

List of Publications July 2018-June 2019								
Dayananda Sagar College of Arts, Science and Commerce								
Criteria -3- Research Publications								
Sl.No	Title of the Paper	Name of the Author	Dept. of the Teacher	Journal Name	Year of publication	Remarks		
						ISSN Number	Link to the recognition in UGC enlistment	Scopus /UGC CARE List/ National /
	MBA							
1	Women Empowerment through Entrepreneurship-Role of	Dr. C B Venkata Krishna Prasad	MBA	International Journal for Research in Engineering Application &	2018	ISSN :2454-6150	10.18231/2454-9150.2018.0595	International
2	Mediation Analysis on stress levels of Bank Employees using SEM Approach	Dr.B.R.Venkatesh	MBA	International Journal of Research in Humanities, Arts and Literature	2018	ISSN(P): 2347-4547	https://www.researchgate.net/publication/331987789_MEDIATION_ANALYSIS_ON_STRESS_LEVELS_OF_BANK_EMPL	International
3	Mediation Analysis on stress levels of Bank Employees using SEM Approach	Dr. J Vijaya Kumar,	MBA	International Journal of Research in Humanities, Arts and Literature	2018	ISSN(P): 2347-4547	https://www.researchgate.net/publication/331987789_MEDIATION_ANALYSIS_ON_STRESS_LEVELS_OF_BANK_EMPL	International
4	Mediation Analysis on stress levels of Bank Employees using SEM Approach	Harshith Babu.V.S	MBA	International Journal of Research in Humanities, Arts and Literature	2018	ISSN(P): 2347-4547	https://www.researchgate.net/publication/331987789_MEDIATION_ANALYSIS_ON_STRESS_LEVELS_OF_BANK_EMPL	International
5	Impact of Retailer brand equity on customer satisfaction in selected retail outlets in bangalore city	Dr. B.R.Venkatesh	MBA	Journal of Management	2018	ISSN(P): 2347-3940 ISSN(O): 2347-3959	https://www.researchgate.net/publication/331987794_IMPACT_OF_RETAILER_BRAND_EQUITY_ON_CUSTOMER_LOYALTY_WITH_CUSTOMER_SATISFACTION_IN_SELECTED	International
6	Impact of Retailer brand equity on customer satisfaction in selected retail outlets in bangalore city	Dr. J Vijaya Kumar,	MBA	Journal of Management	2018	ISSN(P): 2347-3940 ISSN(O): 2347-3959	https://www.researchgate.net/publication/331987794_IMPACT_OF_RETAILER_BRAND_EQUITY_ON_CUSTOMER_LOYALTY_WITH_CUSTOMER_SATISFACTION_IN_SELECTED	International
7	Impact of Retailer brand equity on customer satisfaction in selected retail outlets in bangalore city	Harshith Babu V.S	MBA	Journal of Management	2018	ISSN(P): 2347-3940 ISSN(O): 2347-3959	https://www.researchgate.net/publication/331987794_IMPACT_OF_RETAILER_BRAND_EQUITY_ON_CUSTOMER_LOYALTY_WITH_CUSTOMER_SATISFACTION_IN_SELECTED	International
8	Precision agriculture adoption: challenges of indian agriculture	Dr. Kadambini Katke	MBA	International journal of research and analytical reviews	2019	e ISSN 2348-1269, Print ISSN 2349-5138	chrome-extension://efaidnbmnnnibpcajpcgclefindmkaj/http://ijrar.com/upload_issue/ijrar_i	UGC CARE Listed

9	Challenges of Robotic process automation adoption in Banking and Financial Services	Dr. Kadambini Katke	MBA	International Journal of Research and Analytical reviews	2019	www.ijrar.org (E-ISSN 2348-1269, P-ISSN 2349-5138)	https://www.researchgate.net/publication/338990933_CHALLENGE_S_OF_ROBOTIC_PROCESS_AUTOMATION_ADOPTION_IN_BANKING	UGC CARE Listed
10	A study on business management students perception towards Indian Privatization	Dr. Kadambini Katke	MBA	International Journal of Research and Analytical reviews	2019	www.ijrar.org (E-ISSN 2348-1269, P-ISSN 2349-5138)	https://www.researchgate.net/publication/339178083_A_Study_on_Business_Management_Students_Perception_to	UGC CARE Listed
11	An Assessment of the attitude towards entrepreneurship among higher education students at Bangalore	Dr. Kadambini Katke	MBA	International Journal of Research and Analytical reviews	2019	E ISSN 2348-1269, PRINT ISSN 2349-5138	https://www.researchgate.net/publication/333080692_AN_ASSESSMENT_OF_THE_ATTITUDE_TOWARDS_ENTREPRENEURSHIP_AMONG_HIGHER_EDUC	UGC CARE Listed
12	A review on Gadgil Report(2011), Kasturirangan Report(2013) and Oommen V Oommen(2013) on Western Ghat	Dr. C B Venkata Krishna Prasad	MBA	The International Research Journal of Social Sciences and Humanities	2019	Issn : 2347-5021 online 2347 - 503X	chrome-extension://efaidnbmnnnibpcajpcgclefindmkaj/http://research-chronicler.com/reschro/pdf/v7i5/7515-	International Journals
13	An empirical study of option pricing by using black-scholes model for select stock options from Indian Stock Option	Dr.Sriyank Levi	MBA	International Journal of Interdisciplinary Research and Innovations	2019	ISSN 2348-1226 (online)	chrome-extension://efaidnbmnnnibpcajpcgclefindmkaj/http://www.researchpublish.com/upload/book/AN%20EMPIRICAL%20	International Journals
14	Role of Demographic factors on Investment Decision of Investors in Bangalore	Dr.Sriyank Levi	MBA	International Journal of Research and Analytical reviews	2019	(E-ISSN 2348-1269, P-ISSN 2349-5138)	https://www.researchgate.net/publication/331987832_ROLE_OF_DEMOGRAPHIC_FACTORS_ON_INVESTMENT_DECISION	International Journals
15	Effectiveness of NPA control measures in managing loan	Dr.Sriyank Levi	MBA	SCHOLEDGE International Journal of Business Policy	2019	ISSN 2394-3351,	https://thescholedge.org/index.php/sijbpg/article/view/615	International Journals
16	An empirical study of option pricing by using black-scholes model for select stock options from Indian Stock Option	Ms.Sarah Merlyn	MBA	International Journal of Interdisciplinary Research and Innovations	2019	ISSN 2348-1226 (online)	chrome-extension://efaidnbmnnnibpcajpcgclefindmkaj/http://www.researchpublish.com/upload/book/AN%20EMPIRICAL%20	International Journals
17	Role of Demographic factors on Investment Decision of Investors in Bangalore	Ms.Sarah Merlyn	MBA	International Journal of Research and Analytical reviews	2019	(E-ISSN 2348-1269, P-ISSN 2349-5138)	https://www.researchgate.net/publication/331987832_ROLE_OF_DEMOGRAPHIC_FACTORS_ON_INVESTMENT_DECISION	International Journals
18	Effectiveness of NPA control measures in managing loan	Ms.Sarah Merlyn	MBA	SCHOLEDGE International Journal of Business Policy	2019	ISSN 2394-3351,	https://thescholedge.org/index.php/sijbpg/article/view/615	International Journals

