

# Srinivas University



## Conference Publications 2019

1. Vidyalaxmi M. N., Prajna Kumari, **“A COMPARATIVE STUDY ON REGULAR AND DISTANCE EDUCATION”** *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
2. Vaishnavi.H., Ramya.R.Rao, Kavyashree, **“A STUDY ON PROBLEMS FACING BY THE GOVERNMENT COLLEGE STUDENT IN RURAL AREAS IN UDUPI DISTRICT”** *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
3. P. S. Aithal, **“OBSERVATION OF SOME NEW STRATEGIES FOR SURVIVAL & GROWTH IN INTERNATIONAL BUSINESS OF 21ST CENTURY”** *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
4. Vivek T S, Divya U, **“A STUDY ON THE IMPACT OF E-COMMERCE ON OFFLINE RETAIL BUSINESS”** *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
5. P. S. Aithal, **“SMART & PRECISION FARMING USING ICCT BASED METHODS – SOME NEW INSIGHTS & PREDICTIONS”** *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
6. V T Shailashri, Dr.P.S.Aithal, Dr. Surekha Shenoy, **“FESTIVE SEASONS IN INDIA AND ITS IMPACT ON ON-LINE BUYING BEHAVIOR”** *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
7. Keerthan Raj, P. S. Aithal, **“EDUCATION INDUSTRY MANAGEMENT – A STUDY OF THE CURRENT SCENARIO AND FUTURE TRENDS”** *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
8. P. S. Aithal, **“A COMPREHENSIVE STUDY ON EFFECTIVENESS OF NEW TECHNIQUES ADDED TO OPERATIONS RESEARCH SUBJECT DURING 21ST CENTURY FOR DECISION MAKING”** *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
9. Priti K Rao, **“A STUDY ON “NON TRADITIONAL OUTLETS” WITH REFERENCE TO BRAND FASTRACK AT TITAN INDUSTRIES LTD.”** *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.

10. Vijay Kumar, **“A STUDY ON THE ROLE OF COMMUNICATION AND INFORMATION TECHNOLOGY IN BANKING SECTOR”** *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019, SIMS, Mangalore.*
11. Shubhrajyotsna Aithal, P. S. Aithal, **“PREDICTIVE ANALYSIS ON CONSEQUENCES TWO UNIVERSAL TECHNOLOGIES IN SOLVING CHALLENGES OF THE SOCIETY”** *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019, SIMS, Mangalore.*
12. Fathima Jabina, K Swathi Shet, Jableena, **“A STUDY ON “PROBLEMS OF FORMER” WITH SPECIAL REFERENCE TO UDUPI DISTRICT.”** *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019, SIMS, Mangalore.*
13. Ms. Sulfathu Nafila M K, Ms. Shreeraksha, **“STUDENTS SATISFACTION LEVEL IN HIGHER EDUCATIONAL INSTITUTES- A STUDY OF PUBLIC INSTITUTES IN MANGALORE CITY.”** *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019, SIMS, Mangalore.*
14. P. S. Aithal, Shubhrajyotsna Aithal, **“SUPER-SPECIALTY EDUCATION MODEL IN NEW GENERATION HIGHER EDUCATION SYSTEM – BOON OR BANE ?”** *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019, SIMS, Mangalore.*
15. Varun Shenoy, Dr. P. S. Aithal, **“A NEW UBIQUITOUS PLACEMENT APPROACH IN HEI'S”** *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019, SIMS, Mangalore.*
16. P. S. Aithal, **“ESSENTIAL INFRASTRUCTURE REQUIREMENTS FOR INNOVATIVE SMART CITY OF 21ST CENTURY – A BOTTOM TO TOP HUMAN LIFE-CYCLE MODEL”**, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019, SIMS, Mangalore.*
17. Mr. B. Sudheer Kumar, **“A PAPER ON DEMONITISATION AND ITS IMPACT ON INDIAN ECONOMY”**, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019, SIMS, Mangalore.*
18. Ms. Renita Joyce Fernandes, Ms. Kavya, **“DIGITALIZATION IN EDUCATION - A COMPARATIVE STUDY BETWEEN GOVERNMENT SCHOOL TEACHERS AND PRIVATE SCHOOL TEACHERS IN MANGALURU CITY.”**, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019, SIMS, Mangalore.*

