

## Publications in Journals

#	Name of Author/s	Title of the Paper	Name of the Journal	Volume	Issue	Month and Year	International or National
<b>2022-23</b>							
1	Leena H U, Panneerselvam S and Latesh Kumar K J	Adoption of ICT Tools among Farmers – A Case Study	Hinweis Science and Engineering	1	1	Jan-23	International
2	Leena H U, Panneerselvam S and Latesh Kumar K J	Assessing Digital Literacy Skills among Farmers to Implement ICT Enabled Soil Health Card Recommendation System	Grenze International Journal of Engineering and Technology	9	1	Jan-23	International
3	Saravana Selvakumar, CH Madhavi Latha, Preeti S Desai et al.	A study on prosocial behavior of days scholar and hostel students	International Journal of Early Childhood Special Education (INT-JECSE) (Scopus Indexed)	14	2	2022	International
4	Amarnath Kushnoor, Preeti S Desai, Vijay Kumar Wallure and Jitendra Sunte	Agriculture-Information Systems Adoption Phenomena of Small Farmers in India	International Journal of Scientific Research in Computer Science, Engineering and Information Technology	8	4	July-Aug-2022	International
5	Preti S Desai and Ankita Kulkarni	Entrepreneurial Intention of Graduating Students in Non-Metro Cities of Karnataka	Journal of Mines, Metals and Fuels (Scopus Indexed)	71	6	June-2023	International
<b>2021-22</b>							
1	Prathap B N and S Panneerselvam	A Study on Customer Shift from Unorganised to Organised Food Retailing in Tier II and Tier III Cities of Karnataka	NIU International Journal of Human Rights	8	12	Dec-21	International
2	Manu T U, M R Shollapur and S Panneerselvam	Branding of B-Schools from the perspective of recruiters	Journal of Management and Entrepreneurship	15	4	2021	National
3	Manu T.U, M. R. Shollapur and S Panneerselvam	Brand-Building of B-Schools: A Review of Literature	Journal of Tianjin University Science and Technology	54	8	Aug-21	International
4	S. Manoharan, Saravanan M.P., and S. Panneerselvam	Digital Payment and Its Growth in the Time of COVID –19	Transnational Marketing Journal	9	2	Aug-21	International
5	Vijayalakshmi M, C Somashekar and S Pannerselvam	Social Media Usage on Online Buying Habits among Millennials	Proteus Journal	12	7	2021	International
<b>2020-21</b>							
1	Prathap B N and S Panneerselvam	A study on impact of age group on organized retailing	Sambodhi Journal	43	4	Dec-20	National

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2	M Ajoy Kumar and Hemanth Kumar K P	Corona Virus Pandemic: Reaction of Indian Financial Markets	International Journal of Creative Research Thoughts	9	1	Jan-21	International
3	Preeti Desai and Sunil Desai	Ethical Issues in the Indian Construction Industry: Student's Perspective	International Journal of Creative Research Thoughts	9	1	Jan-21	International
4	Shreya Chakraborty and M Ajoy Kumar	India's First Brownfield Airport: A Case of Delhi International Airport	Empirical Economics Letters (Listed in ABDC)	20	7	Jul-21	International
5	H.U. Leena , B.G. Premasudha, S. Panneerselvam, P.K. Basavaraja	Pedometric mapping for soil fertility management – A case study	Journal of the Saudi Society of Agricultural Sciences (Scopus Indexed)	20	2	Feb- 21	International
6	Nandeesh V. Hiremath, Tamanna Mohapatra, Hemanth Kumar S and Gireesh Y M	Business continuity plans and economic sustainability practices adopted by Business Leaders during COVID -19 Pandemic	Empirical Economic Letter (Listed in ABDC)	19	3	Oct-20	International
<b>2019-20</b>							
1	G N Dayananda and S Panneerselvam	Biofuel Plantation and Seed Production – Analysis of Feedstock for a Sustainable Supply Chain	Mukt Shabd Journal	9	5	Apr 2020	National
2	Sheetal Kumar and S Panneerselvam	Requirement Elicitation: Systematic Literature Review	Journal of Advanced Research in Dynamical and Control Systems (Scopus Indexed)	11	12	Dec-19	International
3	Rakesh D, Gireesh YM, Satish D Raikar and Muhammed Muntaqheem	An impact of advertisement on buying behaviors of the consumers: An empirical study on retail cosmetic products	Journal of Advanced Research in Dynamical and Control Systems (Scopus Indexed)	11	9	Sep-19	International
4	G N Dayananda and S Panneerselvam	Performance Evaluation of Bioenergy Research Information and Demonstration Centres in Karnataka	International Journal of Management, Technology and Engineering	9	6	June-19	International

