

Srinivas Nagar, Mukka-574 146, Mangalore.

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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	2021-22	2-89

Registered Office: Srinivas Campus, Srinivas Nagar, Mukka, Surathkal, MANGALURU - 574 146 Karnataka State, INDIA. Website: <a href="www.srinivasuniversity.edu.in">www.srinivasuniversity.edu.in</a>, <a href="mailto:Emailto:



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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
	2021-22		
Measuring the Level of Preparedness to Face Challenges during Uncertain Times: A Firm-Level Scale for Brick- and-Mortar Retailers in India (FLSPU- b)	International Journal of Applied Engineering and Management Letters (IJAEML)		http://doi.org/10.5281/zenodo. 4492354
Comparative Study on the Overall Performance of Merged Public Sector Banks and Private Sector Banks using CAMEL Model	International Journal of Management, Technology, and Social Sciences (IJMTS)	https://srinivaspublica tion.com/journal/inde x.php/ijcsbe/article/vi ew/699	https://doi.org/10.5281/zenodo. 5775465
Review on Customer Perception towards Online Food Delivery.	International Journal of Creative Thoughts (IJCRT), 9(7), b301–b314.	https://srinivaspublica tion.com/journal/inde x.php/ijcsbe/article/vi ew/791	https://doi.org/10.5281/zenodo. 5147743
Digital Payment Service in India - A Case Study of Unified Payment Interface.	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublica tion.com/journal/inde x.php/ijcsbe/article/vi ew/843	http://doi.org/10.5281/zenodo. 5091207
Financial Performance Analysis of Motilal Oswal Financial Services Ltd (MOFSL)	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublica tion.com/journal/inde x.php/ijcsbe/article/vi ew/841	https://doi.org/10.5281/zenodo. 5171575



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Risk Return Analysis of Selected Stocks of Indian Financial Sector	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublica tion.com/journal/inde x.php/ijcsbe/article/vi ew/1024	https://doi.org/10.5281/zenodo. 5463885
A Case Study of Mrs. Bector Food Specialties Ltd.	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublica tion.com/journal/inde x.php/ijcsbe/article/vi ew/734	https://doi.org/10.5281/zenodo. 5463851
A Case Study of Cashew Industry in Karnataka	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublica tion.com/journal/inde x.php/ijcsbe/article/vi ew/1038	https://doi.org/10.5281/zenodo. 5773744
Effectiveness of Visual Merchandising on Consumer Buying Behaviour: A Study of Reliance Digital, Puttur, DK	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://ijrar.org/paper s/IJRAR21B1631.pdf	http://doi.org/10.5281/zenodo. 5136832
A Conceptual Study on Performance of Small-Scale Industries in India	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://www.ijrar.org/ papers/IJRAR21B182 9.pdf	https://doi.org/10.5281/zenodo. 5782746
Industry Analysis Case on Consumerism Towards Organic Food Industry	International Journal of Research and Analytical Reviews (IJRAR)	https://journals.sagep ub.com/doi/full/10.11 77/215824402110544 79	https://www.ijrar.org/
A Comprehensive Analysis of Top Indian Organic Cosmetic Company: Lotus	International Journal of Research and Analytical Reviews (IJRAR)	https://srinivaspublica tion.com/journal/inde x.php/ijcsbe/article/vi ew/1051/557	https://www.ijrar.org/



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Work-Life Balance and Gender Differences: A Study of College and University Teachers From Karnataka	Sage Open	https://iarjset.com/wp = content/uploads/2021 /12/IARJSET.2021.8 1207.pdf	https://doi.org/10.1177/215824 40211054479
NYKAA:A comprehensive analysis of a leading Indian E-Commerce cosmetic company	INTERNATIONAL JOURNAL OF CASE STUDIES IN BUSINESS, IT, AND EDUCATION (IJCSBE)	https://srinivaspublica tion.com/journal/inde x.php/ijcsbe/article/vi ew/529	https://doi.org/10.5281/zenodo. 5795592
Women entrepreneurship in beauty parlour services: A study in Dakshina Kannada District.	International Advanced Research Journal in Science, Engineering and Technology	https://srinivaspublica tion.com/wp- content/uploads/2019 /01/11.IndianEducati on_FullPaper.pdf	
Literature Review on Benefits, Opportunities, Challenges, Prospects of Online Teaching in Higher Education	International Journal of Applied Engineering and Management Letters (IJAEML)	https://srinivaspublica tion.com/journal/inde x.php/ijhsp/article/vie w/1029	<u>:</u> <a href="https://doi.org/10.5281/zenodo.">https://doi.org/10.5281/zenodo.</a> <a href="5799382">5799382</a>
Impact of Mobile Phone Services on the Traditional Telecommunication Services in India	International Journal of Case Studies in Business, IT, and Education (IJCSBE),	https://srinivaspublica tion.com/journal/inde x.php/ijaeml/article/v iew/553	https://doi.org/10.5281/zenodo. 5706597
Work-Life Balance of Women Medical Professionals in the Healthcare Sector-A Systematic Literature Review	International Journal of Health Sciences and Pharmacy	https://srinivaspublica tion.com/journal/inde x.php/ijcsbe/article/vi ew/715	https://doi.org/10.5281/zenodo. 5778954



