



Kristu Jayanti College

AUTONOMOUS Bengaluru

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

DETAILS OF FACULTY PUBLICATIONS

JANUARY 2017 – DECEMBER 2018

Total Number of Publications: 440

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 Muntinga 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
20.	2018	February	Mr. Mathiyarasan M	Workforce Diversity Improves the Productivity of an Organization	Journal of Advance Management Research ,ISSN:2393-9664

Sl.No	Year	Month	Name	Title	Publisher Details
21.	2018	February	Dr. Ambrose Rajkumar M	Investigation on the growth and characterization of silver nitrate doped pottasium zinc phosphate hexahydrate NLO single crystal	International Journal of Scientific Research in science, Engineering and Technology ISSN 2394-4099
22.	2018	February	Dr. S Sowmyayani	Empirical Evaluation of Intra Coding Technique Used In H. 264 or AVC	Internation Journal of Engineering and Future Technology ISSN:2455-6432
23.	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
24.	2018	February	Ms. Vidyavathi R	Hindu Mythology and its profound propensity Visualised in Bharati Mukherjees's Novels	Literary Herald ISSN 2454-3365
25.	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
26.	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
27.	2018	February	Mr. Somasundaram T	Problems of Employee (Faculty) Retention: Study with Reference to Self Financing Engineering College in Tiruvannamalai	Journal of Advance Management Research, Volume - 6, Issue -10 ISSN: 2393 – 9672

Sl.No	Year	Month	Name	Title	Publisher Details
28.	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
29.	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
30.	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
31.	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
32.	2018	February	Fr. Augustine George	Optimal Multi-Document Integration using Iterative Elimination and Cosine Similarity	Springer Book Series 978-981-13-2284-6
33.	2018	March	Dr. Vimal Priyan J	A comparative study of perception level of policy holders towards services offered by life insurance cooperations 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
34.	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
35.	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.
36.	2018	March	Mr. K.Kiran Kumar	A Comparative study on Shareholders value of selected cement companies in India	KAHV – International Journal of Economics, Commerce and Business Management ISSN No: 2348 - 4969
37.	2018	March	Mr. Surjit Singha	The Future Gold of Papua New Guniea: Sutainable Tourism in PNG	KAHV – International Journal of Economics, Commerce and Business Management ISSN No: 2348 - 4969
38.	2018	March	Ms. Monica Mathew	Empowering Tribal Youth In Odisha: A differnent approach –An Emperical Study On Nigunaguda Village	KAHV – International Journal of Economics, Commerce and Business Management ISSN No: 2348 - 4969
39.	2018	March	Mr. Padmanagendra R	An analytical study on self help finance schemes in rural area with special reference to Bangalore rural district	KAHV – International Journal of Economics, Commerce and Business Management ISSN No: 2348 - 4969
40.	2018	March	Ms. Saranya S	Impact of digital economy on service sector in Karnataka with reference to Bangalore city an analytical study	KAHV – International Journal of Economics, Commerce and Business Management ISSN No: 2348 - 4969
41.	2018	March	Ms. Ashwitha	A study on work life balance of IT enabled BPO workers at Bangalore City	KAHV – International Journal of Economics, Commerce and Business Management ISSN No: 2348 - 4969

Sl.No	Year	Month	Name	Title	Publisher Details
42.	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
43.	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
44.	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
45.	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
46.	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
47.	2018	March	Mr. Ambrose Rajkumar M	Photoluminescence, photoconductivity, thermal, microhardness and dielectric properties of silver nitrate doped pottasium 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
48.	2018	March	Mr. Ambrose Rajkumar M	A study on the growth and characterization of pure and pyrene doped benzimidazole single crystal	Scientia Acta Xaveriana 0976-1152
49.	2018	March	Mr. Ambrose Rajkumar M	Structural and optical characterization of cuo nanorods by wet chemical method	Scientia Acta Xaveriana 0976-1152
50.	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	KAAV – International Journal of Economics, Commerce and Business Management ISSN No: 2348 - 4969
51.	2018	March	Dr. Vinodha Devi K	Micro Finance And Women Entrepreneurship With Special Reference To Kanyakumari District, Tamil Nadu	Shanlax Publishers 2321-788X
52.	2018	March	Ms. Jethina James	A Comparative Study Of Gujarat And Kerala Model	KAAV – International Journal of Economics, Commerce and Business Management ISSN No: 2348 - 4969
53.	2018	March	Ms. Neeta Dwivedi	Driving Sustainable Development Through Women Entrepreneurship	KAAV – International Journal of Economics, Commerce and Business Management ISSN No: 2348 - 4969
54.	2018	March	Ms. Neeta Dwivedi	Empowering Tribal Youth In Odisha: A Different Approach-An Empirical Study On Nigunaguda Village (Upper Podapadar)	KAAV – International Journal of Economics, Commerce and Business Management ISSN No: 2348 - 4969

