



Kristu Jayanti College

AUTONOMOUS Bengaluru

Reaccredited 'A' Grade by NAAC | Affiliated to Bangalore University

DETAILS OF FACULTY PUBLICATIONS

JANUARY 2017 - OCTOBER 2018

Total Number of Publications: 371

Sl.No	Year	Month	Name	Title	Publisher Details
1	2018	January	Ms. Abhilasha R	Bharatada Jwalanta Samasyagalu mattu Madhyama	Shrusti Publications, Bangalore 9789381244654
2	2018	January	Dr. Challaraj Emmanuel	Microbes in the degradation of solid waste molasses	Darshan publishers, Tamilnadu ISBN: 978-93-86739-09-4
3	2018	January	Dr. P Baba Gnankumar	Gauging the Demand and Supply of Generic Medicine Distribution System in India	AIMS International 978-1-943295-08-1
4	2018	January	Dr. Renuga Devi S	Technology services of public sector and private sector banks, A Comparative study of customer satisfaction	The Management Accountant-The Journal for CMA ISSN – 0972-3528
5	2018	January	Ms. Annie Stephen	A study on glass ceiling effect on women at work place	Mayas publication Volume 4 Special Issue 2/2395-5929
6	2018	January	Mr. Muruganantham A	LSA-MSC: Lexical Semantic Analyze Based Multi-Level Semantic Clustering for User Opinion Prediction in Web Mining Resource	International Journal of Creative Research Thoughts (IJCRT) ISSN: 2320-2882

Sl.No	Year	Month	Name	Title	Publisher Details
7	2018	January	Mr. Velmurugan R	MSECA: Microblog Subspace Ensemble Cluster Approach for Predicting User Interest on Semantic Web Logs Recommendation in Web Mining	International Journal of Creative Research Thoughts (IJCRT) ISSN: 2320-2882
8	2018	January	Dr. Cecil Donald A	ORBUA: An Effective Data Access Model for MobiCloud Environment	International Journal of Pure and Applied Mathematics, Vol. 118, No. 8, January 2018, pp. 79-85 ISSN: 1311-8080 (printed version); ISSN: 1314-3395 (on-line version)
9	2018	January	Dr. Vinothina V	Scheduling scientific workflow tasks in cloud using swarm intelligence	IEEE International Conference on Current Trends in Advanced Computing (ICCTAC), Date Added to IEEE Xplore: 11 January 2018 DOI:10.1109/ICCTAC.2017.8249991 , http://ieeexplore.ieee.org/document/8249991 ,Electronic ISBN: 978-1-5090-4997-4 ,Print on Demand(PoD) ISBN: 978-1-5090-4998-1
10	2018	January	Ms. Geetanjali Patel	A Study on relationship between Government spending on Higher Education and Human Resource Development	International Journal of Higher Education and Research ISSN 2277 260X
11	2018	January	Dr. Arpita Ghosh	Narrating Dreams and Daughters: Githa Hariharan's The Thousand Faces of Night and Manju Kapur's Difficult Daughters	Literary Endeavour An International Journal of English Language, Literature & Criticism, Vol. IX.1, pp-35-41; ISSN : 0976-299X

Sl.No	Year	Month	Name	Title	Publisher Details
12	2018	January	Dr. Juby Thomas	Multivariate analysis of Indian internet user behavior	Indian national Journal of English and Language (INJELL), Dr. JK research foundation 2321-1172 (online) 2347-2634 (print)
13	2018	January	Ms. Shrestha Banerjee	One step towards Education, One step towards Equality	International Journal of Higher Education and Research ISSN 2277260X
14	2018	January	Dr. S Vijayanand	Screening of Mutinga Calabura and Theobroma cacao for Potential Bioactives	International journal of recent scientific research ISSN-0976-3031
15	2018	January	Dr. U. Sivagamasundari	Isolation, identification and characterization of endophytic bacteria- Azospirillum sp. and Pseudomonas sp. from Brinjal (Solanum melongena l.)	International Journal of Life Sciences ISSN: 2320-7817
16	2018	January	Dr. Suresh K	Predicted side effects of NPC! Protein inhibitors	International Journal of Life Sciences ISSN 2320-964X, ISSN 2320 - 7817
17	2018	January	Dr. Challaraj Emmanuel	A study on isolation and characterisation of Xylanase producing bacteria	International Journal of pharma and biosciences ISSN - 0975-6299
18	2018	January	Ms. Abhilasha R	Revoking The Spirit Of Nationalism And Empathy Through Social Media: A Case Study Of Siachen Tragedy	International Journal of Creative Research Thought 23202882
19	2018	February	Dr. T.K. Murugesan	UPV on virtual Banking Portal-A Study on perspective of cashless Economy	Asian Journal of research in Banking and Finance ISSN 2249-7323

Sl.No	Year	Month	Name	Title	Publisher Details
20	2018	February	Dr. Ambrose Rajkumar M	Investigation on the growth and characterization of silver nitrate doped potassium zinc phosphate hexahydrate NLO single crystal	International Journal of Scientific Research in science, Engineering and Technology ISSN 2394-4099
21	2018	February	Dr. S Sowmyayani	Empirical Evaluation of Intra Coding Technique Used In H. 264 or AVC	International Journal of Engineering and Future Technology ISSN:2455-6432
22	2018	February	Dr. R Vasanthan	Postmodern Prayer and its Significance in Alice Walker's The Color Purple	Language in India – International Journal ISSN 1930-2940
23	2018	February	Ms. Vidyavathi R	Hindu Mythology and its profound propensity Visualised in Bharati Mukherjees's Novels	Literary Herald ISSN 2454-3365
24	2018	February	Ms. Vidyavathi R	Cultural Demarcations and its Nexus to the roots in Bharati Mukherjees desirable daughters	The Criterion: An International Journal in English ISSN 0976-8165
25	2018	February	Dr. Vimal Priyan J	A Comparative Study of Public and Private Life Insurance Companies in India	Journal of Advance Management Research, Volume - 6, Issue -14 ISSN: 2393 – 9676
26	2018	February	Mr. Somasundaram T	Problems of Employee (Faculty) Retention: Study with Reference to Self Financing Engineering College in Thiruvannamalai	Journal of Advance Management Research, Volume - 6, Issue -10 ISSN: 2393 – 9672
27	2018	February	Ms. Gincy Charles	A Study on Benefits and Challenges of Digital (Cashless) India	Journal of Advance Management Research, Volume - 6, Issue -5 ISSN: 2393 – 9667

Sl.No	Year	Month	Name	Title	Publisher Details
28	2018	February	Ms. Monica L	A Study on the Relationship between Non-Muslim Investor's Social Responsibility and Preference of Islamic Financial Products (Bangalore and Pune City)	Journal of Advance Management Research, Volume - 6, Issue -8 ISSN: 2393 – 9670
29	2018	February	Mr. Somasundaram T	A Literature Review on Women Empowerment through Entrepreneurship	Asian Journal of Management Sciences and Economics, Volume No: 40, Issue No: 1 2413 – 0591
30	2018	February	Dr. P Baba Gnankumar	Spill And Spin Over Effect of GST on Consumers Decision Process in Restaurants – A Study Conducted Among Bengaluru Residents;	ZENITH International Journal of Business Economics & Management Research ISSN 2249- 8826 ,Vol.8 (2), pp. 100-107
31	2018	February	Fr. Augustine George	Optimal Multi-Document Integration using Iterative Elimination and Cosine Similarity	Springer Book Series 978-981-13-2284-6
32	2018	March	Dr. Vimal Priyan J	A comparative study of perception level of policy holders towards services offered by life insurance cooperation's of India and ICICI prudential life insurance in Sivakasi	Pranam Publishers ISBN 978-81-936470-8-0

Sl.No	Year	Month	Name	Title	Publisher Details
33	2018	March	Ms. Minu A	Vision and Revision of Feminine Facet: An Exploration of Swami Vivekananda's Female Notions	Reflections on Swami Vivekananda: Perspectives on Religious and Moral Philosophy, Department of History, St Cyril's College Adoor ISBN 978-81-924576-1-1
34	2018	March	Ms. Swetha P A	TBL Model for Homestay's Sustainability	Abhinav-National Monthly Refereed Journal Of Research In Commerce & Management Vol 7, No 3 ISSN 2277-1166.
35	2018	March	Mr. K.Kiran Kumar	A Comparative study on Shareholders value of selected cement companies in India	KAAV – International Journal of Economics, Commerce and Business Management ISSN No: 2348 - 4969
36	2018	March	Mr. Surjit Singha	The Future Gold of Papua New Guniea: Sutainable Tourism in PNG	KAAV – International Journal of Economics, Commerce and Business Management ISSN No: 2348 - 4969
37	2018	March	Ms. Monica Mathew	Empowering Tribal Youth In Odisha: A differnent approach –An Emperical Study On Nigunaguda Village	KAAV – International Journal of Economics, Commerce and Business Management ISSN No: 2348 - 4969
38	2018	March	Mr. Padmanagendra R	An analytical study on self help finance schemes in rural area with special reference to Bangalore rural district	KAAV – International Journal of Economics, Commerce and Business Management ISSN No: 2348 - 4969
39	2018	March	Ms. Saranya S	Impact of digital economy on service sector in Karnataka with reference to Bangalore city an analytical study	KAAV – International Journal of Economics, Commerce and Business Management ISSN No: 2348 - 4969
40	2018	March	Ms. Ashwitha	A study on work life balance of IT enabled BPO workers at Bangalore City	KAAV – International Journal of Economics, Commerce and Business Management ISSN No: 2348 - 4969

Sl.No	Year	Month	Name	Title	Publisher Details
41	2018	March	Mr. Velmurugan R	A Semantic Personalized Feed Ranking search using Context Aware Multilevel Clustering Approach for Predicting User Interest in Weblog Mining	International Journal of Creative Research Thoughts – IJCRT Vol 6, Issue 1, PP 1061 – 1073
42	2018	March	Mr. Suresh K	Prediction of Investment Tendency Behavior of Individuals with Social Networks by using Spatial Data Mining	Proceedings of the 12th INDIACom; INDIACom-2018; IEEE Conference ISSN 0973-7529; ISBN 978-93-80544-28-1
43	2018	March	Mr. Saravana Kumar S	Improved CPU utilization using advanced fuzzy based CPU scheduling Algorithm	Shanlax International Journal of Arts, Science and Humanities ISSN: 2321788X Vol .5 Special Issue.6
44	2018	March	Ms. Sandhya Soman	A Survey of Image Processing Techniques for Diabetic Retinopathy	International Conference on advances in computer science and technology ISSN 2395 1303
45	2018	March	Ms. Ayshwarya B	Lung Cancer Prediction Using Feed Forward Back Propagation Neural Network with Optimal Features	International Journal of Applied Engineering Research (IJAER) ISSN 0973-4562
46	2018	March	Mr. Ambrose Rajkumar M	Photoluminescence, photoconductivity, thermal, micro hardness and dielectric properties of silver nitrate doped potassium zinc phosphate hexahydrate single crystal	International Journal of Scientific Research in science, Engineering and Technology ISSN 2394-4099