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A Comprehensive Study of Talent Management Process adopted by Tata Consultancy Services (TC	International Journal of Case Studies in Business, IT, and Education (IJCSBE	https://srinivaspublica tion.com/journal/inde x.php/ijmts/article/vie w/180	http://doi.org/10.5281/Zenodo. 5100377
A Comprehensive Study of Talent Management Process adopted by Tata Consultancy Services (TC	International Journal of Case Studies in Business, IT, and Education (IJCSBE	https://srinivaspublica tion.com/journal/inde x.php/ijmts/article/vie w/761	http://doi.org/10.5281/Zenodo. 5100377
A Study on Transformation of Higher Education System: Present Scenario and Future Outlook. I	International Journal of Management, Technology, and Social Sciences (IJMTS),	http://www.ijirset.co m/upload/2021/may/8 6_5_CASE_NEW_ R11.pdf	https://doi.org/10.5281/zenodo. 5145600
Impact of Digital Banking and Artificial Intelligence on Retail Customer Engagement- A case study on HDFC Bank	International journal of Innovation and Research in Science Engineering and Technoloy	https://www.ijrpr.co m/uploads/V2ISSUE 7/IJRPR710.pdf	10.15680/IJIRSET.2021.10050 86
Changing Paradigm of Consumer Experience through martech - A case study on Indian Online Industry	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublica tion.com/journal/inde x.php/ijmts/article/vie w	http://doi.org/10.5281/zenodo. 5039649
Literature Review on Customer Engagement of Millennials in Digital Marketing	International Journal of Research Publication and Reviews	https://srinivaspublica tion.com/journal/inde x.php/ijmts/	http://dx.doi.org/10.5281/zeno do.5116570



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Adoption and Challenges in Usage of Mobile Banking: A Literature Review	International Journal of Advances in Engineering and Management (IJAEM) Peer Reviewed Journal.		https://doi.org/10.5281/zenodo. 5780232
Pivotal Role of Different Technologies in Waste Management among Urban Communities in India.	International Research Journal of Modernization in Engineering Technology and Science	https://srinivaspublica tion.com/journal/inde x.php/ijmts/article/vie w/993	https://doi.org/10.5281/zenodo. 4679633
Corporate Social Responsibility – A Case Study on Strategies of Indian Private and Public Sector Banks	International Journal of Case Studies in Business, IT, and Education (IJCSBE)		https://doi.org/10.5281/zenodo. 5561040
A Review-Based Research Agenda on Green Banking Service Practices through Green CSR Activities	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://scholar.google .com/scholar?hl=en& as_sdt=0%2C5&q=s woc+analysis+of+Zo mato&btnG=	https://doi.org/10.5281/zenodo. 5731282
Green banking practices-A case study on the Indian banking system	International Journal of Research Publication and Reviews	https://papers.ssrn.co m/sol3/papers.cfm?ab stract_id=3805570	https://www.ijrpr.com/uploads/ V2ISSUE3/IJRPR304.pdf
SWOC Analysis of Zomato-A Case Of Online Food Delivery Services	International Research Journal of Modernization In Engineering Technology And Science(IRJMETS)	https://papers.ssrn.co m/sol3/papers.cfm?ab stract_id=3961924	https://doi.org/10.5281/zenodo. 4730301



