

Publications by faculty members (2015-2016) Books published

| Sl. | Name | Title of the Book | Details of Publisher | Month/ Year of |
|-----|---------------------|----------------------|--|---------------------|
| No. | | | | publication/ISBN No |
| 01 | Ms.Neeta Dwivedi | Managerial Economics | Shree Niwas Publications ISBN 978-93-5032-151-5 | October,2015 |
| | | | | |

Chapters in Books published

| Sl. | Name | Title of the chapter | Details of Publisher | Month/ Year of |
|---------|----------------------------|---|---|--|
| No · | | | | publication/ISBN No |
| 1 | Dr. Sreedhar P D | Translation of 'Padagala Prayoga' drama Publication of Chapter in Book | Kuvempu BhashaBharati Praadhikara, Govt. of Karnataka | "Hindi EkaankaNaatakagal u" ISBN:978-81- 0926272-6-7 |
| 2 | Mr. Mohamed Nayaz Pasha | Translation of 'Vichhedhana' drama Publication of Chapter in Book | Kuvempu Bhasha Bharati Praadhikara, Govt. of Karnataka | "Hindi EkaankaNaatakagal u" ISBN:978-81- 0926272-6-7 |
| 3 | Dr.Amitha Santiago | A chapter on Theorizing the project of multiple religious belonging: Processing belonging through belief | World council of churches(WCC publications), Geneva, Switzerlan d, 2016 | 01/01/2016,chapter 12,ISBN10:2825416 69x ISBN13:9782825416 693 |
| 4 | Dr.Gopakumar A V | Intertextuality and the Imagery on the Concept of Alienation "in TV Chandran's Film "Danny" and "PadamOnnuOruVilapam" -A semiotic enquiry", | From fiction to film : An inter displinary approach | |



| Sl.No | Name | Title of the Article | Details of Publisher | Month/ Year of publication/ISSN No |
|-------|-------------------|--|-----------------------------|------------------------------------|
| | | Department of Life Scient | nces | |
| 1 | Dr.S.Vijayanand | Antibacterial activity of Leaf extracts of | International journal of | June/2015/ |
| | | Alpiniacacarata, Bauhiniatomentosa and Curcum | Institutional pharmacy and | ISSN :2249-6807 |
| | | azedoaria | life sciences | |
| 2 | Dr.Deepa .M.A | Elicitation, Bioconversion and Quantification of | International Journal of | June/2015/ |
| | | Berberine from CissampelosPariera callus | Pharmaceutical sciences and | ISSN Online0975-8232 |
| | | cultures | Research | |
| 3 | Dr.Shalini Prabhu | Ssr based population bottleneck studies on | International Journal of | October/2015/ |
| | | coconut accessions from south peninsular India | Pharma and Bio Sciences | ISSN 0975-6299 |
| 4 | Dr.Challaraj | Effect of rare earth elements on growth and | International Research | November/ 2015/ |
| | Emmanuel | ascorbate metabolism during wheat | Journal of Agricultural | |
| | | (Triticumaestivum) germination | Science and Soil Science | ISSN: 2251-0044 |
| 5 | Dr.S.Vijayanand | Evaluation of Antidiabetic activity of Murraya | International Journal of | Dec 2015 |
| | | koenigii on Alloxan Induced Diabetic rats | Pharma Sciences and | ISSN No 0975-9492 |
| | | | Research (IJPSR) | |
| 6 | Dr.Elcey CD | Evaluation of Antistaphylococcal Activity of | International Journal of | February 2016 |
| | | Ellagic Acid Extracted from <i>Punica</i> | Current Microbiology and | ISSN 2319-7706 |
| | | granatumFruit Peel on MRSA | Applied Science | |
| 7 | Dr.Elcey CD | Graphitisation of cola by | Asian Journal of Chemistry | March 2016(ISSN:0970- |
| | | biosolubilisation:Structure probe by Raman | | 7077) |
| | | | | (SJR-0.15,h-index-25) |