31	"Digital Marketing Opportunities and Implications".	Prof. Rohini Yathish	BBA/Bcom	The International Manager	2019	2348-9413	https://www.issn-journals.com/issn-journals/international-journals/112-management-commerce-accountancy-economics-public-administration-politics-law-and-allied-journals/the-international-manager/digital-marketing-	International Journals
32	"Make in India, Skill India, Digital India, Smart Cities Initiatives".	Prof. Rohini Yathish	BBA/Bcom	International Journal of Advance and Innovative	2019	2394-7780	https://iaraedu.com/about-journal/ijair-volume-6-issue-2-	International Journals
33	Micro Finance- A Pathway to Women Empowerment	Prof. Rekha M P	BBA/Bcom	International Journal of Economics, Commerce and	2019	2393-9964	Not Available	International Journals
34	Environmental sustainability - Economic growth	Prof. SNEHA R	BBA/Bcom	Compliance Engineering Journal (CEJ)	2019	0890-3577 -	https://ijceng.com/index.php/volume-10-issue-10-	International Journals
35	A study on Sick Secondary Education Institution	Prof. Dikshitha Gujarkar	BBA/Bcom	Gurukul International Multidisciplinary Research Journal	2019	2394- 8426	https://gurukuljournal.com/wp-content/uploads/2019/09/ALL-	International Journals
36	A Study on Financial Alternative services Crowd funding Versus	Prof. Meghana C	BBA/Bcom	International Journal of Advance and Innovative Research	2019	2394-7780	https://iaraedu.com/about-journal/ijair-volume-6-issue-1-xxiii-january-	International Journals
BCA/MCA								
37	An Overview: Security Issue in IoT Network	Prof.Gurunath R	BCA/MCA	IEEE Xplore	2018	DOI: 10.1109/I-SMAC.2018.8653728	https://ieeexplore.ieee.org/abstract/document/86	SCOPUS
38	A Statistical Processing based on Ant Colony Optimization(ACO) for water data	Prof.Sara Kutty T K	BCA/MCA	International Journal of Applied Engineering Research	2018	ISSN No:0973-4562	https://www.researchgate.net/publication/337732271_A_Statistical_Preprocessing_based_on_Ant_Colony_Optimization	UGC CARE
39	An Approach for BOTNET in Data Mining	Prof.Gurunath R	BCA/MCA	International Journal of Computer Sciences and Engineering	2018	ISSN: 2347-2693	https://www.ijcsenonline.org/pdf_paper_view.php?paper_id=2920&108-UCSE-04848-	UGC CARE listed
40	3D Metric approach to study the factors affecting student's psychology on Education	Dr.Kumudavalli M V	BCA/MCA	International Journal of Computer Sciences and Engineering	2019		https://www.researchgate.net/profile/Dr-M-V/publication/332116181_3D_Metric_approach_to_study_the_factors_affecting_students_psychology_on_Education/links/603de14b4585154e8c6e1adc/3D-Metric-approach-to-	UGC CARE listed
41	Biometrics in Network Security	Dr. Kavitha	BCA/MCA	International Journal of Computer Sciences and Engineering	2019	E-ISSN: 2347-2693 DOI: https://doi.org/10.26438/ijcse/v7s19.2528	https://www.ijcsenonline.org/pdf_spl_paper_view.php?paper_id=948&iCIPSCMCAC	UGC CARE listed

