



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 Publications

(2020-21, 2021-22, 2022-23, 2023-24, 2024-25)

Faculty Name: Dr. C. Srikant					
Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	April-June 2022	Beta Analysis of Selected Indian Companies Shares- An Empirical Evaluation	International Journal of Advance and Innovative Research	2394-7780	International
2	April-June 2022	The Evaluation of Physical Evidences in Virtual Learning System	International Journal of Advance and Innovative Research	2394-7780	International
3	April-June 2022	A Study on Online Teaching-Learning Experience	International Journal of Advance and Innovative Research	2394-7780	International
4	April-June 2022	Traversing the Pandemic: A Study of Competitive Advantage Gained with Sustainable Management Practices	International Journal of Advance and Innovative Research	2394-7780	International
5	Nov.-Dec. 2021	The Evaluation of Physical Evidences in Virtual Learning System	International Journal of Mechanical Engineering	0974-5823	International
6	April-2022	Customer Delight: A Comparative study of services rendered by private and public sector bank to achieve customer delight and ecstasy.	NeuroQuantology	1303-5150	International
7	September 2023	The Role and Effectiveness of social media in E-commerce Marketing	International Recognition Multidisciplinary Research Journal	2249-894X	International

8	August 2024	The Advent of E-Commerce on Revolutionized Consumer Purchasing Behaviour, Introducing New Trends and Altering Traditional Buying Practices	JuniKhyat	2278-4632	International
Faculty Name: Anuradha C.K.					
Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	June 2022	A conceptual study on role of farmer producer organization in measurement, evaluation and enhancement of sustainable agricultural effectiveness	International Journal of Health Sciences	2990–2995	International
Faculty Name: Dr. Subhadra P. S.					
Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	November 2021	“A Critical Insight into the Art and Science of Spirituality and Management in Bhagavad Gita”	Webology	1735-188X	International
2	December 2021	Availability, uses and impacts of HR Metrics and Analytics in IT & ITES Industry: A Study with Special Reference to Karnataka, India.	Design Engineering Design Engineering, Toronto	0011-9 342	International
3	December 2021	Family Support and Family Work Enrichment (FWE) Among the Employees in Service Sector: A Study with Special Reference to Karnataka	Journal of The Asiatic Society of Mumbai	0972-0 766	International
4	December 2021	Women Empowerment Through Banks - Self-Help Groups Linkage in Rural Areas: A Study with Special Reference to Shivamogga District	Journal of Education Rabindra Bharati University	0972-7 175	International
5	November 2022	Problems and Prospects of Digital Marketing in Rural Tourism with Special Reference to Karnataka State, India	Kanpur Philosophers	2348-8301	International

6	December 2021	A Study on Rural Tourism Problems and Prospects in Malnad Region of Karnataka State	Journal of The Asiatic Society of Mumbai	0972-7 175	International
7	September 2023	A Qualitative Analysis on “The Importance of Emotional Intelligence in Effective Leadership”	European Chemical Bulletin	2063-5346	International
8	December 2023	Application of Artificial Intelligence in HRM practices in Hospital Industry; Challenges and opportunities	JNNCE Journal of Engineering & Management	2582-0079	National
9	January 2025	Empowering Women through Creating Change and Driving Transformation	JNNCE Journal of Engineering & Management	2582-0079	National
10	January 2025	Work Life Balance and Healthy Living for Women Healthcare Professionals	JNNCE Journal of Engineering & Management	2582-0079	National
Faculty Name: Dr. Vikrama D. K.					
Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	Nov 2022	A Critical Insight into the Art and Science of Spirituality and Management in Bhagavad Gita	Webology Center	1735-188X	International
2	Nov 2022	Problems And Prospects of Digital Marketing in Rural Tourism	Kanpur Philosophers	2348-8301	International
3	Nov 2022	A Study on Rural Tourism Problems and Prospects in Malnad Region of Karnataka State	The Asiatic Society of Mumbai	0972-0766	International
4	December 2023	Impact of Work-Life Balance on Employee Engagement	JNNCE Journal of Engineering & Management	2582-0079	National
5	September 2023	The Impact of Employee Wellbeing on Employee Engagement	International Recognition Multidisciplinary Research Journal	2249-894X	International
6	January 2025	Empowering Women, Alleviating Poverty: The Role of Self-Help Groups in Shivamogga	JNNCE Journal of Engineering & Management	2582-0079	National

