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## 3.4.4 Number of research papers published per Teacher in the Journals as notified on UGC website during the last five years

| Sl. No. | Particulars  | Year    | Page No. |
|---------|--|---------|----------|
| 1       | Link to the institutional website where the first page/full paper (with author and affiliation details) is published | 2020-21 | 2-31     |



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## 3.4.4 Number of research papers published per teacher in the Journals as notified on UGC CARE list during the last five years

| Title of Paper  | Name of Author                               | Name of Journal   | Link to website of the Journal  |
|---|--|---|---|
| <b>2020-21</b>  |  |   |   |
| Changes in Consumer Perspective towards Discount at Bricks-and-Mortar Stores owing to Emergence of Online Store Format in India | H. R. Ganesha., Aithal P. S., & P Kirubadevi | International Journal of Management, Technology, and Social Sciences (IJMTS)  | <a href="https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/397">https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/397</a> |
| Experimental Investigation of Cannibalisation by Introducing a Global Brand Abreast Existing Indian Store Brand                 | H. R. Ganesha., Aithal P. S., & P Kirubadevi | International Journal of Applied Engineering and Management Letters (IJAEML)  | <a href="https://srinivaspublication.com/journal/index.php/ijmts/article/view/1091">https://srinivaspublication.com/journal/index.php/ijmts/article/view/1091</a> |
| Short-Term Discounting Frameworks: Insights from Multiple Experiments   | H. R. Ganesha., Aithal P. S., & P Kirubadevi | International Journal of Case Studies in Business, IT, and Education (IJCSBE) | <a href="https://srinivaspublication.com/journal/index.php/ijaeml/article/view/249">https://srinivaspublication.com/journal/index.php/ijaeml/article/view/249</a> |
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| Decentralized Discounting Framework: Insights from an Experiment                          | H. R. Ganesha., Aithal P. S., & P Kirubadevi | International Journal of Applied Engineering and Management Letters (IJAEML)  | <a href="https://srinivaspublication.com/journal/index.php/ijmts/article/view/111">https://srinivaspublication.com/journal/index.php/ijmts/article/view/111</a>   |
| Input and Output Driven Sales Personnel Performance Measures: Insights from an Experiment | H. R. Ganesha., Aithal P. S., & P Kirubadevi | International Journal of Case Studies in Business, IT, and Education (IJCSBE) | <a href="https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/404">https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/404</a> |
| Integrated Discounting Framework for Indian Brick-and-Mortar Retailers                    | H. R. Ganesha., Aithal P. S., & P Kirubadevi | International Journal of Management, Technology, and Social Sciences (IJMTS)  | <a href="https://srinivaspublication.com/journal/index.php/ijaeml/article/view/250">https://srinivaspublication.com/journal/index.php/ijaeml/article/view/250</a> |
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| Integrated Marketing Mix Framework for Baby Care Retailing in India                      | H. R. Ganesha., Aithal P. S., & P Kirubadevi | International Journal of Applied Engineering and Management Letters (IJAEML)  | <a href="https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/421">https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/421</a> |
| Establishing True Lifestyle Brand in India: An Integrated Marketing Mix Framework        | H. R. Ganesha. & Aithal P. S.                | International Journal of Management, Technology, and Social Sciences (IJMTS)  | <a href="https://srinivaspublication.com/journal/index.php/ijaeml/article/view/337">https://srinivaspublication.com/journal/index.php/ijaeml/article/view/337</a> |
| Rational Distribution Channel Mix for Lifestyle Brands in India – An Empirical Study     | H. R. Ganesha. & Aithal P. S.                | International Journal of Case Studies in Business, IT, and Education (IJCSBE) | <a href="https://srinivaspublication.com/journal/index.php/ijaeml/article/view/348">https://srinivaspublication.com/journal/index.php/ijaeml/article/view/348</a> |
| Organizing the Unorganized Lifestyle Retailing in India: An Integrated Framework         | H. R. Ganesha. & Aithal P. S.                | International Journal of Applied Engineering and Management Letters (IJAEML)  | <a href="https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/425">https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/425</a> |

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| Measuring the True Potential of Lifestyle Brands in India: A Firm-Level Scale for Existing and Potential Investors (FL-LBSi)     | H. R. Ganesha. & Aithal P. S. | International Journal of Applied Engineering and Management Letters (IJAEML)  | <a href="https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/430">https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/430</a> |
| Sales Personnel Training – An Integrated Framework for Indian Brick-and-Mortar Retailers   | H. R. Ganesha. & Aithal P. S. | International Journal of Case Studies in Business, IT, and Education (IJCSBE) | <a href="https://srinivaspublication.com/journal/index.php/ijaeml/article/view/349">https://srinivaspublication.com/journal/index.php/ijaeml/article/view/349</a> |
| Measuring the True Potential of Lifestyle Brands in India: A Consumer-Level Scale for Existing and Potential Investors (CL-LBSi) | H. R. Ganesha. & Aithal P. S. | International Journal of Case Studies in Business, IT, and Education (IJCSBE) | <a href="https://srinivaspublication.com/journal/index.php/ijaeml/article/view/1">https://srinivaspublication.com/journal/index.php/ijaeml/article/view/1</a>     |
| Retailing Performance Evaluation Scale for Indian Brick-and-Mortar Lifestyle Retailers (LSRS-b)                                  | H. R. Ganesha. & Aithal P. S. | International Journal of Applied Engineering and Management Letters (IJAEML)  | <a href="https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/2">https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/2</a>     |
| Consumer Communication Deployment Tactics: An Integrated Framework for Lifestyle Brands and Retailers in India (CCF-LS)          | H. R. Ganesha. & Aithal P. S. | International Journal of Applied Engineering and Management Letters (IJAEML)  | <a href="https://srinivaspublication.com/journal/index.php/ijmts/article/view/98">https://srinivaspublication.com/journal/index.php/ijmts/article/view/98</a>     |
| Exclusive Brand Outlet Expansion Framework for Lifestyle Brands in India (EBOE-LS)   | H. R. Ganesha. & Aithal P. S. | International Journal of Case Studies in Business, IT, and Education (IJCSBE) | <a href="https://srinivaspublication.com/journal/index.php/ijaeml/article/view/259">https://srinivaspublication.com/journal/index.php/ijaeml/article/view/259</a> |