42	"Big Healthcare Data Privacy Preservation –A Technological Perspective"	Prof.Srivatsala V	BCA/MCA	International Journal of Computer Sciences and Engineering	2019	ISSN: 2347-2693	https://www.ijcsenonline.org/pdf_spl_paper_view.php?paper_id=957&iCIPSCMCAC	UGC CARE listed
43	"A Novel Approach on Tech Solutions to Mitigate Big Data Security Threats"	Prof.Sunitha. M	BCA/MCA	International Journal of Computer Sciences and Engineering	2019	ISSN: 2347-2693	https://www.ijcsenonline.org/pdf_spl_paper_view.php?paper_id=956&iCIPSCMCAC	UGC CARE listed
44	"Ascertaining Human Emotions using Blue Eyes Technology "	Prof.T. Kohila Kanagalakshmi	BCA/MCA	International Journal of Computer Sciences and Engineering	2019	ISSN: 2347-2693	https://www.ijcsenonline.org/pdf_spl_paper_view.php?paper_id=949&iCIPSCMCAC	UGC CARE listed
45	"Precision Agriculture Using Artificial Intelligence & Machine	Prof.T. Kohila Kanagalakshmi	BCA/MCA	International Journal of Computer Sciences and Engineering	2019	ISSN: 2347-2693	https://www.ijcsenonline.org/pdf_spl_paper_view.php?paper_id=953&iCIPSCMCAC	UGC CARE listed
46	"IoT Technology and its Applications in Various Fields"	Prof.Aruna Devi.T	BCA/MCA	International Journal of Computer Sciences and Engineering	2019	ISSN: 2347-2693	https://www.ijcsenonline.org/pdf_spl_paper_view.php?paper_id=943&iCIPSCMCAC	UGC CARE listed
47	"Security Enhancement through Cryptography and Hardware	Prof.Aruna Devi.T	BCA/MCA	International Journal of Computer Sciences and Engineering	2019	ISSN: 2347-2693	https://www.ijcsenonline.org/pdf_spl_paper_view.php?paper_id=958&iCIPSCMCAC	UGC CARE listed
48	A Comparative Model of Feature Engineering With and Without Domain	Dr.Kumudavalli M V	BCA/MCA	International Journal of Computer Sciences and Engineering	2019	ISSN: 2347-2693	https://www.ijcsenonline.org/pdf_spl_paper_view.php?paper_id=954&iCIPSCMCAC	UGC CARE listed
49	"Student Psychometric Analysis Through Machine Learning"	Dr.Kumudavalli M V	BCA/MCA	International Journal of Computer Sciences and Engineering	2019	ISSN: 2347-2693	https://www.ijcsenonline.org/pdf_spl_paper_view.php?paper_id=942&iCIPSCMCAC	UGC CARE listed
50	Big Healthcare Data Privacy Preservation –A Technological Perspective	Prof.Suneetha V	BCA/MCA	International Journal of Computer Sciences and Engineering	2019	ISSN: 2347-2693	https://www.ijcsenonline.org/pdf_spl_paper_view.php?paper_id=957&iCIPSCMCAC	UGC CARE listed
51	Role of Digital Marketing in Healthcare Ecosystem	Prof.Srivatsala V	BCA/MCA	International Journal of Computer Sciences and Engineering	2019	E-ISSN: 2347-2693	https://www.ijcsenonline.org/pdf_spl_paper_view.php?paper_id=959&iCIPSCMCAC	UGC CARE listed
52	A Novel Approach on Tech Solutions to Mitigate Big Data Security Threats	Prof.Suneetha V	BCA/MCA	International Journal of Computer Sciences and Engineering	2019	E-ISSN: 2347-2693	https://www.ijcsenonline.org/pdf_spl_paper_view.php?paper_id=956&iCIPSCMCAC	UGC CARE listed
53	A Comparative Study of Enabling Technologies for Autonomous Vehicles	Prof.Gurunath R	BCA/MCA	International Journal of Computer Sciences and Engineering	2019	E-ISSN: 2347-2693	https://www.ijcsenonline.org/pdf_spl_paper_view.php?paper_id=944&iCIPSCMCAC	UGC CARE listed

List of Publications July 2019-June 2020

Dayananda Sagar College of Arts,Science and Commerce

Criteria -3-Research Publications

Sl.No	Title of the Paper	Name of the Author	Dept. of the Teacher	Name of the Journal	Year of publication	Remarks		
						ISSN Number	Link to the recognition in UGC enlistment	Scopus /UGC CARE List/ National /
	MBA							

1	Challenges of precision Agriculture Technology adoption : a case study of Tumkur District, India	Dr. Kadambini Katke	MBA	The International Journal of Analytical and experimental model analysis	2019	ISSN NO: 0886-9367	https://www.researchgate.net/publication/338990802_CHALLENGE_S_OF_PRECISION_AGRICULTURE_TECHNOLOGY_ADOPTION_A_CASE_STUDY_OF_TUMKUR_DISTRICT_INDI	UGC CARE Listed
2	PRECISION AGRICULTURE ADOPTION: CHALLENGES OF INDIAN AGRICULTURE	Dr.Kadambini Katke	MBA	INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS	2019	VOL.6 ISSUE 1, PP863Z-869Z ,ISSN2348-1269	https://www.researchgate.net/publication/332318856_Precision_Agriculture_Adoption_Challenges_of_Indian_Agriculture	https://scholar.google.co.in/scholar?q=PRECISION+AGRICULTURE+ADOPTION:+CHALLENGES+OF+INDIAN+AGRICULTURE
3	Customer Satisfaction towards E-Banking	Dr.Chandra Sekhar Rao	MBA	International Journal of Innovative Technology and	2019	ISSN: 2278-3075, Volume-9 Issue-2, December 2019	DOI: https://doi.org/10.35940/ijitee.2019035940	UGC CARE
4	Excellence in Agri-Marketing through National Agricultural	Dr.Chandra Sekhar Rao	MBA	Archives of Business Research	2019	(ISSN 2054-7404)	DOI: 10.14738/abr.711.7404 .	UGC CARE
5	A study on Food Loss in Agricultural Supply Chain and measures to	Dr. C B Venkata Krishna Prasad	MBA	ISBR Management Journal	2019	ISSN (Online) - 2456 -9062	https://isbrmj.org/index.php/home/article/view/76/55	UGC CARE
6	Do Investors Really Regret?	Dr.Sumera.A	MBA	Paripex-Indian Journal of Research	2019	PRINT ISSN No. 2250 - 1991 DOI : 10.36106/paripex	https://www.worldwidejournals.com/paripex/article/do-investors-really-regret/MTMxMjA	UGC CARE
7	Impact of Student Demographics on Student Attitude towards classroom	Ms.Ameer Asra Ahmed	MBA	THINK INDIA JOURNAL	2019	ISSN:0971-1260	https://thinkindiaquarterly.org/index.php/think-india/article/view/16149	UGC CARE
8	Empirical Study on diversified large CAP Mutual Fund Schemes and its performance evaluation	Dr.Sriyank Levi	MBA	Think India Journal	2019	ISSN:0971-1260	https://www.researchgate.net/publication/353037301_An_Empirical_Study_On_Diversified_Large_Cap_Mutual_Funds_Schemes_And_Its_Performance_Evaluation	UGC CARE
9	Empirical Study on diversified large CAP Mutual Fund Schemes and its performance evaluation	Ms.Sarah Merlyn	MBA	Think India Journal	2019	ISSN:0971-1260	https://www.researchgate.net/publication/353037301_An_Empirical_Study_On_Diversified_Large_Cap_Mutual_Funds_Schemes_And_Its_Performance_Evaluation	UGC CARE
10	Impact of Financial Risks on the Profitability	Dr. Chetan Shetty	MBA	SHANLAX International Journal of	2019	ISSN: 2321-4643	https://shanlaxjournals.in/journals/index.php/man	UGC CARE
11	Customer Satisfaction towards E-Banking	Dr.Chandra Sekhar Rao	MBA	International Journal of Innovative Technology and	2019	ISSN: 2278-3075, Volume-9 Issue-2, December 2019	DOI: https://doi.org/10.35940/ijitee.2019035940	UGC CARE