19. P. S. Aithal, Shubhrajyotsna Aithal, Suresh Kumar, P. M., **“A NEW ATTITUDE-BEHAVIOUR-CHOICE-DECISION (ABCD) THEORY FOR ACCEPTABLE LEADERS IN WINNING ORGANIZATIONS”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
20. Ms Bharathi R., Ms Helma Preethi Rodrigues **“FINANCIAL LITERACY AMONG WORKING WOMEN - A STUDY WITH REFERENCE TO MANGALORE CITY”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
21. Prajna Kumari, Vidyalaxmi.M.N., **“FISH PRODUCTION IN INDIA AND THEIR MARKETING VALUE”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
22. Architha Aithal, P. S. Aithal **“A STUDY ON HIDDEN STRATEGIES OF PHARMACEUTICAL COMPANIES FOR SURVIVAL IN GLOBAL COMPETITION”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
23. M.Rajeev, **“MICRO INSURANCE AND INCLUSIVE GROWTH IN INDIA”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
24. Domenic Joseph, P. S. Aithal, **“CSR STRATEGIES OF INDIAN AUTOMAKERS TO CONTROL ENVIRONMENTAL POLLUTION.”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
25. Mahima Jogi, Shwetha, Mandara Jogi, Chaitanya N, **“PERCEPTION OF RURAL CADETS TOWARDS EVENT MANAGEMENT AS A CAREER OPPORTUNITY”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
26. Sonia Delrose Noronha, Dr. P. S. Aithal, **“INFLUENCE OF SOCIO-DEMOGRAPHIC FACTORS ON WORK LIFE BALANCE (WLB) AMONG UNIVERSITY TEACHERS IN KARNATAKA”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.

27. P. S. Aithal, Shubhrajyotsna Aithal, **“AUTONOMY FOR EXCELLENCE IN HIGHER EDUCATION INSTITUTIONS THROUGH RESPONSIBILITY AND ACCOUNTABILITY”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
28. Ms Shobha, Dr Udayachandra P N, **“MICRO HEALTH INSURANCE FOR THE POOR- A CASE STUDY OF SAMPOORNA SURAKSHA SCHEME IN MANGALURU CITY”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
29. Sandesh, Sowparnika, Anu, **“E-EDUCATION IN HIGHIER EDUCATION: A CASE STUDY OF UDUPI DISTRICT”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
30. Nihash S B, Shailesh Shetty, **“A CASE STUDY ANALYSIS ON AUTOMOBILE INDUSTRY IN INDIA AND ITS EFFECT”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
31. Vinutha, Vranda, **“NECESSITY OF TRAINING AND DEVELOPMENT IN HIGHER EDUCATION INSTITUTIONS”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
32. Ms. Sandhya Rani, Caroleena Janefer, **“ACCOUNTING STANDARDS AND FINANCIAL STATEMENTS OF MANGALORE CHEMICALS AND FERTILIZERS LTD AND KARNATAKA BANK LTD”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
33. Davood Safwan, Mohammed Razeen, **“PLASTIC INDUSTRY ANALYSIS - IN NORTHERN INDIA”**, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
34. Reshma Balakrishnan, Thrupthi P. J., **“HOW DOES THE TRANSFORMATION OF AN AVATAR FACE GIVING A FAVORABLE IMPRESSION AFFECT HUMAN RECOGNITION OF THE FACE?”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
35. Sandhya P Anitha B., **“E-BANKING SERVICES : A STUDY ON CONSUMER PERCEPTION TOWARDS E-BANKING SERVICES WITH REFERENCE TO MANGALURU CITY”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.

36. Mohammed Razeen, Davood Safwan, **“HEALTH CARE INDUSTRY ANALYSIS”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
37. Nikita Nakte, Soumya, **“ARTIFICIAL INTELLIGENCE AND SENSORS BASED ASSISTIVE SYSTEM FOR THE VISUALLY IMPAIRED PEOPLE”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
38. Dr. V. Shaharban, **“ENTREPRENEURSHIP DEVELOPMENT AND EMPLOYMENT GENERATION- A CASE STUDY OF RUDSET INSTITUTE IN KERALA”**, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
39. Shailesh, Nihash, **“INDUSTRY ANALYSIS – OVERVIEW OF INDIAN CHEMICAL INDUSTRY”**, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
40. Nikita V Nakte **“SMART ENERGY METERING BASED ON IOT AND POCKET PICKING USING ARDUINO AND GSM NISHA”**, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
41. Mrs. Bharathi R. **“INVESTMENT BEHAVIOUR OF WOMEN INVESTORS IN THE STOCK MARKET: A STUDY WITH REFERENCE TO MANGALURU MS. HELMA PREETHI RODRIGUES”**, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
42. Sowndarya Sneha.H , **“SURVEY ON WOMEN SAFETY USING IOT”**, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
43. Mr Shakin Raj, Mr Arjun Prakash, **“A STUDY ON RURAL INFRASTRUCTURE FUNDING – A CASE STUDY ON PAVOORGRAM PANCHAYAT”**, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
44. Vignesh Pai B H, Padmini Y.S, Vijetha Pai B H **“CUSTOMER SATISFACTION TOWARDS E-BANKING SERVICES, A STUDY WITH SPECIAL REFERENCE**

