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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 re-directing to journal source-cite website in case of digital journals	2020-21	2-34



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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 Journal	Link to website of the Journal	Link to article/paper/abstract of the article
2020-21			
Changes in Consumer Perspective towards Discount at Bricks-and-Mortar Stores owing to Emergence of Online Store Format in India	International Journal of Management, Technology, and Social Sciences (IJMITS)	https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/397	http://doi.org/10.5281/zenodo.3762937
Experimental Investigation of Cannibalisation by Introducing a Global Brand Abreast Existing Indian Store Brand	International Journal of Applied Engineering and Management Letters (IJAEML)	https://srinivaspublication.com/journal/index.php/ijmts/article/view/1091	https://doi.org/10.5281/zenodo.3762869
Short-Term Discounting Frameworks: Insights from Multiple Experiments	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublication.com/journal/index.php/ijaeml/article/view/249	http://doi.org/10.5281/zenodo.3762872
Long-Term Discounting Frameworks: Insights from Multiple Experiments	International Journal of Management, Technology, and Social Sciences (IJMITS)	https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/398	http://doi.org/10.5281/zenodo.3762939
Decentralized Discounting Framework: Insights from an Experiment	International Journal of Applied Engineering and Management Letters (IJAEML)	https://srinivaspublication.com/journal/index.php/ijmts/article/view/111	http://doi.org/10.5281/zenodo.3762879

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Input and Output Driven Sales Personnel Performance Measures: Insights from an Experiment	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/404	http://doi.org/10.5281/zenodo.3764555
Integrated Discounting Framework for Indian Brick-and-Mortar Retailers	International Journal of Management, Technology, and Social Sciences (IJMTS)	https://srinivaspublication.com/journal/index.php/ijmte/article/view/250	http://doi.org/10.5281/zenodo.3774700
Need-Based Sales Pitch: Insights from an Experiment	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublication.com/journal/index.php/ijmts/article/view/115	http://doi.org/10.5281/zenodo.3766912
An Integrated Framework to Derive Optimal Number of Sales Personnel for a Retail Store	International Journal of Applied Engineering and Management Letters (IAEML)	https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/411	http://doi.org/10.5281/zenodo.3773886
Integrated Inventory Management Control Framework	International Journal of Management, Technology, and Social Sciences (IJMTS)	https://srinivaspublication.com/journal/index.php/ijmte/article/view/312	http://doi.org/10.5281/zenodo.3775868
Impact of Store Size Reduction on Overall Store Performance – Insights from an Experiment	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublication.com/journal/index.php/ijmts/article/view/139	http://doi.org/10.5281/zenodo.3822424
Consumer Affordability in Tier-1, Tier-2 and Tier-3 Cities of India – An Empirical Study	International Journal of Applied Engineering and Management Letters (IAEML)	https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/412	http://doi.org/10.5281/zenodo.3822509

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Ideal Store Locations for Indian Retailers – An Empirical Study	International Journal of Management, Technology, and Social Sciences (IJMTS)	https://srinivaspublication.com/journal/index.php/ijame/article/view/323	http://doi.org/10.5281/zenodo.3822528
Optimal Category Mix in Multi-Category Retailing – Insights from an Experiment	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublication.com/journal/index.php/ijmts/article/view/190	http://doi.org/10.5281/zenodo.3822483
Integrated Marketing Mix Framework for Baby Care Retailing in India	International Journal of Applied Engineering and Management Letters (IJAEML)	https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/421	http://doi.org/10.5281/zenodo.3890290
Establishing True Lifestyle Brand in India: An Integrated Marketing Mix Framework	International Journal of Management, Technology, and Social Sciences (IJMTS)	https://srinivaspublication.com/journal/index.php/ijame/article/view/337	http://doi.org/10.5281/zenodo.3901365
Rational Distribution Channel Mix for Lifestyle Brands in India – An Empirical Study	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublication.com/journal/index.php/ijmts/article/view/348	http://doi.org/10.5281/zenodo.3925852
Organizing the Unorganized Lifestyle Retailing in India: An Integrated Framework	International Journal of Applied Engineering and Management Letters (IJAEML)	https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/425	http://doi.org/10.5281/zenodo.3925840
Measuring the True Potential of Lifestyle Brands in India: A Firm-Level Scale for Existing and Potential Investors (FL-LBSi)	International Journal of Applied Engineering and Management Letters (IJAEML)	https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/430	http://doi.org/10.5281/zenodo.3929175