12	Factors that Influence Sustainable Education with respect to Innovation and Statistical Science	Dr. Mahua Biswas	MBA	International Journal of Recent Technology and Engineering (IJRTE)	2019	ISSN: 2277-3878,	chrome-extension://efaidnbmnnnibpcajpcgclefindmkaj/https://www.researchgate.net/profile/Mahua-Biswas/publication/338912974_Smart_City_Mission_-_An_Urban_Landscape/links/5e32af35a6fdccd9657	UGC CARE
13	Capital Structure Determinants of S&P BSE 500: A Panel Data Research	Dr. Mahua Biswas	MBA	International Journal of Recent Technology and Engineering (IJRTE)	2019	ISSN: 2277-3878,	chrome-extension://efaidnbmnnnibpcajpcgclefindmkaj/https://www.researchgate.net/profile/Mahua-Biswas/publication/338885785_Capital_Structure_Determinants_of_SP_BSE_500_A_Panel_Data_Research/links/5e3272b5a6fdccd965768c7a/Capital-	UGC CARE
14	An Empirical Study on Problems and Prospects of Micro, Small and Medium	Dr. Mahua Biswas	MBA	AMBER – ABBS Management Business and Entrepreneurship Review	2019	ISSN: 0976-3341	https://scholar.google.co.in/citations?view_op=view_citation&hl=en&user=tKajl5IAAAAJ&citation_f	National Journals
15	Herding Behaviour in Indian Stock Market – An Empirical Evidence from	Dr. Mahua Biswas	MBA	International Journal of Emerging Technologies and Innovative Research	2019	ISSN: 2349-5162	https://scholar.google.co.in/citations?view_op=view_citation&hl=en&user=tKajl5IAAAAJ&citation_f	UGC Approved Journal No 63975
16	Capital structure determinants of FMCG companies listed in S&P BSE 500: A Panel data analysis,	Dr. Mahua Biswas	MBA	International Journal of Research and Analytical Reviews,	2019	E-ISSN 2348-1269, P- ISSN 2349-5138	https://scholar.google.co.in/citations?view_op=view_citation&hl=en&user=tKajl5IAAAAJ&citation_f	UGC Approved Journal NO: 43602(19)
17	Capital Structure Determinants of Chemical Companies Listed in S&P BSE 500: A Panel Data Analysis	Dr. Mahua Biswas	MBA	International Journal of Business Management and Research	2019	ISSN : 2347-4696	https://scholar.google.co.in/citations?view_op=view_citation&hl=en&user=tKajl5IAAAAJ&citation_for_view=tKajl5IA	International Journals
18	Smart City Mission- An Urban Landscape	Dr. Mahua Biswas	MBA	International Journal of Advance and Innovative Research	2019	ISSN: 2278-7844	https://scholar.google.co.in/citations?view_op=view_citation&hl=en&user=tKajl5IAAAAJ&citation_for_view=tKajl5IA	International Journals
19	PRECISION AGRICULTURE TECHNOLOGY ADOPTION: CHALLENGES OF INDIAN AGRICULTURE	Dr. Kadambini Katke	MBA	International Journal of Research and Analytical Reviews	2019	E-ISSN 2348-1269, P- ISSN 2349-5138	https://scholar.google.co.in/citations?view_op=view_citation&hl=en&user=pHq1bS0AAAAJ&citation_for_view=pHq1b	UGC Approved Journal NO: 43602(19)

20	CHALLENGES OF ROBOTIC PROCESS AUTOMATION ADOPTION IN BANKING AND FINANCIAL SERVICES	Dr.Kadambini Katke	MBA	Asia Pacific Journal of Research	2019	(E-ISSN 2348-1269, P- ISSN 2349-5138)	chrome-extension://efaidnbmnnnibpajpcglclefindmkaj/https://www.researchgate.net/profile/Kadambini-Katke/publication/338990933_CHALLENGES_OF_ROBOTIC_PROCESS_AUTOMATION_ADOPTION_IN_BANKING_AND_FINANCIAL_SERVICES/links/5e37d362299bf1c908507c/CHALLENGES-OF-ROBOTIC-PROCESS-AUTOMATION-	International Journals
21	"Digital Marketing Opportunities	Dr. Srikantamurthy M.R.	MBA	The International Manager	2019	ISSN: 2348-9413 (Online); 2348-9405 (Print)	View article (google.com)	International Journals
22	"Women and micro finance,	Dr. Srikantamurthy M.R.	MBA	Socio- Economic Development of Women in Globalized Era	2019	Publisher ISBN: 978-81-940165-6-4	https://scholar.google.com/citations?view_op=view_citation&hl=en&user=mGp3aG8AAAAJ&citation_for_view=mGp3	National Journals
23	"Make in India, Skill India, Digital India, Smart Cities Initiatives".	Dr. Srikantamurthy M.R.	MBA	International Journal of Advance and Innovative Research	2019	Publisher ISSN: 2394-7780	https://scholar.google.com/citations?view_op=view_citation&hl=en&user=mGp3aG8AAAAJ&citation_for_view=mGp3	International Journals
24	"CSR various issues & challenges in India"	Dr. Srikantamurthy M.R.	MBA	An UGC-CARE Approved Group Adalya Journal	2019	Publisher ISO: 7021-2008 & ISSN: 1301-2746	https://scholar.google.com/citations?view_op=view_citation&hl=en&user=mGp3aG8AAAAJ&citation_for_view=mGp3	National Journals
25	ASSESSING BEHAVIOURAL FACTORS AFFECTING PRECISION TECHNOLOGY ADOPTION AMONG INDIAN FARMERS WITH	Dr.Kadambini Katke	MBA	JOURNAL OF XIDIAN UNIVERSITY	2020	12/1/2020, PP135-152, ISSN1001-2400	https://www.researchgate.net/publication/346716619_Assessing_Behavioral_Factors_Affecting_Precision_Technology_Adoption_among_Indian_Farmer	https://www.researchgate.net/publication/346716619_Assessing_Behavioral_Factors_Affecting_Precision_Technology_Adoption_among_Indian_Farmer
26	Influence of Investor Sentiment Market	Dr.Sumera.A	MBA	International Journal of Scientific Research in	2020	Manuscript ID:- 00001-48965	https://sdbindex.com/Documents/index/00000487/00001-48965	UGC CARE
27	Behavioural Biases in Investing- Concepts, Categorization, Indicators and Remedial	Dr.Sumera.A	MBA	RVIM Journal of Management Research	2020	ISSN 0974-6722	https://www.academia.edu/111311156/Behavioural_Biases_in_Investing_Concepts_Categorization_Indicators_and_R	UGC CARE
28	An empirical study on forecasting price movements using technical indicators with selected equity stock in Indian Stock Market	Dr.Sriyank Levi	MBA	Our Heritage	2020	ISSN: 0474-9030	https://www.researchgate.net/publication/353037559_Our_Heritage_An_Empirical_Study_on_Forecasting_Price_Movements_Using_Technical_Indicators_with_Selected	UGC CARE

