

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 |

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| 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.worldwidejournal.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.worldwidejournal.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 |

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| 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 |

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| 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 |