Sl.No	Year	Month	Name	Title	Publisher Details
55.	2018	March	Ms. Preethi S. J. G.	An Economic Analysis Of Women SHG In India With Special Reference To Southern States	KAAV – International Journal of Economics, Commerce and Business Management ISSN No: 2348 - 4969
56.	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
57.	2018	March	Ms. Shilpa Rao C	Impact of Microfinance on Living standards, empowerment and poverty alleviation of poor people	KAAV – International Journal of Economics, Commerce and Business Management ISSN No: 2348 - 4969
58.	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
59.	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
60.	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
61.	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
62.	2018	March	Mr. D. Ravindran	Teenagers' Preference Towards Organic Food Products in Sivaganga	Shanlax International Journal of Management ISSN 2321-4643
63.	2018	March	Ms. Swetha P A	Investment decision on homestay business : A case study of Kodagu district	
64.	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
65.	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
66.	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
67.	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
68.	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
69.	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
70.	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
71.	2018	April	Mr. Santhosh V	An overview of Goods and service Tax	Journal of Advance Management Research ISSN: 2393-9664, Vol. 6, Issue 4
72.	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
73.	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
74.	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
75.	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
76.	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
77.	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
78.	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
79.	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
80.	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
81.	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
82.	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
83.	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
84.	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
85.	2018	April	Dr. Krishnamoorthi M	Policy Holder's Perception Towards LIC With Reference to Triupattur Town	SHANLAX International Journal Of Management ISSN: 2321-4643

Sl.No	Year	Month	Name	Title	Publisher Details
86.	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
87.	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
88.	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
89.	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
90.	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
91.	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
92.	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
93.	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

Sl.No	Year	Month	Name	Title	Publisher Details
94.	2018	April	Dr. R Vijaya Bhaskaran	Indian Online Marketplace leadership innovations and gullible enduser perceptions	International Journal of Research in Economics and Social Sciences (IJRESS) ISSN 2249-7382
95.	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
96.	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
97.	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
98.	2018	April	Dr. Rema.M.K, Ms. Vimala Arun	Mobile addiction among adolescence	Asia pacific Journal of research Vol: I. Special Issue XI, P41-42, ISSN (Print): 2320-5504 ISSN (Online): 2347-4793
99.	2018	April	Dr. Rema.M.K	A study of academic achievement motivation in relation to economic status of the family of high school students in Bangalore	International journal of management ,marketing and HRD Vol3, Issue10, ISSN2321-8622

Sl.No	Year	Month	Name	Title	Publisher Details
100.	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
101.	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
102.	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
103.	2018	May	Dr. Selvam Arjunan	Microalgae Harvesting via Flocculation: Impact of PH, Algae Species and Biomass Concentration	Methods of Microbiology and Molecular Biology
104.	2018	May	Dr. Durairaj S	MicroRNA21 and the various types of myeloid leukemia	Cancer Gene Therapy Nature group of a journal ISSN 1476-5500
105.	2018	May	Mr. D. Ravindran	Store Attributes in Jewellery Shopping Preference	Journal of Management, IT & Engineering ISSN 2249-0558
106.	2018	June	Dr. Anthony Vincent B	Essentials of Cloud Computing and Security	Tejas Publishers and Distributors Bengaluru, ISBN No. 9788193609033
107.	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
108.	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
109.	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
110.	2018	June	Dr. Anthony Vincent B	Insight of cloud technology revolutionizing the security in contemporary age	Shanlax International Journals better sound through compendium
111.	2018	June	Ms. Kalaiselvi K	Impact of Genetic algorithm in cryptology – An Empirical Study	International Journal of Computer Engineering an Applications.
112.	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/gmc120 ISSN: 1542-1406
113.	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
114.	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