Sl.No	Year	Month	Name	Title	Publisher Details
47	2018	March	Mr. Ambrose Rajkumar M	A study on the growth and characterization of pure and pyrene doped benzimidazole single crystal	Sciencia Acta Xaveriana 0976-1152
48	2018	March	Mr. Ambrose Rajkumar M	Structural and optical characterization of CuO nanorods by wet chemical method	Sciencia Acta Xaveriana 0976-1152
49	2018	March	Dr. Vinodha Devi K	A Study On The Impact Of Socio-Economic Factors On The Per-Capita Income Of SHG Members With Special Reference To Kanyakumari District	KAHV – International Journal of Economics, Commerce and Business Management ISSN No: 2348 - 4969
50	2018	March	Dr. Vinodha Devi K	Micro Finance And Women Entrepreneurship With Special Reference To Kanyakumari District, Tamil Nadu	Shanlax Publishers 2321-788X
51	2018	March	Ms. Jethina James	A Comparative Study Of Gujarat And Kerala Model	KAHV – International Journal of Economics, Commerce and Business Management ISSN No: 2348 - 4969
52	2018	March	Ms. Neeta Dwivedi	Driving Sustainable Development Through Women Entrepreneurship	KAHV – International Journal of Economics, Commerce and Business Management ISSN No: 2348 - 4969
53	2018	March	Ms. Neeta Dwivedi	Empowering Tribal Youth In Odisha: A Different Approach-An Empirical Study On Nigunaguda Village (Upper Podapadar)	KAHV – International Journal of Economics, Commerce and Business Management ISSN No: 2348 - 4969

Sl.No	Year	Month	Name	Title	Publisher Details
54	2018	March	Ms. Preethi S. J. G.	An Economic Analysis Of Women SHG In India With Special Reference To Southern States	KAHV – International Journal of Economics, Commerce and Business Management ISSN No: 2348 - 4969
55	2018	March	Dr. Durairaj S	Identification, expression and Methylation of mRNA-7110 and its involvement in type 1 diabetes mellitus	Gene Reports Scopus indexed ISSN: 2452-0144
56	2018	March	Ms. Shilpa Rao C	Impact of Microfinance on Living standards, empowerment and poverty alleviation of poor people	KAHV – International Journal of Economics, Commerce and Business Management ISSN No: 2348 - 4969
57	2018	March	Dr. Krishnamoorthi M	Measurement of Risk and Return of Equity oriented Dividend Funds of selected Mutual Funds companies in India	M- Infiniti Journal of Management ISSN: 0973 – 7197
58	2018	March	Dr. Justin Nelson Michael	The Dynamic Relationship Between Stock Prices and Exchange Rate – An Egyptian Experience	International Journal of Research in Economics and Social Sciences (IJRESS) ISSN (o) 2249-7382, Vol 8, Issue 3, P 1-7
59	2018	March	Mr. Stephen Deepak R	Measurement of organisation Justice Scale and its dimensions on white collred professional - An empirircal analysis	International Journal of creative research thoughts.(IJRCT),vol 6,issue 1 ISSN 2320-2882
60	2018	March	Mr. D. Ravindran	Evaluating The Store Characteristics in Selecting Trade Promotional Schemes	Shanlax International Journal of Management ISSN 2321-4643

Sl.No	Year	Month	Name	Title	Publisher Details
61	2018	March	Mr. D. Ravindran	Teenagers' Preference Towards Organic Food Products in Sivaganga	Shanlax International Journal of Management ISSN 2321-4643
62	2018	March	Ms. Swetha P A	Investment decision on homestay business : A case study of Kodagu district	
63	2018	April	Dr. Arti Singh	Empirical Perspective – the Angle of Consumer Agency (With reference to Varanasi)	Journal of Advance Management Research, Volume - 6, Issue -3 ISSN: 2393 – 9665
64	2018	April	Dr. S. Christuraja	A Study on Perception of Students Towards Digital Payments in Tiruchirappalli City	Journal of Advance Management Research, Volume - 6, Issue -4 ISSN: 2393 – 9666
65	2018	April	Mr. Surjit Singha	Workforce Diversity Improves the Productivity of an Organization	Journal of Advance Management Research, Volume - 6, Issue -6 ISSN: 2393 – 9668
66	2018	April	Mr. Surjit Singha	Inclusive Business Growth and Sustainable Development in North East India and Papua New Guinea (PNG)	Journal of Advance Management Research, Volume - 6, Issue -12 ISSN: 2393 – 9674
67	2018	April	Ms. Amritha Ashok	A Study on Factors that Hinder the Adoption of Micro Health Insurance among Domestic Helpers in the City of Bengaluru - (North)	Journal of Advance Management Research, Volume - 6, Issue -2 ISSN: 2393 – 9664
68	2018	April	Ms. Saranya S	Consumers' Usage Pattern of Marico Company Products – An Exploratory Study in Bangalore City	Journal of Advance Management Research, Volume - 6, Issue -9 ISSN: 2393 – 9671

Sl.No	Year	Month	Name	Title	Publisher Details
69	2018	April	Ms. Swetha Manoharan	A Study on the impact of Core Banking Solution on the Operational Performance of Banks	Journal of Advance Management Research, Volume - 6, Issue -13 ISSN: 2393 – 9675
70	2018	April	Mr. Santhosh V	An overview of Goods and service Tax	Journal of Advance Management Research ISSN: 2393-9664, Vol. 6, Issue 4
71	2018	April	Mr. Shashi Kumar M	A study on the effectiveness of changing dynamic talent acquisition in companies with special reference to Bangalore	Journal of Advance Management Research ISSN: 2393-9664, Vol. 6, Issue 4
72	2018	April	Ms. Ashwitha	A study on the priority sector advances – A special reference to public sector banks in India	Journal of Advance Management Research ISSN: 2393-9664, Vol. 6, Issue 4, pp. 313-318
73	2018	April	Ms. Ashwitha	Management of Non-Performing assets: A special reference to Canara Bank	Journal of Advance Management Research ISSN: 2393-9664, Vol. 6, Issue 4, pp. 313-318
74	2018	April	Dr. Arti Singh	An influence of print media advertisement on the psyche of the consumer in Varanasi	Journal of Advance Management Research ISSN: 2393-9664, Vol. 6, Issue 4, pp. 313-318
75	2018	April	Mr. Shashi Kumar M	A study on the impact of advertisement towards the preference of the products in Bengaluru	Journal of Advance Management Research ISSN: 2393-9664, Vol. 6, Issue 4, pp. 313-318
76	2018	April	Dr. Jisha V G	A Study on level of awareness and the purchasing behaviour in social media sites among the e - consumers (with reference to Coimbatore city)	Journal of Advance Management Research ISSN: 2393-9664, Vol. 6, Issue 4, pp. 313-318

Sl.No	Year	Month	Name	Title	Publisher Details
77	2018	April	Ms. Rupashree	Analysis of Net Investment Income of Mutual funds in India with Nifty	Journal of Advance Management Research ISSN: 2393-9664, Vol. 6, Issue 4, pp. 313-318
78	2018	April	Dr. Jisha V G	An Empirical study on determinants of Customer Satisfaction in Retail Malls (with Reference to Coimbatore City)	Journal of Advance Management Research ISSN: 2393-9664, Vol. 6, Issue 4, pp. 313-318
79	2018	April	Ms. Mamtha D	Dynamic Influences of Institutional Investments in Indian Stock Market – An Empirical Approach	Journal of Advance Management Research ISSN: 2393-9664, Vol. 6, Issue 4, pp. 313-318
80	2018	April	Dr. A. J. Excelce	Inattention of Food safety and food adulteration its impact on food assassinating.	Journal of Advance Management Research ISSN: 2393-9664, Vol. 6, Issue 4, pp. 313-318
81	2018	April	Dr. Vimal Priyan J	Labour problems of small scale industries- A study with special reference to printing units in Sivakasi	Journal of Advance Management Research ISSN: 2393-9664, Vol. 6, Issue 4, pp. 313-318
82	2018	April	Dr. Geethu Anna Mathew	An Empirical Examination on Organizational Commitment of Star Classified Hotel Employees in Kerala	Peer Refereed International Journal of Commerce, Management & Social Science ISSN: 2249-8117
83	2018	April	Dr. Krishnamoorthi M	Performance Evaluation of Equity Oriented Growth Funds of Selected Mutual Funds Companies in India	SHANLAX International Journal Of Management ISSN: 2321-4643
84	2018	April	Dr. Krishnamoorthi M	Policy Holder's Perception Towards LIC With Reference to Triupattur Town	SHANLAX International Journal Of Management ISSN: 2321-4643
85	2018	April	Dr. Joseph Charles Tamilmaran D	A study on consumer perception on privacy issues in Indian E-Commerce websites	Journal of Advance Management Research ISSN: 2393-9664, Vol. 6, Issue 4
86	2018	April	Dr. Araganathan P	Acclimatizing Human Resource Analytics in Corporate – A Critical Review	International Journal of Current Advanced Research ISSN online: 2319-6475, ISSN print: 2319-6505 Vol. 7, issue 4(B), pp. 11403 – 11408

Sl.No	Year	Month	Name	Title	Publisher Details
87	2018	April	Dr. Gita P C	The Relationship Between Five Factor Model of Personality and Emotional Intelligence among Employees at workplace	Journal of Advance Management Research ISSN: 2393-9664,Vol. 6, Issue 4, pp. 313-318
88	2018	April	Mr. Stephen Deepak R	Organization Justice through Diversity Management Moderated through Leader-Member Exchanges	Journal of Advance Management Research ISSN: 2393-9664,Vol. 6, Issue 4, pp. 313-318
89	2018	April	Dr. P Baba Gnankumar	The penetration of Customer values during Festival Season in Nested Markets	Journal of Advance Management Research ISSN: 2393-9664,Vol. 6, Issue 4, pp. 313-318
90	2018	April	Dr. G. Bala Sendhil Kumar	An Empirical Analysis Customer Satisfaction at HP Gas Agencies in Puducherry	Journal of Advance Management Research ISSN: 2393-9664,Vol. 6, Issue 4, pp. 313-318
91	2018	April	Dr. G. Bala Sendhil Kumar	A Study on Quality of Work Life at Automobile Industries in Puducherry	Journal of Advance Management Research ISSN: 2393-9664,Vol. 6, Issue 4, pp. 313-318
92	2018	April	Dr. Joseph Charles Tamilmaran D	A study on Customer Satisfaction towards Digital Banking with special reference to Bengaluru City	Journal of Advance Management Research ISSN: 2393-9664,Vol. 6, Issue 4, pp. 313-318
93	2018	April	Dr. R Vijaya Bhaskaran	Indian Online Market space leadership innovations and gullible end-user perceptions	International Journal of Research in Economics and Social Sciences (IJRESS) ISSN 2249-7382
94	2018	April	Dr. Araganathan P	Green recruitment : A new-fangled approach to attract and retain talent	International Journal of Business Management and Research,Vol 8,Issue - 2 ISSN 2249-6920
95	2018	April	Dr. Daniel Santhosh Raj E	Indirect tax reforms in India and away to the lead for GST	International journal for science and advance research in Technology ISSN: 2395 -1052

