

Publication Details



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<i>International/ National Conferences</i>	✓ “Creativity Innovation And Entrepreneurship- Ethical Dimensions Of Entrepreneurship at Abbas Khan Degree College for Women, Bangalore.(UGC Sponsored) ✓ A Study On Challenges & Opportunities Of Employment Generation In MSME In India, Prospects Of Micro, Small, Medium Enterprises (MSMES) In Indian Scenario, The American College, Madurai, Volume: (2), 2018, ISBN: 978-93-86712-19-6 ✓ “Creative and Innovative Trends In Management- An Emerging Trends In Rural -Agro Marketing In Karnataka Region” at Sri Jagadish Prasad Jhabarmal Tibrewala University, Jhunjhunu, Rajasthan.
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	✓ “Marketing To Rural India- A Study on Rural Agro Marketing in Karnataka at PES Institute of Technology, Bangalore. ✓ “NAGIC 2012- HR Outsourcing Theory and Practices” at Vivekananda Institute of Technology, Kumbalgodu, Bangalore. (AICTE Sponsored) ✓ “Eminence in privileged education: Prolific for Development” at St. Joseph’s Degree and PG College, Hyderabad. (NAAC Sponsored) ✓ Implications of Multiculturalism in the changing business scenario- “Hurtles of Globalization on women workforce in India” at AIMS, Bangalore. ✓ A Study on the “Work cultures adopted in Indian Software Industry with reference to Silicon Valley of India” at AIMS, Bangalore. ✓ A comprehensive study on the “Implications of CRM in financial services in the business scenario” at Acharya College, Bangalore. ISBN: 978-81-910530-3-6 ✓ A Study on “Intensifying Confronts in the Indian Software Industry with reference to Bangalore City” at Community Institute of Management Studies, Bangalore.
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	✓ A Study on “Measuring the Service Quality of Nationalized Banks through GAPS Model” at BMS College of Engineering, Bangalore. (International Conference) ISBN: 978-81-88849-99-5 ✓ A Study on the “Impact of Globalization on Management Education: Success or Nuisance” at SDM Business Management, Mangalore. (UGC Sponsored) ✓ Sustainability through Effective Management of Service Failure: Maruti Suzuki Dealers at Sinhgad School of Business Studies, Pune. ISBN: 978-93-5097-461-2 ✓ A Pragmatic Study on the “Determinants of India’s Export Performance of Project Export Promotion Council of India (PEPC)” at MGM’s, ISMR, Navi Mumbai. (International Conference) ISBN: 978-93-5110-023-2
<i>Refereed Indexed Journals (Publication)</i>	✓ Education to Minority: Factual or Myth, IJEPA, Volume 3 Number. 02 (2013) ISSN: 2249-3093 ✓ Customer Preferences on OVI and Android applications: An Exploratory Study, IJRIM, Volume 3 Issue 10, Oct 2013, ISSN: 2231- 4334

<i>International Refereed Journals with Impact Factors (Publications)</i>	✓ Recital and Problems of Information Technology in Karnataka with special reference to Silicon Valley of India: An Analytical Study, Research Explorer, ISSN: 2250-1940 with IF- 0.389 ✓ A Study On Green Training & Developments Initiatives And Practices Implemented In Corporate Bodies (2019), CIKITUSI Journal For Multidisciplinary Research, SCOPUS Indexed Suggested ID: 45M2HG58E5374L58, UGC No. 40784, Impact Factor No. 6.1, Volume 6, Issue 4, April 2019, ISSN No: 0975-6876, DOI:16.10089.CJMR.2019.V614.19.2884, Page No. 511-519 ✓ A Study On Rural Urban Migrants Employed In Domestic Work Issues & Challenges In Indian Context (2017), Rex Journal, Volume 4 Issue 4, Special 2 2017, Impact Factor No. 4.2, ISSN 2321-1067, Page 136 ✓ Escalation and Expansion of ESC of India: An Empirical Analysis, IOSR-JBM, e-ISSN: 2278-487X with IF- 1.458 ✓ Post purchase behavior on Retailer's Brand: An
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	Empirical Approach, IJBMI, Volume 2 Issue 10, Oct 2013 with IF-1.482 ✓ Retailer's Brand Literature: An Extensive Study, Journal of International Academic Research for Multidisciplinary (JIARM) Vol.2, Issue.8, ISSN: 2320-5083, pp. 400-411 with IF- 1.393 ✓ Retailing System and Retailer's Brand: Perceptive and Implicative Study through literature review, GE-International Journal of Management Research (GE-IJMR) Vol.2, Issue.8, ISSN:2321-1709, pp. 107-116 with IF-3.142 ✓ Retailer's Brand Awareness: An Exploratory Approach, IJM Volume 4 Issue 6 Nov- Dec 2013 ISSN (Print): 0976-6502, ISSN (Online): 0976-6510, pp 92-98 with IF- 6.9071 ✓ Influencing Factors of Retailer's Brand: An Investigative Approach, International Rural Business Perspectives (Pezzottaite Journals), Volume. 3, No.3, July-September-2014, ISSN (Print): 2279- 0934, ISSN (Online): 2279- 0942, pp. 1191- 1198 with IF- 5.996 ✓ Cohesion of Private Labels on Households: A Quantitative Approach, International Rural Business
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	Perspectives (Pezzottaite Journals), Volume. 4, No.2, April-June-2015, ISSN (Print): 2279- 0934, ISSN (Online): 2279- 0942, pp. 1626- 1630 with IF- 5.996 ✓ An Overview of Retailer's Brand and Customer Based Brand Equity: An Extensive Review, GE-International Journal of Management Research (GE-IJMR) Vol.3, Issue.8, ISSN:2321-1709, pp. 107-116 with IF- 4.316 ✓ "A Study of Brand Equity on Retailer's Brand with Special Reference to Branded Products of Big Bazaar", GE- International Journal of Management Research, April 2016, ISSN: O : 2321- 1709 with Impact Factor: 4.88
	✓ Radio listeners and Advertisements: An Exploratory Approach, IJRCM Volume no. 4 (2013), Issue no. 09 (September) with ICV- 5.098
<i>Books</i>	✓ Sustaining Organizational Excellence in Turbulent Times, Himalaya Publishing House, 2013, ISBN: 978-93-5097-634-0 ✓ Authored a book on " A Study of Brand Equity on Retailer's Brand with special reference to Branded Products of Big Bazaar", Published By GE-International Journal of Management Research, April 2016, ISSN: P : 2394-4226

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