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Sales Personnel Training – An Integrated Framework for Indian Brick-and-Mortar Retailers	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublication.com/journal/index.php/ijaeml/article/view/349	http://doi.org/10.5281/zenodo.3934429
Measuring the True Potential of Lifestyle Brands in India: A Consumer-Level Scale for Existing and Potential Investors (CL-LBSi)	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublication.com/journal/index.php/ijaeml/article/view/1	http://doi.org/10.5281/zenodo.3940586
Retailing Performance Evaluation Scale for Indian Brick-and-Mortar Lifestyle Retailers (LSRS-b)	International Journal of Applied Engineering and Management Letters (IJAEML)	https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/2	http://doi.org/10.5281/zenodo.3966232
Consumer Communication Deployment Tactics: An Integrated Framework for Lifestyle Brands and Retailers in India (CCF-LS)	International Journal of Applied Engineering and Management Letters (IJAEML)	https://srinivaspublication.com/journal/index.php/ijmts/article/view/98	http://doi.org/10.5281/zenodo.3971552
Exclusive Brand Outlet Expansion Framework for Lifestyle Brands in India (EBOE-LS)	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublication.com/journal/index.php/ijaeml/article/view/259	http://doi.org/10.5281/zenodo.3976932
Rational Organizational Structure: For Brick-and-Mortar Lifestyle Retailers in India to Overcome Diseconomies of Scale and Protect Firm's Sustainability (ROLS-b)	International Journal of Management, Technology, and Social Sciences (IJMTS)	https://srinivaspublication.com/journal/index.php/ijmts/article/view/120	http://doi.org/10.5281/zenodo.3988874

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Sales Personnel Attrition Control and Retention – An Integrated Framework for Lifestyle Retailers in India (RSPR-LS)	International Journal of Applied Engineering and Management Letters (IJAEML)	https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/518	http://doi.org/10.5281/zenodo.3971552
Theory of Brick-and-Mortar Retailing in India (ToR-b)	International Journal of Management, Technology, and Social Sciences (IJMTS)	https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/520	http://doi.org/10.5281/zenodo.4007444
Extending the Margin of Safety Concept to Brick-and-Mortar Retailing in India (MoSR-b)	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/290	http://doi.org/10.5281/zenodo.4033186
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	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/144	http://doi.org/10.5281/zenodo.4064688
Attitudes and Perspectives of Key Stakeholders in the Retail Start-ups toward Long-Term and Sustainably Profitable Business Model in India - An Empirical Evaluation	International Journal of Applied Engineering and Management Letters (IJAEML)	https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/293	http://doi.org/10.5281/zenodo.4087497
Extending the Concept of Delayed Gratification to Retail Start-ups in India: An Imperative Strategy for the Success, Long-Term Sustainability, and Protection of	International Journal of Management, Technology, and Social Sciences (IJMTS)	https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/366	http://doi.org/10.5281/zenodo.4216311

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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	International Journal of Applied Engineering and Management Letters (IJAEML)	https://srinivaspublication.com/journal/index.php/ijmts/article/view/1027	http://doi.org/10.5281/zenodo.4320192
Social Engagement: A means to Brand Building	International Journal of Case Studies in Business, IT and Education (IJCSBE)	https://srinivaspublication.com/journal/index.php/ijae/article/view/1062	http://doi.org/10.5281/zenodo.4248273
Conceptualization of e-Learning Theories and Approaches in the context of Further and Higher Education	International Journal of Applied Engineering and Management Letters	https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/715	http://doi.org/10.5281/zenodo.4429449
An Insight into the Indian Railways COVID-19	International Journal of Management, Technology, and Social Sciences		http://doi.org/10.5281/zenodo.4444381
Effectiveness of Quality of Service towards Commitment of Suppliers with Reference to SME's in Automobile Industry	International Journal of Management, Technology, and Social Sciences (IJMTS),		http://doi.org/10.5281/zenodo.4112314