Sl.No	Year	Month	Name	Title	Publisher Details
96	2018	April	Dr. P Baba Gnankumar	Demystifying the Financing Tool box with Micro-finance in co-operative societies – A demand side study on Agricultural Co-operative societies in South India	IIM, Kozhikode,978-81-926239-4-8,p. 147-159
97	2018	May	Dr. Ambika P	Machine learning	Chapter -11,Handbook of research on cloud and Fog Computing infrastructures for data science, IGI Global Publisher doi:10.4018/978-1-5225-5972-6
98	2018	May	Dr. Ambika P	Data Mining Algorithms and Techniques	Chapter - 10,Handbook of research on cloud and Fog Computing infrastructures for data science, IGI Global Publisher doi:10.4018/978-1-5225-5972-6
99	2018	May	Ms. Aruna Devi K	Two dimensional feature extraction and blog classification using artificial neural network	International Journal of applied engineering research (IJAER),volume 13,Number 9 ISSN 0973-4562
100	2018	May	Dr. Selvam Arjunan	Microalgae Harvesting via Flocculation: Impact of PH, Algae Species and Biomass Concentration	Methods of Microbiology and Molecular Biology
101	2018	May	Dr. Durairaj S	MicroRNA21 and the various types of myeloid leukemia	Cancer Gene Therapy Nature group of a journal ISSN 1476-5500
102	2018	May	Mr. D. Ravindran	Store Attributes in Jewellery Shopping Preference	Journal of Management, IT & Engineering ISSN 2249-0558
103	2018	June	Dr. Anthony Vincent B	Essentials of Cloud Computing and Security	Tejas Publishers and Distributors Bengaluru, ISBN No.9788193609033
104	2018	June	Ms. Ayshwarya B	Web programming using PHP	Amazon.in,Amazon.com ISBN 10: 198310289X ISBN 13: 9783102899

Sl.No	Year	Month	Name	Title	Publisher Details
105	2018	June	Dr. T.K. Murugesan	An Empirical Analysis on Effective Implementation of Six Sigma by Manufacturing Companies at Bangalore	Asian Journal of Research in Social Sciences and Humanities ISSN 2249-7315
106	2018	June	Fr. Augustine George	Document Summarization Using Sentence Based Topic Modeling And Clustering	International Journal of Advanced Research (IJAR),PP 285-291 ISSN 2320-5407
107	2018	June	Dr. Anthony Vincent B	Insight of cloud technology revolutionizing the security in contemporary age	Shanlax International Journals better sound through compendium
108	2018	June	Ms. Kalaiselvi K	Impact of Genetic algorithm in cryptology – An Empirical Study	International Journal of Computer Engineering and Applications.
109	2018	June	Dr. Ambrose Rajkumar M	Crystal growth and characterization of Au ³⁺ ion irradiated 2-amino-5-nitropyridinium hydrogen oxalate (2A5NPHO)	Molecular Crystals and Liquid Crystals,(International Journal), http://www.tandfonline.com/loi/gmcl20/ ISSN: 1542-1406
110	2018	June	Ms. Suni Ajaykumar	A regression model of crypto- currency price	International Journal of Statistics and Applied Mathematics ,3(3): 120-125 ISSN: 2456-1452
111	2018	June	Ms. Sruthi B Guptha	Violence and Female Bodies: A Literary and Historical Analysis of the Institutionalized Culture of Sexual Violence in the Post Partition Kashmir	Diotima's: A Journal of New Readings special issue on Dalit Studies ISSN: 2319-4189
112	2018	June	Dr. Durairaj S	Identification, expression, and methylation of miR-7110 and its involvement in type 1 diabetes mellitus	Gene Reports 2452-0144
113	2018	June	Dr. S Jemimah Naine	Bioactivity of Marine Streptomyces sp. VITJS4: Interactions of Cytotoxic Phthalate Derivatives with Human Topoisomerase II α : An In Silico Molecular Docking Analysis.	Interdisciplinary Sciences,10(2):261-270.
114	2018	June	Dr. A.J. Excelce	Deliberation and accomplishment of hand washing practices of consumers	Research Guru – Online Journal of Multidisciplinary Subjects,Vol.12, Issue 1 2349 – 266X

Sl.No	Year	Month	Name	Title	Publisher Details
115	2018	June	Mr. Somasundaram T	Effectiveness of Life Skill training (Education) program: A Study with reference to Management students at Bangalore	Research Guru – Online Journal of Multidisciplinary Subjects, Vol.12, Issue 1 2349 – 266X
116	2018	June	Dr. Baba Gnankumar	Exploring the Price Bundling Portfolio of Indian FMCG Market	Asian Journal of Multidimensional Research ISSN: 2278-4853
117	2018	July	Mr. Masilamani C	A Study on Al Purdy's Lament for the Dorsets as an Elegy of Unique and Extinct Civilisation of the Dorsets	Language in India-An International e-journal. Vol: 18 Issue:7 ISSN 1930-2940
118	2018	July	Dr. Sheeja krishna Kumar	Intelligent Campus Environment: A Requisite to be Competent	Nitte Management Review, Vol 11(1) ISSN Print - 2231-6043; ISSN Online - 2395-1907
119	2018	August	Dr. V Muthukumar	Organizational Climate in Tamilnadu State Transport Corporation	International Recognition Research Journal ISSN:2249-894X
120	2018	August	Ms. Apoorva Ravi	Twitter & Democracy: Is twitter a Tool for Two-Way Political Dialogue or Has it Turned into a Platform for Trolling and Propaganda	IJCMS ISSN: 2369-641X
121	2018	August	Dr. Navkiran Kaur Bedi	Coercing through Visuals: A Multimodal Analysis of Select Hair-Care Advertisements	International Journal of English Language, Literature, Volume 6, Issue 8 2321-7065
122	2018	August	Dr. Baba Gnankumar	Demystifying the Financial Inclusion Penetration by Customised Financial Instruments - A Demand Side Study Done on Rural Customers of India	Asian Economic and Financial Review, Vol. 8, No. 7, pp. 999-1012
123	2018	September	Dr. Krishnamoorthi M	Accounting for Management	Lakshmi Publication, Chennai ISBN No: 978-93-87950-10-8
124	2018	September	Ms. Geetanjali Patel	Sustainable Development of Human Capital	Academy of Human Resources Development, Gujarat and Excel India Publishers ISBN: 978-93-88237-04-8

Sl.No	Year	Month	Name	Title	Publisher Details
125	2018	September	Mr. Ratheesh P T	A study on the Challenges of community Involvement in Tourism with special reference to socio-economic aspects at Hampi	Journal of Emerging Technologies and Innovative Research, Volume 5, Issue 9
126	2018	September	Dr. Ambika P	Exploiting the IoT potential of Blockchain in the IEEE P1931.1 ROOF Standard	IEEE Communication standard magazine, September issue.
127	2018	September	Mr. Masilamani C	Enhancing the English Language Proficiency of Undergraduate Engineering Students Through Experiential Learning	The IUP Journal of English Studies, September, 2018 Vol.XIII Issue. 3 ISSN: 0973-3728
128	2018	September	Dr. A.J. Excelce	Sway of Digitalization in India towards various sectors	Research Guru – Online Journal of Multidisciplinary Subjects, Vol.12, Issue 1 2349 – 266X
129	2018	September	Ms. Shilpa Rao C	Sway of Digitalization in India towards various sectors	Research Guru – Online Journal of Multidisciplinary Subjects, Vol.12, Issue 1 2349 – 266X
130	2018	September	Dr. Ambika P	Exploiting the IoT potential of Block chain in the IEEE P1931.1 ROOF Standard	IEEE Communication standard magazine, September issue
131	2018	September	Dr. Kaveri Swami	Human Rights in India and its Relative Impact and Scrutiny on Global Scenario	Paradigm Shift in Disciplines. Government First Grade College, HSR Layout, Bangalore ISBN:978-0-359-17324-2
132	2018	October	Mr. Masilamani C	A Study on Beautification and Psychological Destruction of Black Women in Toni Morrison's The Bluest Eye	JETIR Publication ,Indexed in Researcher ID Thomson Reuters, Google Scholar, DocStoc, ISSUU, and Scribd IF: 5.87 2349-5162
133	2018	October	Dr. D. Ravindran	Retailers' Buying Preference in Cement Retailing	Research Explorer -Indian Academic Researchers Association, Special Issue, p-108-112 ISSN: 2250-1940,

Sl.No	Year	Month	Name	Title	Publisher Details
134	2018	October	Dr. D. Ravindran	Retailers' Preference of Coconut Oil Brands-Distribution Perspective	Shanlax International Journal of Commerce, Special Issue, Vol 6,P-85-91 ISSN: 2320-4168
135	2018	October	Dr. Selvam Arjunan	Differential Expression of Proteins Associated with Chronic Hepatitis B Virus Infection on HeLa cell lines	Journal of Proteomics and Genomics ISSN: 2576-7690
136	2018		Dr. Kaveri Swami	Western and Eastern Political Thought (CBCS) for IV Semester B.A under Bangalore University	Subhash Publication (Under Process)
137	2018		Dr. Krishnamoorthi M	Financial Management	Lakshmi Publications, Chennai
138	2018		Dr. Ginu George	Employee Engagement in Travel Organizations in India: The influence of Psychological Climate and its influence on intent to stay	Evolving Paradigms in Tourism and Hospitality in Developing Countries, Apple Academic Press 13: 978-1-77188-630-7
139	2018		Dr. S Jemimah Naine	Bioactivity of Marine Streptomyces sp. VITJS4: Interactions of Cytotoxic Phthalate Derivatives with Human Topoisomerase II α : An In Silico Molecular Docking Analysis.	Interdiscip Sci 2018 Jun;10(2):261-270.
140	2018		Dr. S Jemimah Naine	Purification and Characterization of Extracellular Lipase from <i>Serratia marcescens</i> VITSD2,	Proceedings of the National Academy of Sciences India Section B - Biological Sciences 88(1), 373-381
141	2018		Dr. S Jemimah Naine	Biosynthesis of MgO Nanoparticles Using <i>Lactobacillus</i> Sp. and its Activity Against Human Leukemia Cell Lines HL-60,	Bionanoscience 8(1) 249-253
142	2018		Dr. S Jemimah Naine	Inhibition of the ATPase Domain of Human Topoisomerase IIa by 1, 2-benzenedicarboxylic acid, mono (2-ethylhexyl) ester: molecular docking and dynamics simulations" Current Cancer Drug Targets	Current Cancer Drug Targets (Publishing Agreement BSP-CCDT-2017-996