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A Descriptive Analysis on Sustainable Business Strategy of Online Food Service Industry	International Research Journal of Modernization In Engineering Technology And Science(IRJMETS)	https://archives.ourhe ritagejournal.com/ind ex.php/oh/article/vie w/7688	https://doi.org/10.5281/zenodo. 5144946
E-Business Processes in Food Services	International Journal of Advanced Research (IJAR)	https://archives.ourhe ritagejournal.com/ind ex.php/oh/article/vie w/7827	https://doi.org/10.21474/IJAR0 1/13614
Literature Review on Solid waste Management.	Sambodhi UGC Care Journal		https://doi.org/10.5281/zenodo. 5094501
A study on constraints associated with food waste at Household level.	The journal of oriental Research Madras		https://doi.org/10.5281/zenodo. 5094526
A case study on Mrs. Bectors Food Specialties' Ltd.	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	http://ijbmas.in/7.3.2 020/20- 30%20PRIYANKA% 20NAYAK.pdf	https://doi.org/10.5281/zenodo. 5463851
Recognising Sustainability Through the Corporate Reports A Review of Development of Disclosures in India	International Journal of Advanced Research (IJAR)	http://ijcrme.rdmoder nresearch.com/wp- content/uploads/2015 /06/50.pdf	http://dx.doi.org/10.21474/IJA R01/13141
"Strategic Influence of Business English In Management Education"	Polish Journal of Management studies	https://papers.ssrn.co m/sol3/papers.cfm?ab stract_id=3865511	http://dx.doi.org/10.17512/pjm s.2021.23.2.11
Role and Trend of Agricultural Finance Institutions in the Inclusive Growth of Farmers in Rural India.	International Journal of Case Studies in Business, IT, and Education (IJCSBE)		https://doi.org/10.5281/zenodo. 5814718



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Corporate Social Responsibility - A Study on Mangalore Refinery and Petrochemicals Limited (MRPL).	International Journal of Case Studies in Business, IT, and Education (IJCSBE)		https://doi.org/10.5281/zenodo. 5806344
Awareness and Utilization on Cooperative Banking Services and Schemes in Rural Area.	International Journal of Management, Technology, and Social Sciences (IJMTS)		https://doi.org/10.5281/zenodo. 5519111
An Overview of Agriculture Finance in India.	International Journal of Case Studies in Business, IT, and Education (IJCSBE)		https://doi.org/10.5281/zenodo. 5706589
Role of NGOs in Implementation of CSR Activities in India.	International Journal of Management, Technology, and Social Sciences (IJMTS)	http://www.ijcrt.org/p apers/IJCRT2107338. pdf	https://doi.org/10.5281/zenodo. 5519023
Impact of Family Size and Income on "Spending –Saving" Pattern of Rural Muslim Community.	nternational Journal of Management, Technology, and Social Sciences (IJMTS)		http://doi.org/10.5281/zenodo. 4320180
Women Entrepreneurship in India- A Review of Related Literature	International Journal of Creative Research Thought- (IJCRT)	-	http://doi.one/10.1729/Journal. 27710
"Government Schemes for Promoting Women Entrepreneurship and Economic Development, Case Study"	Sambhodhi	https://archives.ourhe ritagejournal.com/ind ex.php/oh/article/vie w/7709/7323	
A Literature Review on Work Life Balance and Job Satisfaction	Wesleyan Journal of Research , An international Research Journal.	https://archives.ourhe ritagejournal.com/ind ex.php/oh/article/vie w/7834/7425	https://doi.org/10.5281/zenodo. 5916737



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Occupational Stress Among Teachers – A Literature Review	Wesleyan Journal of Research, An international Research Journal Humanities, Social & Applied Sciences	https://srinivaspublica tion.com/journal/inde x.php/ijmts/article/vie w/1109/567	https://zenodo.org/badge/DOI/ 10.5281/zenodo.5917012.svg
Measuring the Level of Preparedness to Face Challenges during Uncertain Times: A Firm-Level Scale for Brick- and-Mortar Retailers in India (FLSPU- b)	International Journal of Applied Engineering and Management Letters (IJAEML)		http://doi.org/10.5281/zenodo. 4492354
Comparative Study on the Overall Performance of Merged Public Sector Banks and Private Sector Banks using CAMEL Model	International Journal of Management, Technology, and Social Sciences (IJMTS)	https://srinivaspublica tion.com/journal/inde x.php/ijcsbe/article/vi ew/699	https://doi.org/10.5281/zenodo. 5775465
Review on Customer Perception towards Online Food Delivery.	International Journal of Creative Thoughts (IJCRT), 9(7), b301–b314.	https://srinivaspublica tion.com/journal/inde x.php/ijcsbe/article/vi ew/791	https://www.ijcrt.org/
Digital Payment Service in India - A Case Study of Unified Payment Interface.	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublica tion.com/journal/inde x.php/ijcsbe/article/vi ew/843	http://doi.org/10.5281/zenodo. 5091207
Financial Performance Analysis of Motilal Oswal Financial Services Ltd (MOFSL)	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublica tion.com/journal/inde x.php/ijcsbe/article/vi ew/841	https://doi.org/10.5281/zenodo. 5171575