Sl.No	Year	Month	Name	Title	Publisher Details
115.	2018	June	Dr. Durairaj S	Identification, expression, and methylation of miR-7110 and its involvement in type 1 diabetes mellitus	Gene Reports 2452-0144
116.	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.
117.	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
118.	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
119.	2018	June	Dr. Baba Gnankumar	Exploring the Price Bundling Portfolio of Indian FMCG Market	Asian Journal of Multidimensional Research ISSN: 2278-4853
120.	2018	June	Mr. Jimin S Mathew	History Redefined: Reading Aruni Kashyap's novel The House with a Thousand Stories as a Historiographic Metafiction	IJPAM,Volume 119 No. 15 2018, 1879-1885, Scopus indexed; Google Scholar: H-Index: 28 \uparrow ; G-Index: 48 \uparrow ; Cites/paper: 7.19 \uparrow ; Cites/year: 338.18 \uparrow
121.	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

Sl.No	Year	Month	Name	Title	Publisher Details
122.	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
123.	2018	August	Dr. V Muthukumar	Organizational Climate in Tamilnadu State Transport Corporation	International Recognition Research Journal ISSN:2249-894X
124.	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
125.	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
126.	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
127.	2018	September	Dr. Krishnamoorthi M	Accounting for Management	Lakshmi Publication, Chennai ISBN No: 978-93-87950-10-8
128.	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
129.	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
130.	2018	September	Dr. Ambika P	Exploiting the IoT potential of Blockchain in the IEEE P1931.1 ROOF Standard	IEEE Communication standard magazine, September issue.
131.	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
132.	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
133.	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
134.	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
135.	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
136.	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
137.	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
138.	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
139.	2018	October	Ms. Gladys Agnes L,Ms. Reena R	A conceptual study on menstruation hygiene management (MHM) among women in rural India	International journal of Business and administration research reviews,e- ISSN 2347-856X
140.	2018	October	Dr. D. Ravindran	Driving Motives of a Customer towards Branded Beauty Salon	International Journal of Advanced and Innovative Research,Vol: 5, Issue 4(XII),,ISSN:23947780
141.	2018	October	Mr. Haribaskar R	Technical Analysis of four major companies in FMCG sector	International Multidisciplinary Quarterly Research Journal (Ajanta Prakashan publisher), Vol.7, Issue 4, Part III, , ISSN: 2277-5730
142.	2018	October	Dr. Kaveri Swami	Women Empowerment – Observatory and Paradigm analysis on Opportunities and Challenges in India.	Ajanta Prakashan, Aurangabad. ,ISSN 2277-5730

Sl.No	Year	Month	Name	Title	Publisher Details
143.	2018	October	Ms. Annie Stephen	A study on the tax literacy levels of individual taxpayers	Ajanta
144.	2018	November	Ms. Vineetha Vijayan	A study on the tax planning practices of Employees in manufacturing sector with special reference to Bangalore	Research review International journal of multidisciplinary ,e-ISSN 2455-3085
145.	2018	November	Ms. Gisa George,Ms. Johnsy Mary Johnson	An analytical study on gold loan in India	International journal of research and Analytical reviews ,e- ISSN 2348-1269
146.	2018	November	Ms. Johnsy Mary Johnson,Ms. Gisa George	A Comparitive study on recruitment and selection process in big four accounting firms	Research review International journal of multidisciplinary,e-ISSN 2455-3085
147.	2018	November	Mr. Bijin Philip	A Study on the Awareness & Effectiveness of Cloud Accounting in India	International Journal of Research and Analytical Review ,Vol.5, Issue 4 ,ISSN: 2348-1269
148.	2018	November	Mr. Bijin Philip	A Study on Tax Planning practices of Employees in Manufacturing Sector	Research Review International Journal of Multidisciplinary,Vol.3, Issue 11,ISSN: 2455-3085

Sl.No	Year	Month	Name	Title	Publisher Details
149.	2018	November	Dr. Rashmi S	Era of Big Data- - All about Big Data and its Impact on the Current Business	Journal of Emerging Technologies and Innovative Research, Volume 5, issue Page No: 191-192 http://www.jetir.org/papers/JETIR1811630.pdf , ISSN N 2349-5162
150.	2018	November	Dr. Rashmi S	Training Based Noise Removal Technique for a Speech-to-Text Representation Model	Journal of Physics: Conference Series, Conf. Series Vol. 1142 (2018) 011001 IOP Publishing, Scopus Indexed Journal 57044605100
151.	2018	November	Dr. Baba Gnankumar P	Demystifying the Rural Agricultural Cooperatives with Microfinance Model - An Ubiquitous way of Economic Resurgence in Rural Economics	Shri Dharmasthala Manjunatheshwara Institute for Management Development, ISBN: 978-93-83302-34-5
152.	2018	November	Dr. Baba Gnankumar P	Predictive Analysis for Gold Pricing in Indian Context	International Journal of Computational Engineering and Management, Volume 21 Issue 6, E- ISSN – 22307893
153.	2018	November	Ms. Ramya B	The place and position of migrant women workers in India	Universal Review-Journal, Volume 7, ISSUE XI, Page 709-716 ,ISSN 2277-2723

