



**National Education Society (R.)**  
**Jawaharlal Nehru New College of Engineering,**  
**Shivamogga**



*(Approved by AICTE, New Delhi, Certified by UGC 2f & 12B, Accredited by NAAC-A',  
Recognized by Govt. of Karnataka and Affiliated to VTU, Belagavi)*

**Department of Management Studies**

**Faculty Paper Presentation**

**Table No. 6.8.a.3.1 List of Faculty Paper Presentation**

Sl. No.	Date	Title of the Paper	Institution	Conference
<b>Faculty Name: Dr. C. Srikant</b>				
1	January 17-18, 2020	The Impact of Artificial Intelligence on the Transformation of Job Base in the Banking Sector	JNNCE, Shivamogga	International Conference on "Banking, Financial Services, and Insurance
2	October 28-29 2021	Sustainability Index: The New Paradigm in Architecture and Management	Department of Commerce & International Business, School of Business Studies, Central University of Kerala	International Conference on Commerce, Management & Interdisciplinary Subjects
3	April 5 2022	Beta Analysis of Selected Indian Companies Shares- An Empirical Evaluation	Department of Commerce and Management, GFGC, Ripponpet	Virtual National Conference on Recent Trends in Commerce and Management
4	April 5 2022	The Evaluation of Physical Evidences in Virtual Learning System	Department of Commerce and Management, GFGC, Ripponpet	Virtual National Conference on Recent Trends in Commerce and Management
5	April 5 2022	A Study on Online Teaching-Learning Experience	Department of Commerce and Management, GFGC, Ripponpet	Virtual National Conference on Recent Trends in Commerce and Management

6	April 5 2022	Competitive Advantage Gained with Sustainable Management Practices	Department of Commerce and Management, GFGC, Ripponpet	Virtual National Conference on Recent Trends in Commerce and Management
7	December 14-15, 2023	Impact of E-Commerce on Consumer Buying Behaviour	Department of Business Administration, BNMIT, Bangalore	International Conference on “Strategic Agility and Resilience: Benchmarks and Best Practices”
8	08-09 November 2024	The Role of Education and Skill Development in Nurturing Women for Leadership and Economic Empowerment	Department of Management Studies, JNNCE, Shivamogga	National Seminar on “Empowering Women for a Better Tomorrow”
9	January 10-11, 2025	Transforming E - Commerce With AI: A New Era of Personalization and Customer Engagement	Department of Management Studies, JNNCE, Shivamogga	International Conference on “Disruptive trends in Industries- Role of Banks, Technology and Operations- A Way forward

**Faculty Name: Anuradha C.K.**

SL. No.	Date	Title of the Paper	Institution	Conference
1	January 10-11, 2025	Enhancing Workforce Retention through Time and Material (T&M) Projects: Insights from a Healthcare Start-up Case Study	Department of Management Studies, JNNCE, Shivamogga	International Conference on “Disruptive trends in Industries- Role of Banks, Technology and Operations- A Way forward

**Faculty Name: Dr. Subhadra P.S.**

SL. No.	Date	Title of the Paper	Institution	Conference
1	January 17-18, 2020	The Study of the Forthcoming Impact of Artificial Intelligence in the Banking Sector	JNNCE, Shivamogga	International Conference on “Banking, Financial Services and Insurance”
2	January 23-24, 2020	Role of Co-operative Cottage Industries in Financial Empowerment of Women	Government College of Arts, Science & Commerce, Khandola,	National Conference on “Co-operatives in a Globalised Economy: Relevance, Issues & Challenges”
3	December 8-9, 2023	Application of Artificial Intelligence in HRM Practices in	Department of Management Studies, JNNCE, Shivamogga	International Conference on “Reforms in Business Practices & Redefined Role of

