



# SRINIVAS UNIVERSITY

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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	List and links of the papers published in journals listed in UGC CARE list	2020-21	2-41



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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	Link to article/paper/abstract of the article
<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. Ganesh., 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>	<a href="http://doi.org/10.5281/zenodo.3762937">http://doi.org/10.5281/zenodo.3762937</a>
Experimental Investigation of Cannibalisation by Introducing a Global Brand Abreast Existing Indian Store Brand	H. R. Ganesh., 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>	<a href="https://doi.org/10.5281/zenodo.3762869">https://doi.org/10.5281/zenodo.3762869</a>
Short-Term Discounting Frameworks: Insights from Multiple Experiments	H. R. Ganesh., Aithal P. S., & P Kirubadevi	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	<a href="https://srinivaspublication.com/journal/index.php/ijae/ml/article/view/249">https://srinivaspublication.com/journal/index.php/ijae/ml/article/view/249</a>	<a href="http://doi.org/10.5281/zenodo.3762872">http://doi.org/10.5281/zenodo.3762872</a>
Long-Term Discounting Frameworks: Insights from Multiple Experiments	H. R. Ganesh., 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/398">https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/398</a>	<a href="http://doi.org/10.5281/zenodo.3762939">http://doi.org/10.5281/zenodo.3762939</a>

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Decentralized Discounting Framework: Insights from an Experiment	H. R. Ganesh., 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>	<a href="http://doi.org/10.5281/zenodo.3762879">http://doi.org/10.5281/zenodo.3762879</a>
Input and Output Driven Sales Personnel Performance Measures: Insights from an Experiment	H. R. Ganesh., 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>	<a href="http://doi.org/10.5281/zenodo.3764555">http://doi.org/10.5281/zenodo.3764555</a>
Integrated Discounting Framework for Indian Brick-and-Mortar Retailers	H. R. Ganesh., Aithal P. S., & P Kirubadevi	International Journal of Management, Technology, and Social Sciences (IJMTS)	<a href="https://srinivaspublication.com/journal/index.php/ijae/ml/article/view/250">https://srinivaspublication.com/journal/index.php/ijae/ml/article/view/250</a>	<a href="http://doi.org/10.5281/zenodo.3774700">http://doi.org/10.5281/zenodo.3774700</a>
Need-Based Sales Pitch: Insights from an Experiment	H. R. Ganesh., Aithal P. S., & P Kirubadevi	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	<a href="https://srinivaspublication.com/journal/index.php/ijmts/article/view/115">https://srinivaspublication.com/journal/index.php/ijmts/article/view/115</a>	<a href="http://doi.org/10.5281/zenodo.3766912">http://doi.org/10.5281/zenodo.3766912</a>
An Integrated Framework to Derive Optimal Number of Sales Personnel for a Retail Store	H. R. Ganesh., 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/411">https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/411</a>	<a href="http://doi.org/10.5281/zenodo.3773886">http://doi.org/10.5281/zenodo.3773886</a>
Integrated Inventory Management Control Framework	H. R. Ganesh., Aithal P. S., & P Kirubadevi	International Journal of Management, Technology, and Social Sciences (IJMTS)	<a href="https://srinivaspublication.com/journal/index.php/ijae/ml/article/view/312">https://srinivaspublication.com/journal/index.php/ijae/ml/article/view/312</a>	<a href="http://doi.org/10.5281/zenodo.3775868">http://doi.org/10.5281/zenodo.3775868</a>

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Impact of Store Size Reduction on Overall Store Performance – Insights from an Experiment	H. R. Ganesh., Aithal P. S., & P Kirubadevi	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	<a href="https://srinivaspublication.com/journal/index.php/ijmts/article/view/139">https://srinivaspublication.com/journal/index.php/ijmts/article/view/139</a>	<a href="http://doi.org/10.5281/zenodo.3822424">http://doi.org/10.5281/zenodo.3822424</a>
Consumer Affordability in Tier-1, Tier-2 and Tier-3 Cities of India – An Empirical Study	H. R. Ganesh., 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/412">https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/412</a>	<a href="http://doi.org/10.5281/zenodo.3822509">http://doi.org/10.5281/zenodo.3822509</a>
Ideal Store Locations for Indian Retailers – An Empirical Study	H. R. Ganesh., Aithal P. S., & P Kirubadevi	International Journal of Management, Technology, and Social Sciences (IJMTS)	<a href="https://srinivaspublication.com/journal/index.php/ijae/ml/article/view/323">https://srinivaspublication.com/journal/index.php/ijae/ml/article/view/323</a>	<a href="http://doi.org/10.5281/zenodo.3822528">http://doi.org/10.5281/zenodo.3822528</a>
Optimal Category Mix in Multi-Category Retailing – Insights from an Experiment	H. R. Ganesh., Aithal P. S., & P Kirubadevi	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	<a href="https://srinivaspublication.com/journal/index.php/ijmts/article/view/190">https://srinivaspublication.com/journal/index.php/ijmts/article/view/190</a>	<a href="http://doi.org/10.5281/zenodo.3822483">http://doi.org/10.5281/zenodo.3822483</a>
Integrated Marketing Mix Framework for Baby Care Retailing in India	H. R. Ganesh., 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>	<a href="http://doi.org/10.5281/zenodo.3890290">http://doi.org/10.5281/zenodo.3890290</a>
Establishing True Lifestyle Brand in India: An Integrated Marketing Mix Framework	H. R. Ganesh. & Aithal P. S.	International Journal of Management, Technology, and Social Sciences (IJMTS)	<a href="https://srinivaspublication.com/journal/index.php/ijae/ml/article/view/337">https://srinivaspublication.com/journal/index.php/ijae/ml/article/view/337</a>	<a href="http://doi.org/10.5281/zenodo.3901365">http://doi.org/10.5281/zenodo.3901365</a>