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Risk Return Analysis of Selected Stocks of Indian Financial Sector	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublica tion.com/journal/inde x.php/ijcsbe/article/vi ew/1024	https://doi.org/10.5281/zenodo. 5463885
A Case Study of Mrs. Bector Food Specialties Ltd.	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublica tion.com/journal/inde x.php/ijcsbe/article/vi ew/734	https://doi.org/10.5281/zenodo. 5463851
Effectiveness of Visual Merchandising on Consumer Buying Behaviour: A Study of Reliance Digital, Puttur, DK	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://ijrar.org/paper s/IJRAR21B1631.pdf	https://doi.org/10.47992/IJCSB E.2581.6942.0116
A Conceptual Study on Performance of Small-Scale Industries in India	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://www.ijrar.org/ papers/IJRAR21B182 9.pdf	https://doi.org/10.47992/IJCSB E.2581.6942.0139
A Comprehensive Analysis of Top Indian Organic Cosmetic Company: Lotus	International Journal of Research and Analytical Reviews (IJRAR)	https://srinivaspublica tion.com/journal/inde x.php/ijcsbe/article/vi ew/1051/557	https://doi.org/10.5281/zenodo. 3545149
Work-Life Balance and Gender Differences: A Study of College and University Teachers From Karnataka	Sage Open	https://iarjset.com/wp = content/uploads/2021 /12/IARJSET.2021.8 1207.pdf	https://doi.org/10.1177/215824 40211054479



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NYKAA:A comprehensive analysis of a leading Indian E-Commerce cosmetic company	INTERNATIONAL JOURNAL OF CASE STUDIES IN BUSINESS, IT, AND EDUCATION (IJCSBE)	https://srinivaspublica tion.com/journal/inde x.php/ijcsbe/article/vi ew/529	https://doi.org/10.5281/zenodo. 5795592
Women entrepreneurship in beauty parlour services: A study in Dakshina Kannada District.	International Advanced Research Journal in Science, Engineering and Technology	https://srinivaspublica tion.com/wp- content/uploads/2019 /01/11.IndianEducati on_FullPaper.pdf	https://doi.org/10.17148/iarjset .2021.81207
Literature Review on Benefits, Opportunities, Challenges, Prospects of Online Teaching in Higher Education	International Journal of Applied Engineering and Management Letters (IJAEML)	https://srinivaspublica tion.com/journal/inde x.php/ijhsp/article/vie w/1029	<u>:</u> <a href="https://doi.org/10.5281/zenodo.">https://doi.org/10.5281/zenodo.</a> <a href="5799382">5799382</a>
Impact of Mobile Phone Services on the Traditional Telecommunication Services in India	a. International Journal of Case Studies in Business, IT, and Education (IJCSBE),	https://srinivaspublica tion.com/journal/inde x.php/ijaeml/article/v iew/553	https://doi.org/10.5281/zenodo. 5706597
Work-Life Balance of Women Medical Professionals in the Healthcare Sector-A Systematic Literature Review	International Journal of Health Sciences and Pharmacy	https://srinivaspublica tion.com/journal/inde x.php/ijcsbe/article/vi ew/715	https://doi.org/10.5281/zenodo. 5778954
A Comprehensive Study of Talent Management Process adopted by Tata Consultancy Services (TC	International Journal of Case Studies in Business, IT, and Education (IJCSBE	https://srinivaspublica tion.com/journal/inde x.php/ijmts/article/vie w/180	http://doi.org/10.5281/Zenodo. 5100377



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A Comprehensive Study of Talent Management Process adopted by Tata Consultancy Services (TC	International Journal of Case Studies in Business, IT, and Education (IJCSBE	https://srinivaspublica tion.com/journal/inde x.php/ijmts/article/vie w/761	http://doi.org/10.5281/Zenodo. 5100377
A Study on Transformation of Higher Education System: Present Scenario and Future Outlook. I	International Journal of Management, Technology, and Social Sciences (IJMTS),	http://www.ijirset.co m/upload/2021/may/8 6_5_CASE_NEW_ R11.pdf	https://doi.org/10.5281/zenodo. 5145600
Impact of Digital Banking and Artificial Intelligence on Retail Customer Engagement- A case study on HDFC Bank	International journal of Innovation and Research in Science Engineering and Technoloy	https://www.ijrpr.co m/uploads/V2ISSUE 7/IJRPR710.pdf	10.15680/IJIRSET.2021.10050 86
Changing Paradigm of Consumer Experience through martech - A case study on Indian Online Industry	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://srinivaspublica tion.com/journal/inde x.php/ijmts/article/vie w	http://doi.org/10.5281/zenodo. 5039649
Literature Review on Customer Engagement of Millennials in Digital Marketing	International Journal of Research Publication and Reviews	https://srinivaspublica tion.com/journal/inde x.php/ijmts/	https://doi.org/10.5281/zenodo. 5116570
A CASE STUDY ON "MOBILE BANKING IS A BOON TO BANKING CUSTOMERS DURING THE COVID- 19 PANDEMIC SITUATION"-WITH SPECIAL REFERENCE TO THE SBI CUSTOMERS OF MANGALORE CITY	International Journal of Environmental Economics, Commerce and Educational Management (EPRA),	http://ijaem.net/issue dcp/Adoption%20an d%20Challenges%20 in%20Usage%20of% 20Mobile%20Bankin g%20%20A%20Liter ature%20Review.pdf	https://doi.org/10.5281/zenodo. 4756735