Sl.No	Year	Month	Name	Title	Publisher Details
143	2018		Dr. Arun Kumar S	Morphometric analysis of Oxyopid spiders (Araneae: Oxyopidae) of Karnataka	Journal of Entomological Science Print ISSN: 0367-8288, Online ISSN: 0974-8172
144	2018		Dr. Sheeja krishna Kumar	Evaluating job satisfaction using family domain variables among women employees	FOCUS International Journal of Management,1. 13(2), p. 28-35, ISSN: 0973-9165, EBSCO indexed, 2018 ISSN: 0973-9165
145	2017	January	Mr. Mohammed Umair	Income Tax II	Skyward Publishers, Bangalore 978-93-84494-62-9
146	2017	January	Mr. Naveen Kumar G	A study on consumer behaviour towards home appliances in Bangalore rural district	National Journal of Research in Commerce Volume 5 January 2017 ISSN 2454 6597 IMPACT FACTOR 3.26
147	2017	January	Ms. Saranya S	An Empirical Study on the usage pattern of Social Media Among Youths with reference to Bangalore City	The International Journal Research Publications, Singapore ISSN.2251 1571
148	2017	January	Ms. Saranya S	Consumer's Brand Preference Towards Patanjali Products With Reference To Bangalore City – An Empirical Study	International Research Journal of Commerce and Behavioural Science, Vol. 6, No. 3, pp: 1-8. ISSN: 2251-1547
149	2017	January	Ms. Saranya S	Consumers brand preference towards Patanjali products with reference to Bangalore city - An empirical study	The International Journal Research Publication's Research journal of commerce and behavioural sciences ISSN 2251-1547
150	2017	January	Dr. S Sowmyayani	wavelet based short boundary detection	International Journal of Image and Graphics ISSN: 0219-4678
151	2017	January	Ms. Geetanjali Patel	Nexus Between Population, Income, Output and Employment : Econometric Evidence from India	International Journal of Multidisciplinary & Current Research ISSN No. 2321-3124

Sl.No	Year	Month	Name	Title	Publisher Details
152	2017	January	Ms. Lyola Thomas	A Psalm for Life	Mirror view ISBN 9781366452979
153	2017	January	Ms. Lyola Thomas	Deconstructing God in the Book of Psalms	Labyrinth ISSN 0976-0814
154	2017	January	Ms. Apoorva Ravi	Integrated Marketing Communication by an NGO: A Case Study of Backathon Campaign by Make a Difference	IJSER ISSN 2455-8834
155	2017	January	Ms. Sucheta Sankar V	The Politico-Exotic Slot: The Ministry of Utmost Happiness and its Epitexts	Journal of Literature and Aesthetics ISSN 2278-523X
156	2017	January		A modified Protocol for Agrobacterium mediated transformation of tomato Plants	International Journal of Current Research in Biosciences and Plant Biology (IJCRBP) ISSN: 2349-8080
157	2017	January	Mr. Manjunath S	A study on the perception of Indian industries towards green marketing with reference to selected companies	A Journal of Intercontinental Management Research Consortium ISSN: 2321-0346(O) 2347-1670(P)
158	2017	January	Ms. Ranjitha M	Ultrasound Image Analysis and Detection Of Kidney Stones Using Smart Sensors	Proceedings of National Conference on Emerging Sensor Devices, Materials & Technologies,(NCESDMT – 2017) ISBN NO: 978-81-926279-6-0
159	2017	January	Dr. P Baba Gnankumar	Case Study of Branding the Products by Spiritual Foundation	IIM A Conference on Marketing in Emerging Economies
160	2017	January	Dr. P Baba Gnankumar	Devising the Pricing Strategy for Nested Markets; Consumer Behaviour and Contemporary Marketing Strategy	NIRMA University, Excel Publishers ISBN 978-93-86256-32-4
161	2017	February	Dr. E Eswara Reddy	A Study on production, yields,export and performance of sugarcane in india	International Journal of Management and Social Sciences Research Review, Vol-1, Issue -4 E-ISSN-2349-6746,ISSN-2349-6746,ISSN-2349-6738

Sl.No	Year	Month	Name	Title	Publisher Details
162	2017	February	Mr. M. Thinesh Kumar	Intellectual Capital Disclosure in BSE Sensex Companies of India	Pacific Business Review International 0974-438X
163	2017	February	Ms. Shenbagavalli T	Impact of B2B and B2C accelerates Indian companies Market share-With special reference to pharmaceutical companies EPS	ARS-Journal of applied research and social sciences ISSN :2350-1472
164	2017	February		Digital Technologies on the Economy, Society and Business	Journal of Management and Science, Vol. 1, pp: 111-113. ISSN: 2249-1260/ e-ISSN: 2250-1819
165	2017	February		Impact on Information & Communication Technology in challenging business environments: A Study	International Journal of Management and Social Science Research Review, Vol-1, Issue – 4, Feb 2017 ISSN-2349-6738 E-ISSN-2349-6746
166	2017	February	Mr. Prathap G	Impact on Information & Communication Technology in challenging business environments: A Study	International Journal of Management and Social Science Research Review, Vol-1, Issue – 4, Feb 2017 ISSN-2349-6738 E-ISSN-2349-6746
167	2017	February	Ms. Ayshwarya B	Classifier based analysis for lung cancer patients using weka tool	International Journal of research in computer applications and management ISSN 2321 0613
168	2017	February	Ms. Vinothina V	Machine Learning Tools-An Overview	International Journal of Advance Research in Science and Engineering, Vol.6, No.2, pp:169-176. ISSN.No:2319-8354
169	2017	February	Ms. Lyola Thomas	Reading Between the Lines – Intertextuality in the Book of Psalms	Iyal Publication ISBN 978-93-852832-7-7
170	2017	February	Ms. Lyola Thomas	Self-Construct: Decentering Identity and Authenticating Self in the Book of Psalms	International conference on advances in English Studies ISSN 2347-3479

Sl.No	Year	Month	Name	Title	Publisher Details
171	2017	February	Dr. Vimal Priyan J	Perception of Customers towards Service Quality of Canara Bank towards Deposit Schemes	ICTACT International Journal on Management Studies 2395-1656
172	2017	February	Dr. Krishnamoorthi M	Dividend Behavior Analysis Of Selected Steel Companies In India –A Descriptive Study	Aayvagam An International Journal Of Multidisciplinary Research ISSN; 2321-5739
173	2017	February	Dr. Krishnamoorthi M	Financial Liquidity Performance Evaluation of Select Steel Companies in India - A Descriptive Study	Aayvagam An International Journal Of Multidisciplinary Research ISSN; 2321-5739
174	2017	February	Dr. Joseph Charles Tamilmaran D	Customer Touch Point Analysis In Indian Retail Banks	International Journal of Informative & Futuristic Research ISSN: 2347-1697
175	2017	February	Mr. D. Ravindran	Retailers' Choice of Innovative Trade Promotion Practices of Single Serve Softdrinks: Global Growth: Gears and Glows	Shanlax Publication ISBN 978-81-933316-4-4
176	2017	February	Ms. Vinothina V	Machine Learning Tools – An overview	Conference Proceeding - International Conference on recent trends in Engineering Science, Humanities and Management ISBN-978-93-86171-184
177	2017	February		Developing an App for Diaognasis of Diabetes for mobile Based System Using Knowledge Base	Indian Journal of Medical Research and Pharmaceutical Sciences ISSN No: 2349-5340
178	2017	February	Dr. Ashokkumar J	Effect of Demonetization on E-Commerce in India	National Seminar on Innovative Practices in Modern Business - Ananda College ISBN 9788192361081
179	2017	February	Dr. Ashokkumar J	Effects of Demonetization in E commerce	Sigma Publication Chennai 978-81-92361-08-1
180	2017	March	Dr. Chitra V	Employee Relationship Management	MJP Publishers, Chennai ISBN: 978-81-8094-355-3

Sl.No	Year	Month	Name	Title	Publisher Details
181	2017	March	Dr. Jaishankar Pillai	MDR Enterobacteriace – Lactose fermentor from Clinical Samples	Darshan Publisher, Tamil Nadu India 978-81-932645-5-3
182	2017	March	Dr. P Arganathan	Total Quality management (Theory and Practice)	Himalaya Publishing House ISBN- 978-93-5273- 573- 0
183	2017	March	Dr. E Eswara Reddy	ATM – A key for Green Banking Initiative	IJMSRR Peer Reviewed and Indexed Journal E- ISSN-2349-6746,ISSN-2349-6738
184	2017	March	Dr. V Babu	An Analytical study on venture capital angel investor with special reference to crowd funding in Kannada film industry	International Journal of Multidisciplinary Research Review 2397 - 1877
185	2017	March	Ms. Annie Stephen	Prospects Of Crowdfunding Education	International Journal of Engineering and Computer Science 2319-1242
186	2017	March	Dr. Ambika P	Adverse impact of human sentiments on cognitive bias using natural language model	International Journal of Innovative Research in Computer and Communication Engineering ISSN (Print): 2320-9798
187	2017	March	Mr. Muruganantham	Automatic summarization of public events using real time twitter data stream	International Journal of Innovative Research in Computer and Communication Engineering ISSN (Print): 2320-9798
188	2017	March	Mr. R. Kumar	Reverse Phishing for Anomaly Detection Using Clustering	International Journal of Innovative Research in Computer and Communication Engineering ISSN (Print): 2320-9798
189	2017	March	Ms. Aruna Devi K	Sentiment Analysis of traffic using real time social media data	Global Journal Of Engineering Science And Researches ISSN 2348 – 8034

