

Number of research papers per teacher in the Journals notified on UGC website during the last five years

Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number	Link of the recognition in UGC enlistment of the Journal
“CAREER ASSESSMENT AS A TOOL FOR CAREER PLANNING”	Mrs. Shivani Sah	MBA	ASIA PACIFIC JOURNAL OF RESEARCH	2014	2320-5504	https://www.apjor.com/splissue/12042018full%20file.pdf
AN EMPIRICAL STUDY ON CONSUMER BEHAVIOUR OF HOME APPLIANCES WITH REFERENCE TO LG PRODUCTS IN BANGALORE CITY	Dr. H.S Adithya	MBA	CARE JOURNAL OF MANAGEMENT	2014	2249-2216	https://www.worldwidejournals.com/paripex/recent_issues_pdf/2013/January/January_2013_1358780415_0de66_10.pdf
AN EMPIRICAL STUDY ON CONSUMER BEHAVIOUR TOWARDS REFRIGERATORS IN BANGALORE CITY	Dr. H.S Adithya	MBA	PARIPEX INDIAN JOURNAL OF RESEARCH	2014	2250-1991	https://www.worldwidejournals.com/paripex/recent_issues_pdf/2013/January/January_2013_1358780415_0de66_10.pdf
CONSUMER BUYING BEHAVIOUR – AN EMPIRICAL STUDY ON LAPTOP PURCHASE IN BANGALORE CITY	Dr. H.S Adithya	MBA	INDIAN JOURNAL OF APPLIED RESEARCH	2014	2249-555X	http://ijrcm.org.in/download.php?name=ijrcm-1-IJRCM-1_vol-6_2015_issue-03.pdf&path=uploaddata/ijrcm-1-IJRCM-1_vol-6_2015_issue-03.pdf

AN EMPIRICAL STUDY ON BRAND EQUITY DIMENSIONS FOR SELECTED CONSUMER DURABLES AMONG SELECTED STUDENTS OF BANGALORE CITY	Dr. H.S Adithya	MBA	BUSINESS SCIENCES INTERNATIONAL RESEARCH JOURNAL	2014	2321-3191	https://www.amcgroup.edu.in/AMCEC/image/MBA/Publications.pdf
CUSTOMER PERCEPTION AND BEHAVIOUR OF CAR OWNERS – AN EMPIRICAL STUDY IN BANGALORE CITY	Dr. H.S Adithya	MBA	GLOBAL JOURNAL OF RESEARCH ANALYSIS	2014	2277-8160	https://www.worldwidejournals.com/global-journal-for-research-analysis-GJRA/articles.php?val=NDQy&b1=201&k=51
AN EMPIRICAL STUDY ON CUSTOMER AWARENESS OF ONLINE SHOPPING WITH REFERENCE TO BANGALORE CITY	Dr. H.S Adithya	MBA	INTERNATIONAL JOURNAL OF APPLIED MANAGEMENT AND BUSINESS UTILITY	2014	2347-8608	http://www.academia.edu/11861879/A_STUDY_ON_THE_CUSTOMER_SATISFACTION_TOWARDS_ONLINE_SHOPPING_IN_CHENNAI_CITY
CUSTOMER PERCEPTION AND BEHAVIOUR OF CAR OWNERS – AN EMPIRICAL STUDY IN BANGALORE CITY	Dr. H.S Adithya	MBA	INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH	2014	2277-8179	https://www.worldwidejournals.com/international-journal-of-scientific-research-(IJSR)/issues.php?m=May&y=2018&id=81
COMPARATIVE STUDY OF PROMOTIONAL STRATEGIES ADOPTED BY PUBLIC AND PRIVATE SECTOR BANKS IN BANGALORE CITY	Dr. H.S Adithya	MBA	INTERNATIONAL JOURNAL OF BUSINESS MANAGEMENT, ECONOMICS AND INFORMATION TECHNOLOGY	2014	0975-296X	https://www.academia.edu/3739002/Influence_of_Promotional_Strategies_on_Banks_Performance

A STUDY ON EMPLOYEE ENGAGEMENT WITH RESPECT TO HOTELS IN BANGALORE.	Mrs. Shivani Sah	MBA	ASIA PACIFIC JOURNAL	2015	2320-5504C	http://apjor.com/files/1448216902.docx
AN EMPIRICAL STUDY ON BRAND EQUITY DIMENSIONS FOR SELECTED CONSUMER DURABLES AMONG SELECTED STUDENTS OF BANGALORE CITY	Dr. H.S Adithya	MBA	BUSINESS SCIENCES INTERNATIONAL RESEARCH JOURNAL	2015	2321-3191	https://www.amcgroup.edu.in/AMCEC/image/MBA/Publications.pdf
AN EMPIRICAL STUDY ON ENTREPRENEURIAL ATTITUDE AMONG MANAGEMENT GRADUATES IN BANGALORE CITY	Dr. H.S Adithya	MBA	NATIONAL JOURNAL OF RURAL ENTREPRENEURSHIP	2015	23241563	https://www.amcgroup.edu.in/AMCEC/image/Download/AMCEC MBA MDC 2017-18.pdf
AN EMPIRICAL STUDY ON GREEN MARKETING TRENDS IN BANGALORE CITY	Dr. H.S Adithya	MBA	INTERNATIONAL JOURNAL OF ENVIRONMENTAL ISSUES IN MANAGEMENT	2015	978-81-910827	http://indianresearchjournals.com/pdf/apimmr/2013/july/8.pdf
CUSTOMER PERCEPTION AND BEHAVIOUR ON DURABLE PRODUCTS AN EXPLORATORY STUDY ON CARS IN BANGALORE DISTRICT	Dr. H.S Adithya	MBA	GLOBAL JOURNAL OF CREATIVE RESEARCH AND DEVELOPMENT	2015	2394-529X	https://www.amcgroup.edu.in/AMCEC/image/Download/AMCEC MBA MDC 2017-18.pdf

BUYING BEHAVIOUR OF FINANCIAL CREDITS AND ITS IMPACT ON JAGGERY PRODUCTIVITY IN RURAL KARNATAKA	DR.K RAJESH KUMAR	MBA	INTERNATIONAL JOURNAL OF MANAGEMENT AND BEHAVIOURAL SCIENCES	2015	2278-5671	https://www.academia.edu/25417138/Workplace_Spirituality_and_Work-Life_Balance_A_Study_among_Women_Executives_of_IT_Sector_Companies
CSR IN THE INDIAN SCENARIO	Mrs. TANUJA NAIR	MBA	INTERNATIONAL JOURNAL OF MANAGEMENT AND COMMERCE INNOVATIONS	2015	2348-7585	http://www.researchpublish.com/download.php?file=CSR%20in%20the%20Indian%20Scenario-2720.pdf&act=book
A LEGAL STUDY ON PROHIBITION OF UNFAIR PRACTICES IN HIGHER EDUCATION IN INDIA	Dr. H.S Adithya	MBA	SOCIAL SCIENCES INTERNATIONAL RESEARCH JOURNAL	2016	2496-528X	http://dspace.jgu.edu.in:8080/jspui/bitstream/10739/1126/1/Tackling%20unfair%20practices%20in%20higher%20education.pdf
A STUDY ON EMPLOYEE ENGAGEMENT AND DISCRETIONARY EFFORT WITH RESPECT TO HOTEL IN BANGALORE	Mrs. Shivani Sah	MBA	SAMYOGA - AN ACADEMIC JOURNAL	2018	2231-3362	http://www.engageforsuccess.org/wp-content/uploads/2015/10/pwc-employee-engagement.pdf