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A CASE STUDY ON YOUTH PERCEPTION TOWARD MOBILE BANKING USAGE-WITH REFERENCE TO STUDENTS OF MANGALORE CITY	International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal	https://srinivaspublica tion.com/journal/inde x.php/ijmts/article/vie w	https://doi.org/10.5281/zenodo. 4756745
Adoption and Challenges in Usage of Mobile Banking: A Literature Review	International Journal of Advances in Engineering and Management (IJAEM) Peer Reviewed Journal.		https://doi.org/10.5281/zenodo. 5780232
Pivotal Role of Different Technologies in Waste Management among Urban Communities in India.	International Research Journal of Modernization in Engineering Technology and Science	https://srinivaspublica tion.com/journal/inde x.php/ijmts/article/vie w/993	http://dx.doi.org/10.5281/zeno do.4679633
Corporate Social Responsibility – A Case Study on Strategies of Indian Private and Public Sector Banks	International Journal of Case Studies in Business, IT, and Education (IJCSBE)		https://doi.org/10.5281/zenodo. 5561040
A Review-Based Research Agenda on Green Banking Service Practices through Green CSR Activities	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	https://scholar.google .com/scholar?hl=en& as_sdt=0%2C5&q=s woc+analysis+of+Zo mato&btnG=	https://doi.org/10.5281/zenodo. 5731282



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SWOC Analysis of Zomato-A Case of Online Food Delivery Services	INTERNATIONAL RESEARCH JOURNAL OF MODERNIZATION IN ENGINEERING TECHNOLOGY AND SCIENCE(IRJMETS)	https://papers.ssrn.co m/sol3/papers.cfm?ab stract_id=3961924	https://doi.org/10.5281/zenodo. 4730301
A Descriptive Analysis on Sustainable Business Strategy of Online Food Service Industry	INTERNATIONAL RESEARCH JOURNAL OF MODERNIZATION IN ENGINEERING TECHNOLOGY AND SCIENCE(IRJMETS)	https://archives.ourhe ritagejournal.com/ind ex.php/oh/article/vie w/7688	https://doi.org/10.5281/zenodo. 5144946
E-Business Processes in Food Services	INTERNATIONAL JOURNALOF ADVANCED RESEARCH (IJAR)	https://archives.ourhe ritagejournal.com/ind ex.php/oh/article/vie w/7827	https://doi.org/10.21474/IJAR0 1/13614
Literature Review on Solid waste Management.	Sambodhi UGC Care Journal		https://doi.org/10.5281/zenodo. 5094501
A study on constraints associated with food waste at Household level.	The journal of oriental Research Madras		https://doi.org/10.5281/zenodo. 5094526
A case study on Mrs. Bectors Food Specialties' Ltd.	International Journal of Case Studies in Business, IT, and Education (IJCSBE)	http://ijbmas.in/7.3.2 020/20- 30%20PRIYANKA% 20NAYAK.pdf	https://doi.org/10.5281/zenodo. 5463851