Sl.No	Year	Month	Name	Title	Publisher Details
154.	2018	November	Mr. Surjit Singha	International Business Environment: International Business	,Amazon, ASIN: B07KTRRLX7
155.	2018	November	Mr. Surjit Singha	Sustainable Project for School, College & University: Crafting Innovative Idea for Converting Scrap into Creative and Useful Resources	,Amazon, ASIN: B07KSKCTSV, ISBN: 9781790757961
156.	2018	November	Mr. Surjit Singha	Organizational Communication	,Amazon, ASIN: B07KTQJJ21
157.	2018	November	Mr. Surjit Singha	Representation of Koch Rajbongshi Tribe by the Selective Media between 2000 and 2017:: An Exploratory Study with reference to Perception, Cognition, Humanistic Components, and Experience Creation	,Amazon, ISBN: 9781790419944, ASIN: B07KX5DN5J
158.	2018	November	Mr. Surjit Singha	Glimpses of Koch (Koch Rajbongshi) Fashion, Tradition, Culture, Costume and History: Glimpses of Koch (Koch Rajbongshi) Fashion, Tradition,	Amazon, ASIN: B07KVBSY4B

Sl.No	Year	Month	Name	Title	Publisher Details
				Culture, Costume and History	
159.	2018	November	Dr. Ambrose Rajkumar M	A UV Transmittable NLO crystal Hydrofluoric Acid Mixed Sulphamic acid (FASA) : Synthesis, Growth and Characterization	International Journal of Scientific Research in Science and Technology, Volume 4 Issue 11 November-December 2018 http://ijsrst.com/PDF.php?pid=4972&v=4&i=11&y=2018&m=November-December Page No: 259-271 ,ISSN NO: 2395-6011
160.	2018	November	Ms. Mary Jacob	Congestion Control Techniques in VANETS	Journal of Applied Science and Computations, Volume 5, Issue 11, November 2018 ISSN NO:1076-5131 http://j-asc.com/gallery/127-november-2018.pdf Page No: 1024-1033, ISSN NO:1076-5131
161.	2018	November	Ms. Mary Jacob	Applications and Challenges in VANETS	International Journal of scientific Research and Review, Volume 7 Issue 11, November 2018 ISSN NO:2279-543X http://www.dynamicpublisher.org/gallery/90-ijsrr-d1132.eben.f.pdf Page No: 767-776 ,ISSN NO:2279-543X

Sl.No	Year	Month	Name	Title	Publisher Details
162.	2018	November	Dr. Anthony Vincent B	Fatiguing Data to Protect against Cyber Security Extortions: A counterintelligence methodology	MOL2NET, International Conference Series on Multidisciplinary Sciences, ISSN: 2624-5078, ISBN: 978-3-03842-820-6 1
163.	2018	November	Dr. S Vijayanand	Study of Brassica oleracea as Natural Alternative to Synthetic Indicator	Asian Journal of Chemistry, December Vol. 31, No. 2 (2019), 251-254 ,ISSN: 0975-427X
164.	2018	November	Ms. Annie Stephen	Poverty alleviation using the bottom of the pyramid approach	International journal of research and analytical reviews ,2349-5138
165.	2018	November	Ms. Chandrakala M	Micro Finance through self help groups as a tool for financial inclusive with reference to Bangalore region – A conceptual study	Research Guru,2349 – 266X
166.	2018	November	Ms. Madhumalathi R	Performance Evaluation of Commodity Market in India: A Study with Special Reference to NCDEX and MCX	Ajanta – An International Multidisciplinary Quarterly Research Journal ,ISSN 2277-5730