Sl.No	Year	Month	Name	Title	Publisher Details
190	2017	March	Ms. Ranjitha M	Internet of things- The imminent technology: Object Recognition using discrimination sparse coding and storage of features and images using key value encryption in cloud	Asian Journal of Current Research 29th March 2017, Volume 2 , Issue 2
191	2017	March	Ms. Vani Chakraborty	Application of multi-Agent Systems in Organ Transplant Co-Ordination	International Journal Of Information Technology & Computer Sciences Perspectives;(IJITCSP), Volume 6, Number 1, January to March ,2017 ISSN 2319-9016
192	2017	March	Ms. Vani Chakraborty	Application of multi-Agent Systems in Organ Transplant Co-Ordination	International Journal Of Information Technology & Computer Sciences Perspectives;(IJITCSP), Volume 6, Number 1, January to March ,2017 ISSN 2319-9016
193	2017	March	Ms. Lyola Thomas	Looking Beyond the Story – Postmodernist Narrative Techniques	Samyoga: an academic journal ISSN 2231-3362
194	2017	March	Ms. Lyola Thomas	Still Waters – Psalms as poetry that can becalm you	International Journal of Social Sciences ISSN: 2394-1316
195	2017	March	Dr. Selvam Arjunan	Docking of homology modeled neurotoxin from acahyptophis peronii onto the crystal structure of acetyl choline binding protein	International Journal of Advanced Biotechnology Research (Accepted) ISSN: 0976-2612
196	2017	March	Dr. Selvam Arjunan	Detection of salt tolerant rice genotypes at the seedling stage using molecular markers: A genotypic analysis	International Journal of Current Research in Biosciences and Plant Biology (Accepted) ISSN: 2349-8080
197	2017	March	Dr. A.J. Excelce	The latent of neuro marketing contrivance	South Asian Academic Research Journals, Vol.7 Issue 3 ISSN - 2249-877X
198	2017	March	Mr. Suku Thomas Samuel	The Rational of Currency Futures Trading in India	International Journal of Multidisciplinary Research Review 2396 - 1877

Sl.No	Year	Month	Name	Title	Publisher Details
199	2017	March	Mr. Surendranath Reddy	Factors affecting online shopping behaviour of consumers	International Journal of Business and Administration Research Review E-ISSN-2347 -856X,ISSN-2348-0653
200	2017	March	Mr. Surendranath Reddy	Impact of Online Consumer Reviews on Consumer Purchase Decision in Bangalore	International Journal of Allied Practice, Research and Review ISSN 2350 -1294
201	2017	March	Ms. Prachi Shakya	Water User Associations WUA's): Creating Innovative Systems for Indian Agriculture	International Journal of Multidisciplinary Research Review 2395 - 1877
202	2017	March	Dr. Alka Ranjan	Domestic Violence in Films: A Content Analysis.	Carmelight, 13(1), 19 – 31. p-ISSN 0975-9484, e-ISSN 2395-5538
203	2017	March	Dr.K.Vinodha Devi	A Study on Women Self Groups-An approach towards Women Empowerment in Kanyakumari District	Shanlax Publications, Madurai ISBN No:978-93-86537-15-7
204	2017	March	Ms. Susan Sanny	Contemporary Trends of Effectual English Language Teaching	abstract published in National Conference on New Perspectives in English Language Teaching(NPELT'17) notionpress.com
205	2017	March	Mr. Venkateshappa P	Kannada bhaasha saahithyakke paaschimathyara koduge	Kannada saahithya nadedu banda daari,Indo- Asian Women's College ISBN-9789386537089
206	2017	March	Dr. Selvam Arjunan	Docking of homology modeled neurotoxin from acalyptophis peronii onto the crystal structure of acetyl choline binding protein	International Journal of Advanced Biotechnology Research (Accepted) ISSN: 0976-2612
207	2017	March	Dr. Selvam Arjunan	Detection of salt tolerant rice genotypes at the seedling stage using molecular markers: A genotypic analysis	International Journal of Current Research in Biosciences and Plant Biology (Accepted) ISSN: 2349-8080

Sl.No	Year	Month	Name	Title	Publisher Details
208	2017	March	Mr. Surendranath Reddy C	A study on customer attitude towards online shopping in Bangalore	Indo Asian Academy Degree College, Bangalore
209	2017	March	Mr. Surendranath Reddy C	Consumer online buying behaviour: understanding the driving forces	St. Joseph's Evening College, Bangalore
210	2017	March	Dr. P Baba Gnankumar	A study on Credit Supply Network of Knitwear Export units	International Conference on Sustainable Growth, Innovation in the New Millennium, Rajasthan Chamber of Commerce, Jaipur
211	2017	April	Mr. R. Kumar	Discovery of Non-Persistent Motif Mixtures using MRST (Multivariate Rhythm Sequence Technique) is included	Global Journal of Computer Science and Technology, Global Journals Inc 26 Apr 17 Online: 0975-4172 Print: 0975-4350, Volume 17 Issue 1 Version 1.0
212	2017	April	Mr. Velumurugan R	Avoiding Collision Scenarios in the Traffic Signal Preemption Algorithm	International of journal of information Research and Review ISSN: 2349-9141, Volume 04, issue 04 April 2017
213	2017	April	Dr. Ranjitha M	Internet of Things-The Imminent Technology:Object Recognition using Discriminative Sparse Coding and Storage of Features and Images using Key value Encryption in cloud	Asian Journal of Current Research ISSN No. : 2456-804X, Vol.: 2, Issue.: 2
214	2017	April	Ms. Gopika S	Quality Analysis and Repair of the Visual data stored in cloud	International Journal of Trend in Research and Development ISSN 2394-9333, Special Issue
215	2017	April	Ms. Manasa Manjunath M	Transformation in Health care with cloud Services	International Journal of Trend in Research and Development ISSN 2394-9333, Special Issue
216	2017	April	Ms. Preethi S. J. G.	A comparative analysis of SHG'S working under micro finance in Manipur with other north east region in India	International Journal of commerce and management Research 2455 1627

Sl.No	Year	Month	Name	Title	Publisher Details
217	2017	April	Dr. Suresh M	Nature and Characteristics of rural non-farm sector in India	International Journal of Management and Development studies ISSN(Print):2321-1423
218	2017	April	Dr.K. Vinodha Devi	Challenges Faced by Women Entrepreneurs: A study on Women SHGs in Tamilnadu	Paripex-Indian Journal of Research ISSN No:2250-1991
219	2017	April	Dr.K. Vinodha Devi	SHGs and its Impact on Financial Inclusion in Rural Areas	Global Journal For Research Analysis ISSN No:2277-8160
220	2017	April	Dr. S Vijayanand	Decolourization of industrial dyes using ascomycetes and mucor species	International Journal of Pharma and Bio Sciences-Elsevier indexed journal ISSN 0975-6299
221	2017	April	Ms. Roshen Therese Sebastian	Role of Socio-Demographic Variables in Mentoring Relationships	Directorate of Public Relations and Publications ISBN: 978-93-80095-99-8)
222	2017	April	Dr. G. Bala Sendhil Kumar	Analysis of supplier related factors influencing e-procurement adoption decisions by medium sized business firms	Asian Research Consortium –Asian Journal of Research in Business Economics and Management ISSN-2249-7307
223	2017	April	Dr. Gita P C	The moderating role of ethnic identity on personality and perceived diversity climate among employees in organisation	international Journal of Management and Social Science Research Review, Vol-1, Issue – 34, April 2017 ISSN-2349-6738 E-ISSN-2349-6746
224	2017	April	Dr. Gita P C	The role of emotional intelligence on perceived diversity climate among employees in Chennai city.	Asian Research Consortium –Asian Journal of Research in Business Economics and Management ISSN-2249-7307

Sl.No	Year	Month	Name	Title	Publisher Details
225	2017	April	Dr. Sheeja Krishnakumar	Conflict of interest among women employees as a threat to business ecosystem	Amber, ABBS Management Business & Entrepreneurship Review 0976-3341
226	2017	April	Mr. S. Rama Gokula Krishnan	The History, Concept, and Theories of Quality of Life of Youth	International Journal of Multidisciplinary Educational Research 2277-7881
227	2017	April	Mr. S. Rama Gokula Krishnan	A study on the socioeconomic profile sex workers in Tiruchirappalli districts of Tamil Nadu	International Journal of Multidisciplinary Educational Research 2277-7881
228	2017	April	Ms. Swetha P A	An Investment on Homestays and its impact on Income Sustainability: A study of Kodagu district.	10th Doctoral Thesis Conference NA
229	2017	April	Mr. Mahesh S B	E-commerce and consumer protection law	Proceedings of the National seminar on E-consumers protection - problems and perspective, The central law college, Salem ISBN 978-93-5265-308-9
230	2017	April	Dr. Geethu Anna Mathew	Empirical Evidence on The Relationship Between Employee Training and Organisational Commitment Among Select Star Classified Hotel Employees in Kerala,	Directorate of Public Relation & Publication, CUSAT ISBN: 978-93-80095-99-8
231	2017	April	Dr. P Baba Gnankumar	Devising Global Supply chain reference model for importing Capital Goods in Indian Knit wear Industries	AIB Conference on Managing Emerging Multinational Enterprises, Academy of International Business- India Chapter, Symbiosis International University
232	2017	April	Dr. P Baba Gnankumar	Devising Virtual Supply Chain Analytics for Agriculture Products during Festival season	5th IIMA International Conference on Advanced Data Analysis, Business Analytics and Intelligence, IIM Ahmedabad
233	2017	April	Mr. Sriram T	Antiproliferative effect of Silver nanoparticles synthesised using human serum albumin on MCF Cell line	International Journal of Pharma and Biosciences. ISSN 0975-6299

Sl.No	Year	Month	Name	Title	Publisher Details
234	2017	May	Ms. Kalaiselvi K	Effect of Variations in the Population Size and Generations of Genetic Algorithms in Cryptography - An Empirical Study	Indian Journal of Science and Technology Vol 10(19), DOI: 10.17485/ijst/2017/v10i19/110803, May 2017 ISSN (Print) : 0974-6846
235	2017	May	Ms. Vani Chakraborty	Nature inspired algorithms in cloud computing	International Journal of Trend in Research and Development ISSN 2394-93333
236	2017	May	Dr.K.Vinodha Devi	A study on SHGs and economic empowerment of women-An approach towards Inclusive growth	Indian Journal of Applied Research ISSN No:2249 555X
237	2017	May	Dr.K.Vinodha Devi	Motivational Factors of Women Entrepreneurship: The evidence of SHGs from Rural Tamil Nadu	International Journal of Scientific Research ISSN No:2277-8179
238	2017	May	Ms. Neeta Dwivedi	Women entrepreneurs of Odisha-A SWOT analysis	PARIPEX-Indian Journal of Research ISSN:2250-1991
239	2017	May	Ms. Sruthi Gupta	Interrogating Secularism in India: A conceptual Approach	LANGLIT: An International Peer reviewed Open Access Journal ISSN: 2349-5189
240	2017	May	Dr. Sivagama Sundari	Effect of microbial inoculants on Growth and Yield of bhendi [Abelmoschus esculentus (L.) Moench] in field trial	International Journal of Advanced Research in Biological Sciences ISSN: 2348-8069
241	2017	May	Dr. P Baba Gnankumar	The Overriding Customer Values in Nested Markets	Conference on Excellence in Research and Education, Indian Institute of Management – Indore
242	2017	June	Dr. Renuga Devi S	Factors Determining Empowerment of women through microfinance	SAHULAT A Journal of interest Free Microfinance ISSN 2319-2941
243	2017	June	Dr. Arti Singh	A Repercussion of Make in India on women Employability	Aatmbodh Journal of Rajarsh School of Management and Technology (Varanasi) 0972-1398