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Perception of Employees towards TPM Implementation in Foundry Industry with Reference to Coimbatore District.	International Journal of Management, Technology, and Social Sciences (IJMITS),		https://doi.org/10.5281/zenodo.4044675
shedding insight on sustainable food consumption : A case study on customers perceptible behavior towards organic products	juni khyat	https://srinivaspublication.com/wp-content/uploads/2019/11/8.-Lakme -abstract.pdf	https://dx.doi.org/10.2139/ssrn.3726791
A Case study of Srinivas Hospital Mukka on Infectious waste management.	Our heritage, UGC Care Approved International Indexed and Referred Journal		https://doi.org/10.5281/zenodo.5094594
Sustainability and Amazon- A Case Study on Amazon Company.	Our heritage, UGC Care Approved International Indexed and Referred Journal		https://doi.org/10.5281/zenodo.5094581
An Analysis of Constraints Associated with household waste reduction and reuse practices.	Studies in Indian Place Names		https://doi.org/10.5281/zenodo.5094621
Swacch Bharath, a step towards sustaining cleanliness- a case study of MRPL Mangalore.	Studies in Indian Place Names		https://doi.org/10.5281/zenodo.5085885
Sustainability Study of Green Buildings in India- Through Pestle and Swoc Analysis	International Journal of Business, Management and Allied Sciences (IJBMAS)	https://www.journalijar.com/article/37906/recognising-sustainability-through-the-corporate-reports-a-review-of-development-of-disclosures-in-india/	http://www.ijbmas.in/

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Sustainability Reporting in India – A Study of Infosys Sustainability Reports	International Journal of Management, Technology, and Social Sciences (IJMTS)		http://doi.org/10.5281/zenodo.4320241
Halli Mane Rotties - A Case Study on Woman Entrepreneurship	Our Heritage	https://archives.ourheritagejournal.com/index.php/oh/article/view/7845/7435	https://doi.org/10.5281/zenodo.5918434#.YfVWZDplk44.gmail
Work Life Balance and Time Management – A Case Study with Reference to Yenepoya Speciality Hospital Kodialbail, Mangalore	Our Heritage	-	https://doi.org/10.3390%2Fijerph17030907
A Study on Job Satisfaction of Employees In A.J. Hospital & Research Center, Mangalore	Our Heritage	-	https://doi.org/10.5281/zenodo.5916685
Health, Safety & Environment Management – A Case Study of MCF Ltd., Mangalore	Our Heritage	-	https://doi.org/10.1080/19338244.2015.1096758
Safety and Stress Management– A Case Study of Toyota Motor Corporation	Our Heritage	-	https://doi.org/10.5281/zenodo.5896776
Changes in Consumer Perspective towards Discount at Bricks-and-Mortar Stores owing to Emergence of Online Store Format in India	International Journal of Management, Technology, and Social Sciences (IJMTS)	https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/397	http://doi.org/10.5281/zenodo.3762937
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Short-Term Discounting Frameworks: Insights from Multiple Experiments	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublication.com/journal/index.php/ijaeml/article/view/249	http://dx.doi.org/10.47992/IJC SBE.2581.6942.0058
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Input and Output Driven Sales Personnel Performance Measures: Insights from an Experiment	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/404	http://doi.org/10.5281/zenodo.3764555
Integrated Discounting Framework for Indian Brick-and-Mortar Retailers	International Journal of Management, Technology, and Social Sciences (IJMTS)	https://srinivaspublication.com/journal/index.php/ijaeml/article/view/250	http://doi.org/10.5281/zenodo.3774700
Need-Based Sales Pitch: Insights from an Experiment	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublication.com/journal/index.php/ijmts/article/view/115	http://doi.org/10.5281/zenodo.3766912
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Consumer Affordability in Tier-1, Tier-2 and Tier-3 Cities of India – An Empirical Study	International Journal of Applied Engineering and Management Letters (IJAEML)	https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/412	http://doi.org/10.5281/zenodo.3822509
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Integrated Marketing Mix Framework for Baby Care Retailing in India	International Journal of Applied Engineering and Management Letters (IJAEML)	https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/421	http://doi.org/10.5281/zenodo.3890290
Establishing True Lifestyle Brand in India: An Integrated Marketing Mix Framework	International Journal of Management, Technology, and Social Sciences (IJMTS)	https://srinivaspublication.com/journal/index.php/ijame/article/view/337	http://doi.org/10.5281/zenodo.3901365