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Rational Distribution Channel Mix for Lifestyle Brands in India – An Empirical Study	H. R. Ganesh. & Aithal P. S.	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	<a href="https://srinivaspublication.com/journal/index.php/ijae/ml/article/view/348">https://srinivaspublication.com/journal/index.php/ijae/ml/article/view/348</a>	<a href="http://doi.org/10.5281/zenodo.3925852">http://doi.org/10.5281/zenodo.3925852</a>
Organizing the Unorganized Lifestyle Retailing in India: An Integrated Framework	H. R. Ganesh. & 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>	<a href="http://doi.org/10.5281/zenodo.3925840">http://doi.org/10.5281/zenodo.3925840</a>
Measuring the True Potential of Lifestyle Brands in India: A Firm-Level Scale for Existing and Potential Investors (FL-LBSi)	H. R. Ganesh. & 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>	<a href="http://doi.org/10.5281/zenodo.3929175">http://doi.org/10.5281/zenodo.3929175</a>
Sales Personnel Training – An Integrated Framework for Indian Brick-and-Mortar Retailers	H. R. Ganesh. & Aithal P. S.	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	<a href="https://srinivaspublication.com/journal/index.php/ijae/ml/article/view/349">https://srinivaspublication.com/journal/index.php/ijae/ml/article/view/349</a>	<a href="http://doi.org/10.5281/zenodo.3934429">http://doi.org/10.5281/zenodo.3934429</a>
Measuring the True Potential of Lifestyle Brands in India: A Consumer-Level Scale for Existing and Potential Investors (CL-LBSi)	H. R. Ganesh. & Aithal P. S.	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	<a href="https://srinivaspublication.com/journal/index.php/ijae/ml/article/view/1">https://srinivaspublication.com/journal/index.php/ijae/ml/article/view/1</a>	<a href="http://doi.org/10.5281/zenodo.3940586">http://doi.org/10.5281/zenodo.3940586</a>

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Retailing Performance Evaluation Scale for Indian Brick-and-Mortar Lifestyle Retailers (LSRS-b)	H. R. Ganeshha. & 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>	<a href="http://doi.org/10.5281/zenodo.3966232">http://doi.org/10.5281/zenodo.3966232</a>
Consumer Communication Deployment Tactics: An Integrated Framework for Lifestyle Brands and Retailers in India (CCF-LS)	H. R. Ganeshha. & 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>	<a href="http://doi.org/10.5281/zenodo.3971552">http://doi.org/10.5281/zenodo.3971552</a>
Exclusive Brand Outlet Expansion Framework for Lifestyle Brands in India (EBOE-LS)	H. R. Ganeshha. & Aithal P. S.	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	<a href="https://srinivaspublication.com/journal/index.php/ijae/ml/article/view/259">https://srinivaspublication.com/journal/index.php/ijae/ml/article/view/259</a>	<a href="http://doi.org/10.5281/zenodo.3976932">http://doi.org/10.5281/zenodo.3976932</a>
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. Ganeshha. & 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>	<a href="http://doi.org/10.5281/zenodo.3988874">http://doi.org/10.5281/zenodo.3988874</a>
Sales Personnel Attrition Control and Retention – An Integrated Framework for Lifestyle Retailers in India (RSPR-LS)	H. R. Ganeshha. & 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>	<a href="http://doi.org/10.5281/zenodo.3971552">http://doi.org/10.5281/zenodo.3971552</a>