Sl.No	Year	Month	Name	Title	Publisher Details
244	2017	June	Mr. K.Kiran Kumar	Shareholders' Value Analysis: Eva & MVA In relation To Stock Market returns With reference To the Indian Cement Industry	International Organization of Scientific Research Journal of Economics and Finance(IOSR-JEF) 2321-5925
245	2017	June	Mr. Padmanagendra R	Self Help Saving Scheme in Indian Village: A Conceptual Study	Global Journal for Research Analysis 2277-8160
246	2017	June	Mr. Lourdnathan F	A study on implementation of goods and services tax(GST) in India: Prospects and challenges	International Journal of Applied Research ISSN 2394-7500
247	2017	June	Ms. Annie Stephen	Prospects of Crowd funding education:A conceptual framework	International Journal of Engineering and Computer Science ISSN 2319-7242
248	2017	June	Mr. Naveen Kumar G	A study on consumer perceptions and buying behaviour towards selected home appliances products in Bangalore rural districts	National journal of advanced research. ISSN : 2455-216x
249	2017	June	Ms. Gopika S	Object recognition using the principles of deep learning architecture	ARPJ Journal of Engineering and Applied Sciences,VOL. 12, NO. 12 ISSN 1819-6608
250	2017	June	Ms. Kalaiselvi K	Generation of Fittest key using genetic algorithm to enhance the performance of AES 128 bit algorithm	Journal of Advanced Research in Dynamical and Control Systems ISSN 1943 023X
251	2017	June	Ms. Mary Jacob	Accurate and Efficient Diagnosis of Brain Tumour Disease using kernel SVM	International Journal for scientific Research and Development, Vol 5 2321 0613
252	2017	June	Mr. Ambrose Rajkumar M	Crystal growth and characterizations of an efficient semiorganic nonlinear optical (NLO) single crystal: 2-amino 5-nitropyridinium chloride (2A5NPCI) by assembled temperature reduction apparatus (ATR) method	Materials Research innovations- Taylor & Francis

Sl.No	Year	Month	Name	Title	Publisher Details
253	2017	June	Mr. Dinakaran S	Ensemble Method of Effective AdaBoost Algorithm for Decision Tree Classifiers	International Journal on Artificial Intelligence Tools, World Scientific Publishing Company Print ISSN: 0218-2130 Online ISSN: 1793-6349
254	2017	June	Dr. P Periyasamy	Economic Analysis of Sago Effluents and its Impact on Agriculture Production	Indian Journal of Economic and Development ISSN (online): 2320-9836 ISSN (Print):2320-9828
255	2017	June	Ms. Lillykutty Abraham	Bioregionalism as the Landmark of the Songs of Mavilan Tribe: An Ecocritical Enquiry	International Journal of English Language, Literature and Humanities (IJELLH) V.6 ISSN 2321-7065
256	2017	June	Ms. Minu A	Abandoning the Aborigines: A Protest from an Immigrant, Jackie Mansourian	Literary Herald, An International Refereed English e-Journal Impact Factor: 2.24 (IIJIF) ISSN: 2454-3365
257	2017	June	Dr. Challaraj Emmanuel	A Study of n Bacteriocin Producing Lactic acid Bacteria with Antibacterial and Antioxidant properties isolated from Plant wastes	Journal of pure and Applied microbiology ISSN 0973-7510
258	2017	June	Dr. Vimal Priyan J	Corporate Social Responsibility – An Indian Perspective	International Journal of Research in Finance and Marketing, Vol. 7 Issue 6 2231 – 5985
259	2017	June	Dr. P Baba Gnankumar	Establishment of Subsidized food outlets – An inclusive approach to nutritious food security	Journal of Applied Research and Social Sciences ISSN 2350-1472
260	2017	July	Mr. Lourdnathan F	Business Regulations	Kalyani Publishers 978-93-272-7825-5
261	2017	July	Ms. Dhanamalar M	Top 50 Java practices program with solutions	Amazon Asia-Pacific Holdings Private Limited ASIN: B073WC4B8B
262	2017	July	Mr. M. Thinesh Kumar	Factors Influencing the Intellectual Capital of Indian Universities: A Students Perspective	Shanlax International Journal of Commerce ISSN: 2320-4168

Sl.No	Year	Month	Name	Title	Publisher Details
263	2017	July	Mr. R. Kumar	An Optimized Framework for Precise Motif Discovery by Merging SBF with Pruning Method	International Journal of Latest Technology in Engineering, Management & Applied Science (IJLTEMAS) ISSN 2278-2540 17
264	2017	July	Ms. Jyothi Manoj	Analysis of the Contemporaneous Interaction between Asian, USA and UKStock Markets using VARModeling	Intercontinental Journal of Finance Research Review,VOL 5, ISSUE 7 ISSN: 2321-0354(Online) ISSN:2347-1654 (Print)
265	2017	July	Dr. Margaret Mary.T	Hybrid Classification approach HDLMM for learning disability prediction in school going children using Data mining Techniques	Journal of Theoretical and applied information Technology 1992-8645
266	2017	July	Ms. Ramya B	Heritage Conservation Plans Of India - Quantity Vs Quality Angsts	International Journal Of Scientific Research,VOLUME-6,ISSUE-7 ISSN No 2277 - 8179
267	2017	July	Ms. Sruthi B Guptha	Comparitive Literature,Post Colonial Spaces and Transnational Comparitivism: A critical reflection	Research Journal of Indian Literature ISSN 2395-2636
268	2017	July	Ms. Sucheta Sankar V	The Travelling Self: Cosmopolitan Citizenship, Travel and Textuality	Humanities Circle ISSN 2321-8010
269	2017	July	Dr. Krishnamoorthi M	An Evaluation of Liquidity and Profitability of Selected Pharmaceutical Companies in India	Journal of Advanced Research in Dynamical & Control Systems ISSN 1943-023X
270	2017	July	Dr. Krishnamoorthi M	Measurement of Profitability, Liquidity and Dividend Progress of Select Steel Companies in India- A Discriminant Function Analysis	SHANLAX International Journal Of Management ISSN: 2321-4643
271	2017	July	Dr. Aloysius Edward J	Analysis of the Contemporaneous Interaction between Asian, USA and UKStock Markets using VARModeling	Intercontinental Journal of Finance Research Review,VOL 5, ISSUE 8 ISSN: 2321-0354(Online) ISSN:2347-1654 (Print)

Sl.No	Year	Month	Name	Title	Publisher Details
272	2017	July	Dr. Daniel Santhosh Raj E	GST and its impact in India	International journal business administration research review E-ISSN NO 2347 -856X ISSN NO 2348-0653
273	2017	July	Mr. Sriram T	In vitro growth analysis of Zea mays L. using Silver Nanoparticles	International Journal of Pharma and Biosciences. ISSN 0975-6299
274	2017	August	Ms. Annie Stephen	Entrepreneurial Development Program, financial independence	LAP Lambert Academic Publishing ISBN: 3330349107 ISBN 13: 9783330349100
275	2017	August	Dr. Anthony Vincent B	A to Z of Basic Computer Fundamentals	Amazon.in Amazon.com ISBN – 10: 1522060952 ISBN – 13: 978 -1522060956
276	2017	August	Ms. Chandrakala M	Green Marketing and Sustainable development challenges and opportunities	Shanlax International Journal of Commerce ISSN 2320-4168
277	2017	August	Mr. R. Kumar	Motif Discovery Comparison using Multivariate Rhythm Sequence Technique and Dynamic Time Warping (DTW) in Time Series Data	International Journal of Science and Research (IJSR), Volume 6 Issue 8 ISSN (Online) 2319 – 7064
278	2017	August	Ms. Anupama George	Neonatal mortality rate projection will Indian states achieve sustainable development goal 3?	International journal of development research. Vol 7, Issue 8 ISSN 2230-9926
279	2017	August	Dr. Challaraj Emmanuel	Purification, Characterization of Tyrosinase from Bacillus megataerium and its application for the degradation of phenolic waste in the industrial effluent	International Journal of Advanced Scientific and Technical Research , Issue 7 volume 4 ISSN 2249-9954
280	2017	August	Mr. Ajai Abraham Thomas	The Return of Maggi: A Case Study	International Journal of Applied Research, Vol. 3, Issue 8 Online: 2394 – 5869 Print: 2394 – 7500
281	2017	August	Dr. Krishnamoorthi M	Measurement the Profitability Position of Select Steel Companies in India- Descriptive Study	SHANLAX International Journal Of Management ISSN: 2321-4643
282	2017	August	Ms. Roshen Therese Sebastian	Study on E- Mentoring Among Select Commercial Bank Employees in Kerala	IMDR ISSN : 2230-8431