29	An empirical study on forecasting price movements using technical indicators with selected equity stock in Indian Stock Market	Ms.Sarah Merlyn	MBA	Our Heritage	2020	ISSN: 0474-9030	https://www.researchgate.net/publication/353037559_Our_Heritage_An_Empirical_Study_on_Forecasting_Price_Movements_Using_Technical_Indicators_with_Selected	UGC CARE
30	Impulse buying behavior among female shoppers: Exploring the effects of	Dr. Vinish P	MBA	Innovative Marketing,	2020	ISSN 1814-2427 (print), 1816-6326 (online)	http://dx.doi.org/10.21511/im.16(2).2020.05	UGC CARE
31	Behavioural Biases in Investing- Concepts, Categorization, Indicators and Remedial	Dr.Sumera.A	MBA	RVIM Journal of Management Research	2020	ISSN 0974-6722	https://www.academia.edu/111311156/Behavioural_Biases_in_Investing_Concepts_Categorization_Indicators_and_R	UGC CARE
32	"Green Marketing Strategies".	Dr. Srikantamurthy M.R.	MBA	Erudite	2020	ISBN: 978-93-5382-464	https://scholar.google.com/citations?view_op=view_citation&hl=en&user=mGp3aG8AAAAJ&citation_for_view=mGp3	National Journals
BBA/Bcom								
33	DECARBONIZATION THROUGH MOBILITY	Ms. Dikshitha Gujarkar, Mrs. Shalini Kumari	BBA/Bcom	Corporate Social Responsibility	2020	1750-4562	https://adonis-abbey-ajber.com/current-issues/	UGC CARE
34	REALITY AND OBSTACLES OF APPLYING AND APPLICATION OF	RASHMI AKSHAY YADAV , Dr. U. BHOJANNA	BBA/Bcom	Scopus Publication, Gazi University Journal of	2020	1303-9709	http://gujs.org/current-issues/	UGC CARE
35	RIGMANTRESHU JEEVANA MAULYADHANA	Dr. Naveen Bhat	BBA/Bcom	Prachi Prajna	2020	2348-8417	https://sites.google.com/site/prachiprajna/sas	UGC CARE
36	DRIVING DECARBONIZATION THROUGH MOBILITY	Prof. Shalini Kumari Rawani, Prof. DikshithaGujarka	BBA/Bcom	African Journal of Business and Economic Research	2020	1750-4562	https://adonis-abbey-ajber.com/current-issue/	UGC CARE
37	ROLE OF CSR INITIATIVES ON E-LEARNING	Deepika H C	BBA/Bcom	Gazi University Journal of Sciences	2020	1750-4554	https://adonis-abbey-ajber.com/current-issues/	UGC CARE
38	A Literature Review On Demonetisation	Prof. Rashmi. S	BBA/Bcom	Juni Khyat ISSN: (UGC Care Group I Listed Journal)	2020	2278-4632	http://www.junikeyatjournal.in/no_14_may_20	UGC CARE
39	Security Threats in mobile payments	Prof. SNEHA R	BBA/Bcom	OUR HERITAGE Journal	2020	0474-9030	https://scholar.google.com/citations?view_op=view_citation&hl=en&user=d1E4ZqoAAAAJ&citation_for_view=d1E4Zq	UGC CARE
40	IMPACT OF CSR CONTRIBUTIONS FOR DEVELOPING AND IMPLEMENTING ICT BASED	Dr. Suplab Kanti Podder	BBA/Bcom	African Journal of Business and Economic Research	2020	1750-4562	https://adonis-abbey-ajber.com/current-issue/	UGC CARE
BCA/MCA								
41	COST REDUCTION IN THE MANUFACTURING PROCESS BY	Prof. Ranjini K S	BCA/MCA	International Journal of Mechanical and Production engineering	2020	18th Aug 2020 2249-6890 www.journal-metrics.com	http://www.tjprc.org/view_paper.php?id=13937	UGC CARE
42	MULTI OBJECTIVE FLEXIBLE EMPLOYEE	Prof. Ranjini K S	BCA/MCA	Journal of Emerging Technologies and Innvative	2020	01-09-2020 63975 http://www.jetir.org	http://www.tjprc.org/view_paper.php?id=13937	UGC CARE