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| Rational Organizational Structure: For Brick-and-Mortar Lifestyle Retailers in India to Overcome Diseconomies of Scale and Protect Firm's Sustainability (ROLS-b)          | H. R. Ganesha. & Aithal P. S. | International Journal of Management, Technology, and Social Sciences (IJMTS)  | <a href="https://srinivaspublication.com/journal/index.php/ijmts/article/view/120">https://srinivaspublication.com/journal/index.php/ijmts/article/view/120</a>   |
| Sales Personnel Attrition Control and Retention – An Integrated Framework for Lifestyle Retailers in India (RSPR-LS)   | H. R. Ganesha. & Aithal P. S. | International Journal of Applied Engineering and Management Letters (IJAEML)  | <a href="https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/518">https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/518</a> |
| Theory of Brick-and-Mortar Retailing in India (ToR-b)  | H. R. Ganesha. & Aithal P. S. | International Journal of Management, Technology, and Social Sciences (IJMTS)  | <a href="https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/520">https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/520</a> |
| Extending the Margin of Safety Concept to Brick-and-Mortar Retailing in India (MoSR-b)   | H. R. Ganesha. & Aithal P. S. | International Journal of Case Studies in Business, IT, and Education (IJCSBE) | <a href="https://srinivaspublication.com/journal/index.php/ijaeml/article/view/290">https://srinivaspublication.com/journal/index.php/ijaeml/article/view/290</a> |
| The Implicit Impact on Retail Management Education/Research in India Owing to Favoritism in the Recruitment of Faculty Members at IIMs, IITs, NITs, IIITs, IISc, and NITIE | H. R. Ganesha. & Aithal P. S. | International Journal of Case Studies in Business, IT, and Education (IJCSBE) | <a href="https://srinivaspublication.com/journal/index.php/ijmts/article/view/144">https://srinivaspublication.com/journal/index.php/ijmts/article/view/144</a>   |
| Attitudes and Perspectives of Key Stakeholders in the Retail Start-ups toward Long-Term and Sustainably Profitable Business Model in India - An Empirical Evaluation       | H. R. Ganesha. & Aithal P. S. | International Journal of Applied Engineering and Management Letters (IJAEML)  | <a href="https://srinivaspublication.com/journal/index.php/ijaeml/article/view/293">https://srinivaspublication.com/journal/index.php/ijaeml/article/view/293</a> |

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| Extending the Concept of Delayed Gratification to Retail Start-ups in India: An Imperative Strategy for the Success, Long-Term Sustainability, and Protection of Founding Members' Majority Shareholding | H. R. Ganesha. & Aithal P. S.          | International Journal of Management, Technology, and Social Sciences (IJMTS) | <a href="https://srinivaspublication.com/journal/index.php/ijaeml/article/view/366">https://srinivaspublication.com/journal/index.php/ijaeml/article/view/366</a>   |
| Artificial Intelligence-Based Consumer Communication by Brick-and-Mortar Retailers in India Leading to Syllogistic Fallacy and Trap – Insights from an Experiment  | H. R. Ganesha. & Aithal P. S.          | International Journal of Applied Engineering and Management Letters (IJAEML) | <a href="https://srinivaspublication.com/journal/index.php/ijmts/article/view/1027">https://srinivaspublication.com/journal/index.php/ijmts/article/view/1027</a>   |
| Social Engagement: A means to Brand Building   | Shailashri V.T, Anumesh Kariappa       | International Journal of Case Studies in Business, IT and Education (IJCSBE) | <a href="https://srinivaspublication.com/journal/index.php/ijaeml/article/view/1062">https://srinivaspublication.com/journal/index.php/ijaeml/article/view/1062</a>   |
| Conceptualization of e-Learning Theories and Approaches in the context of Further and Higher Education   | Hegde Lata Narayan & Shailashri V. T.  | International Journal of Applied Engineering and Management Letters          | <a href="https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/715">https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/715</a>   |
| shedding insight on sustainable food consumption : A case study on customers perceptible behavior towards organic products   | Sujaya. H, aithal P. S                 | juni khyat   | <a href="https://srinivaspublication.com/wp-content/uploads/2019/11/8.-Lakme -abstract.pdf">https://srinivaspublication.com/wp-content/uploads/2019/11/8.-Lakme -abstract.pdf</a>   |
| Sustainability Study of Green Buildings in India- Through Pestle and Swoc Analysis   | Priyanka Nayak, Dr. Narayan Kayarkatte | International Journal of Business, Management and Allied Sciences (IJBMAS)   | <a href="https://www.journalijar.com/article/37906/recognising-sustainability-through-the-corporate-reports-a-review-of-">https://www.journalijar.com/article/37906/recognising-sustainability-through-the-corporate-reports-a-review-of-</a> |

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|   |  |   | <a href="#">development-of-disclosures-in-india/</a>  |
| Halli Mane Rotties - A Case Study on Woman Entrepreneurship   | Bharathy & Narayan Kayarkatte                | Our Heritage  | <a href="https://archives.ourheritagejournal.com/index.php/oh/article/view/7845/7435">https://archives.ourheritagejournal.com/index.php/oh/article/view/7845/7435</a> |
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