**PUBLIC SECTOR BANKS IN UJIRE”,** *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*

45. Akhila, Mekhala.R**“WATER LEVEL MONITORING AND MANAGEMENT OF DAMS USING IOT”,** *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
46. Sowmya K. P., Ashwini Pavanaskar**“A STUDY ON E-BANKING SERVICES IN MANGALURU CITY- CUSTOMER SATISFACTION AND AWARENESS”,** *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
47. Devika, Bhavuya G.**“A STUDY ON SOCIAL MEDIA MARKETING IN MANAGALURE CITY-CUSTOMER BENEFITS”,** *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
48. Vaishnavi.H., Ramya.R.Rao, Kavyashree**“A STUDY ON PROBLEMS FACING BY THE GOVERNMENT COLLEGE STUDENT IN RURAL AREAS –SPECIAL REFERENCE TO KUNDAPUR TALUK UDUPI DISTRICT”,** *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
49. Bhavishya, Soumya,**“PERCEPTION OF BANK CUSTOMERS IN THE ERA OF BANK DIGITALIZATION-A STUDY WITH REFERENCE TO MANGALURU CITY”,** *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
50. Amal Sv**“A CASE STUDY ON BHARATI ENTERPRISE”,** *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
51. Chandana Sagar, Pooja Sanil**“CLOUD BASED SMART DUSTBIN SYSTEM FOR METRO STATION”,** *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
52. Rekha M, Lewlyn L R. Rodrigues, **“STUDY OF KNOWLEDGE MANAGEMENT POLICIES AND KNOWLEDGE SHARING IN SOFTWARE INDUSTRIES,** *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
53. Ravisha B.,Chethan, Divya**“EMPLOYEE DEVELOPMENT PROGRAM INITIATES TO MANAGE THE PERFORMANCE OF THE ORGANIZATION”,** *Advances In*

*Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*

54. Akshay D Bhat, Mrs.Shifana Begum**“A SURVEY ON VARIOUS MULTICAST ROUTING PROTOCOLS WITH AND WITHOUT CROSS LAYER TECHNIQUES IN MANET ADITHYA AITHAL”**, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
55. P. Sridhar Acharya, P. S. Aithal, **“THE STUDY OF SOLAR CHARGE CONTROLLER USING PWM TECHNIQUE AND A MODEL TO IMPROVE ITS PERFORMANCE”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
56. Fredin Dominic, **“INTERNATIONAL BUSINESS STRATEGY OF SUZLON ENERGY LTD– A CAUSE STUDY”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
57. Jishnu Chandra, **“INTERNATIONAL BUSINESS STRATEGY OF ITC LIMITED”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
58. Sumitha K. M. **“A CASE STUDY OF MURUGAPPA GROUP”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
59. Chethana, **“INTERNATIONAL BUSINESS STRATEGY OF PARLE AGRO MUMBAI”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
60. Roshith C. P.,**“INTERNATIONAL BUSINESS STRATEGY OF LARSEN AND TOUBRO LTD”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
61. Stephy Maria Shaji,**“INTERNATIONAL BUSINESS STRATEGY OF MIND-TREE LIMITED”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
62. Tony Vincent **“A CASE STUDY ON STATE BANK OF INDIA”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*



63. Anisha Dsa **“ICICI BANK COMPANY ANALYSIS”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
64. Mohammed Mufeed **“ITC LTD.”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
65. Aysha Nida **“A STUDY ON MARS COMPANY”**, , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
66. Subodh **“ASHOK LEYLAND”**, , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
67. Reswil Preema Tellis,**“A STUDY ON PARLE COMPANY”**, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
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69. Deesha Dsouza**“INDIGO AIRLINE COMPANY ANALYSIS”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
70. Sijal Khan **“MANGALORE CHEMICALS & FERTILIZERS LIMITED”**, , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
71. Shriraksha V. S.**“STUDY ON CAMPCO”**, , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
72. Subhalaxmi T. G.**“UNION BANK OF INDIA”**, , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
73. Reshmad Souza**“A STUDY ON PC JEWELLERS”**, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
74. Vaishak M K**“A STUDY OF TOYOTA AUTOMOBILES”**, , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
75. Pradyumna **“KARNATAKA SILK INDUSTRY CORPORATION,** *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
76. Sapna**“PRESTIGE ESTATES PROJECTS LIMITED”** , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*