Sl.No	Year	Month	Name	Title	Publisher Details
283	2017	August	Dr. Daniel Santhosh Raj E	Determinants of profitability of Hero hond corp. Limited	International journal of management and social science research review E- ISSN NO 2349 -6746 2349 -6738
284	2017	September	Dr. Renuga Devi S	Determinants of profitability of non- life insurance companies in India	International Research Journal of Commerce and Law ISSN:2349-705X
285	2017	September	Dr. T.K. Murugesan	Users perceived value on digital banking services-An Empirical study on perspective of digital India	International Research Journal of Commerce and Law ISSN:2349-705X
286	2017	September	Dr. V Muthukumar	Trade Specialisation- An Encounter to international trade threats	International Research Journal of Commerce and Law ISSN:2349-705X
287	2017	September	Ms. Swetha P A	Investment decisions and women-An empirical study of Bengaluru	International Research Journal of Commerce and Law ISSN:2349-705X
288	2017	September	Mr. Lourdnathan F	The Impact Of Mergers And Acquisition Of Financial Performance A Special Reference To Tata Steel And Corus An Empirical Study	International Research Journal of Commerce and Law ISSN:2349-705X
289	2017	September	Mr. Naveen Kumar G	A Study on MSME'S Challenges and Opportunities of Peenya industries in Bangalore	International Research Journal of Commerce and Law ISSN:2349-705X
290	2017	September	Mr. R Vijayakumar	A study on green banking initiative of commercial banks with special reference to Bengaluru	International Research Journal of Commerce and Law ISSN:2349-705X
291	2017	September	Mr. Santhosh V	Online consumer behaviour : influences on online shopping decision	International Research Journal of Commerce and Law ISSN:2349-705X
292	2017	September	Ms. Chandrakala M	The role of self help groups in micro finance with special reference to Bangalore rural	International Research Journal of Commerce and Law ISSN:2349-705X
293	2017	September	Dr. Arti Singh	Emergence of bank assurance in India - A case study on Varanasi	International Research Journal of Commerce and Law ISSN:2349-705X
294	2017	September	Mr. Shashi Kumar M	A study on the impact of digital banking services after currency demonetisation with special reference to Bangalore City	International Research Journal of Commerce and Law ISSN:2349-705X
295	2017	September	Ms. Kalyani V	Infusing ethical perspectives in the marketing supply chain	International Research Journal of Commerce and Law ISSN:2349-705X

Sl.No	Year	Month	Name	Title	Publisher Details
296	2017	September	Ms. Swetha Manoharan	Green Banking a new strategic shift towards sustainable development.	International Research Journal of Commerce and Law ISSN:2349-705X
297	2017	September	Dr. S. Christuraja	An impact of goods and service tax on Indian economy	International Research Journal of Commerce and Law ISSN:2349-705X
298	2017	September	Ms. Ponny Thomas	Social media to test the authentic ity of expected holiday travel experience	International Research Journal of Commerce and Law ISSN:2349-705X
299	2017	September	Ms. Mary Jacob	Accurate brain tumor prediction system from the large voulme of data using network partitioning aware ensemble classifier method	International journal of computer engineering and applications,Vol XI,Issue IX ISSN 2321-3469
300	2017	September	Mr. R. Aswin Herbert Sathish	A review on educational data mining techniques and recommendation model in analyzing students performance	International journal of computer engineering and applications,Vol XI,Issue IX ISSN 2321-3469
301	2017	September	Mr. Amjad Hassan Khan M K	A study on the Electroencephalography Control schemes for pattern recognition	International journal of computer engineering and applications,Vol XI,Issue IX ISSN 2321-3469
302	2017	September	Ms. Manasa Manjunath M	Increased Productivity And Reduced Water Wastage Through Automatic Communicating Devices With Stored Threshold Values In Agriculture	International journal of computer engineering and applications,Vol XI,Issue IX ISSN 2321-3469

Sl.No	Year	Month	Name	Title	Publisher Details
303	2017	September	Ms. Gopika S	Analysis of NSS Image Characteristics	International journal of computer engineering and applications, Vol XI, Issue IX ISSN 2321-3469
304	2017	September	Ms. Sandhya Soman	A survey paper on methods used for the extraction of retinal vessels for diabetic retinopathy	International journal of computer engineering and applications, Vol XI, Issue IX ISSN 2321-3469
305	2017	September	Mr. Saravana Kumar S	A Study on the Artificial Intelligence in Top Generation and Multidocument Summarization	International journal of computer engineering and applications, Vol XI, Issue IX ISSN 2321-3469
306	2017	September	Mr. Ambrose Rajkumar M	Effect of maleic acid on the growth and characterization studies of hippuric acid nlo single crystal	Sciencia Acta Xaveriana 0976-1152
307	2017	September	Dr. P Periyasamy	Economic Impact of Human Health on Rural Households: A Case Study	Gurukul International Multidisciplinary Research Journal (GIMRJ) ISSN No. 2394-8426
308	2017	September	Ms. Geetanjali Patel	Inclusion of Socially Excluded in public expenditure and its impact on economic growth: An Econometric Study	International Research Journal of Commerce and Law ISSN:2349-705X
309	2017	September	Ms. Preethi S. J. G.	A Study on Economic Contributions of SHGs in Southern Regions of India	International Research Journal of Commerce and Law ISSN:2349-705X
310	2017	September	Ms. Neeta Dwivedi	A study on desires fostering entrepreneurship in women	BSSS Journal of Commerce, Vol IX, Issue-1 ISSN-0975-2528
311	2017	September	Dr. S Vijayanand	Phytochemical Studies of Phyllanthus emblica, Ananasm comosus, Momordica charantia Extracts	International Journal of Pharma Research and Health Sciences, Issue 4 , Volume 5 ISSN 2348-6465
312	2017	September	Dr. Joseph K. S.	Fatty acid methyl ester profile and physico-chemical characteristics of Zizyphus oenoplia Linn., Mill. seed oil.	Journal of dietary supplements 1939-0211 (Print) 1939-022X (Online)

Sl.No	Year	Month	Name	Title	Publisher Details
313	2017	September	Dr. Joseph K. S.	Garcinia gummi-gutta(L) robs: A promising feedstock for biodiesel production	International Journal of Green energy ISSN 1543-5083(Online),1543-5075(Print)
314	2017	September	Ms. S.R. Deepika	A study on the efficiency of non-price variables of NIFTY Index options in predicting the future movement of the underlying asset	International Research Journal of Commerce and Law ISSN:2349-705X
315	2017	September	Mr. Somasundaram T	Impact of Training on Job Performance : A Literature Review	International Research Journal of Commerce and Law ISSN:2349-705X
316	2017	September	Dr. Vimal Priyan J	Employees' Perception towards Corporate Social Responsibility of Companies – with reference to Ashok Leyland Company	International Research Journal of Commerce and Law ISSN:2349-705X
317	2017	September	Mr. Surendranath Reddy C	Determinants of Consumer Purchase Intentions in Online Shopping	International Research Journal of Commerce and Law ISSN:2349-705X
318	2017	September	Dr. Easubatham Armstrong Anand J	A Global Perspective on Green Banking to Small Scale Industries in India	International Research Journal of Commerce and Law ISSN:2349-705X
319	2017	September	Dr. Vimal Priyan J	Awareness of Employees towards CSR Activities – A Study with reference to Ashok Leyland	International Research Journal of Management and Commerce, Vol 4, Issue 10 ISSN:2348-9766
320	2017	September	Dr. A. J. Excelce	Food Safety Practices and its impact on Food Adulteration	International Research Journal of Commerce and Law ISSN:2349-705X
321	2017	September	Dr. A. J. Excelce	Impact of Microfinance on Living standards, empowerment and poverty alleviation of poor people	KAAP – International Journal of Economics, Commerce and Business Management ISSN No: 2348 - 4969
322	2017	September	Dr. Jisha V G	A Study on Financial Inclusion on Indian Postal Service with reference to Coimbatore City	International Research Journal of Commerce and Law ISSN:2349-705X
323	2017	September	Ms. Shilpa Rao C	Food Safety Practices and its impact on Food Adulteration	International Research Journal of Commerce and Law ISSN:2349-705X

Sl.No	Year	Month	Name	Title	Publisher Details
324	2017	September	Dr. Aloysius Edward J	Indian stock market reaction to Goods and Services Tax implementation: An empirical study using Even Study Approach	International Research Journal of Commerce and Law ISSN:2349-705X
325	2017	September	Dr. Ashokkumar J	Green marketing as a tool for CSR	International Research Journal of Commerce and Law ISSN:2349-705X
326	2017	September	Dr. G. Bala Sendhil Kumar	A study on investors behavior after the launch of 'Make in India'	International Research Journal of Commerce and Law ISSN:2349-705X
327	2017	September	Dr. G. Bala Sendhil Kumar	Enterprise risk management through linear programming model dynamic de-risking optimality tool.	International Research Journal of Commerce and Law ISSN:2349-705X
328	2017	September	Dr. Gita P C	The role of Ethnic identity on perceived diversity climate among employees in Chennai city	International Research Journal of Commerce and Law ISSN:2349-705X
329	2017	September	Dr. Joseph Charles Tamilmaran D	Demonetization is not the mother of Digital Transactions in India	International Research Journal of Commerce and Law ISSN:2349-705X
330	2017	September	Dr. Justin Nelson Michael	A study on green banking initiatives of commercial banks with special reference to Bengaluru	International Research Journal of Commerce and Law ISSN:2349-705X
331	2017	September	Dr. R Vijaya Bhaskaran	The ongoing capability maturity building of discerning BPO-as- a – service models in Indian it firms	International Research Journal of Commerce and Law ISSN:2349-705X
332	2017	September	Mr. John Pradeep Kumar	A study on impact of Gold Prices, Silver Prices, Inflation rates, and Exchange rates on Stock Market Indices with Special Reference to BSE Sensex	International Research Journal of Commerce and Law ISSN:2349-705X
333	2017	September	Mr. Stephen Deepak R	Organization Justice - Review of Justice Dimensions & Perception on Organizational Outcomes	International Research Journal of Commerce and Law ISSN:2349-705X
334	2017	September	Mr. D. Ravindran	Retail Preference of Promotion in Cashless Economy-FMCG Products	Shanlax International Journal of Commerce ISSN 2320-4168
335	2017	September	Mr. S. Rama Gokula Krishnan	Who are Youth?- The Search for a Comprehensive Definition	Research Directions 2321-5488
336	2017	September	Mr. S. Rama Gokula Krishnan	Problems of Youth Living in Slums: An observation	Research Directions 2321-5488

Sl.No	Year	Month	Name	Title	Publisher Details
337	2017	September	Dr. Daniel Santhosh Raj E	A study on impact of demonetization of currency in indian banking scenario	International journal of emerging research in management and technology ISSN 2278 – 9359
338	2017	September	Dr. Daniel Santhosh Raj E	Socio-economic conditions of minority educational institutions in Coimbatore region	International journal of research in management, economics and commerce ISSN 2250 -057X
339	2017	October	Ms. Saranya S	Consumers online shopping trends in Bengaluru city - An empirical Evaluation	International Journal of Business and Administration Research Review. ISSN 2348-0653
340	2017	October	Ms. Jyothi Manoj	Analysis of the effect of BREXIT on the stock indices of US, UK & India an intervention ARIMA model	Asian Journal of Management, Vol 8 Issue 4 ISSN 0976-495X,Print 2321-5763
341	2017	October	Dr. Vinothina V	An approach for workflow scheduling in cloud using ACO	CSI Golden jubilee convention, Big data analytics, advances in intelligent systems and computing ,Vol 654, Springer Singapore 978-981-10-6619-1. doi org/10.1007/978-10-6620-7_50
342	2017	October	Mr. Pradeep S Raj	Problems faced by the learners of First year Engineering in and around Coimbatore during Reading	Selp Journal of Social Science 2349-1655(online),0975-9999 (print)
343	2017	October	Dr. Aloysius Edward J	Analysis of the effect of BREXIT on the stock indices of US, UK & India an intervention ARIMA model	Asian Journal of Management ISSN - 0976 - 495X
344	2017	October	Dr. Sheeja Krishnakumar	Evaluating job satisfaction using family domain variables among women employees,	FOCUS International Journal of Management 0973-9165