Sl.No	Year	Month	Name	Title	Publisher Details
167.	2018	November	Dr. T.K. Murugesan,Mr. Thinesh Kumar	Repercussion of FinTech on Financial Services Industry – A Conceptual Paper from the Perspective of Digital India	Ajanta – An International Multidisciplinary Quarterly Research Journal ,ISSN 2277-5730
168.	2018	November	Mr. Thinesh Kumar,Dr. T.K. Murugesan	Impact of TV Advertising on Buying Behaviour of Consumers with Special Reference to Cuddalore	Ajanta – An International Multidisciplinary Quarterly Research Journal ,ISSN 2277-5730
169.	2018	November	Mr. Thinesh Kumar	Evaluating the Strategic Alliance – A Case Study of Pondicherry University	Ajanta – An International Multidisciplinary Quarterly Research Journal ,ISSN 2277-5730
170.	2018	November	Dr. Krishnamoorthi M,Mr. Mathiyarasan M	Measure the Risk and Return Performance of the Selected Stock in NSE	Ajanta – An International Multidisciplinary Quarterly Research Journal ,ISSN 2277-5730
171.	2018	December	Mr. Somasundaram T,Ms. Steffi Joan	Accessibility of Ola and Uber Cab Services using mobile app among customers in Bangalore.	International Journal of Advance and Innovative Research (Indian Academicians and Researchers Association),ISSN No: 23947780
172.	2018	December	Dr. Geethu Anna Mathew,Dr. Roshen Therese Sebastian,Mr.	Role of training in enhancing organizational commitment of employees – An Empirical substantiation.	International Journal of Advance and Innovative Research (Indian Academicians and Researchers Association),ISSN No: 23947780.

Sl.No	Year	Month	Name	Title	Publisher Details
			Ajai Abraham Thomas		
173.	2018	December	Ms. Rupashree R	Empirical evidence on currency derivatives and currency rates.	International Journal of Advance and Innovative Research (Indian Academicians and Researchers Association),ISSN No: 23947780.
174.	2018	December	Ms. Gincy Charles	A Study on challenges and opportunities of Islamic finance.	International Journal of Advance and Innovative Research (Indian Academicians and Researchers Association),ISSN No: 23947780.
175.	2018	December	Mr. Haribaskar R	More than cash, cheques and credit the narrator extends social responsibility – City Union Bank.	International Journal of Advance and Innovative Research (Indian Academicians and Researchers Association),ISSN No: 23947780.
176.	2018	December	Mr. Bijin Philip	A Study on the impact of workforce diversity in organizational performance	International Journal of Advance and Innovative Research (Indian Academicians and Researchers Association),ISSN No: 23947780.
177.	2018	December	Dr. A.J. Excelce,Ms. Shilpa Rao C	Repercussion of Social Media on Consumer Decision making	International Journal of Advance and Innovative Research (Indian Academicians and Researchers Association),ISSN No: 23947780.

Sl.No	Year	Month	Name	Title	Publisher Details
178.	2018	December	Dr. Jisha V G	Investors Perception on Post Office Savings Scheme with reference to Bangalore City	International Journal of Advance and Innovative Research (Indian Academicians and Researchers Association),ISSN No: 23947780.
179.	2018	December	Dr. Soya Mathew	Darcy-Brinkman Ferro convection with temperature	Journal of Physics: Conference Series 1139 (1), 012024,2018
180.	2018	December	Dr. Soya Mathew	Thermorheological and magnetorheological effects on Marangoni-Ferroconvection with internal heat generation	Journal of Physics: Conference Series 1139 (1), 012024,2018
181.	2018	December	Ms. Dhanamalar M	Introduction to Big Data Analytics	Amazon.in ,Amazon.in ASIN: B07L8V8JF7
182.	2018	December	Dr. P Periyasamy	Sustainable Development of Natural Resources (Section3-Chapter 25)	RK Publishers, New Delhi,ISBN: 978-93-82847-243
183.	2018	December	Ms. Lillykutty Abraham	Women, Fertility and the Earth: A Tribal Perspective	International Journal of English Language Literature in Humanities (Online) ,ISSN-2321- 7065

Sl.No	Year	Month	Name	Title	Publisher Details
184.	2018	December	Dr. Navkiran Kaur Bedi	Publicizing through Film Posters: A Multimodal Analysis	Conference Proceedings: International Conference on Women Studies, Language, Culture and Social Sciences 2008.,ISBN: 978-93-86435-64-4
185.	2018	December	Dr. Molly Joy	Impact of Birth order on Emotional maturity and General wellbeing of Adolesents	IJEPR,Volume 7, Issue 4 ,ISSN: 2279-0179
186.	2018		Dr. Kaveri Swami	Western and Eastern Political Thought (CBCS) for IV Semester B.A under Bangalore University	Subhash Publication (Under Process)
187.	2018		Dr. Krishnamoorthi M	Financial Management	Lakshmi Publications, Chennai
188.	2018		Dr. Ginu George	Employee Engagement in Travel Organizations in India:The influence of Pyschological Climate and its influence on intent to stay	Evolving Paradigms in Toursim and Hospitality in Developing Countries, Apple Academic Press 13: 978-1-77188-630-7
189.	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.