| | | spectroscopy. | | impact facor 0.45 | |
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| 8 | Dr. Calistus Jude | Peroxisome proliferator activated receptor gamma polymorphism Pro12A1a in polycystic ovary syndrome(PCOS) of South Indian population | Asian journal of reproduction | April 2016 | |
| 9 | Dr. Calistus Jude | Anti-termite properties of four selected species of Zingiberaceae rhizome extracts | The journal of Zoological Studies | May 2016,ISSN:2348- 5914,Imapet factor 1.594 | |
| | | Department of Computer Science | ence (UG) | | |
| 10 | Dr.Gnanasankaran | "A Computer Package for Molecular Dynamics computations-An example for the usage of COTS Components | International Journal of Multidisciplinary Sciences | September 2015,Impact Factor-2.262 | |
| 11 | Ms. Kalaiselvi | Implementation Issue and Analysis of Cryptographic Algorithms based on different security parameters | International Journal of Computer application | September 2015 0975-8887 | |
| 12 | Mr.H. Rajesh,R. Mr.Aswin Herbert Sathish, Dr.Anthony Vincent B | Exhausting data to defend against cyber security threats: A counter-intelligence approach | OPTIMA-Journal of physical science | Volume 4-September 2015 | |
| 13 | Dr. Anthony Vincent B & Mr. Rajesh H | "A Compact Structure in big data analytics to Substantiate the threats in computer security" | IJIRCCE | Volume 3 ,Special Issue 7,October 2015 Impact Factor :5.618 | |
| 14 | Ms.M.Dhanamalar Ms.B.Ayshwarya | "Case study on mining big data" | IJRCM | Volume 5(2015) issue no 12 December ISSN 2231- 1009 | |
| | Department of Computer Science (PG) | | | | |
| 15 | Prof. R. | To Secure And Prevent Data Transfer Using | ER Publications | ISSN: 2319-7463, Vol. 4 | |

| | Velmurugan | SAR With Path-Constrained Sinks In Wireless Sensor Network | International Journal of Enhanced Research in Science, Technology & Engineering | Issue 9, September-2015, impact factor: 3.28 |
|----|----------------------------|--|--|--|
| 16 | Prof.Kumar & Prof.Ambika.P | Comparative Study Of Microblogging Behavior On Twitter And Facebook To Foster Continous Learning –Educational Sector | 2015 IEEE International Conference on Cloud Computing in Emerging Markets (CCEM), IEEE Xplorer | DOI:10.1109/CCEM.2015 .35,pages: 28-32 http://ieeexplore.ieee.org/x pl/mostRecentIssue.jsp?pu number=7435594&filter% 3DAND%28p_IS_Numbe r%3A7436913%29%26pa geNumber%3D2&pageNu mber=1 |
| 17 | Prof. Jyothi Manoj | ARIMA Modelling to Forecast and Analyze Indian Sectoral Stock Prices | International Journal in Management and Social Science (Impact Factor- 4.358) | January, 2016 ISSN: 2321-1784, Vol.04 Issue-01 |
| 18 | Prof. Jyothi Manoj | Forecast model using ARIMA for stock prices of automobile sector. | International journal in research in finance and marketing. | Volume 6,issue 4(April 2016) ISSN 2231-5985 Impact factor 5.861 |
| | | Department of Psychological Department Department of Psychological Department Depart | ogy | |
| 19 | Dr.Rema.M.K | Challenges in the rehabilitation of destitute women with mental illness | International Journal of Psychology and education (IJPE) | June 2015, Vol,2 Issue 10, Page Nos1-3, ISSN:2321-8606 |
| 20 | Mr.SenthilKumaran J | Personality and test anxiety of school students | International Journal of Education and Psychological | ISSN - 2279-0179 Issue Details : Volume 4, |

| | | | Research (IJEPR) | Issue 2, June 2015 Page Nos : 09 - 13 |
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| 21 | Dr. Rema Madhava | An impact of Jacobson's progressive muscle relaxation in managing the perceived stress level among college students | International journal of research in medical and applied sciences | August 2015,vol.1,issue 2, ISSN 2454-3667 |
| 22 | Dr.Molly Joy | Employee Mental health and Musical Ability | International Journal of Psychosocial Research | Dec 2015 – ISSN 2320- 6381/Global Impact Factor .541 |
| 23 | Dr. Rema Madhava | Need and importance of higher education of women in India | International journal of psychology and education | March 2016 vol.3 issue -7 ISSN 2321-8606 |
| 24 | Dr. Rema Madhava | Challenges in working with industries for research | International journal of educational aspects,management studies and applied sciences | May 2016, Vol.4, ISSN -2320-0383 |
| | | Department of Humani | ities | |
| 25 | Reena Rani Justin | Ethics in English language teaching | Proceedings in modern trends in English language teaching:Placing The Learners In The Spotlight. ISBN 9789352122707 | ISBN 9789352122707 August,2015 |
| 26 | Susan Sanny | Enhancing learning skills | Proceedings in modern trends in English language teaching:Placing The Learners In The Spotlight. | ISBN 9789352122707 August,2015 |
| 27 | Dr.Amitha Santiago | The relam of the possible: 'Activating the self in marriage | Satya Nilayam Research Institute,Madras University,Cheenai.No.27. | March 2016,ISSN 09725016 |
| 28 | Dr.Suguna | Promoting second language communication skills based on learners personality – A study | International journal of advanced research and | April 2016,ISSN 2395- 4396.Vol.2,Issue 2,2016 |