Sl.No	Title of the Paper	Name of the Author	Dept. of the Teacher	Name of the Journal	Year of publication	ISSN Number	Link to the recognition in UGC enlistment	Scopus /UGC CARE List/ National /
	MBA							
1	Consumer Awareness and Consumer Perception towards Green Buying Decisions: An empirical Study in Bangalore	Dr.B.R.Venkatesh	MBA	International Journal of Recent Technology and Engineering	2020	100.1/ijrte.D4740119420 DOI: 10.35940/ijrte.D4740.119420	https://www.researchgate.net/publication/362412167_Examining_the_role_of_Organizational_Justice_and_Perception_of_Politics_on_Job_Performance_of_Faculty_members_in_Higher_Education?enrichd=rfreq-a445655a6d9713eb66868e18b524c33d-XXX&enrichSource=Y292ZJQYWdlOzM2MjQxMjE2	UGC CARE List
2	Assessing behavioural factors affecting precision technology	Dr. Kadambini Katke	MBA	Journal of Xidian University	2020	ISSN No:1001-2400	https://www.ijrte.org/portfolio-item/D4740119420/	UGC CARE List
3	Maize Futures as a Risk Management and Price Discovery Tool and their cessation from market- An	Dr.Chandra Sekhar Rao	MBA	Journal of Mechanics of Continua and Mathematical Science	2020	ISSN (Online) : 2454 -7190 Vol.-15, No.-8, August (2020) pp 771-786 ISSN (Print) 0973-8975	DOI: 10.35940/ijrte.D4740.119420	UGC CARE List
4	Consumer Awareness and Consumer Perception	Dr. J. Vijayakumar	MBA	International Journal of Recent Technology and Engineering	2020	100.1/ijrte.D4740119420 DOI: 10.35940/ijrte.D4740.119420	DOI: https://doi.org/10.35940/ijrte.2277-3878	UGC CARE List
5	Consumer Awareness and Consumer Perception	Mr.Harshith Babu V.S	MBA	International Journal of Recent Technology and Engineering	2020	100.1/ijrte.D4740119420 DOI: 10.35940/ijrte.D4740.119420	DOI: https://doi.org/10.35940/ijrte.2277-3878	Scopus
6	Investment Decisions in merged companies and forecasting price movements using technical indicators with selected equity stocks in Indian Stock Markets	Dr.Sriyank Levi	MBA	Journal of Critical Reviews	2020	ISSN- 2394-5125	https://www.researchgate.net/publication/344239207_INVESTMENT_DECISION_IN_MERGED_COMPANIES_AND_FORECASTING_PRICE_MOVEMENTS_USING_TECHNICAL_INDICATORS_W	Scopus
7	Investment Decisions in merged companies and forecasting price movements using technical indicators with selected equity stocks in Indian Stock Markets	Prof.Sarah Merlyn	MBA	Journal of Critical Reviews	2020	ISSN- 2394-5125	https://www.researchgate.net/publication/344239207_INVESTMENT_DECISION_IN_MERGED_COMPANIES_AND_FORECASTING_PRICE_MOVEMENTS_USING_TECHNICAL_INDICATORS_W	Scopus
8	An Empirical Study on Role of Microfinance institutions in Poverty	Dr. Chetan Shetty	MBA	International Journal of Advanced Science and Technology	2020	ISSN: 2005-4238 (Print) ISSN: 2207-6360 (Online)	http://sersc.org/journals/index.php/IJAST/index	UGC CARE List
9	Behavioural Challenges of Technology Adoption among Bank Employees:	Dr. Kadambini Katke	MBA	Journal of Contemporary issues in business and Government	2021	P-ISSN: 2204-1990; E-ISSN: 1323-6903 DOI: 10.47750/cibg.2021.27.03.027	DOI: 10.47750/cibg.2021.27.03.027	WOS

10	Need and Scope for Revival of Indian Banking and Insurance	Dr. Kadambini Katke	MBA	Journal of Contemporary issues in business and Government	2021	P-ISSN: 2204-1990; E-ISSN: 1323-6903	DOI: 10.47750/cibg.2021.27.03.025	Scopus and UGC
11	Indian Management Education Curriculum and Industry	Dr. C B Venkata Krishna Prasad	MBA	Journal of Tianjin University Science and Technology	2021	ISSN (Online): 0493-2137 E-Publication: Online Open Access	DOI 10.17605/OSF.IO/2E7HD	Scopus and UGC
12	CHALLENGES IN MEETING HEALTHCARE NEEDS OF URBAN AGING POPULATION: A CASE STUDY OF	Dr. Kadambini Katke	MBA	JOURNAL OF XIDIAN UNIVERSITY	2021	VOLUME 15, ISSUE 6, 2021 , ISSN No:1001-2400	https://www.researchgate.net/publication/353211896_Challenges_in_Meeting_Healthcare_Needs_of_Urban_Aging_P	https://doi.org/10.37896/jxu15.6/039
13	BEHAVIORAL CHALLENGES OF TECHNOLOGY ADOPTION AMONG BANK	Dr. Kadambini Katke	MBA	JOURNAL OF CONTEMPORARY ISSUES IN BUSINESS AND GOVERNMENT	2021	VOL. 27, NO. 3, 2021	https://cibg.com/au/index.php/1323-6903/article/view/1585	https://web.b.ebscohost.com/ehost/detail/detail?vid=0&sid=740699ad-6324-4693-9b14-af5c59f27fd0%40sessionmgr101&bdata=JnNpdGU
14	NEED AND SCOPE FOR REVIVAL OF INDIAN BANKING AND INSURANCE SECTOR IN POST COVID-19 PERIOD: A CONCEPTUAL	Dr. Kadambini Katke	MBA	JOURNAL OF CONTEMPORARY ISSUES IN BUSINESS AND GOVERNMENT	2021	VOL. 27, NO. 3, 2021 PP180-184	https://www.researchgate.net/publication/352439174_Need_and_scope_for_revival_of_indian_banking_and_insurance_sector_in_post_covid-	https://web.a.ebscohost.com/ehost/detail/detail?vid=0&sid=0ff92ab8-0c50-473e-8892-64f12b925029%40sessionmgr4006&bdata=JnNpdG
15	Examining the role of organisational justice and perception of	Ms. Ameer Asra Ahmed	MBA	Journal of Chengdu University of Technology	2022	ISSN-NO- 1671-9727	622de26ae58b79.17416246 PDF (www.jcreview.com)	Scopus
BBA/Bcom								
16	Indian Banking Post COVID Scenario	Dr Rashmi Akshay Yadhav	BBA/Bcom	AEGAEUM JOURNAL	2020	ISSN NO: 0776-3808	DOI:16.10089.AJ.2020.V8I9.285311.40937	https://www.scopus.com/sourceid/21100324984
17	CRYPTO CURRENCY: TWO STEPS FORWARD ONE STEPS BACK	Vidhya Shree. S	BBA/Bcom	Primax International Journal of Commerce and	2021	Print ISSN: 2321-3604/Online ISSN: 2321-3612	https://www.primaxijcmr.com/currentissue.php	UGC CARE
18	CONTRIBUTION TOWARDS PERSONAL AND SOCIAL CAUSES	Meghana C, Ashwini Basavaraju & Rashmi S	BBA/Bcom	Primax International Journal of Commerce and	2021	2321-3612 & Open Access	Open Access	UGC CARE
BCA/MCA								
19	Advances in Text Steganography Theory and Research: A Critical Review and Gaps	Prof. Gurunath R	BCA/MCA	IGI Global	2021	Pages: 25, EISBN13: 9781799871620	DOI: 10.4018/9781-7998-7160-6 https://www.igi-global.com/chapter/advances-in-text-steganography-	Indexed in Scopus
20	"ESSENTIALS FOR ABSTRACTING AND INDEXING FOR RESEARCH PAPER WRITING"	Prof. Gurunath R	BCA/MCA	Taylor & Francis Group CRC Press	2021	26th - 28th Feb 2021 eBook ISBN9781003202240	https://www.taylorfrancis.com/chapters/edit/10.1201/9781003202240-2/essentials-abstracting-indexing-research-paper-writing-gurunath-debabrata-samanta-soumi	UGC CARE List
21	"Segmentation and analysis Brain MRI images"	Dr. Salini Suresh	BCA/MCA	SSRN Journal International Conference of Smart Data	2021	DOI:10.2139/ssrn.3852502	https://ssrn.com/abstract=3852502 or http://dx.doi.org	UGC CARE List