7	January 2025	Social Empowerment of Women: The Role of Education, Policy, and Grassroots Movements in Fostering Gender Equality	JNNCE Journal of Engineering & Management	2582-0079	National
8	January 2025	Women As Gig Worker: Barriers for Breaking Stereotypes	JNNCE Journal of Engineering & Management	2582-0079	National
Faculty Name: Dr. Srinivasa Murthy B.V.					
Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	April-June 2022	Growth and Effectiveness of Digital Food Services on Restaurants Business in Bengaluru	International Journal of Advance & Innovative Research	2394-7780	International
2	May 2022	Role of MSMEs in Propelling Economic Development - A Case Study of Shivamogga District, Karnataka, India.	International Journal of Mechanical Engineering	0974-5823	International
3	January 2025	Women Empowerment through Entrepreneurship: Challenges and Opportunities in Emerging Economies	JNNCE Journal of Engineering & Management	2582-0079	National
Faculty Name: Dr. Vikram V.					
Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	March 2020	A Study on Marketing Strategies of Eastern Condiments Pvt. Ltd. with Special Reference to Mysuru District	Intercontinental Journal of Marketing Research Review	2321-0346	International
2	December 2020	On-line or Internet Marketing-An Overview	ShodhSarita Journal of Arts Humanities and Social sciences	2348-2397	International
3	July-September 2021	An Evaluation of Promotional Strategies of MTR Foods Pvt. Ltd. With Special Reference to Bengaluru City"	International Journal of Advance and Innovative Research	2394 - 7780	International
4	April-June 2022	A Conceptual Study on Traditional Supply Chain Management and Green Supply Chain Management	International Journal of Advance and Innovative Research	2394 - 7780	International

5	June 2022	"A Study on Newspaper Industry Supply Chain Risk, Challenges and Control Needed to Sustain in the Digital Era"	International Journal of Research in Business Studies	2455-2992	International
6	March 2023	A Study on Handbill insertion (Pamphlet) Activity in Newspaper-by-Newspaper Agents of Selected Districts of Karnataka	INCOCOM 2023 Proceedings	978-93-5811-667-0	National
7	June 2023	A Study on Handbill Insertion (Pamphlet) Activity in Newspaper-by-Newspaper Agents of Selected Districts of Karnataka	International Journal of Research in Business Studies	2455-2992	International
8	December 2023	A Study on Traditional (Standalone) and Modern (Multi-client) Warehouse Management for Cost Effective Logistics Services	JNNCE Journal of Engineering & Management	2582-0079	National
9	January 2025	From Community to Commerce: The Empowering Role of Self-Help Groups in Women's Entrepreneurship	JNNCE Journal of Engineering & Management	2582-0079	National

Faculty Name: Dr. Santhosha

Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	June 2021	Exploring The Role of Self-Help Group (SHG) Volunteers in Promoting Wealth Creation Education Among SHG Members	Webology	1735-188X	International
2	April-June 2022	A conceptual study on role of farmer producer organization in measurement, evaluation and enhancement of sustainable agricultural effectiveness	International Journal of Advance and Innovative Research	2394 - 7780	International
3	April 2022	Role of Seva Prathinidhis as Informed Intercessories Towards Asset Formation in The Post Covid Era	International Journal of Advance and Innovative Research	2394 - 7780	International
4	June 2022	A conceptual study on role of farmer producer organization in measurement, evaluation, and enhancement of	International Journal of Health Sciences	2990–2995	International

		sustainable agricultural effectiveness			
5	February 2023	Model of Cost teeming, Impact of Project Planning & Management in Residential Infrastructure Projects	Journal of Advanced Zoology	0253-7214	International
6	March 2023	Influence of Gender, Education and Occupation on Stipulate of Demand for Residential Property	European Economic Letters	2323-5233	International
7	April 2023	A Study on Financial Literacy and Investment Behaviour of Teachers	Journal of Survey in Fisheries Sciences		International
8	May 2023	Cost Escalation in Development of Residential Projects: Empirical Evidence of Sources	Journal of Namibian Studies	2197-5523	International
9	August 2023	Empowering Communities: Evaluating The Transformative Impact of Training Programs on The Economic Empowerment of Self-Help Group (SHG) Members	Journal of Namibian Studies	2197-5523	International