		Hospital Industry: Challenges and Opportunity		Banks-Contemporary Issues, Challenges & Reforms”
4	December 8-9, 2023	A Conceptual Study on Employee Work-life Balance	Department of Management Studies, JNNCE, Shivamogga	International Conference on “Reforms in Business Practices & Redefined Role of Banks-Contemporary Issues, Challenges & Reforms”
5	08-09 November 2024	Empowering Women through Creating Change and Driving Transformation	Department of Management Studies, JNNCE, Shivamogga	National Seminar on “Empowering Women for a Better Tomorrow”
6	08-09 November 2024	Work Life Balance and Healthy Living for Women Healthcare Professionals	Department of Management Studies, JNNCE, Shivamogga	National Seminar on “Empowering Women for a Better Tomorrow”
7	January 10-11, 2025	Impact of Workload, Job Stress, and Work-Life Balance on Employee Productivity in the Hospital Sector	Department of Management Studies, JNNCE, Shivamogga	International Conference on “Disruptive trends in Industries- Role of Banks, Technology and Operations- A Way forward
8	January 10-11, 2025	Exploring The Impact of Virtual Work on Work-Life Balance and Stress Amongst Female Employees in It Sector: A Study from Karnataka State	Department of Management Studies, JNNCE, Shivamogga	International Conference on “Disruptive trends in Industries- Role of Banks, Technology and Operations- A Way forward
<b>Faculty Name: Dr. Vikrama D.K.</b>				
<b>SL. No.</b>	<b>Date</b>	<b>Title of the Paper</b>	<b>Institution</b>	<b>Conference</b>
1	January 17-18, 2020	A Study on Opportunities and Challenges of Digital Payment in Rural Karnataka	JNNCE, Shivamogga	International Conference on “Banking, Financial Services and Insurance”
2	December 8-9, 2023	Impact of Work-life Balance on Employee Engagement	Department of Management Studies, JNNCE, Shivamogga	International Conference on “Reforms in Business Practices & Redefined Role of Banks-Contemporary Issues, Challenges & Reforms”

3	December 14-15, 2023	Current Trends in Employee Engagement	Department of Business Administration, BNMIT, Bangalore	International Conference on “Strategic Agility and Resilience: Benchmarks and Best Practices”
4	08-09 November 2024	Social Empowerment of Women: The Role of Education, Policy and Grassroots Movements in Fostering Gender Equality	Department of Management Studies, JNNCE, Shivamogga	National Seminar on “Empowering Women for a Better Tomorrow”
5	08-09 November 2024	Empowering Women, Alleviating Poverty: The Role of Self-Help Groups in Shivamogga	Department of Management Studies, JNNCE, Shivamogga	National Seminar on “Empowering Women for a Better Tomorrow”
6	08-09 November 2024	Women as Gig Worker: Barriers for Breaking Stereotypes	Department of Management Studies, JNNCE, Shivamogga	National Seminar on “Empowering Women for a Better Tomorrow”
7	January 10-11, 2025	The Significance of AI in Fostering better Employee Engagement	Department of Management Studies, JNNCE, Shivamogga	International Conference on “Disruptive trends in Industries- Role of Banks, Technology and Operations- A Way forward
8	January 10-11, 2025	A Comparative Insight into Rural and Urban Entrepreneurs with Special Reference Shivamogga District	Department of Management Studies, JNNCE, Shivamogga	International Conference on “Disruptive trends in Industries- Role of Banks, Technology and Operations- A Way forward
<b>Faculty Name: Dr. Srinivasa Murthy B.V.</b>				
<b>SL. No.</b>	<b>Date</b>	<b>Title of the Paper</b>	<b>Institution</b>	<b>Conference</b>
1	January 17-18, 2020	Branding of Indian Banking: Issues and Challenges	JNNCE, Shivamogga	International Conference on “Banking, Financial Services and Insurance”
2	April 5 2022	Growth and Effectiveness of Digital Food Services on Restaurants Business in Bangaluru	Department of Commerce and Management, GFGC, Ripponpet	Virtual National Conference on Recent Trends in Commerce and Management
3	January 10-11, 2025	The Impact of Digital Payment Systems on Consumer Behaviour and Business Operations in Online	Department of Management Studies, JNNCE, Shivamogga	International Conference on “Disruptive trends in Industries- Role of Banks, Technology and Operations- A Way

