

# COLLEGE OF BUSINESS MANAGEMENT AND COMMERCE

## WORKING PAPERS - 2018

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### 1. Prof. Shailashri V. T.

1. Retention strategy ---A way towards Talent Management, 2018, Shailashri V. T., Dr. Surekha Shenoy, Dr. Suresh Kumar, Srinivas Center For Talent Management, College of Business Management and commerce
2. Study to identify drivers towards Talent Management 2018, Shailashri V. T., Dr. Surekha Shenoy, Dr. Suresh Kumar, Srinivas Center For Talent Management, College of Business Management and Commerce
3. A conceptual study on Green HRM2018 ,Shailashri V. T., Dr. Surekha Shenoy, Dr. Suresh Kumar, Srinivas Center For Talent Management, College of Business Management and commerce
4. To study the relationship between green HRM and Talent Management 2018 ,Shailashri V. T. , Dr. Surekha Shenoy, Dr. Suresh Kumar, Srinivas Center For Talent Management, College of Business Management and Commerce
5. Talent acquisition in banking sector 2018, Shailashri V. T., Dr. Surekha Shenoy, Dr. Suresh Kumar , Srinivas Center For Talent Management, College of Business Management and Commerce
6. Talent management in service sector 2018, Shailashri V. T., Dr. Surekha Shenoy, Dr. Suresh Kumar, Srinivas Center For Talent Management, College of Business Management and Commerce
7. Talent management and engagement strategies 2018, Shailashri V. T., D.r Surekha Shenoy, Dr. Suresh Kumar, Srinivas Center For Talent Management, College of Business Management and Commerce
8. Engagement strategies in the education sector 2018, Shailashri V. T., Dr. Surekha Shenoy, D.r Suresh Kumar, Srinivas Center For Talent Management, College of Business Management and Commerce
9. Engaging employees in the hospitality sector 2018, Shailashri V. T., Dr. Surekha Shenoy, Dr. Suresh Kumar, Srinivas Center For Talent Management, College of Business Management and Commerce
10. Engagement strategies followed in the aviation sector 2018, Shailashri V. T., Dr. Surekha Shenoy, Dr. Suresh Kumar, Srinivas Center For Employee Engagement, College of Business Management and Commerce
11. Relationship between engagement and talent retention, Shailashri V. T., D.r Surekha Shenoy, Dr. Suresh Kumar, Srinivas Center For Employee Engagement, College of Business Management and Commerce
12. HR planning in the banking sector, Shailashri V. T., Dr. Surekha Shenoy, Dr. Suresh Kumar, Srinivas Center For Employee Engagement, College of Business Management and Commerce

13. HR planning in the service sector Shailashri V. T., Dr. Surekha Shenoy, Dr. Suresh Kumar, Srinivas Centre For Research In Human Resource Planning, College of Business Management and Commerce
14. HR Planning and strategies for employee engagement, Shailashri V. T., Dr. Surekha Shenoy, Dr. Suresh Kumar, Srinivas Centre For Research In Human Resource Planning, College of Business Management and Commerce

## **2. Prof. Pavithra Kumari**

1. The Impact of International Air Transportation Service on Tourism in India,(2018). Pavithra Kumari, Srinivas Centre for Research on Aviation and Airport Management in India, College of Business Management and Commerce, Srinivas University.
2. The Study on Legal and Regulatory Changes Affecting Aviation Industry in India, (2018). Pavithra Kumari, Srinivas Centre for Research on Aviation and Airport Management in India, College of Business Management and Commerce, Srinivas University.
3. A Study on The Steps Taken by the Government of India to Educate the Public on the Consequences of Cyber Crime, (2018). Pavithra Kumari, Srinivas Centre for Research on Cyber Crime and Cyber Law, College of Business Management and Commerce, Srinivas University.
4. The Study on Emerging Legal Challenges with the Cryptocurrencies and Digital Currencies, (2018). Pavithra Kumari, Srinivas Centre for Research on Cyber Crime and Cyber Law, College of Business Management and Commerce, Srinivas University.
5. A Study on The Need for An International Regulation of Cyberspace to Encounter the Issues of Internet Governance and Jurisdiction of States, (2018). Pavithra Kumari, Srinivas Centre for Research on Cyber Crime and Cyber Law, College of Business Management and Commerce, Srinivas University.