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Theory of Brick-and-Mortar Retailing in India (ToR-b)	H. R. Ganeshha. & 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>	<a href="http://doi.org/10.5281/zenodo.4007444">http://doi.org/10.5281/zenodo.4007444</a>
Extending the Margin of Safety Concept to Brick-and-Mortar Retailing in India (MoSR-b)	H. R. Ganeshha. & Aithal P. S.	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	<a href="https://srinivaspublication.com/journal/index.php/ijae/ml/article/view/290">https://srinivaspublication.com/journal/index.php/ijae/ml/article/view/290</a>	<a href="http://doi.org/10.5281/zenodo.4033186">http://doi.org/10.5281/zenodo.4033186</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. Ganeshha. & 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>	<a href="http://doi.org/10.5281/zenodo.4064688">http://doi.org/10.5281/zenodo.4064688</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. Ganeshha. & Aithal P. S.	International Journal of Applied Engineering and Management Letters (IJAEML)	<a href="https://srinivaspublication.com/journal/index.php/ijae/ml/article/view/293">https://srinivaspublication.com/journal/index.php/ijae/ml/article/view/293</a>	<a href="http://doi.org/10.5281/zenodo.4087497">http://doi.org/10.5281/zenodo.4087497</a>
Extending the Concept of Delayed Gratification to Retail Start-ups in India: An Imperative Strategy for the Success, Long-Term	H. R. Ganeshha. & Aithal P. S.	International Journal of Management, Technology, and Social Sciences (IJMTS)	<a href="https://srinivaspublication.com/journal/index.php/ijae/ml/article/view/366">https://srinivaspublication.com/journal/index.php/ijae/ml/article/view/366</a>	<a href="http://doi.org/10.5281/zenodo.4216311">http://doi.org/10.5281/zenodo.4216311</a>

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Sustainability, and Protection of Founding Members' Majority Shareholding				
Artificial Intelligence-Based Consumer Communication by Brick-and-Mortar Retailers in India Leading to Syllogistic Fallacy and Trap – Insights from an Experiment	H. R. Ganesh. & 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>	<a href="http://doi.org/10.5281/zenodo.4320192">http://doi.org/10.5281/zenodo.4320192</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/ijae/ml/article/view/1062">https://srinivaspublication.com/journal/index.php/ijae/ml/article/view/1062</a>	<a href="http://doi.org/10.5281/zenodo.4248273">http://doi.org/10.5281/zenodo.4248273</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>	<a href="http://doi.org/10.5281/zenodo.4429449">http://doi.org/10.5281/zenodo.4429449</a>
An Insight into the Indian Railways COVID-19	Akhila Rao & Shailashri V. T.	International Journal of Management, Technology, and Social Sciences		<a href="http://doi.org/10.5281/zenodo.4444381">http://doi.org/10.5281/zenodo.4444381</a>

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Effectiveness of Quality of Service towards Commitment of Suppliers with Reference to SME's in Automobile Industry	Rangaraju K, V. R. Nedunchezian, & P. K. Suresh Kumar	International Journal of Management, Technology, and Social Sciences (IJMTS),		<a href="http://doi.org/10.5281/zenodo.4112314">http://doi.org/10.5281/zenodo.4112314</a>
Perception of Employees towards TPM Implementation in Foundry Industry with Reference to Coimbatore District.	Elamaran, N., Nedunchezian, V. R. & Suresh Kumar, P. K.	International Journal of Management, Technology, and Social Sciences (IJMTS),		<a href="https://doi.org/10.5281/zenodo.4044675">https://doi.org/10.5281/zenodo.4044675</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>	<a href="https://dx.doi.org/10.2139/ssrn.3726791">https://dx.doi.org/10.2139/ssrn.3726791</a>
A Case study of Srinivas Hospital Mukka on Infectious waste management.	Pratheeksha and Dr. KVM Varambally	Our heritage, UGC Care Approved International Indexed and Referred Journal		<a href="https://doi.org/10.5281/zenodo.5094594">https://doi.org/10.5281/zenodo.5094594</a>
Sustainability and Amazon- A Case Study on Amazon Company.	Pratheeksha and Dr. KVM Varambally	Our heritage, UGC Care Approved International Indexed and Referred Journal		<a href="https://doi.org/10.5281/zenodo.5094581">https://doi.org/10.5281/zenodo.5094581</a>
An Analysis of Constraints Associated with household waste reduction and reuse practices.	Pratheeksha and Dr. KVM Varambally	Studies in Indian Place Names		<a href="https://doi.org/10.5281/zenodo.5094621">https://doi.org/10.5281/zenodo.5094621</a>

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Swacch Bharath, a step towards sustaining cleanliness- a case study of MRPL Mangalore.	Pratheeksha and Dr. KVM Varambally	Studies in Indian Place Names		<a href="https://doi.org/10.5281/zenodo.5085885">https://doi.org/10.5281/zenodo.5085885</a>
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