## Papers Presented in Conferences

#	Name of Author/s	Title of the Paper	Name of the Conference	Month and Year	International or National	Whether Published in Conference Proceedings	ISBN
<b>2022-23</b>							
1	Booma Vijay Halpeth and S Panneerselvam	Life Satisfaction and Retail Shopping Experience – A Study with Reference to Indian Customers Attitude Towards Self-image and Store Image Customer Perception of Value in Online Retailing among Millennials	FDP Conference cum Reunion 2023 – Current Trends in Management Research & Education at Indian Institute of Management Ahmedabad	May-23	International	No	
2	S. Manoharan, M P Saravanan and S Panneerselvam	Customer Perception of Value in Online Retailing among Millennials	16 <sup>th</sup> Annual Conference of International Society of Data Science & Innovation (ISDSI) 2022 hosted by Jagdish Sheth School of Management, Bangalore	Dec-22	International	Yes	978-93-56402-57-7
3	Harshini C, Vivek G S and M Ajoy Kumar	A study on selected digital payment systems in India during covid-19 pandemic	International Conference on Emerging Research and Applications in Management at NMIT, Bangalore	Nov-22	International	No	
4	Leena H U, Panneerselvam S and Latesh Kumar K J	Assessing Digital Literacy Skills among Farmers to Implement ICT Enabled Soil Health Card Recommendation System	International Conference on Artificial Intelligence and Data Science, ICAIDS -2022, Hinweis Research, Bengaluru	Oct-22	International	Yes	978-81-958173-2-0
<b>2021-22</b>							
1	Manu T U and S Panneerselvam	Branding of B-Schools from the Perspectives of Students and Faculty	International Conference on Sustainable Materials, Manufacturing & Industrial Engineering ICSMMIE-2022	July-22	International	No	
2	M Ajoy Kumar, Harshini C, Sadath Ahmed and Shalini V Raj	Efficiency of Futures Market in Price Risk Management of Commodities in India	International Conference on Sustainable Materials, Manufacturing and Industrial Engineering (ICSMMIE-2022), SIT, Tumakuru	July-22	International	No	
3	Shreya Chakraborty, Aishwarya M R and Pushpalatha S Patil	Stimulating Academic Entrepreneurship – A Case Study	International Conference on Sustainable Materials, Manufacturing and Industrial Engineering (ICSMMIE-2022), SIT, Tumakuru	July-22	International	No	