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Measuring the True Potential of Lifestyle Brands in India: A Firm-Level Scale for Existing and Potential Investors (FL-LBSi)	International Journal of Applied Engineering and Management Letters (IJAEML)	https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/430	http://doi.org/10.5281/zenodo.3929175
Sales Personnel Training – An Integrated Framework for Indian Brick-and-Mortar Retailers	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublication.com/journal/index.php/ijae/article/view/349	http://doi.org/10.5281/zenodo.3934429
Measuring the True Potential of Lifestyle Brands in India: A Consumer-Level Scale for Existing and Potential Investors (CL-LBSi)	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublication.com/journal/index.php/ijae/article/view/1	http://doi.org/10.5281/zenodo.3940586
Retailing Performance Evaluation Scale for Indian Brick-and-Mortar Lifestyle Retailers (LSRS-b)	International Journal of Applied Engineering and Management Letters (IJAEML)	https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/2	http://doi.org/10.5281/zenodo.3966232

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Consumer Communication Deployment Tactics: An Integrated Framework for Lifestyle Brands and Retailers in India (CCF-LS)	International Journal of Applied Engineering and Management Letters (IJAEML)	https://srinivaspublication.com/journal/index.php/ijmts/article/view/98	http://doi.org/10.5281/zenodo.3971552
Exclusive Brand Outlet Expansion Framework for Lifestyle Brands in India (EBOE-LS)	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublication.com/journal/index.php/ijae/article/view/259	http://doi.org/10.5281/zenodo.3976932
Rational Organizational Structure: For Brick-and-Mortar Lifestyle Retailers in India to Overcome Diseconomies of Scale and Protect Firm's Sustainability (ROLS-b)	International Journal of Management, Technology, and Social Sciences (IJMTS)	https://srinivaspublication.com/journal/index.php/ijmts/article/view/120	http://doi.org/10.5281/zenodo.3988874
Sales Personnel Attrition Control and Retention – An Integrated Framework for Lifestyle Retailers in India (RSPR-LS)	International Journal of Applied Engineering and Management Letters (IJAEML)	https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/518	http://doi.org/10.5281/zenodo.3971552
Theory of Brick-and-Mortar Retailing in India (ToR-b)	International Journal of Management, Technology, and Social Sciences (IJMTS)	https://srinivaspublication.com/journal/index.php/ijcsbe/article/view/520	http://doi.org/10.5281/zenodo.4007444
Extending the Margin of Safety Concept to Brick-and-Mortar Retailing in India (MoSR-b)	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublication.com/journal/index.php/ijae/article/view/290	http://doi.org/10.5281/zenodo.4033186
The Implicit Impact on Retail Management Education/Research in India Owing to Favoritism in the Recruitment of Faculty Members at	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublication.com/journal/index.php/ijmts/article/view/144	http://doi.org/10.5281/zenodo.4064688

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An Intelligent Cloud Assistance for Healthcare Sectors	International Journal of Cloud Computing	https://srinivaspublication.com/wp-content/uploads/2019/03/1_Electro_FullPaper.pdf	https://www.inderscience.com/
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