



SRINIVAS UNIVERSITY

Mangalore-575001, Karnataka (India)
Research Centre for Business Research



Ms. Sujaya H.

Srinivas centre for research in Business will provide platform for research in the field of business to enhance the knowledge of researchers. The aim of the centre is creating a research environment with focused themes. It also integrates research by training and developing young researchers and providing a space for corporate to work together and interact with national and international researchers within their focused framework. Research Centre also provide podium to discuss the problem relevant to business by conducting workshop, seminar or conference to augment the youth researchers.

Objectives of the centre

1. To undertake collaborative research work in the area of Business
2. To Encourage researchers by publishing research work in reputed journals and conference proceedings
3. To provide podium for scholars to exchange views on research work.
4. To conduct conferences, seminars, minor projects, Major projects and collaborative research and publication.

List of conference and journal publication

Sujaya H, Meghana Salins & P.S. Aithal (2018) Organic Agricultural Products: A Comparative Study of India with Other Economies. *International Journal of Case Studies in Business, IT and Education (IJCSBE)*, 2(2), 86-97, <http://doi.org/10.5281/zenodo.2530409>.

Sujaya. H, Meghana Salins & P.S. Aithal (2019) Challenges associated with running a green business in india and other developing countries. *International Journal of Case Studies in Business, IT, and Education (IJCSBE)* ISSN: 2581-6942, 3(1) 35-47,<http://doi.org/10.5281/Zenodo.2654462>.

Meghana Salins, Sujaya.H & P.S. Aithal (2019) Sustainable Development strategy through GRI with reference to Vedanta Company. *International Journal of Case Studies in Business, IT, and Education (IJCSBE)* 3(1), 48-55, <http://doi.org/10.5281/Zenodo.2918752>.

Suhan Mendon, Sujaya. H (2019) Sustainability of Organic Cosmetics: The Mediating Role of Emotional Benefits between Cause Campaign and Trust. *International Journal of Business & Applied Sciences*, 8 (3), 1-13, ISSN: 2165-8072 (Online); 2471-8858 (Print).

National Conference on Developing Global Mindset: Preparing the youth to face the challenges of the world. 2012, held at SDM college of Management studies and Research, Mangalore.

National Conference on Public Private Partnership with special reference to Infrastructure Development, Industrialization & Tourism. 2013, held at SDM college of Management studies and Research, Mangalore.

National conference on “Unorganized Sectors and the Workforce” 2014, held in SDM college of commerce and Management. Mangalore.

National conference on “Advances and Innovation in Tourism and Hospitality Management 2015.

National Conference on “Quality in Higher Education: Challenges and Opportunities” 2018 in Srinivas University, Pandeshwar

National Conference on “Innovations for Enhancing Quality in Teaching, Learning and Evaluation” 2018, in Srinivas University, Pandeshwar.

National conference on “Impact of ideas and Innovations on Management, IT, Education & Social Sciences” (Manegma – 2018) in Srinivas University, Pandeshwar.

National Conference on “Exploring Avenues in Banking Management, IT, Education and Social Sciences” 2018, in Srinivas University, Pandeshwar.

National Conference on “Innovations for Enhancing Quality in Teaching, Learning and Evaluation”2018, in Srinivas University, Pandeshwar.

International Conference on “Emerging trends in Management, Education and Social Science Education” 2019, in Srinivas University, Pandeshwar.

Working papers

Emerging Trends in Sustainability of Organic Farming and its Impact on Purchase Intention -
A Review & Research Agenda.

A comprehensive analysis of top indian cosmetic company: lakme.

A study on smart city: With its impact on tourism sector in India.

Organic Products and environmental concern

Address:

Sujaya.H
Research Scholar
Srinivas University
Pandeshwar
Mangalore.-1
E-mail.ID: sujayaloknath@gmail.com