An Empirical Study on Technological Impact on Customer Retention	International Journal of Advance & Innovative Research	2394-7780	International
2	January -March 2019	A Study on Digital Shopping Behaviour and Work Life Balance of Banking Employees in Tier -2 Cities in Karnataka: A Study with Special Reference To Shivamogga District	International Journal of Advance & Innovative Research	2394-7780	International
3	June 2022	A conceptual study on role of farmer producer organization in measurement, evaluation and enhancement of sustainable agricultural effectiveness	International Journal of Health Sciences	2990–2995	International

Faculty Name: Dr. Srikant G. Sugur					
Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	December 2017	Investment Management in Banks: A Conceptual Analysis	Intercontinental Journal of Finance Research	2321-0354	International
2	May 2018	Green Marketing –Some Insights	Inter-Continental Management Research Review	2321-0346	International
3	January-March 2019	Role of Big Data in Banking Sector	International Journal of Advance & Innovative Research	2394-7780	International
4	February 2019	A Study on Liquidity Management in Indian Public Sector Banks with Special Reference to Canara Bank	Intercontinental Journal of Finance Research	2321-0354	International
Faculty Name: Dr. Subhadra P. S.					
Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	January-March 2019	An Empirical Study on Technological Impact on Customer Retention	International Journal of Advance & Innovative Research	2394-7780	International
2	January-March 2019	A Study on Digital Shopping Behaviour and Work Life Balance of Banking Employees in Tier -2 Cities in Karnataka: A Study with Special Reference to Shivamogga District	International Journal of Advance & Innovative Research	2394-7780	International
3	November 2021	“A Critical Insight into the Art and Science of Spirituality and Management in Bhagavad Gita”	Webology	1735-188X	International
4	December 2021	Availability, uses and impacts of HR Metrics and Analytics in IT & ITES Industry: A Study with Special Reference to Karnataka, India.	Design Engineering Design Engineering, Toronto	0011-9 342	International
5	December 2021	Family Support and Family Work Enrichment (FWE) Among the Employees in Service Sector: A Study with Special Reference to Karnataka	Journal of The Asiatic Society of Mumbai	0972-0 766	International
6	December 2021	Women Empowerment Through Banks -Self-Help Groups Linkage in Rural Areas: A Study with Special Reference to Shivamogga District	Journal of Education Rabindra Bharati University	0972-7 175	International

7	November 2022	Problems and Prospects of Digital Marketing in Rural Tourism with Special Reference to Karnataka State, India	Kanpur Philosophers	2348-8301	International
8	December 2021	A Study on Rural Tourism Problems and Prospects in Malnad Region of Karnataka State	Journal of The Asiatic Society of Mumbai	0972-7 175	International
9	September 2023	A Qualitative Analysis on “The Importance of Emotional Intelligence in Effective Leadership”	European Chemical Bulletin	2063-5346	International

Faculty Name: Dr. Vikrama D. K.

Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	January-March 2019	Problems and Prospects of Digital Marketing in Rural Tourism with Special Reference to Karnataka State, India	International Journal of Advance & Innovative Research	2394-7780	International
2	March 2019	A Study of Rural Tourism Marketing for Rural Development in India, with special reference to selected Rural Tourism Destinations in Malnad Region Karnataka State, India	Conference Proceedings on “Shift in India Business Environment	97893535188 44	National
3	Nov 2022	A Critical Insight into the Art and Science of Spirituality and Management in Bhagavad Gita	Webology Center	1735-188X	International
4	Nov 2022	Problems And Prospects of Digital Marketing in Rural Tourism	Kanpur Philosophers	2348-8301	International
5	Nov 2022	A Study on Rural Tourism Problems and Prospects in Malnad Region of Karnataka State	The Asiatic Society Of Mumbai	0972-0766	International

Faculty Name: Dr. Srinivasa Murthy B.V.

Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	January 2019	Transformation of Tourism Through Digitalization, A Case Study of Karnataka	International Journal of Advance & Innovative Research	2394-7780	International
2	March 2019	Tourism Awareness and Experiences among Tourists in Shivamogga District-An Empirical Study	Conference Proceedings on “Shift in India Business Environment	97893535188 44	National
3	April-June 2022	Growth and Effectiveness of Digital Food Services on Restaurants Business in Bengaluru	International Journal of Advance & Innovative Research	2394-7780	International

4	May 2022	Role of MSMEs in Propelling Economic Development - A Case Study of Shivamogga District, Karnataka, India.	International Journal of Mechanical Engineering	0974-5823	International
Faculty Name: Dr. Vikram V.					
Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	May 2018	A study on Supply Chain Management Practices of Selected Newspaper Companies in Karnataka State	AIIMS International Journal of Management	1939-7011	International
2	January -March 2019	E-Tailing Supersedes Over Brick-and-Mortar, E-Commerce in India and The Future Growth	International Journal of Advance & Innovative Research	2394-7780	International
3	March 2019	E-Marketing Initiatives by Government in Indian Agriculture Markets-an explorative overview	Conference Proceedings on "Shift in India Business Environment	9789353518844	National
4	March 2019	Social Media its Impact in Karnataka Politics – A Changer Strategy	Conference Proceedings on "Shift in India Business Environment	9789353518844	National
5	March 2020	A Study on Marketing Strategies of Eastern Condiments Pvt. Ltd. with Special Reference to Mysuru District	Intercontinental Journal of Marketing Research Review	2321-0346	International
6	December 2020	On-line or Internet Marketing-An Overview	ShodhSarita Journal of Arts Humanities and Social sciences	2348-2397	International
7	July-September 2021	An Evaluation of Promotional Strategies of MTR Foods Pvt. Ltd. With Special Reference to Bengaluru City"	International Journal of Advance and Innovative Research	2394 - 7780	International
8	April-June 2022	A Conceptual Study on Traditional Supply Chain Management and Green Supply Chain Management	International Journal of Advance and Innovative Research	2394 - 7780	International
9	June 2022	"A Study on Newspaper Industry Supply Chain Risk, Challenges and Control Needed to Sustain in the Digital Era"	International Journal of Research in Business Studies	2455-2992	International
10	March 2023	A Study on Handbill insertion (Pamphlet) Activity in Newspaper-by-Newspaper Agents of Selected Districts of Karnataka	INCOCOM 2023 Proceedings	978-93-5811-667-0	National
11	June 2023	A Study on Handbill Insertion (Pamphlet) Activity in Newspaper-by-Newspaper Agents of Selected Districts of Karnataka	International Journal of Research in Business Studies	2455-2992	International