Sl.No	Year	Month	Name	Title	Publisher Details
345	2017	October	Mr. S. Rama Gokula Krishnan	An Examination of Self Esteem Among School Going Children of Alcoholics	Shanlax International Journal of Arts, science, and Humanities 2321-788X
346	2017	October	Mr. S. Rama Gokula Krishnan	A Conceptual Study on Deadly Online Games Affecting Adolescents	Shanlax International Journal of Arts, science, and Humanities 2321-788X
347	2017	November	Dr. V Muthukumar	A study on attitude of customer towards online shopping in Bangalore with reference to K Narayanapura	International Journal of multidisciplinary research review ISSN 2395-1885
348	2017	November	Dr. V Muthukumar	A study on entrepreneurial mindset and skills among undergraduates students in Bangalore with reference to Kristu Jayanti college	International Journal of Business and administration research review ISSN 2347-856X
349	2017	November	Dr. V Muthukumar	A study on impact of demonetization in real estate with special reference to Bengaluru	International Journal of management and social science research review ISSN 2349-6746
350	2017	November	Mr. Mathiyarasan M	A Study on Customer Awareness Towards Internet Banking – With Reference to Tumkur District	Indian Journal of Current research, SEPT.2017 vol. 5 issue 2 ISSN: 23479213
351	2017	November	Mr. Shashi Kumar M	A Study on Attitude of Customers Towards Retail Shopping And Online Shopping In Bangalore With Special Reference To K. Narayanpura	International Journal of Multidisciplinary Research Review E- ISSN –2395-1885 ISSN -2395-1877
352	2017	November	Mr. Shashi Kumar M	A Study On Entrepreneurial Mindset And Skills Among Young Undergraduates Students In Bangalore With Reference To Kristu jayanti College	International Journal of Business and Administration Research Review E- ISSN - 2347-856X, ISSN -2348-0653
353	2017	November	Mr. Shashi Kumar M	A Study on The Impact Of Demonetisation In Real Estate With Special Reference To Bengaluru	International Journal of Management and Social Science Research Review E-ISSN - 2349-6746, ISSN -2349-6738

Sl.No	Year	Month	Name	Title	Publisher Details
354	2017	November	Dr. Ranjitha M	An Overview of Different Methods of Image Analysis and Object Detection	International Journal of Advanced Engineering Research Development (IAERD) Volume-04 ,Issue-11
355	2017	November	Mr. Ambrose Rajkumar M	Studies on Au ³⁺ ion irradiated organic – inorganic nonlinear optical (NLO) single crystal: 2-amino -5-nitropyridinium dihydrogen phosphate (2A5NPDP)	International journal of science and advanced research ISSN 2395-1052
356	2017	November	Ms. Neeraja R Menon	Comparative analysis of Traditional and Adaptive Routing Techniques for MANETS in NS2 Environment	CSA 2017
357	2017	November	Dr. R Vasanthan	Socio-cultural System of Communication: Imitation, Development and Limitations	IOSR Journal Of Humanities And Social Science (IOSR-JHSS),Volume 22, Issue 11, Ver. 10 (November. 2017) PP 06-09 e-ISSN: 2279-0837, p-ISSN: 2279-0845.
358	2017	November	Ms. Indumathi S	Gender Stereotyping In Indian Advertisements	Mass Communicator: International Journal of Communication Studies,Issue: 3,Volume: 11 PRINT ISSN: 0973-9688,ONLINE ISSN: 0973 - 967X,
359	2017	November	Dr. Calistus Jude A L	Larvicidal and Anti-feedant Activity of Phyllanthus emblica and Syzygium cumini extracts on the Diamondback Moth: Plutella xylostella	International Journal of Biology Research ISSN: 2455-6548
360	2017	November	Dr. Krishnamoorthi M	A Descriptive Analysis of Short Term Solvency and Profitability of Selected Pharmaceutical Companies in India	Journal of Advanced Research in Dynamical & Control Systems ISSN 1943-023X
361	2017	November	Dr. Aloysius Edward J	Enhancing Employability Quotient is the key to economic growth	Knowledge Review
362	2017	November	Dr. Gita P C	The antecedents of impulse purchases at retail outlets with special reference to store environment	Journal of management,International Association of Engineering and Management Education(IAEME), Chennai, Tamilnadu, India

Sl.No	Year	Month	Name	Title	Publisher Details
363	2017	November	Dr. P Baba Gnankumar	Re-Engineering the Global Supply Chain Network for Importing Knitwear Capital goods in India	International Journal of computational Engineering and Management ,Vol 20, Issue 6, ISSN 2230-7893
364	2017	November	Dr. P Baba Gnankumar	Leadership Impact on CSR Activities- A case Study of "Gear Man" Role;	International Research Conference on Sustainable Development of Human Capital, Indian Institute of Management, Ahmedabad
365	2017	December	Dr. Arun Kumar S	Utility of RAPD profiling for genetic variations in spiders (Araneae: Oxyopidae).	Indian Journal of Arachnology ISSN 2278-1587 (Online Edition)
366	2017	December	Fr. Augustine George	A Comparative Study on Text Summarization Methods	International Journal of Engineering and Techniques Volume 3 Issue 6, Nov - Dec 2017, 593 – 599
367	2017	December	Mr. Velmurugan R	A point of two mode session Logs based web user interest prediction system from web search engine	International Journal of Computer Science and Engineering,Vol 5,Issue 12 ISSN 2347-2693
368	2017	December	Mr. Muruganantham A	Analysis of Multilevel semantic prediction based on user point of sentiment opinion in social web mining	International Journal of Computer Science and Engineering ,Vol 5,Issue 12 ISSN 2347-2693
369	2017	December	Dr. Arpita Ghosh	Who is Afraid of Lady Macbeth and Queen Cleopatra? An Intrepid Interpretation	The Criterion: An International Journal in English ISSN: 0976-8165
370	2017	December	Ms. Rupashree	Social Security measures and its impact on Job satisfaction with special reference to HAL, Bangalore	International Journal of Academic Research in Commerce & Management Print: 2455 – 0116 Online: 2395 – 6410
371	2017	December	Ms. Mamtha D	Indian Derivative Market: Investors Risk Perspective	International Journal of Economic Research, Volume No: 14 0972 – 9380

Sl.No	Year	Month	Name	Title	Publisher Details
372	2017	December	Mr. D. Ravindran	Differences in Evaluation of Trade Promotional Schemes -A Comparison of Self -Service Stores Vs Non-Self Service Stores	Asia Pacific Journal of Research ISSN 2320-5504
373	2017	December	Mr. D. Ravindran	Differences in Evaluation of Trade Promotional Schemes -A Comparison of Self -Service Stores Vs Non-Self Service Stores	Bonfring Publications ISBN 978-93-86638-50-2
374	2017	December	Mr. D. Ravindran	An Enquiry of Trade Promotion Schemes on Profitability of Value and Profitability of Policy	Bonfring Publications ISBN 978-93-86638-50-2
375	2017	December	Ms. Susan Sanny	The Tapestry of Indian myths in Indian literature	New perspectives in teaching english language,literature and transalation ISBN 978-93-5268-943-9
376	2017		Mr. D. Ravindran	Principles of Management	Thakur Publications ISBN 978-93-87093-30-0
377	2017		Ms. Abhilasha R	The role of regional Kannada newspapers in bridging the knowledge gap in rural women regarding Open Defecation	Media and Communication in Sustainable Development published by Society for Education and Research Development 9781943438846
378	2017		Dr. Dileep Francis	Anti Microbials from Microbes	Springer Nature Singapore ISBN: 978-981-10-4282-9
379	2017		Dr. Krishnamoorthi M	Demonetisation in India : Impact, Pros and cons – An overview	Sigma Publications, Chennai, 2017 ISBN 978-81-92361-08-7
380	2017		Dr. S Jemimah Naine	In vitro Thrombolytic Potential of Actinoprotease from Marine Streptomyces violaceus VITYGM.	Cardiovasc Hematol Agents Med Chem. 14(2):120-124
381	2017		Dr. S Jemimah Naine	Exploring the Bioactive Potential of Carica papaya	The Natural Products Journal Volume 7: 4:pp. 291-297(7).
382	2017		Dr. S Jemimah Naine	Bioactive compounds from marine Streptomyces sp. VITPSA as therapeutics	Frontiers in Biology Volume 12, Issue 4, pp 280–289

Sl.No	Year	Month	Name	Title	Publisher Details
383	2017		Mr. D. Ravindran	Scheme Preference of FMCG retailers-Trade Promotion Perspective in Contemporary Changes In Business Management	ISBN: 987-81-92597-40-9
384	2017		Dr. Abraham Varughese	Resource Bootstrapping and Bricolage: A Reflex to Scarcity and Uncertainty: A Case of Indian Informal Grocery Retailers	Middle-East Journal of Scientific Research 1990-9233
385	2017		Dr. Abraham Varughese	Resource Bootstrapping and Bricolage - A Solution to Overcome the Effects of Liability of Smallness in Retail formats - An Analysis	Asian Journal of Research in Social Sciences and Humanities 2249-7315
386	2017		Dr. Abraham Varughese	Resource Bootstrapping and Bricolage as Resource Management Strategies in Informal Enterprises	International Journal of Engineering Research and Technology 1990-9233
387	2017		Dr. Sheeja Krishnakumar	Organization Culture on Innovation: Understanding the influence using its variables	FIIB Business Review ISSN 2455-2658(online), 2319-7145(print),
388	2017		Ms. Abhilasha R	Coverage of Urban Sanitation: A Comparative Study of Kannada and English Daily Newspapers	Conference Proceedings of Fourth International Communication Management Conference by MICA
389	2017		Ms. Abhilasha R	Cyber security behavior patterns among post graduate students: A case study of KSWU, Vijayapura	Conference proceedings of International conference on Gearing up for the future library: Initiatives for Digital India
390	2017		Dr. Jisha V G	E consumers Behaviour on Social Media sites	Jami Publishers ISBN 978-81-933531-3-4