| 29 | Ms. Chandni A | Department of Social W Emotional Intelligence | innovative ideas in education Ork Adelaide Journal of Social | Year - 2015 |
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| | Chandran | | Work, School of Social Work, RoshniNilaya, Mangalore | ISSN 2349-4123 |
| 30 | Dr.Jonas Richard A | Awareness on violence against girl children among adolescent students | Indian Journal of Applies Research | Volume: 6,Issue 4,April 2016 ISSN 2249- 555X,IF:3.919, |
| | | Department of Management | Studies | |
| 31 | Prof Selvi Sathyanarayanan & Dr. Justin Nelson Michael | A Study on Analysis of Depreciation and Its Impact on the Property Owners in the Assessment of Property Tax in Bangalore District | Intercontinental Journal Of Banking, Insurance And Finance | ISSN:2350-0875 –Online ISSN:2350-0867 -Print - Impact Factor:0.432 Volume 2, Issue 7, July 2015 |
| 32 | Prof Selvi S & Dr. Justin Nelson0 Michael | An Analysis on the payment of Property Tax & Rebate under the new Scheme with respect to Bangalore District | Pezzottaite Journals | ISSN: 2279-0896 (Print) Issn: 2279-090x (Online); Impact Factor-2012: 2.844, Impact Factor- 2013: 5.049, Impact Factor-2014: 5.81, Volume 4, Number 3, July To September 2015' |
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| 34 | Prof. Selvi S | Solid waste management adopted by BBMP | Conference Proceeding The Paradigm Garden City College Bangalore. | Volume 4 ISSN 2249- 2534 November 2015 |
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| | D CT 11:35 | Indian Sectoral Stock Prices | Management and Social | ISSN: 2321-1784, Vol.04 |
| | Prof. Jyothi Manoj | | Science (Impact Factor- | Issue-01 |
| | | | 4.358) | |
| 36 | Dr.S.Sundararajan | Role of Higher educational Institutions in | IQAC Conference | ISBN: No.978-93-84935- |
| | | reinventing the skills for Global Competency | Proceedings ,Kristu jayanti | 65-8 |
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| 37 | Dr.S.Sundararajan | Effectiveness of Training & Development in | Chavara International | Vol.1 Issue 1 |
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| 38 | Dr.S.Sundararajan& | An analytical research on fundamental and | Chavara International | Vol.1 Issue 1 |
| | P.Prakash | technical analysis of the HDFC bank stocks in | Journal of Business | January 2016 |
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| | | reference to private banks in Coimbatore | | |
| 40 | Dr.S.Sundararajan | Current Trends in HR Technology and Role of | The observer of | Vol.11 Issue 03 |
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| 41 | Dr.S.Sundararajan | Employees attrition and its determinants in | IJRMT | ISSN 2249-9563,Vol |
| | | service sector | | 2,April 2016 |
| 42 | Dr.R.Vijaya Baskaran | Hybrid Model of Outsourcing by Indian BPOs | International Journal of | ISSN 2348 – 7968 |
| | | | Innovative Science, | Volume 3, Issue 3, March |
| | | | Engineering and Technology | 2016 |
| 43 | Dr.R.Vijaya Baskaran | A critical study into discerning challenges | Indian Journal of Applied | ISSBN Print 2249-555X |
| | | posed by visible US based BPOs an open- | Research, Journal DOI: | Volume : VI, Issue : III, |