22	Presented Paper Titled "Monolithic to Containerization using Elastic Container Service for Phylogenetic Analysis."	Dr.Kumudavalli M V	BCA/MCA	International Conference on Intelligent Communication Technologies and Virtual Mobile Networks (ICICV 2021)Francis Xavier Engineering	2021	10.1109/ICICV50876.2021.9388395	https://ieeexplore.ieee.org/abstract/document/9388395	UGC CARE List
23	Cloud Computing Based Monolithic to Containerization	Dr.Kumudavalli M V	BCA/MCA	IEEE	2021	10.1109/ICICV50876.2021.9388395	https://ieeexplore.ieee.org/document/9388395	UGC CARE List
24	CLOUD COMPUTING BASED MONOLITHIC TO CONTAINERIZATI	Dr.Kumudavalli M V	BCA/MCA	iee explore	2021	10.1109/ICICV50876.2021.9388395	978-1-6654-1960-4 https://ieeexplore.ieee.org/abstract/document/9388395	UGC CARE
MCOM								
25	Impact of foreign direct investment on Indian economy	Dr. Savita Trivedi	MCOM	IJARSEM	2020	ISSN-2455-6211	https://www.ijaresm.com/uploaded_files/document_file/Ms._Shab	International Journal
26	A Study on Customer Preference and Customer Satisfaction on	Dr. Savita Trivedi	MCOM	IJARSEM	2020	ISSN-2455-6211	https://www.ijaresm.com/uploaded_files/document_file/Neini_Shaphrang_Dhar_2F	International Journal
27	"A Study on Comparative Analysis of Investment and	Dr. Savita Trivedi	MCOM	IJARSEM	2020	ISSN-2455-6211	https://www.ijaresm.com/uploaded_files/document_file/MS._Meg	International Journal
28	A study on non-performing assets with reference to	Dr. Savita Trivedi	MCOM	IJARESM	2020	ISSN-2455-6211	https://www.ijaresm.com/uploaded_files/document_file/Vidya_C.S	International journal
29	A study on selected mutual funds as an investment	Dr. Savita Trivedi	MCOM	International Journal of advances in engineering and	2020	ISSN-2335-5252	https://ijaem.net/issue_certificate/513152.pdf	International journal
30	A study on Crypto currency with reference to Bitcoins in India	Dr. Savita Trivedi	MCOM	International Journal of advances in engineering and management	2020	ISSN-2395-5252	https://ijaem.net/issue_dcp/Project%20Topic%20A%20study%20on%20Crypto%20currency%20With%20Reference%20	International Journal
31	Industry analysis and changing trends of FMGC sector in India	Dr. Savita Trivedi	MCOM	International journal of scientific research in	2020	ISSN-2454-9312	https://www.isroset.org/pdf_papers_view.php?paper_id=2130&7-	International Journal
List of Publications July 2021-June 2022								
Dayananda Sagar College of Arts,Science and Commerce								
Criteria -3-Research Publications								
Sl.No	Title of the Paper	Name of the Author	Dept. of the Teacher	Name of the Journal	Year of publication	Remarks		
						ISSN Number	Link to the recognition in UGC enlistment	Scopus /UGC CARE List/ National /
1	Challenges in meeting Healthcare needs of urban aging	Dr. Kadambini Katke	MBA	Journal of Xidian University	2021	DOI: 10.37896/jxu15.6/039 ISSN NO 1001-2200	hrrps://doi.org/10.37896/jxu15.6/039	Scopus and UGC

