



Kristu Jayanti College

AUTONOMOUS

Bengaluru

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Centre for Research

Conference Proceedings Publications

2019-2020

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.	Dr. Krishnamoorthi M	Measurement of Motives in Influencing of Celebrity Advertisement Towards Jewellery Purchasing in Vellore Dist.	Building Business Uniqueness Towards Industry 4.0 (ICBBUTI)	International	2019	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
2.	Dr. C Nagadeepa	Street vendors intention to use E-Wallet: Extension to technology acceptance model	Building Business Uniqueness Towards Industry 4.0 (ICBBUTI)	International	2019	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association

3.	Dr. Kalyani V	Implementing Block chain in the Manufacturing supply chain	Building Business Uniqueness Towards Industry 4.0 (ICBBUTI)	International	2019	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
4.	Dr. Mathiyarasan M	Measurement of Motives in Influencing of celebrity advertisement towards Jewelry purchasing in Vellore District	Building Business Uniqueness Towards Industry 4.0 (ICBBUTI)	International	2019	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
5.	Dr. Mathiyarasan M	Study on Measuring Brand Awareness of OPPO Smart Phone	Building Business Uniqueness Towards Industry 4.0 (ICBBUTI)	International	2019	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
6.	Dr. Reenu Mohan	Digital Transformation and Green Customers	Building Business Uniqueness Towards Industry 4.0 (ICBBUTI)	International	2019	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
7.	Dr. Saranya S	A Study on customer awareness and preference towards online shopping with reference to Bangalore city, Karnataka	Building Business Uniqueness Towards Industry 4.0 (ICBBUTI)	International	2019	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
8.	Mr. Lourdnathan F	A study on causes and consequences of Merger and Acquisitions on Financial Performance	Building Business Uniqueness Towards Industry 4.0 (ICBBUTI)	International	2019	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association

		A special reference to TATA Steel and Corus: An empirical study						
9.	Mr. R Vijayakumar, Dr. Justin Nelson Michael	An analytical study green banking initiatives amongst customers with special reference to Bangalore	Building Business Uniqueness Towards Industry 4.0 (ICBBUTI)	International	2019	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
10.	Mr. Santhosh V, Mr. Raghavendra Babu J	A Study on Prospects and Challenges Mobile Banking in India	Building Business Uniqueness Towards Industry 4.0 (ICBBUTI)	International	2019	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
11.	Mr. Shashi Kumar M	A study on the Attitude of Goods and Services Tax Amongst MSME with special reference to Bangalore city	Building Business Uniqueness Towards Industry 4.0 (ICBBUTI)	International	2019	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
12.	Ms. Mathumathi T. K, Ms. Reena R	Evolution from conservative brand reliability to contemporary: E-Fidelity	Building Business Uniqueness Towards Industry 4.0 (ICBBUTI)	International	2019	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
13.	Ms. Thanuja K A, Ms. Ponny Thomas	Thrust of Biologically Generated Food Items in India	Building Business Uniqueness Towards Industry 4.0 (ICBBUTI)	International	2019	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association

14.	Dr. Ravishankar A K	Yashodhara Chariteyalli Vastava Vicharagalu	Kannada Bhashe Sahitya Mattu Samskruthi: Sumvardanaiya Sadhyategalu	National	2019	978-81- 939312-9-5	Kristu Jayanti College (Autonomous), Bengaluru	Suvve Publication
15.	Dr. Ravishankar A K	Bendre Hagu Kuvempu Avara Rasa Cintane	Bendre & Kuvempu Gadya Sahitya-Rashtriya Vichara Sankirana	National	2019	9788194- 122807	Kristu Jayanti College (Autonomous), Bengaluru	Sadhanakeri Sahitya Mathu Samskruthika Pratisthana
16.	Dr. Ravishankar A K	Bendre Sahitya: Oduva Vimarsha Marga	Dr. Bandre Baduku Math Baraha	National	2019	978-81- 938415-8-7	Kristu Jayanti College (Autonomous), Bengaluru	Vamshi Publications
17.	Dr. Ravishankar A K	Vachanagala Nivarchana Kelavu Madarigalu	Sharan-Tatva Padakarru-Naitikate Soundarya	National	2019	978-81- 941989-1-8	Kristu Jayanti College (Autonomous), Bengaluru	Basu Prakashana, Dharawada
18.	Mr. Syed Muen	Jaanapada Samskruthiya meelee Aadhunikathe mattu Jaagathikaranada Prabhava	Sustainable Education in the Era of globalization	National	2019	9978-81- 940165-4-0	Kristu Jayanti College (Autonomous), Bengaluru	Lal Bahadur Shastri Government First Grade College
19.	Mr. Syed Muen	Shasanoktha Keregalu Mattu Prasthuta Keregala Sthithi-Gathi	Indian Rivers and Agriculture,	National	2019	978-81- 930475-2-1	Kristu Jayanti College (Autonomous), Bengaluru	Prathi Pathipagam, Jolarpettai
20.	Mr. Syed Muen	Kannada Muslim Sahityadalli Komu Saamarasyada Chintane	Sharan-Tatva Padakarru-Naitikate Soundarya	National	2019	978-81- 943522-1-1	Kristu Jayanti College (Autonomous), Bengaluru	Mathoshri Eeramma Vaddanakeri Prathisthana