77. Vanditha “**HINDUSTAN CERAMICS LIMITED**, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
78. Rovina Mena Rebello“**ZOETIS CODE OF CONDUCT THE WAY THEY DO BUSINESS**”, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
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80. Ranjitha N. T.“**STATE BANK OF INDIA**, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
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82. Ashwija, “**ZEE TELEVISION**”, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
83. Jeshma Maria Dsouza“**ACC COMPANY ANALYSIS**”, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
84. Saumya S. K“**A STUDY ON EFFICIENCY OF TRAINING AND DEVELOPMENT PROCESS AT ADANIWILMAR LTD, MANGALORE**”, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
85. Mohammad Nasiruddin“**A STUDY ON EMPLOYEE HEALTH AND SAFETY AT TVS SONS PVT LTD,KANNUR,MANGALORE**”, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
86. Anumesh Kariappa, Muddashir Khader“**A STUDY ON THE MARKETING STRATEGIES OF KASTURBA HOSPITAL MANIPAL WITH AN EMPIRICAL ANALYSIS ON AROGYA CARD MARKETING INSIGHTS**”, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
87. Akhila Rao, “**A LITERATURE REVIEW: PROBLEMS AND PROSPECTUS OF MANGALORE RAILWAY STATION WITH SUGGESTIVE MEASURES**” , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.
88. Mr.Amith Donald Menezes, Dr. Prakash Pinto“**AN EMPIRICAL STUDY OF ONLINE BANKING SYSTEM**” , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019*, 27<sup>th</sup> April, 2019,SIMS, Mangalore.

89. Sharada V H & Sagar Srinivas **“A CASE STUDY ANALYSIS ON INDIAN TRANSPORTATION INDUSTRY”**, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
90. Mrs. Krupamani. Divya Rani M, Seema. S**“EFFECTS OF MUSIC ON COGNITIVE DEVELOPMENT OF TEENAGERS”**, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
91. Mohammed Ridhwan, Nithesh Shetty **“ACHIEVEMENTS AND OUTCOMES OF TECHNOLOGICAL INNOVATIONS: A CASE STUDY OF THE FOOD PROCESSING INDUSTRY”**, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
92. Sagar Srinivas **“STUDY ON SKILL DEVELOPMENT PROGRAMME FOR MANAGEMENT STUDENTS”**, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
93. Reshma **“A STUDY ON OPPORTUNITIES AND CHALLENGES OF READYMADE GARMENTS IN INDIA”**, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
94. Nithesh Shetty, Mohammed Ridwan **“LEARNING AND CAPABILITY ACQUISITION: A CASE STUDY OF THE INDIAN AUTOMOBILE INDUSTRY”**, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
95. Pooja Vasudeva Naik ,**“APPLE INC. A CASE STUDY”**, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
96. Akshata Laxman Nayak, **“BADISCHE ALNILIN AND SODA FABRIK LTD (BASF LTD.) - CASE STUDY”**, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
97. Dhanyashree K. **“NESTLE – A STUDY”**, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
98. Gayatri Pai, **“CASE STUDY OF WALMART INDIA PRIVATE LIMITED”**, *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*

99. Kumuda.Vishweshwar.Bhat “**AXA GROUP**” , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
100. Namrata “**HSBC BANK**” , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
101. Pavitra Madhukar Shanbhag, “**A CASE STUDY ON HP**” , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
102. Shreya Rai M, “**PEPSICO INC. A CASE STUDY**” , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
103. Sumitha. K M “**A CASE STUDY ON SAMSUNG ELECTRONICS**” , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
104. Komatlapalli Satyakiran “**VOLKSWAGEN CASE STUDY**” , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
105. Amit Atom “**UNITED SPIRITS LTD**” , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
106. Amal.T “**DDB MUDRA COMMUNICATION LTD**” , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
107. Shreyas K.V “**A STUDY OF ASHOK LEYLAND COMPANY**” , *Advances In Management, It, Education, Social Sciences, MANEGMA 2019, 27<sup>th</sup> April, 2019,SIMS, Mangalore.*
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