Sl.No	Year	Month	Name	Title	Publisher Details
190.	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
191.	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
192.	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
193.	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
194.	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
195.	2017	January	Mr. Mohammed Umair	Income Tax II	Skyward Publishers, Bangalore 978-93-84494-62-9
196.	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

Sl.No	Year	Month	Name	Title	Publisher Details
197.	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
198.	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
199.	2017	January	Ms. Saranya S	Consumers brand prefernce towards Patanjali products with reference to Bangalore city - An emprical study	The International Journal Research Publication's Research journal of commerce and behavioural sciences ISSN 2251-1547
200.	2017	January	Dr. S Sowmyayani	wavelet based short boundary detection	International Journal of Image and Graphics ISSN: 0219-4678
201.	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
202.	2017	January	Ms. Lyola Thomas	A Psalm for Life	Mirrorview ISBN 9781366452979
203.	2017	January	Ms. Lyola Thomas	Deconstructing God in the Book of Psalms	Labyrinth ISSN 0976-0814
204.	2017	January	Ms. Apoorva Ravi	Integrated Marketing Communication by an NGO: A Case Study of Backathon Campaign by Make a Difference	IJSSER ISSN 2455-8834
205.	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

Sl.No	Year	Month	Name	Title	Publisher Details
206.	2017	January	Dr. Selvam Arjunan, Dr. Jai Shankar Pillai H P	A modified Protocol for Agrobacterium mediated transformation of tomato Plants	International Journal of Current Research in Biosciences and Plant Biology (IJCRBP) ISSN: 2349-8080
207.	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)
208.	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
209.	2017	January	Dr. P Baba Gnankumar	Case Study of Branding the Products by Spiritual Foundation	IIM A Conference on Marketing in Emerging Economies
210.	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
211.	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
212.	2017	February	Mr. M. Thinesh Kumar	Intellectual Capital Disclosure in BSE Sensex Companies of India	Pacific Business Review International 0974-438X

Sl.No	Year	Month	Name	Title	Publisher Details
213.	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
214.	2017	February	Ms. Saranya S	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
215.	2017	February	Dr. Chitra V	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
216.	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
217.	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
218.	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
219.	2017	February	Ms. Lyola Thomas	Reading Between the Lines – Intertextuality in the Book of Psalms	Iyal Publication ISBN 978-93-852832-7-7

Sl.No	Year	Month	Name	Title	Publisher Details
220.	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
221.	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
222.	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
223.	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
224.	2017	February	Dr. Joseph Charles Tamilmaran D	Customer Touch Point Analysis In Indian Retail Banks	International Journal of Informative & Futuristic Research ISSN: 2347-1697
225.	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
226.	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
227.	2017	February		Developing an App for Diagnosis of Diabetes for mobile Based System Using Knowledge Base	Indian Journal of Medical Research and Pharmaceutical Sciences ISSN No: 2349-5340

Sl.No	Year	Month	Name	Title	Publisher Details
228.	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
229.	2017	February	Dr. Ashokkumar J	Effects of Demonetization in E commerce	Sigma Publication chennai 978-81-92361-08-1
230.	2017	March	Dr. Chitra V	Employee Relationship Management	MJP Publishers, Chennai ISBN: 978-81-8094-355-3
231.	2017	March	Dr. Jaishankar Pillai	MDR Enterobacteriace – Lactose fermentor from Clinical Samples	Darshan Publisher, Tamil Nadu India 978-81-932645-5-3
232.	2017	March	Dr. P Arganathan	Total Quality management (Theory and Practice)	Himalaya Publishing House ISBN- 978-93-5273-573- 0
233.	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
234.	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
235.	2017	March	Ms. Annie Stephen	Prospects Of Crowdfunding Education	International Journal of Engineering and Computer Science 2319-1242
236.	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
237.	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

Sl.No	Year	Month	Name	Title	Publisher Details
238.	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
239.	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
240.	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
241.	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
242.	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
243.	2017	March	Ms. Lyola Thomas	Looking Beyond the Story – Postmodernist Narrative Techniques	Samyoga: an academic journal ISSN 2231 -3362
244.	2017	March	Ms. Lyola Thomas	Still Waters – Psalms as poetry that can becalm you	International Journal of Social Sciences ISSN: 2394-1316