		Food Delivery Services in India		forward
4	January 10-11, 2025	Digital Banking: An Analysis of Transaction Trends and Payment	Department of Management Studies, JNNCE, Shivamogga	International Conference on “Disruptive trends in Industries- Role of Banks, Technology and Operations- A Way forward
<b>Faculty Name: Dr. Vikram V.</b>				
<b>SL. No.</b>	<b>Date</b>	<b>Title of the Paper</b>	<b>Institution</b>	<b>Conference</b>
1	April 5 2022	A Conceptual Study on Traditional Supply Chain Management and Green Supply Chain Management	Department of Commerce and Management, GFGC, Ripponpet	Virtual National Conference on Recent Trends in Commerce and Management
2	June 8-9, 2022	Green Supply Chain Management	Department of Management Studies, VTU, Belagavi	International Conference on “Emerging Trends, Challenges & Opportunities in Global Business Management & Technology
3	08-09 November 2024	From Community to Commerce: The Empowering Role of Self-Help Groups in Women's Entrepreneurship	Department of Management Studies, JNNCE, Shivamogga	National Seminar on “Empowering Women for a Better Tomorrow”
4	January 10-11, 2025	A Study on Startup Companies and Its Challenges Faced in Bengaluru City	Department of Management Studies, JNNCE, Shivamogga	International Conference on “Disruptive trends in Industries- Role of Banks, Technology and Operations- A Way forward
<b>Faculty Name: Dr. Santhosha</b>				
<b>SL. No.</b>	<b>Date</b>	<b>Title of the Paper</b>	<b>Institution</b>	<b>Conference</b>
1	April 5 2022	Role of Seva Prathinidhis as Informed Intercessories Towards Asset Formation in the Post Covid Era	Department of Commerce and Management, GFGC, Ripponpet	Virtual National Conference on Recent Trends in Commerce and Management
2	April 5 2022	Producer Organization in Measurement, Evaluation and	Department of Commerce and Management, GFGC, Ripponpet	Virtual National Conference on Recent Trends in Commerce and Management

		Enhancement of Sustainable Agricultural Effectiveness		
3	December 8-9, 2023	Empowering Women: Unraveling the Impact of Financial Literacy within Government Aided Self-Help Groups (SHGs)	Department of Management Studies, JNNCE, Shivamogga	International Conference on “Reforms in Business Practices & Redefined Role of Banks-Contemporary Issues, Challenges & Reforms”
4	December 8-9, 2023	Marginal Farmers Development through Farmer Producers Organisation (FPO): Issues and Challenges in India.	Department of Management Studies, JNNCE, Shivamogga	International Conference on “Reforms in Business Practices & Redefined Role of Banks-Contemporary Issues, Challenges & Reforms”
5	January 10-11, 2025	A Study on the Role of AI in Predictive Analytics for Consumer Trends	Department of Management Studies, JNNCE, Shivamogga	International Conference on “Disruptive trends in Industries- Role of Banks, Technology and Operations- A Way forward
6	January 10-11, 2025	Social Media Platforms and its Impact on Social media Marketing	Department of Management Studies, JNNCE, Shivamogga	International Conference on “Disruptive trends in Industries- Role of Banks, Technology and Operations- A Way forward
<b>Faculty Name: Praveen Kumar B. H</b>				
<b>SL. No.</b>	<b>Date</b>	<b>Title of the Paper</b>	<b>Institution</b>	<b>Conference</b>
1	April 5 2022	Beta Analysis of Selected Indian Companies Shares- An Empirical Evaluation	Department of Commerce and Management, GFGC, Ripponpet	Virtual National Conference on Recent Trends in Commerce and Management
2	January 10-11, 2025	Role of NDHM in Ayushman Bharat Digital Mission for achieving Healthcare Access and Security in India	Department of Management Studies, JNNCE, Shivamogga	International Conference on “Disruptive trends in Industries- Role of Banks, Technology and Operations- A Way forward

Faculty Name: Dr. G P Nagesh				
SL. No.	Date	Title of the Paper	Institution	Conference
1	November 25-26 2022	Forex Market v/s Stock Market in India: Disruptive Approach	Nitte Meenakshi Institute of Technology	International Conference on "Transforming Business Practices through Disruptive Technologies
Faculty Name: Dr. Sharma K R S				
SL. No.	Date	Title of the Paper	Institution	Conference
1	December 21-22, 2023	Green HRM and Teaching Sustainability in Higher Education Institutions: For Promoting Sustainable Development Goals	SDMIMD, Mysore	International Conference on "HR For Organisational Sustainability"
2	January 19-20, 2024	Impact of Social Stock Exchange (SSE) of India: For Achieving Sustainable Development Goals (SDGs)	Department of Studies and Research in Commerce, Department of Studies and Research in Management, Gulbarga University, Kalaburgi	National Conference on "Financial Sector Reforms in India"
3	08-09 November 2024	The impact of financial literacy on women's economic empowerment in India	Department of Management Studies, JNNCE, Shivamogga	National Seminar on "Empowering Women for a Better Tomorrow"
4	January 10-11, 2025	AI-Driven Fintech: Building Sustainable and Inclusive Retail Markets for Tomorrow	Department of Management Studies, JNNCE, Shivamogga	International Conference on "Disruptive trends in Industries- Role of Banks, Technology and Operations- A Way forward