| | | source onshore model which is a hybrid between outsourcing and captive | 10.15373/2249555X | March - 2016 |
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| 44 | Dr.R.Vijaya Baskaran | Indian BPO Companies Readiness in Adopting to Emerging Dynamic Discounting Models | Splint International Journal of Professionals a monthly referred International Journal (Print Version) | ISSN 2349-6045 Vol-III, Issue-3 March 2016 |
| 45 | Dr.R.Vijaya Baskaran | Indian BPM Companies strategic onslaught to reign their sustenance | International Journal of Information Technology & Computer Sciences Perspectives. | Vol 5,Number 1 Jan- March 2016 © Pezzottaite Journals, ISSN - 2319- 9016 (print), 2319-9024 (online) sjIF(2015)=6.717 refereed quarterly journal |
| 46 | Aloysius Edward J. Prof. Jyothi Manoj | Forecast model using ARIMA for stock prices of automobile sector. | International journal in research in finance and marketing. | Volume 6,issue 4(April 2016) ISSN 2231-5985 Impact factor 5.861 |
| 47 | Dr.R.Vijaya Baskaran | Strategic competency building by Indian BPM sector to leverage the emerging business scenario | International Journal of Combined Research & Development, | 'I |
| | | Department of Managen | nent | |
| 48 | Syed Kazim and Ajai Abraham Thomas | An Assessment of attitude towards entrepreneurship among post graduate students in Bangalore | International Journal of Management and Social Development | June, 2015 ISSN:2348-1919 |
| 49 | Prof Vinod Joseph & Prof Syed Kazim | Make in India – The Employment Perspective | International Journal of Business and Administration Research Review | August/2015/2348-0653 |
| 50 | Prof. Ajai Abraham | The Behavioral Aspects of Consumers in Spending an Savings – An Exploratory Study | International Journal of Management and Social Development | August/2015/2348-1919 |
| 51 | Prof. Syed Kazim | Impact of advertisements towards customer purchase decision : A study with reference to | International Journal of Management and Social | September 2015,ISSN 2321-1423 |

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| | Prof. Syed Kazim& | A Study on the Unethical Aspects in | SJCC Management | September/2015/2249- |
| 52 | Prof. Ajai Abraham | Advertisement and Its Impact on Women and Children | Research Review | 4359 |
| | Prof. Varsha | The Role of Social Media in Entrepreneurship | The IUP Journal of | September/2015/0973- |
| 53 | Agarwal | Development in India | Entrepreneurship Development, ICFAI | 2659 |
| 54 | Dr.A J Excelce | Consumer awareness of food adulteration and the complaint giving attitude and its effect on the outbreak of food poisoning. | Pezzottaite journals | Vol.4,ISSN 2279-0934 ,September 2015 |
| | Prof. Varsha | A Study on Impact of Personality Traits on | Excel International of | Novermber-2015 |
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| | Prof. Varsha | A Study of Demographic Factors Influence on | International Journal of | Novermber-2015 |
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| 58 | | | Management | |
| | Dr. A.J. Excelce | Investigation of Consumer's Knowledge | South Asian Academic | December/2015/2249- |
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| 59 | | Repercussions on food borne diseases | | |
| | Prof Surendranath | A comparative study on customer involvement | SDM College | December 2015, |
| 60 | Reddy | in purchasing electronic products through | | |

| | | online shopping with reference to Bangalore | | ISBN 978-93-83302-07-09 |
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| 61 | Prof. Syed Kazim & Prof. Ajai Abraham Thomas | Know Kung Fu – Know Human Resource Management | MM – Journal of Management in Manufacturing & Services | January/2016/ISSN No 2350-1480 |
| 62 | Prof. Syed Kazim & Prof. Ajai Abraham Thomas | Impact of cosmetic Advertisements on Customer perception: A study with reference to women in Bangalore | Trans Asian Journal Marketing and Management Research (TAJMMR) | Jan-Feb/2016/2279-0667 |
| 63 | Prof Surendranath Reddy | A study on impact of online advertising on consumer attitudes and online purchase interest with special reference to college students in Bangalore | Archers and elevators publishing house | February 2016,ISBN 978- 93-85640-51-3 |
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| 73 | Dr.V. Muthukumar Mrs Madhumalathi.R | Women Empowerment through micro and small enterprises | Pezottaite Journal | Dec-2015 ISSN 2279-0942 |
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