

Publication Details

2	Mr. Karthik Reddy	Private Equity Investments –A Conceptual Framework	MERC Global's International Journal of Management ISSN 2321-7278 (Print) ISSN 2321-7286 (Online) UGC Approved Journal (Journal No. 49371) Volume 7, Issue 1, January 2019,pp. 21-28 Index Copernicus Value :70.64, JIF: 0.952	January 2019
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2018-19

2017-18

Sl.No.	Name of the Faculty	Title of the paper	Citation	Year of Publication
1	Mrs. Geetha V	Tribulations of negative marketing and fake news on society through Advertisement – A conceptual scaffold.	Vol.5, Issue 3, May-June 2018, pp 178-186, JIF 2.4532 ISSN 2347-3940 (P) ISSN 2347-3959 (O) IAEME publication	May-June 2018

2	Mr. Karthik Reddy	Inter-regional Fiscal Analysis in India during post liberalization era – An empirical study.	International Research Journal of Management and Commerce (IRJMC) ISSN: 2348-9766(Online) UGC Approved Journal (Journal No. 48541) Volume 5, Issue 2, February 2018,pp. 68-82 Impact Factor: 5.564	February 2018
3	Mr. Karthik Reddy	Performance of Banking Sector in India in Post Liberalization Era- A Comparative Study.	Manjeera Journal for Research in Social Sciences (MJRSS) (NATIONAL JOURNAL) ISSN 2394-5605 UGC Approved Journal (Journal No. 64636) Volume 4, Issue 2, Dec 2017 Page 11-21	Dec 2017
4	Ms Akshatha S	Trends in Organic Products retailing : A concept under environmental marketing.	National Conference on Marketing and sustainable development held at Annamacharya Institute of Technology and sciences, Rajmet on 13 th and 14 th October, 2017.	October, 2017

2016-17

Sl.No.	Name of the Faculty	Title of the paper	Citation	Year of Publication
1	Dr. Dinakar G	A study on pattern of rural consumers preference for durable goods	BIMS International Journal of Social Sciences. ISSN 2455-4839, Volume 2, Issue 2, July 2017, Page 15-22	July 2017
2	Dr. Dinakar G	An empirical study on current scenario of training and development program in facility management organizations in Bangalore	BIMS International Journal of Social Sciences. ISSN 2455-4839, Volume 2, Issue 2, July 2017, Page 01-08	July 2017
3	Mr. Karthik Reddy	Cost-Benefit Analysis: A Study of select Public and private Banks in India	GE-International Journal of Management Research.(IJMR) ISSN: 2321-1709 (Online) ISSN: 2394-4226 (Print) Feb 2017 Volume 5 Issue 2 Page 1-7 IF 5.779	Feb 2017
4	Dr. Dinakar G	A study on rural consumers expectations and buying behavior of consumer durables	BIMS International Journal of Social Sciences. ISSN 2455-4839, Volume 2, Issue 1, January 2017, Page 30-36	January 2017

5	Dr. Dinakar G	Analysis of selected automobile companies in India by using Altamin Z Score	BIMS International Journal of Social Sciences. ISSN 2455-4839, Volume 2, Issue 1, January 2017, Page 30-36	January 2017
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2015-16

SL.N o.	Name of the Faculty	Title of the paper	Citation	Year of Publication
1	Dr. Dinakar G	Employee perception on skill development programs at IT companies in Bangalore- An empirical study	BIMS International Journal of Social Sciences. ISSN 2455-4839, Volume 1, Issue 2, July 2016, Page 88-99	July 2016
2	Dr. Dinakar G	An empirical study on rural consumer perception towards consumer durables	BIMS International Journal of Social Sciences. ISSN 2455-4839, Volume 1, Issue 2, July 2016, Page 100-107	July 2016
3	Mr. Karthik Reddy	Consumer Protection Law In India – Some Challenges And Measures In Global Market Milieu	International Journal of Research in IT and Management (IJRIM) ISSN: 2231-4334(Online) , July 2016	July 2016