



Kristu Jayanti College

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Centre for Research

Conference Proceedings Publications

2017-2018

Sl. No.	Name of the teacher	Title of the paper	Title of the Proceedings and Name of the conference	National / International	Year of publication	ISBN Number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
1.	Ms.Varsha Madhavan	Entrepreneurship Orientation of BBA Students at Bangalore	NAAC Sponsored 8th National IQAC Conference on Emerging Technological Excellence in Higher Education	National	2017	2321-3523	Kristu Jayanti College (Autonomous), Bengaluru	International Journal of Educational Research (A Referred Journal)
2.	Prof. Naveen Kumar and Prof. Madhumathi	A Study on MSME's Challenges and Opportunities of Peenya Industries in Bangalore	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law

3.	Dr.G.Bala Sendhil Kumar and Dr.R.Kasilingam	A Study on Investors Behaviour after the Launch of "Make in India"	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
4.	Dr.V.Gajapathy and Dr.G.Bala Sendhil Kumar	Enterprise Risk Management Through Linear Programming Model: Dynamic De-Risking Optimality Tool (D-DOT)	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
5.	Ms.P.C.Gita	Role of Ethnic Identity on Perceived Diversity Climate Among Employees in Chennai City	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
6.	Mr.John Pradeep Kumar	A Study on Impact of Gold Prices, Silver Prices, Inflation Rates, and Exchange Rates on Stock Market Indices with Special Reference to BSE Sensex	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
7.	Dr.Joseph Charles, Tamilmaraman D and Dr.Ashokkumar J	Demonetization is not the Mother of Digital Transactions in India	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law

8.	Dr . Kalyani	Infusing Ethical Perspective in the Marketing Supply Chain	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
9.	Prof. Ponny Thomas	Social Media to Test the Authenticity of Expected Holiday Travel Experience	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
10.	Prof. Lourdunathan	The Impact of Mergers and Acquisition of Financial Performance with Special Reference to Tata Steel and Corus- An Empirical Study	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
11.	Prof. VijayaKumar and Prof. Shashi Kumar M	A Study on the Impact of Digital Banking Services After Currency Demonetization with Special Reference to Bangalore City	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
12.	Dr. Arti Singh	Emergence of Bancassurance in India – A Case Study in Varanasi	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law

13.	Prof. Chandrakala M	The Role of Self-Help Groups in Micro Finance with Special Reference to Bangalore Rural	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
14.	Mr . Santhosh	Online Consumer Behavior: Influences of Online Shopping Decision	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
15.	Prof. Vijaya Kumar	A Study on Green Banking Initiative of Commercial Banks with Special Reference to Bengaluru	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
16.	Dr. Christuraja	An Impact of Goods and Service Tax (GST) on Indian Economy	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
17.	Prof .Swetha Manoharan	Green Banking: A New Strategic Shift Towards Sustainable Development	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law

18.	Dr. Renuga Devi S	Determinants of profitability of non-life insurance companies in India	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
19.	Dr. T.K. Murugesan, Ms. Madhumalathi R	Users perceived value on digital banking services- An Empirical study on perspective of digital India	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
20.	Dr. V Muthukumar, Ms. Madhumalathi R	Trade Specialisation- An Encounter to international trade threats	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
21.	Ms. Swetha P A	Investment decisions and women-An empirical study of Bengaluru	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
22.	Mr. Lourdnathan F	The Impact Of Mergers And Acquisition Of Financial Performance A Special Reference To Tata Steel And Corus - An Empirical Study	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law

23.	Mr. Naveen Kumar G, Ms. Madhumathi T. K	A Study on MSME'S Challenges and Opportunities of Peenya industries in Bangalore	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
24.	Mr. R Vijayakumar	A study on green banking initiative of commercial banks with special reference to Bengaluru	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
25.	Mr. Santhosh V	Online consumer behaviour: influences on online shopping decision	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
26.	Ms. Chandrakala M	The role of self help groups in micro finance with special reference to Bangalore rural	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
27.	Mr. Shashi Kumar M, Mr. R Vijayakumar	A study on the impact of digital banking services after currency demonetisation with special reference to Bangalore City	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law

28.	Ms. Kalyani V	Infusing ethical perspectives in the marketing supply chain	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
29.	Ms. Swetha Manoharan	Green Banking a new strategic shift towards sustainable development	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
30.	Dr. S. Christuraja	An impact of goods and service tax on Indian economy	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
31.	Ms. Ponny Thomas	Social media to test the authenticity of expected holiday travel experience	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
32.	Ms. Geetanjali Patel	Inclusion of Socially Excluded in public expenditure and its impact on economic growth: An Econometric Study	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law