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RECOGNISING SUSTAINABILITY THROUGH THE CORPORATE REPORTS A REVIEW OF DEVELOPMENT OF DISCLOSURES IN INDIA	International Journal of Advanced Research (IJAR)	http://ijcrme.rdmoder nresearch.com/wp- content/uploads/2015 /06/50.pdf	http://dx.doi.org/10.21474/IJA R01/13141
"Strategic Influence of Business English In Management Education"	Polish Journal of Management studies	https://papers.ssrn.co m/sol3/papers.cfm?ab stract_id=3865511	http://doi.org/10.17512/pjms.2 021.23.2.11
Role and Trend of Agricultural Finance Institutions in the Inclusive Growth of Farmers in Rural India.	International Journal of Case Studies in Business, IT, and Education (IJCSBE)		https://doi.org/10.5281/zenodo. 5814718
Corporate Social Responsibility - A Study on Mangalore Refinery and Petrochemicals Limited (MRPL).	International Journal of Case Studies in Business, IT, and Education (IJCSBE)		DOI: https://doi.org/10.5281/zenodo. 5806344
Awareness and Utilization on Cooperative Banking Services and Schemes in Rural Area.	International Journal of Management, Technology, and Social Sciences (IJMTS)		DOI: https://doi.org/10.5281/zenodo. 5519111
An Overview of Agriculture Finance in India.	International Journal of Case Studies in Business, IT, and Education (IJCSBE)		https://doi.org/10.5281/zenodo. 5706589
Role of NGOs in Implementation of CSR Activities in India.	International Journal of Management, Technology, and Social Sciences (IJMTS)	https://www.research gate.net/publication/3 19636113 Electroacti ve Sulfonated Polys ulfone Polymer as Corrosion Inhibitor f	DOI: https://doi.org/10.5281/zenodo. 5519023



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		or_Mild_Steel_in_Ac idic_Medium	
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Performance and service quality enhancement in a healthcare setting through lean six sigma strategy.	International Journal of Quality & Reliability Management	https://srinivaspublica tion.com/journal/inde x.php/ijmts/article/vie w/352	https://doi.org/10.1108/IJQRM -07-2021-0226
Innovation in Teaching-Learning Process: An Experiment of Srinivas University	International Journal of Case Studies in Business, IT, and Education		http://doi.org/10.5281/zenodo. 3761723
Short-Term Discounting Frameworks: Insights from Multiple Experiments	International Journal of Case Studies in Business, IT, and Education		http://doi.org/10.5281/zenodo. 3762872
Input and Output Driven Sales Personnel Performance Measures: Insights from an Experiment	International Journal of Case Studies in Business, IT, and Education		http://doi.org/10.5281/zenodo. 3764555
Need-Based Sales Pitch: Insights from an Experiment.	International Journal of Case Studies in Business, IT, and Education (		http://doi.org/10.5281/zenodo. 3766912

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The Post COVID-19 World: Efforts Needed to Build Back a More Resilient Society.	International Journal of Case Studies in Business, IT, and Education	http://doi.org/10.5281/zenodo. 3783563
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Sales Personnel Training – An Integrated Framework for Indian Brick- and-Mortar Retailer	International Journal of Case Studies in Business, IT, and Education	http://doi.org/10.5281/zenodo. 3934429
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How Lucrative & Challenging the Boundary less Opportunities for Data Scientists	International Journal of Case Studies in Business, IT, and Education	http://doi.org/10.5281/zenodo. 3966222
Exclusive Brand Outlet Expansion Framework for Lifestyle Brands in India (EBOE-LS	International Journal of Case Studies in Business, IT, and Education	http://doi.org/10.5281/zenodo. 3976932
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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	https://ssrn.com/abstr act=3715662	http://doi.org/10.5281/zenodo. 4064688
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Brand Abreast Existing Indian Store Brand.		
Decentralized Discounting Framework: Insights from an Experiment	International Journal of Applied Engineering and Management Letters	http://doi.org/10.5281/zenodo. 3762879
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Integrated Marketing Mix Framework for Baby Care Retailing in India	. International Journal of Applied Engineering and Management Letters	http://doi.org/10.5281/zenodo. 3890290
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Economic Operation of Cement: A Case of Gautam Buddha Airport Upgrading Component Project	International Journal of Applied Engineering and Management Letters	https://ssrn.com/abstr act=3750454	http://doi.org/10.5281/zenodo. 4108233
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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)	International Journal of Management, Technology, and Social Sciences	https://mpra.ub.uni- muenchen.de/102869 /1/MPRA paper 102 869.pdf	https://dx.doi.org/10.2139/ssrn. 3678752
A Study on Green Banking Trends in Uttara Kannada District	International Journal of Management, Technology, and Social Sciences		https://doi.org/10.5281/zenodo. 3988880
Theory of Brick-and-Mortar Retailing in India (ToRb)	International Journal of Management, Technology, and Social Sciences	https://ssrn.com/abstr act=3684688	
A Study on Significance of Backwater Tourism and Safe Houseboat Operation in Kerala	nternational Journal of Management, Technology, and Social Sciences	https://ssrn.com/abstr act=3695750	http://doi.org/10.5281/zenodo. 4007485
Developing an Industry 4.0 Readiness Model for Indian Engineering Industries	International Journal of Management, Technology, and Social Sciences	https://dx.doi.org/10. 2139/ssrn.3724452	