21.	Mr. Syed Muen	Bharata Swatantrakke Muslimara Koduge	Role of Journals in Indian Independence	National	2019	978-81-930475-3-8	Kristu Jayanti College (Autonomous), Bengaluru	Prathi Pathipagam, Jolarpettai
22.	Dr. Ravishankar A K	Kannada Sahithyadalli Janeke Hosa Chinthane	Kannada Sahithya - Varthamanada Chinthanegalu	National	2019	978-0-359-94514-6	Kristu Jayanti College (Autonomous), Bengaluru	Roopa Prakashana, Mysore
23.	Dr. Muslim Abdul Rajak	Samakaleen Jeevan Shailee Par Bhamandaleekaran Ka Prabhav	Sustainable Education in the Era of globalization	National	2019	978-81-940165-4-0	Kristu Jayanti College (Autonomous), Bengaluru	Lal Bahadur Shastri Government First Grade College
24.	Dr. Jonas Richard A and Dr. Winnie Joyce	Need of Quality Education for Enhancing Women Security: A Qualitative Study	Global Gravitation in Pedagogy-Shielding Women	National	2020	978-93-89658-51-4	Kristu Jayanti College (Autonomous), Bengaluru	St. Justin's College of Education
25.	Dr. Winnie Joyce and Dr. Jonas Richard	A Comparative Analysis of Women's Education in India and Zambia	Global Gravitation in Pedagogy-Shielding Women	National	2020	978-93-89658-51-4	Kristu Jayanti College (Autonomous), Bengaluru	St. Justin's College of Education
26.	Dr. U. Sivagamasundari	Effect of Organic Manures and Bio Fertilizers on Vegetative Growth of Phaseolus Vulgaris L. (French Bean)	Inclusive Development Through BioTechnology	National	2020	2250-0480	Kristu Jayanti College (Autonomous), Bengaluru	International Journal of Life Science Pharma Research

27.	Mr. Syed Muen	History of Kannada Lexicography	Contribution of Dravidian Languages to the Enrichment of Indian Literature and Culture.	National	2020	978-81-943850-4-2	Kristu Jayanti College (Autonomous), Bengaluru	Centenary Committee Publications
28.	Dr.Sonia Angeline M	Anti-Proliferative Activity of Calotropis Gigantea (Flower Extract) on Colorectal Cancer Cell Line	Inclusive Development Through BioTechnology	National	2020	2250-0480	Kristu Jayanti College (Autonomous), Bengaluru	International Journal of Life Science Pharma Research
29.	Dr.Manikandan Kathirvel	Green Mediated Synthesis of Zinc Oxide Nano Particle Using Ipomoea Quamoclit to Explore the Potential of Anti Microbial and Anti Bio Film Activity Against Pathogens	Inclusive Development Through BioTechnology	National	2020	2250-0480	Kristu Jayanti College (Autonomous), Bengaluru	International Journal of Life Science Pharma Research
30.	Dr. Sangeetha Menon	Isolation and Identification of Tannic Acid Degraders	Inclusive Development Through BioTechnology	National	2020	2250-0480	Kristu Jayanti College (Autonomous), Bengaluru	International Journal of Life Science Pharma Research
31.	Dr. Esther Shoba R	Insecticidal Activity of Hydrocotyle Leucocephala and Hedychium Coronarium Plant Extracts Against	Inclusive Development Through BioTechnology	National	2020	2250-0480	Kristu Jayanti College (Autonomous), Bengaluru	International Journal of Life Science Pharma Research

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32.	Ms. Dhanamalar M	Disease Inference using Deep Learning	International E- Conference on Innovations in Information Technology	National	2020	978-93- 89105-53-7	Kristu Jayanti College (Autonomous), Bengaluru	Coimbatore Institute of Information Technology
33.	Dr. Sarvesha B S, Prof. Chandrashekar, Prof. Syed Muen and Prof. Ravishankar A K	Kannada Sahithya: Nataka, Rangabhumi Matthu Cinema	Kannada Sahithya: Nataka, Rangabhumi Matthu Cinema	National	2020	978-81- 942108-5-6	Kristu Jayanti College (Autonomous), Bengaluru	Kristu Jayanti Collge, Bangalore