Sl.No	Year	Month	Name	Title	Publisher Details
245.	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
246.	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
247.	2017	March	Dr. A.J. Excelce, Ms.Shilpa Rao C	The latent of neuro marketing contrivance	South Asian Academic Research Journals,Vol.7 Issue 3 ISSN - 2249-877X
248.	2017	March	Mr. Suku Thomas Samuel	The Rational of Currency Futures Trading in India	International Journal of Multidisciplinary Research Review 2396 - 1877
249.	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
250.	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
251.	2017	March	Ms. Prachi Shakya	Water User Associations WUA's): Creating Innovative Systems for Indian Agriculture	International Journal of Multidisciplinary Research Review 2395 - 1877
252.	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
253.	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

Sl.No	Year	Month	Name	Title	Publisher Details
254.	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
255.	2017	March	Mr. Venkateshappa P	Kannada bhaasha saahithyakke paaschimathyara koduge	Kannada saahithya nadedu banda daari,Indo- Asian Women's College ISBN- 9789386537089
256.	2017	March	Mr. Surendranath Reddy C	A study on customer attitude towards online shopping in Bangalore	Indo Asian Academy Degree College, Bangalore
257.	2017	March	Mr. Surendranath Reddy C	Consumer online buying behaviour: understanding the driving forces	St. Joseph's Evening College, Bangalore
258.	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
259.	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
260.	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

Sl.No	Year	Month	Name	Title	Publisher Details
261.	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
262.	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
263.	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
264.	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
265.	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
266.	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
267.	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
268.	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

Sl.No	Year	Month	Name	Title	Publisher Details
269.	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)
270.	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
271.	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
272.	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
273.	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
274.	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
275.	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

Sl.No	Year	Month	Name	Title	Publisher Details
276.	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
277.	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
278.	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
279.	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
280.	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
281.	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
282.	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 2017ISSN (Print) : 0974-6846
283.	2017	May	Ms. Vani Chakraborty	Nature inspired algorithms in cloud computing	International Journal of Trend in Research and Development ISSN 2394-93333
284.	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
285.	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
286.	2017	May	Ms. Neeta Dwivedi	Women entrepreneurs of Odisha-A SWOT analysis	PARIPEX-Indian Journal of Research ISSN:2250-1991
287.	2017	May	Ms. Sruthi Gupta	Interrogating Secularism in India: A conceptual Approach	LANGLIT: An International Peer reviewed Open Access Journal ISSN: 2349-5189
288.	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
289.	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

Sl.No	Year	Month	Name	Title	Publisher Details
290.	2017	June	Dr. Renuga Devi S	Factors Determining Empowerment of women through microfinance	SAHULAT A Journal of interest Free Microfinance ISSN 2319-2941
291.	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
292.	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
293.	2017	June	Mr. Padmanagendra R	Self Help Saving Scheme in Indian Village: A Conceptual Study	Global Journal for Research Analysis 2277-8160
294.	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
295.	2017	June	Ms. Annie Stephen	Prospects of Crowd funding education:A conceptual framework	International Journal of Engineering and Computer Science ISSN 2319-7242
296.	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
297.	2017	June	Ms. Gopika S	Object recognition using the principles of deep learning architecture	ARPN Journal of Engineering and Applied Sciences,VOL. 12, NO. 12 ISSN 1819-6608

Sl.No	Year	Month	Name	Title	Publisher Details
298.	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
299.	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
300.	2017	June	Mr. Ambrose Rajkumar M	Crystal growth and characterizations of an efficient semiorganic nonlinear optical (NLO) single crystal: 2- amino 5-nitropyridinium chloride (2A5NPCl) by assembled temperature reduction apparatus (ATR) method	Materials Research innovations- Taylor & Francis
301.	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
302.	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
303.	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
304.	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

Sl.No	Year	Month	Name	Title	Publisher Details
305.	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
306.	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
307.	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
308.	2017	July	Mr. Lourdnathan F	Business Regulations	Kalyani Publishers 978-93-272-7825-5
309.	2017	July	Ms. Dhanamalar M, Ms. Ayshwarya B	Top 50 Java practices program with solutions	Amazon Asia-Pacific Holdings Private Limited ASIN: B073WC4B8B
310.	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
311.	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