Faculty Name: Dr. Ravisha N. S.					
Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	February 2017	Analytical Study of the Financial Performance of Canara Bank	Intercontinental Journal of Finance Research Review	2321-0354	International
2	January 2019	Impact of Digital Technology in Cooperative Banks	International Journal of Advance & Innovative Research	2394-7780	International
3	March 2019	A Study of Rural Tourism Marketing for Rural Development in India, with special reference to selected Rural Tourism Destinations in Malnad Region Karnataka State, India	Conference Proceedings on "Shift in India Business Environment	9789353518844	National
Faculty Name: Dr. Santhosha					
Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	September 2018	Sports Management	JNNCE Journal of Engineering & Management (JJEM)	2582-0079	National
2	January March-2019	Impact of Technological Advancements on Service Quality in Banking Industry	International Journal of Advance & Innovative Research	2394-7780	International
3	June 2021	Exploring The Role of Self-Help Group (SHG) Volunteers In Promoting Wealth Creation Education Among SHG Members	Webology	1735-188X	International
4	April-June 2022	A conceptual study on role of farmer producer organization in measurement, evaluation and enhancement of sustainable agricultural effectiveness	International Journal of Advance and Innovative Research	2394 - 7780	International
5	April 2022	Role of Seva Prathinidhis as Informed Intercessories Towards Asset Formation in The Post Covid Era	International Journal of Advance and Innovative Research	2394 - 7780	International
6	June 2022	A conceptual study on role of farmer producer organization in measurement, evaluation and enhancement of sustainable agricultural effectiveness	International Journal of Health Sciences	2990–2995	International
7	February 2023	Model of Cost teeming, Impact of Project Planning & Management in Residential Infrastructure Projects	Journal of Advanced Zoology	0253-7214	International

8	March 2023	Influence of Gender, Education and Occupation on Stipulate of Demand for Residential Property	European Economic Letters	2323-5233	International
9	April 2023	A Study on Financial Literacy and Investment Behaviour of Teachers	Journal of Survey in Fisheries Sciences		International
10	May 2023	Cost Escalation in Development of Residential Projects: Empirical Evidence of Sources	Journal of Namibian Studies	2197-5523	International
11	August 2023	Empowering Communities: Evaluating The Transformative Impact of Training Programs on The Economic Empowerment of Self-Help Group (SHG) Members	Journal of Namibian Studies	2197-5523	International

Faculty Name: Aishwarya V. Hittanagi

Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	January 2019	A Review on Evolution of Technology Adoption Theories and Models	International Journal of Advance & Innovative Research	2394-7780	International
2	January 2019	A Study on Digital Shopping Behaviour & Work Life Balance of Banking Employees	International Journal of Advance & Innovative Research	2394-7780	International
3	January 2019	A Review on Evolution of Technology Adoption Theories and Models	International Journal of Advance & Innovative Research	2394-7780	International

Faculty Name: Praveenkumar B H

Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	July-September 2021	Impact of Digital Technology on Performance of Public and Private Sector Banks in India	International Journal of Advance and Innovative Research	2394 - 7780	International
2	November 2021	Financial Budget Planning & Optimization at Private Educational Institutes in India	Webology	1735-188	International
3	April-June 2022	An Analysis of Financial Performance of Selected Cooperative Banks of Malnad Region, Karnataka	International Journal of Advance and Innovative Research	2394 - 7780	International

4	Nov-Dec 2022	The Evaluation of Physical Evidences in Virtual Learning System	International Journal of Mechanical Engineering	0974-5823	International
5	July 2022	An Evaluation of Financial Performance of Selected Commercial Banks in India – Comparative Study	Neuro Quantology	1303-5150	International
6	January 2023	An Analytical Investigation of Performance of Selected Commercial Banks in India-Comparative Study	GIS Science Journal	1869-9391	International

Faculty Name: Dr. Shruthi Prabhakar

Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	April 2022	A New Normal as Stock Markets Are Still the Last Investment Options for Employed Women Individual Investors in Post Covid Era	International Journal of Advance and Innovative Research	2394 - 7780	International

Faculty Name: Dr. Harsha C Mathad

Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	May 2023	A Study on Union Budget with Special Reference to Agricultural Sector	Journal of The Institute of Cost Accountants of India	0972-3528	International
2	December 2022	A Comparative Study on Indian IPR with Selected Country IPR	Central European Management Journal	2336-26932	International

Faculty Name: Dr. G P Nagesh

Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	December 2022	A Comparative Study on Indian IPR with Selected Country IPR	Central European Management Journal	2336-26932	International