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Association of Number of Bidders and Minimum Bid Ratio (AEr) with Effect of E-bidding of Different Project	International Journal of Management, Technology, and Social Sciences		http://dx.doi.org/10.2139/ssrn. 3724112
Development and Validation of Survey Questionnaire & Experimental Data – A Systematical Review-based Statistical Approach.	International Journal of Management, Technology, and Social Sciences	https://ideas.repec.org /p/pra/mprapa/10399 8.html	http://doi.org/10.5281/zenodo. 4179499
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	International Journal of Management, Technology, and Social Sciences		https://dx.doi.org/10.2139/ssrn. 3724100
Implementation Strategies of Higher Education Part of National Education Policy 2020 of India towards Achieving its Objectives	International Journal of Management, Technology, and Social Sciences		https://dx.doi.org/10.2139/ssrn. 3741425
Stress Inducing Factors and Relevant Strategies Deployed to Overcome Stress in the Aviation Industry Sector – A Systematic Literature Review and Further Research Agendas	International Journal of Management, Technology, and Social Sciences (I		http://doi.org/10.5281/zenodo. 4331691
Impact of Covid-19 on Bottom of the Pyramid Population – An Empirical Study	International Journal of Management, Technology, and Social Sciences	https://ssrn.com/abstr act=3648436	http://doi.org/10.5281/zenodo. 4417864



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Data Mining and Machine Learning Techniques for Cyber Security Intrusion Detection	International Journal of Engineering and Advanced Technology	https://mpra.ub.uni- muenchen.de/104026 /1/MPRA_paper_104 026.pdf	https://dx.doi.org/10.35940/ije at.C5979.029320
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Work-Life Balance Issues Encountered by Working Women in Higher Education Sector	SCHOLEDGE International Journal of Management & Development		http://dx.doi.org/10.19085/sijm d070501
Agro Informatics with its Various Attributes and Emergence: Emphasizing Potentiality as a Specialization in Agricultural Sciences — A Policy Framework	IRA International Journal of Applied Sciences		http://dx.doi.org/10.21013/jas. v14.n4.p1
Agro Informatics with reference to features, functions and emergence as a discipline in Agricultural Sciences—An Analysis	Asian Journal of Information Science and Technology		https://dx.doi.org/10.2139/ssrn. 3678837



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Cloud Computing and Service Market: International Context with Reference to India—A Study. Book	Asian Journal of Managerial Science (AJMS)	https://srinivaspublica tion.com/journal/inde x.php/ijmts/article/vie w/103	
Students Perception and Satisfaction on phonepe Wallet with Reference to S.D.M College Ujire.	Asis Pacific Journal of Research	https://srinivaspublica tion.com/journal/inde x.php/ijaeml/article/v iew/235	
Literature Review on Banking Habits among Unorganized Sector Employees in India	International Journal of Advanced Trends in Engineering and Technology (IJATET)	https://papers.ssrn.co m/sol3/papers.cfm?ab stract_id=2977186	
A Study on Entrepreneurship Education Programme in the Curriculum of Indian Higher Education System	NOLEGEIN- Journal of Entrepreneurship Planning, Development and Management (NJEPDM)	https://www.mbajour nals.in/index.php/JoE PDM/article/view/50 8	
HR Strategies of Multi-National Companies (MNCS) in India (Top 5 Companies)	International Journal of Advanced Trends in Engineering and Technology	https://papers.ssrn.co m/sol3/papers.cfm?ab stract_id=2977186	



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Marketing through Instagram - A Case study concerning bata shoes	International journal of all research education and scientific methods	https://www.research gate.net/profile/Swat hi-K- 3/publication/360084 708_Marketing_throu gh_Instagram A_Case_study_Conc erning_Bata_shoes/li nks/62615f728cb84a 40ac7f08ad/Marketin g-through-Instagram- A-Case-study- Concerning-Bata- shoes.pdf	
Comparative Case analysis of social media platforms - Facebook, Snapchat and Instagram	International Journal of research and analytical reviews,		http://dx.doi.org/10.1729/Journ al.28975
Social Media Marketing - A Systematic Review of Literature	Journal of emerging technologies and innovative research,	https://papers.ssrn.co m/sol3/papers.cfm?ab stract_id=4089851	
Cognito - Tectonics In Stress Induced Emotional Behaviour	Journal of YMER	http://ymerdigital.co m/uploads/YMER221 105	https://doi.org/10.37896/YME R20.11/31