## **3. Prof. Varun Shenoy**

1. “Placement services offered for specific career aspiring students (2018)” - Varun Shenoy, Srinivas Centre for Employment & Career Services (SCECS), College of Business Management and Commerce - Srinivas University.
2. “Campus Placement Realization through Online or E-Methodologies (2018)” - Varun Shenoy, Srinivas Centre for Campus Placement Affairs (SCCPA), College of Business Management and Commerce - Srinivas University.
3. “MOOC for Campus Placement Training (2018)” - Varun Shenoy, Srinivas Centre for Campus Placement Affairs (SCCPA), College of Business Management and Commerce - Srinivas University
4. “A theoretical write-up towards Campus Placement Preparedness (2018)” - Varun Shenoy, Srinivas Centre for Campus Placement Affairs (SCCPA), College of Business Management and Commerce - Srinivas University

5. "Selected instructional theory reviews for interview training modules (2018)" - Varun Shenoy, Srinivas Centre for Campus Placement Affairs (SCCPA), College of Business Management and Commerce - Srinivas University

#### **4. Prof. Sagar Srinivas**

1. "A study on impact of visual merchandising on consumer buying behaviour and decisions" - Sagar Srinivas, Srinivas Centre for Research in Logistics and Supply Chain Management, College of Business Management and Commerce - Srinivas University
2. "Role of transportation in the area of logistics and supply chain management"- Sagar Srinivas, Srinivas Centre for Research in Logistics and Supply Chain Management, College of Business Management and Commerce - Srinivas University.
3. "A study on issues and challenges in supply chain management" - Sagar Srinivas, Srinivas Centre for Research in Logistics and Supply Chain Management, College of Business Management and Commerce - Srinivas University
4. "A comparative study of service quality of public sector banks at honnavar"- Sagar Srinivas, srinivas centre for research in srinivas centre for research in service marketing, college of business management and commerce - srinivas university.
5. "A study on dealing with dissatisfied customers" - - Sagar Srinivas, Srinivas Centre for Research in Service Marketing, College of Business Management and Commerce - Srinivas University.
6. "Impact of technology and culture on service delivery" - Sagar Srinivas, Srinivas Centre for Research in Service Marketing, College of Business Management and Commerce - Srinivas university.
7. "A study on factors influencing customer satisfaction in health care services" - Sagar Srinivas, Srinivas Centre for Research in Service Marketing, College of Business Management and Commerce - Srinivas University.

#### **5. Prof. Shreepathy Rangabhatta B.**

1. A study on portfolio constructed out of Sharpe's single index model and its capacity to predict short term portfolio returns, (2018), Shruthi PN Shreepathy Rangabhatta.B, Srinivas Research Centre for Capital Market & Risk Management,SIMS,Srinivas University.
2. Performance evaluation of mutual funds using Sharpe's, Jenson's & Traynor's methods of portfolio evaluation, (2018),Shreepathy Rangabhatta.B, Srinivas Research Centre for Capital Market & Risk Management,SIMS,Srinivas University.

3. Security analysis of Aspinwall & Co Ltd. (2018),Pravin Kanchan, Shreepathy Rangabhata.B, Srinivas Research Centre for Capital Market & Risk Management,SIMS,Srinivas University.
4. Survey to know Mangalore investors' preference of shares of the companies to construct an optimum portfolio, (2018), Srividya N Rao, Shreepathy Rangabhata.B, Srinivas Research Centre for Capital Market & Risk Management,SIMS,Srinivas University.
5. A study on students' attitude towards internal assessment at Under-Graduate level,(2018), Shreepathy Rangabhata.B, Srinivas Research Centre Student-Centered Learning,SIMS,Srinivas University.
6. A conceptual study of “flipped classroom model “in undergraduate level, (2018) Shreepathy Rangabhata.B, Srinivas Research Centre for Student-Centered Learning,SIMS,Srinivas University.