2	Fundamental and Technical Analysis leads to a systematic investment decision in stock market equities	Dr.Sriyank Levi	MBA	Utkal Historical Research Journal	2021	ISSN : 0976-2132 Vol.-34(XX), 2021	https://www.researchgate.net/publication/353037474_FUNDAMENTAL_AND_TECHNICAL_ANALYSIS_LEADS_TO_A_SYSTEMATIC_INVESTMENT_DECISION_IN_STOCK_MARKET_EQUITIES#:~:text=The%20selection%20of%20an%20investment,before%20making%20an%20investment%20decision.&text=This%20research%20wa	National Journals
3	Fundamental and Technical Analysis leads to a systematic investment decision in stock market equities	Ms.Sarah Merlyn	MBA	Utkal Historical Research Journal	2021	ISSN : 0976-2132 Vol.-34(XX), 2021	https://www.researchgate.net/publication/353037474_FUNDAMENTAL_AND_TECHNICAL_ANALYSIS_LEADS_TO_A_SYSTEMATIC_INVESTMENT_DECISION_IN_STOCK_MARKET_EQUITIES#:~:text=The%20selection%20of%20an%20investment,before%20making%20an%20investment%20decision.&text=This%20research%20wa	National Journals
4	IMPULSE BUYING BEHAVIOUR AT THE RETAIL CHECKOUT: AN	Dr. Vinish P	MBA	Business: Theory and Practice	2021	ISSN 1648-0627 / eISSN 1822-4202	https://doi.org/10.3846/btp.2021.12711	UGC care listed
5	Antecedents of behavioral intention to use online food	Dr. Vinish P	MBA	Innovative Marketing,	2021	ISSN (print) 2222-1867, ISSN (online) 2222-1875,	http://dx.doi.org/10.21511/im.17(1).2021.01	National Journals
6	THE EFFECT OF FINANCIAL DERIVATIVES ON THE	Dr. Chetan Shetty	MBA	JOURNAL OF EDUCATION: RABINDRABHARATI UNIVERSITY	2021	(ISSN No. 0972-7175)	https://rbu.ac.in/home/page/103	UGC care listed
7	A Formal Role of Consumer Behaviour	Dr. J. Vijayakumar	MBA	NeroQuantology	2021	E - ISSN 1303-5150	doi:10.14704/nq.2022.20.6.NO22504	Scopus
8	Consequences of Retail Checkout Crowding on Perceived Emotional	Dr. Vinish P	MBA	International Journal of Innovative Research and Scientific Studies,	2022	ISSN: 2617-6548	DOI: 10.53894/ijrsv5i2.443	UGC care listed
9	Framework for identification of curriculum gaps: A systematic approach	Dr. Vinish P	MBA	Journal of Engineering Education Transformations,	2022	Special issue, eISSN 2394-1707	https://www.researchgate.net/publication/358002670_Framework_for_identification_of_curriculum_gaps_A_systematic_approach#:~:text=This%20study%20takes%20a%20closer,perce	National Journals
10	Perceived idle wait and associated emotional	Dr. Vinish P	MBA	Innovative Marketing,	2022	ISSN 1814-2427 (print), 1816-6326 (online)	http://dx.doi.org/10.21511/im.18(1).2022.01	UGC care listed

11	BAD BANK: A GOOD SOLUTION FOR NON-PERFORMING	Dr. Chetan Shetty	MBA	JOURNAL OF MANAGEMENT & ENTREPRENEURS HIP	2022	ISSN: 2229-5348	https://xime.org/jme/jme-home	UGC care listed
12	BAD BANK: A GOOD SOLUTION FOR NON-PERFORMING	Prof. Shashi Kumar CR	MBA	JOURNAL OF MANAGEMENT & ENTREPRENEURS HIP	2022	ISSN: 2229-5348	https://xime.org/jme/jme-home	UGC care listed
13	BAD BANK: A GOOD SOLUTION FOR NON-PERFORMING	Prof. Vaibhav Patil	MBA	JOURNAL OF MANAGEMENT & ENTREPRENEURS HIP	2022	ISSN: 2229-5348	https://xime.org/jme/jme-home	UGC care listed
BBA/BCom								
14	Research Initiative on Sustainable Education System: Model of	Dr. Suplab Kanti Podder	BBA/BCom	Interdisciplinary Research in Technology and Management	2022	978-1-6654-7887-8	https://ieeexplore.ieee.org/abstract/document/9791758	UGC care listed
15	Implications of Artificial Intelligence in English Language Teaching	Prof. Mukesh Soni	BBA/BCom	International Journal of English: Literature, Language & Skills. www.ijells.com	2022	ISSN 2278 0742	https://scholar.google.com/citations?view_op=view_citation&hl=en&user=PrhWA7UAAAAJ&citation_for_view=PrhW	UGC care listed
BCA/MCA								
16	A Novel Approach for Linguistic Steganography	Prof. Gurunath R	BCA/MCA	IEEE Access	2021	Page(s): 120869 - 120879, ISSN: 2169-3536, Volume 9	https://ieeexplore.ieee.org/abstract/document/9523860	DOI: 10.1109/ACCESS.2021.3108183
17	Social Media and Steganography: Use, Risks and	Prof. Gurunath R	BCA/MCA	IEEE Access	2021	Page(s): 153656 - 153665, ISSN: 2169-3536,	https://ieeexplore.ieee.org/abstract/document/9523860	DOI: 10.1109/ACCESS.2021.3125128
18	Insights into Artificial Neural Network techniques, and its Application in	Prof. Gurunath R	BCA/MCA	Journal of Physics: Conference Series	2021	e-ISSN: 1742-6596, Volume 2089, Issue 1, id.012043, 8 pp	https://iopscience.iop.org/article/10.1088/1742-6596/2089/1/012043/meta	DOI 10.1088/1742-6596/2089/1/012043
19	A Formal Assessment of Spotting Leaf	Dr. Salini Suresh	BCA/MCA	IEEE Xplorer	2021	doi: 10.1109/INCET51464.2021.945629	https://papers.ssrn.com/sol3/papers.cfm?abstract	
20	A Novel Approach for Semantic Web Application in Online Education Based on Steganography	Prof. Gurunath R	BCA/MCA	International Journal of Web-Based Learning and Teaching Technologies (IGI Global)	2022	volume 17, issue 4 pages 13, EISSN: 1548-1107	https://www.igi-global.com/article/a-novel-approach-for-semantic-web-application-in-online-education-	DOI: 10.4018/IJWLTT.285569
21	Insights Into Deep Steganography: A Study of	Prof. Gurunath R	BCA/MCA	IEEE Xplore	2022	Pages : 24-39	https://ieeexplore.ieee.org/document/9823071	10.4018/978-1-6684-6408-3

List of Publications July 2022-June 2023

Dayananda Sagar College of Arts, Science and Commerce

Criteria -3-Research Publications

Sl.No	Title of the Paper	Name of the Author	Dept. of the Teacher	Name of the Journal	Year of publication	ISSN Number	Link to the recognition in UGC enlistment	Remarks
								Scopus /UGC CARE List/ National /
1	Examining the role of organizational justice and perception of politics on job performance of faculty members in Higher	Ms. Ameer Asra Ahmed	MBA	Journal of Chengdu University of Technology	2022	ISSN-NO- 1671-9727	https://www.researchgate.net/publication/362412167_Examining_the_role_of_Organizational_Justice_and_Perception_of_Politics_on_Job_Performance	Scopus
2	"A study on sick secondary education institution".	Dr. Srikantamurthy M.R.	MBA	Gurukul Multi-Disciplinary International Research Journal	2022	Publisher ISSN: 2394-8426	https://scholar.google.com/citations?view_op=view_citation&hl=en&user=mGp3aG8AAAAJ&citation_for_view=mGp3	International Journals