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Energy Efficient Cluster Head Selection Based On Mobile Sink Using Leach Protocol In Wireless Sensor Networks	NVEO – Natural Volatiles & Essential Oils	https://srinivaspublica tion.com/wp- content/uploads/2019 /02/2.FaceRecognitio n_FullPaper-1.pdf	
The Evolution of the E-Vehicle Industry and its Path Towards Setting up Dominance in Automobile Industry - A Case Study	International Journal of Case Studies in Business, IT and Education (IJCSBE)	https://srinivaspublica tion.com/journal/inde x.php/ijcsbe/article/vi ew/1001	https://doi.org/10.47992/IJCSB E.2581.6942.0118
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The Mega Conglomerate of India- Success Story of Growth of Reliance Industries: A Case Study	International Journal of Case Studies In Business, IT and Education (IJCSBE)	https://srinivaspublica tion.com/journal/inde x.php/ijaeml/article/v iew/981/534	https://doi.org/10.47992/IJCSB E.2581.6942.0106
The Growth of IT & BPM Industry Services and its Journey towards 'Make in India' – A Case Study	International Journal of Case Studies In Business, IT and Education (IJCSBE)		https://doi.org/10.47992/IJCSB E.2581.6942.0112
Use of Natural Language Processing in Software Requirements Prioritization – A Systematic Literature Review	International Journal of Case Studies In Business, IT and Education (IJCSBE)	https://srinivaspublica tion.com/journal/inde x.php/ijcsbe/article/vi ew/1005	https://doi.org/10.47992/IJAE ML.2581.7000.0110
Restoring Tourism Industry in India After Covid-19: A case Study	International Journal of Case Studies in Business, IT and Education (IJCSBE)	https://srinivaspublica tion.com/journal/inde x.php/ijaeml/article/v iew/848	https://doi.org/10.47992/IJCSB E.2581.6942.0134
Analysis of Business Decisions that caused Nokia to drop its Legacy and its Rebirth in 2017 using Nostalgic Marketing Approach: A Case Study	International Journal of Case Studies in Business, IT and Education (IJCSBE)	https://srinivaspublica tion.com/journal/inde x.php/ijhsp/article/vie w/1025	https://doi.org/10.47992/IJCSB E.2581.6942.0133
A Study on the Role of Precision Agriculture in Agro-Industry	International Journal Of Applied Engineering And Management Letters (IJAEML)		https://doi.org/10.47992/IJAE ML.2581.7000.0103
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Tracking and Monitoring Fitness of Athletes Using IoT Enabled Wearables for Activity Recognition and Random Forest Algorithm for Performance Prediction	International Journal of Health Sciences and Pharmacy (IJHSP)	https://srinivaspublica tion.com/journal/inde x.php/ijmts/issue/vie w/15	http://doi.org/10.5281/ZENOD O.4706576
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Hybrid Model for Concurrent Execution of Lexical Analyzer on Multi-Core Systems using Dynamic Task Allocation Algorithm and Auto Keyword Detection Method	Design Engineering	https://srinivaspublica tion.com/journal/inde x.php/ijcsbe/issue/vie w/38	
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Atomic Research Centres to Intensify Research – An Innovative Approach of Srinivas University, India	International Journal of Applied Engineering and Management Letters (IJAEML)	<u>:</u> https://doi.org/10.5281/zenodo. 6967132
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"Association between trigger points in hamstring, posterior leg, foot muscles and plantar fasciopathy: A crosssectional study"	Journal of Body work and Movement therapy	www.researchgate.ne t/publication/3472207 56	https://doi.org/10.1016/j.jbmt.2 020.07.018
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A Study on multicultural attitude of students teachers of Mangalore	NOLEGEIN-Journal of Business Ethics, Ethos/&CSR	https://srinivaspublica tion.com/journal/inde x.php/ijaeml/article/v iew/248	
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Molybdenum as a Versatile Dopant in SnTe: A Promising Material for Thermoelectric Application	Energy Adv.	https://pubs.rsc.org/e n/content/articlelandi ng/2022/ya/d1ya0000 3a	https://doi.org/10.1039/D1YA 00003A
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Resonance States and Hyperconvergence Induced by Tungsten Doping in SnTe: Multiband Transport Leading to a Propitious Thermoelectric Material	J. Alloys Compd.	https://www.scienced irect.com/science/arti cle/abs/pii/S0925838 822005370	https://doi.org/10.1016/j.jallco m.2022.164146
Probing of Bi doped GeTe Thermoelectrics Leads to Revelation of Resonant States	J. Alloys Compd.	https://www.scienced irect.com/science/arti cle/abs/pii/S0925838 822023568	https://doi.org/10.1016/j.jallco m.2022.165965
Recent Developments in Supercapacitor Electrodes: A Mini Review	Chemical Engineering		https://doi.org/10.3390/chemen gineering6010005
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