## **6. Prof. Amith Menezes**

1. “Customer satisfaction with relation to various Alternative Banking Channels” - Amith Menezes, Srinivas Centre for Research in Alternative Banking Channels, College of Business Management and Commerce - Srinivas University.
2. “Usage of Net banking; A comparative Study of selected Banks”- Amith Menezes, Srinivas Centre for Research in Alternative Banking Channels, College of Business Management and Commerce - Srinivas University.
3. “Online Vs. Offline Banking transactions; a comparative analysis” - Amith Menezes, Srinivas Centre for Research in Alternative Banking Channels, College of Business Management and Commerce - Srinivas University.
4. “Growing importance of technology in the Banking Sector”- Amith Menezes, Srinivas Centre for Research in Technology and Banking, College of Business Management and Commerce - Srinivas University.
5. “CTS a forward looking approach” - Amith Menezes, Srinivas Centre for Research in Technology and Banking, College of Business Management and Commerce - Srinivas University.
6. “UPI and its impact on customer transactions” - Amith Menezes, Srinivas Centre for Research in Technology and Banking, College of Business Management and Commerce - Srinivas University.

## **7. Prof. Anumesh Kariappa**

1. “A study on Media current trends and issues” - Anumesh Kariappa, Srinivas Research Centre on Media, college of business management and commerce - srinivas university.

2. “A Study on Opportunities and Challenges Faced in Digital Marketing” - Anumesh Kariappa, Srinivas Research Centre on Media, college of business management and commerce - Srinivas University.
3. “A study on brand building exercise through social media”- Anumesh Kariappa, Srinivas Research Centre on Media, college of business management and commerce - Srinivas University.
4. “Comparative study on traditional and modern mode of advertising”- Anumesh Kariappa, Srinivas Research Centre on Media, College of Business Management and Commerce - Srinivas University.
5. “A Study on Innovation in Branding of Electric vehicles in Indian automobile industry” with special reference to Mahindra Ltd - Anumesh Kariappa, Srinivas Research Centre on Branding, College of Business Management and Commerce - Srinivas University.
6. “A Study on Opportunities and Challenges Faced by Hybrid Cars in Indian automobile market” - Ltd - Anumesh Kariappa, Srinivas Research Centre on Branding, College of Business Management and Commerce - Srinivas University.
7. “ A study on recent trends in branding with special reference to Retail segment”- Anumesh Kariappa, Srinivas Research Centre on Branding, College of Business Management and Commerce - Srinivas University.
8. “Consumer perception towards mobile service provider” with special reference to Reliance Jio - Anumesh Kariappa, Srinivas Research Centre on Branding, College of Business Management and Commerce - Srinivas University.

## **8. Prof. Subrhmonya G. S.**

1. Marketing is not just a subject but a necessity for Job prospects for Students at all levels. A study of Job opportunities in ports and allied areas for Undergraduate and Post Graduate students in D.K. District, (2018). Prof. Subrhmonya G. S., Srinivas Research Centre in Port Management, College of Business Management and Commerce - Srinivas University.
2. More Sea Ports are required for future development of D.K. District and N.K. District in Karnataka. A study on the intermodal transport and the economical growth of these two regions, (2018). Prof. Subrhmonya G. S., Srinivas Research Centre in Port Management, College of Business Management and Commerce - Srinivas University.
3. Seaway- transport needs to be developed to ease congestion on Roadways on the West Coast in India. A study on the possibility of transporting human beings on Water ways – a new mode of transport especially for Dakshina Kannada District, (2018). Prof. Subrhmonya G. S., Srinivas Research Centre in Port Management, College of Business Management and Commerce - Srinivas University.

## **8. Prof. Kavya**

1. A Study On Effectiveness Of Online Learning And Teaching In Higher Education ,2018,Mrs.Kavya, Research Centre for Quality in Higher Education,College of Business Management and commerce, Srinivas University.
2. Effectiveness Of Adopting Multiple Choice Questions In University Examinations For Higher Education,2018, Mrs. Kavya, Research Centre for Quality in Higher Education,College of Business Management and commerce, Srinivas University
3. A Study On Consumer Buying Behavior-Towards Online Shopping ,2018, Mrs. Kavya, Srinivas Research Centre for Consumer Behavior Studies, College of Business Management and commerce, Srinivas University.
4. A Conceptual study on women self help groups,2018,Mrs. Kavya, Srinivas Centre For Research in Entrepreneurship, College of Business Management and commerce, Srinivas University
5. A study on Schemes Offered By government for Entrepreneurship Development,2018,Mrs. Kavya, Srinivas Centre For Research in Entrepreneurship, College of Business Management and commerce, Srinivas University.