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4	Preeti Desai and Ankita Kulkarni	Entrepreneurial Intentions in Non-Metro Cities of Karnataka	International Conference on Sustainable Materials, Manufacturing and Industrial Engineering (ICSMMIE-2022), SIT, Tumakuru	July-22	International	No	
5	Sheetal Kumar and S Panneerselvam	Determination of the relationship between requirement elicitation technique and project complexity using artificial neural network	Management Doctoral Colloquium 2022 organised by Vinod Gupta School of Management, Indian Institute of Technology Kharagpur, India	Feb-22	National	No	
6	M Ajoy Kumar, Shwetha N and Jyothi Chowdhary	Covid-19: How the Commodity Markets in India reacted?	International Conference on Innovative Interventions for Inclusive and Sustainable Business Landscape, Ramaiah Institute of Technology, Bengaluru.	Nov-21	International	Yes	978-93-92229-01-5(P) 978-93-92229-02-2(E)
<b>2020-21</b>							
1	S. Manoharan, Saravanan M.P., and S. Panneerselvam	Digital Payments and its growth in the time of COVID-19	2nd International Conference on Management Skills and Growth Strategies in the Post Pandemic Period organised by Welingkar Institute of Management Development & Research (WeSchool), Mumbai	Jan-21	International	No	
2	Shreya Chakraborty, Pushpalatha Patil and P Paramashivaiah	Indian Advertising & Gender stereotyping	International conference on Ethics & Governance in Business	Dec-20	International	No	
3	Shreya Chakraborty, Nibha M and Pushpalatha Patil	Impact of Covid-19 on the stock price movement of Banking, FMCG and Pharma Stocks in India	6th International Conference on Economic Growth and Sustainable Development: Emerging Trends	Nov-21	International	Yes	978-93-83302-50-5
<b>2019-20</b>							
1	Vijayalakshmi M, Somashekar C and S Panneerselvam	Exploratory Study on Social Media Usage among Millennials	Sixth Biennial Conference of the Indian Academy of Management held at IIM Thiruchirappali	Jan-20	National	No	

#	Name of Author/s	Title of the Paper	Name of the Conference	Month and Year	International or National	Whether Published in Conference Proceedings	ISBN
2	Booma V. Halpeth and S Panneerselvam	Paradigm shift in retail marketing: An ongoing journey from 4Ps to customer engagement	23rd Nirma International Conference on Management (NICOM 2020) held at Institute of Management, Nirma University, Sarkhej-Gandhinagar Highway, Ahmedabad – 382 481	Jan-20	International	Conference Proceeding: Paper published in the edited volume of the book titled "Customer, Competition and Marketing Strategy' by Excel Publishers 2020	ISBN – 97881943641 22.
3	Vijayalakshmi M, Somashekar C and S Panneerselvam	Impact of Social Media Usage on Online Buying Habits among Millennial	13th International Conference on Marketing: MARKCON 2020 held at Indus Business Academy, Lakshmipura, Thataguni Post, Kanakapura Road, Bangalore - 560082.	Jan-20	International	No	
4	G N Dayananda and S Panneerselvam	Biofuel Plantation and Seed Production – Analysis of Feedstock for A Sustainable Supply Chain	Samaroh 2020 Two day international conference on Emerging Trends in Business, Economics & Analytics held at Siva Sivani Institute of Management, Kompally, Secunderabad, Telangana State	Feb-20	International	No	
5	M Ajoy Kumar, Aishwarya M R, Nibha M and Akash P S	A Study on Awareness and Perception of College Students towards Investments and Financial Markets	International Conference on Inclusive Growth and Sustainable Development at SDM-IMD, Mysore.	Nov-19	International	Yes	978-93-83302-40-6
6	Shreya Chakraborty and Mohammad Furkhan Pasha	Evaluation of the Impact of Demonetisation on Banking stocks	International Conference on Inclusive Growth and Sustainable Development at SDM-IMD, Mysore.	Nov-19	International	Yes	978-93-83302-40-6