Faculty Name: Praveenkumar B H

Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	July-September 2021	Impact of Digital Technology on Performance of Public and Private Sector Banks in India	International Journal of Advance and Innovative Research	2394 - 7780	International
2	November 2021	Financial Budget Planning & Optimization at Private Educational Institutes in India	Webology	1735-188	International
3	April-June 2022	An Analysis of Financial Performance of Selected Cooperative Banks of Malnad Region, Karnataka	International Journal of Advance and Innovative Research	2394 - 7780	International
4	Nov-Dec 2022	The Evaluation of Physical Evidences in Virtual Learning System	International Journal of Mechanical Engineering	0974-5823	International
5	July 2022	An Evaluation of Financial Performance of Selected Commercial Banks in India – Comparative Study	Neuro Quantology	1303-5150	International

6	January 2023	An Analytical Investigation of Performance of Selected Commercial Banks in India-Comparative Study	GIS Science Journal	1869-9391	International
7	August 2024	The Advent of E-Commerce on Revolutionized Consumer Purchasing Behaviour, Introducing New Trends and Altering Traditional Buying Practices	JuniKhyat	2278-4632	International

Faculty Name: Dr. Harsha C Mathad

Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	May 2023	A Study on Union Budget with Special Reference to Agricultural Sector	Journal of The Institute of Cost Accountants of India	0972-3528	International
2	December 2022	A Comparative Study on Indian IPR with Selected Country IPR	Central European Management Journal	2336-26932	International
3	December 2024	A Study on Currency Risk, With Special Reference to INR Vs. Dollar, INR Vs. Pound, INR Vs. Euro, USD Vs. Euro, USD Vs. Pound, And USD Vs. YEN	International Journal of Research Publication and Reviews	2582-7421	International
4	December 2024	A Study on Growth of Digital Payment in India	Journal of Applied Development Economics	2583-214X	International

Faculty Name: Dr. G P Nagesh

Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	December 2022	A Comparative Study on Indian IPR with Selected Country IPR	Central European Management Journal	2336-26932	International

Faculty Name: Divya S P					
Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	December 2023	Effectiveness of Loyalty Programs on Customer Retention in E-commerce	JNNCE Journal of Engineering & Management	2582-0079	National
Faculty Name: Dr. Sharma K.R.					
Sl. No.	Year	Title of the Paper	Journal/ Magazine Name/Proceedings	ISBN/ISSN	National/ International
1	December 2023	Green HRM and Teaching Sustainability in Higher Education Institutions: For Promoting Sustainable Education and Sustainable Development Go	Proceedings-11th International Conference on "HR for Organizational Sustainability" 21-22 December 2023, Mysuru, India	978-93-83302-65-9	National
2	January-June 2024	The Role of ESG In E-Commerce Startups SMEs: For Sustainable Inclusive Economy	GBS Impact: Journal of Multi-Disciplinary Research Journal Press India	2454-8545	International
3	May 2024	Impact of Centralized Blockchain Digital Currency (CBDC): For Financial Inclusion and Sustainability	International Journal of Management, Technology, and Social Sciences (IJMTS)	2581-6012	International
4	March 2024	Green HRM and Teaching Sustainability in higher education Institutions: For Promoting Sustainable Education and Sustainable Development Goals	International Journal of Case Studies in Business, IT, and Education	2581-6942	International
5	December 2024	Role of Foreign Direct Investment on Economic Development of India	International Journal of Multidisciplinary Research and Technology	2582-7359	International
6	January 2025	The Impact of Financial literacy on Women's Economic Empowerment in India	JNNCE Journal of Engineering & Management	2582-0079	National