## **9. Prof. Vidyadhari Shetty**

1. A Study On Trends and Strategies Of Digital marketing 2018,Mrs.Vidyadhari Shetty, Research Centre for Digital marketing, College of Business Management and commerce, Srinivas University.
2. Literature Review on Digital systems in India, 2018, Mrs. Vidyadhari Shetty, Research Centre for Digital marketing, College of Business Management and commerce, Srinivas University
3. A Study On the usage of Information Technology in Online Shopping ,2018, Mrs. Vidyadhari Shetty, Srinivas Research Centre for Digital marketing, College of Business Management and commerce, Srinivas University.
4. A study on Implications of digital marketing in Indian economy, 2018, Mrs. Vidyadhari Shetty, Srinivas Centre For Research in Entrepreneurship, College of Business Management and commerce, Srinivas University
5. A study on Policies, Regulations and legal proceedings on Digital Marketing, 2018,Mrs. Vidyadhari Shetty, Srinivas Centre For Research in Entrepreneurship, College of Business Management and commerce ,Srinivas University.
6. A Comparative online marketing study of 5 prime multinational companies working in India 2018, Mrs. Vidyadhari Shetty, Srinivas Centre for Research in Entrepreneurship, College of Business Management and commerce, Srinivas University.

## **10. Madhushree L. M.**

1. The role of E-learning as a change agent in Indian education system 2018, Madhushree L.M., research center for information and communication technology, College of Business Management and commerce, Srinivas University.
2. Green business for sustainable development and competitiveness: A case study on logistics industry 2018, Madhushree L.M., research center for information and communication technology, College of Business Management and commerce, Srinivas University.
3. Higher education in India: issues and changes 2018, Madhushree L.M., research center for information and communication technology, College of Business Management and commerce, Srinivas University.
4. Impact of information technology on organizational performance with refers to Karnataka bank 2018, Madhushree L.M., research center for information and communication technology, College of Business Management and commerce, Srinivas University.
5. Legal and Policy Framework on Information Technology in India 2018, Madhushree L.M., research center for information and communication technology, College of Business Management and commerce, Srinivas University.

## **11. Revathi Radhakrishnan**

GST is one of the hot and interesting topic for the researchers. In order to have more in depth knowledge in the new tax system in our country the Research center on GST has been created. the topics which are discussed under the this research center is wide and knowledgeable.

**The paper which are working under the Research center are :**

1. Impact Of GST In Banking sector Products and Services And Its Customers With Reference To Corporation Bank In Mangalore
2. The impact of GST in the pricing of the FMCG products
3. GST in the IT sector
4. GST : the new tax regime became one year old in India

## **12. Prof. Deekshitha**

1. "A study on work life of women entrepreneurs of micro and small enterprises in Mangalore", 2018, Deekshitha, M. A. Uday Kumar, M. D. Pradeep Kumar, Srinivas Centre for Business Research, Srinivas college of management and commerce, Srinivas University
2. "A study on Impact of technology and Innovation on women Entrepreneurs" 2018, Deekshitha, M. A. UdayKumar, Srinivas Centre for Business Research, Srinivas College of management and commerce, Srinivas University.

3. "A Study on the Impact of Developing Entrepreneurial Skills among Women in the Higher Education" 2018, Deekshitha\*, M. A. UdayKumar, Research centre for quality in Higher Education, Srinivas college of management and commerce, Srinivas University

### **13. Prof. Keshava**

- 1) A study on Banking sector reforms and the emerging inequalities in commercial credit deployment in India. (2018), Mr. Keshava, Srinivas Research Centre on Banking Reforms, Srinivas college of Commerce and Management, Srinivas University.
- 2) New Service Management rules in Banking Sector. (2018) Mr. Keshava, Srinivas Research Centre on Banking Reforms, Srinivas college of Commerce and Management, Srinivas University.
- 3) The Impact of Accountancy information on Decision Making process.(2018) Mr. Keshava, Srinivas Research Centre on Banking Reforms, Srinivas college of Commerce and Management, Srinivas University.
- 4) Effect of Commercial banks credit to small scale industries on economic growth in India. (2018) Mr. Keshava, Srinivas Research Centre on Banking Reforms, Srinivas college of Commerce and Management, Srinivas University.