33.	Preethi S J G	A Study on Economic Contributions of SHGs in Southern Regions of India	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
34.	Ms. S.R. Deepika	A study on the efficiency of non-price variables of NIFTY Index options in predicting the future movement of the underlying asset	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
35.	Mr. Somasundaram T	Impact of Training on Job Performance: A Literature Review	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
36.	Dr. Vimal Priyan J	Employees' Perception towards Corporate Social Responsibility of Companies – with reference to Ashok Leyland Company	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
37.	Mr. Surendranath Reddy C	Determinants of Consumer Purchase Intentions in Online Shopping	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law

38.	Dr. Easubatham Armstrong Anand J	A Global Perspective on Green Banking to Small Scale Industries in India	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
39.	Dr. A. J. Excelce, Ms. Shilpa Rao C	Food Safety Practices and its impact on Food Adulteration	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
40.	Dr. Jisha V G	A Study on Financial Inclusion on Indian Postal Service with reference to Coimbatore City	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
41.	Dr. Aloysius Edward J	Indian Stock Market Reaction to Goods and Services Tax Implementation: An Empirical Study using Even Study Approach	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
42.	Dr. Ashokkumar J, Dr. Joseph Charles Tamilmaran D	Green Marketing as a Tool for CSR	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law

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45.	Dr. Gita P C	The Role of Ethnic Identity on Perceived Diversity Climate among Employees in Chennai City	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
46.	Dr. Justin Nelson Michael	A study on Green Banking Initiatives of Commercial Banks with Special Reference to Bengaluru	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
47.	Mr. Stephen Deepak R	Organization Justice - Review of Justice Dimensions & Perception on Organizational Outcomes	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law

48.	Dr. Joseph Charles Tamilmaran D, Dr. Ashokkumar J	Demonetization is not the Mother of Digital Transactions in India	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
49.	Dr. R Vijaya Bhaskaran	The ongoing Capability Maturity Building of Siscerning BPO as - A Service Models in Indian it Firms	5th International Conference on Emerging Trends in Global Accounting, Finance and Taxation	International	2017	Scopus ID IRJCL: E0FEFE77A FIE160D (Special Issue)	Kristu Jayanti College (Autonomous), Bengaluru	International Research Journal of Commerce and Law
50.	Ms.Sivagamas undari U	Isolation, Identification and Characterization of Endophytic Bacteria - Azospirillum sp. And Pseudomonas sp. From Brinjal (Solanum Melongena 1.)	National Conference on Gnetics for Human Welfare	National	2018	2320-7817	Kristu Jayanti College (Autonomous), Bengaluru	International Jouranl of Life Sciences
51.	Mr.Cherian Prakash V and Mr.Kuppanan Suresh	Predicted Side Effects of NPC1 Protein Inhibitors	National Conference on Gnetics for Human Welfare	National	2018	2320-7817	Kristu Jayanti College (Autonomous), Bengaluru	International Jouranl of Life Sciences
52.	Ms.Geetanjali Patel and Dr.M.S.Anna poorna	A Study on Relationship Between Government Spending on Higher Education and Human Resource Development		International	2018	2277-260X	Kristu Jayanti College (Autonomous), Bengaluru	International Jouranl of Higher Educational Research (IJHER).

53.	Prof.Shrestha Banerjee	One Step towards Education, One Step towards Equality		International	2018	2277-260X	Kristu Jayanti College (Autonomous), Bengaluru	International Journal of Higher Educational Research (IJHER).
54.	Dr.Muthukumar V and Mr.Shashi Kumar M	A Study on the Impact of Demonetisation in Real Estate with Special Reference to Bengaluru		International	2017	2349-6738	Kristu Jayanti College (Autonomous), Bengaluru	International Journal of Multidisciplinary Research Review
55.	Ms.Preethi SJG	A comparative analysis of SHG's Working under Micro Finances in Manipur with other North East Region (NER) in India		International	2017	2455-1627	Kristu Jayanti College (Autonomous), Bengaluru	AkiNik Publications, New Delhi, India
56.	Dr. Vinothina V	Scheduling Scientific Workflow Tasks in Cloud using Swarm Intelligence	International Conference on Current Trends in Advanced Computing (ICCTAC)	International	2017	978-1-5090-4997-4	Kristu Jayanti College (Autonomous), Bengaluru	IEEE
57.	Mr. Suresh K and Dr. Cecil Donald A	Prediction of Investment Tendency Behaviour of Individuals with Social Networks by using Spatial Data Mining	5th interantional Conference on Computing for Susustainable Global Development (Indiacom, 2018)	International	2017	978-93-80544-28-1	Kristu Jayanti College (Autonomous), Bengaluru	Bharti Vidyapeeth's Institute of Computer Application and Management