## Publication of Cases

#	Name of Author/s	Title of the Case	Published by	Month and Year	ISBN/URL
2022-23					
1	M Ajoy Kumar and Muralidhara Anandamurthy	Forecasting Copper Prices (JMP054)	Case Study published on the website of JMP, SAS	Aug-22	<a href="https://www.jmp.com/en_in/academic/case-study-library.html">https://www.jmp.com/en_in/academic/case-study-library.html</a>
2021-22					
1	M Ajoy Kumar and Muralidhara Anandamurthy	US Stock Indices (JMP042)	Case Study published on the website of JMP, SAS	Aug-21	<a href="https://www.jmp.com/en_in/academic/case-study-library.html">https://www.jmp.com/en_in/academic/case-study-library.html</a>
2	Muralidhara Anandamurthy and M Ajoy Kumar	Pricing Musical Instrument (JMP043)	Case Study published on the website of JMP, SAS		
3	Muralidhara Anandamurthy and M Ajoy Kumar	Pricing Spectacles (JMP044)	Case Study published on the website of JMP, SAS		
4	M Ajoy Kumar and Muralidhara Anandamurthy	Modeling Gold Prices (JMP045)	Case Study published on the website of JMP, SAS		
2019-20					
1	Gireesh YM, Rajeshwari P and Pushpalatha Patil	The superlative Leadership - Catalyst	SDM IMD Journal of Management, Vo.10 (2)	Sep-19	

## Books, Edited Books and Book Chapters

#	Name of Author/s	Title of the Paper/Chapter	Title of the Book	Month and Year	Publisher	ISBN of the Book
<b>2021-22</b>						
1	Preeti Desai and Meena R Chandawarkar	Published Book (Author)	Corporate Governance and Corporate Social Responsibility – Regulatory Requirement to Inclusive Strategy	2021	INSC International Publishers	ISBN:978-93-93364-32-6
2	Gireesh YM, Nagaraj BV, Hemanth Kumar S and Sunil Kumar R Hiremath	HR Analytics for Strategic Decision Making	New Paradigms in Management	Aug-21	Bloomsbury Publication, UK	ISBN-97893954355196
3	Gireesh YM, Nagaraj BV, Hemanth Kumar S and Sunil Kumar R Hiremath	Forecasting of Human Resources using HR Analytics-Prospects and Issues in Data Driven Organizations	New Paradigms in Management	Aug-21	Bloomsbury Publication, UK	ISBN-97893954355196

#	Name of Author/s	Title of the Paper/Chapter	Title of the Book	Month and Year	Publisher	ISBN of the Book
<b>2020-21</b>						
1	Preeti Desai	Challenges After Implementation of GST in India	Economic Policy & Planning in India Post COVID 19	Dec-20	Bloomsbury Publication, UK	ISBN-9789390513680
<b>2019-20</b>						
1	Shreya Chakraborty and M Ajoy Kumar	Indian Aviation: Role of Low Cost Carriers	Readings in Contemporary Management Research	Sep-19	Enas Publications	ISBN-978-93-86891-12-9
2	Preeti S Desai and Meena R Chandawarkar	Corporate Governance and CSR Practices of Teaching HealthCare Organisations – Initiating as a Tool for Best Management Practice	Readings in Contemporary Management Research	Sep-19	Enas Publications	ISBN-978-93-86891-12-9
3	Muralidhara A and Vivek G S	Cash Holding and Profitability: Empirical Analysis of Indian Manufacturing Firms	Readings in Contemporary Management Research	Sep-19	Enas Publications	ISBN-978-93-86891-12-9
4	Gireesh Y M, Ranjitha M R and Anilkumar G Garag	Global Training and Management Development: Supposition and Truth	Readings in Contemporary Management Research	Sep-19	Enas Publications	ISBN-978-93-86891-12-9
5	Pushpalatha S Patil and Shilpa U	Spiritual Quotient: The 3 <sup>rd</sup> Q for a Successful Leader	Readings in Contemporary Management Research	Sep-19	Enas Publications	ISBN-978-93-86891-12-9
6	S Panneerselvam, P Nagesh and Senthilkumar	Published Book (Author)	Business Statistics and Analytics	2019	Cengage	ISBN-13:978-93-86668-26-4
7	M Ajoy Kumar and M R Shollapur	Edited Book (Editor)	Readings in Contemporary Management Research	Sep-19	Enas Publications	ISBN-978-93-86891-12-9
8	P Paramashivaiah and Shreya Chakraborty	Published Book (Author)	Funding Mechanism Adopted to Finance PPP Airports in India	Dec-19	Enas Publications	ISBN-978-93-86891-13-6