Sl.No	Year	Month	Name	Title	Publisher Details
312.	2017	July	Ms. Jyothi Manoj	Analysis of the Contemporaneous Interaction between Asian, USA and UK Stock Markets using VAR Modeling	Intercontinental Journal of Finance Research Review, VOL 5, ISSUE 7 ISSN: 2321-0354(Online) ISSN:2347-1654 (Print)
313.	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
314.	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
315.	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
316.	2017	July	Ms. Sucheta Sankar V	The Travelling Self: Cosmopolitan Citizenship, Travel and Textuality	Humanities Circle ISSN 2321-8010
317.	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
318.	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

Sl.No	Year	Month	Name	Title	Publisher Details
319.	2017	July	Dr. Aloysius Edward J	Analysis of the Contemporaneous Interaction between Asian, USA and UK Stock Markets using VAR Modeling	Intercontinental Journal of Finance Research Review, VOL 5, ISSUE 8 ISSN: 2321-0354(Online) ISSN:2347-1654 (Print)
320.	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
321.	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
322.	2017	August	Ms. Annie Stephen	Entrepreneurial Development Program, financial independence	LAP Lambert Academic Publishing ISBN: 3330349107 ISBN 13: 9783330349100
323.	2017	August	Dr. Anthony Vincent B	A to Z of Basic Computer Fundamentals	Amazon.in Amazon.com ISBN – 10: 1522060952 ISBN – 13: 978 -1522060956
324.	2017	August	Ms. Chandrakala M	Green Marketing and Sustainable development challenges and opportunities	Shanlax International Journal of commerce ISSN 2320-4168
325.	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

Sl.No	Year	Month	Name	Title	Publisher Details
326.	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
327.	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
328.	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
329.	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
330.	2017	August	Ms. Roshen Therese Sebastian	Study on E- Mentoring Among Select Commercial Bank Employees in Kerala	IMDR ISSN : 2230-8431
331.	2017	August	Dr. Daniel Santhosh Raj E	Determinants of profitability of Hero honda corp.Limited	International journal of management and social science research review E- ISSN NO 2349 -6746 2349 -6738
332.	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

Sl.No	Year	Month	Name	Title	Publisher Details
333.	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
334.	2017	September	Dr. V Muthukumar	Trade Specialisation- An Encounter to international trade threats	International Research Journal of Commerce and Law ISSN:2349-705X
335.	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
336.	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
337.	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
338.	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
339.	2017	September	Mr. Santhosh V	Online consumer behaviour : influences on online shopping decision	International Research Journal of Commerce and Law ISSN:2349-705X
340.	2017	September	Ms. Chandrakala M	The role of self help groups in micrp finance with special reference to Bangalore rural	International Research Journal of Commerce and Law ISSN:2349-705X
341.	2017	September	Dr. Arti Singh	Emergence of bancassurance in India - A case study on Varanasi	International Research Journal of Commerce and Law ISSN:2349-705X

Sl.No	Year	Month	Name	Title	Publisher Details
342.	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
343.	2017	September	Ms. Kalyani V	Infusing ethical perspectives in the marketing supply chain	International Research Journal of Commerce and Law ISSN:2349-705X
344.	2017	September	Ms. Swetha Manoharan	Green Banking a new strategic shift towards sustainable development.	International Research Journal of Commerce and Law ISSN:2349-705X
345.	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
346.	2017	September	Ms. Ponny Thomas	Social media to test the authenticity of expected holiday travel experience	International Research Journal of Commerce and Law ISSN:2349-705X
347.	2017	September	Ms. Mary Jacob	Accurate brain tumor prediction system from the large volume of data using network partitioning aware ensemble classifier method	International journal of computer engineering and applications, Vol XI, Issue IX ISSN 2321-3469
348.	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
349.	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

Sl.No	Year	Month	Name	Title	Publisher Details
350.	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
351.	2017	September	Ms. Gopika S	Analysis of NSS Image Characteristics	International journal of computer engineering and applications, Vol XI, Issue IX ISSN 2321-3469
352.	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
353.	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
354.	2017	September	Mr. Ambrose Rajkumar M	Effect of maleic acid on the growth and characterization studies of hippuric acid nlo single crystal	Scientia Acta Xaveriana 0976-1152
355.	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
356.	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

Sl.No	Year	Month	Name	Title	Publisher Details
357.	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
358.	2017	September	Ms. Neeta Dwivedi	A study on desires fostering entrepreneurship in women	BSSS Journal of Commerce, Vol IX, Issue-1 ISSN-0975-2528
359.	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
360.	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)
361.	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)
362.	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
363.	2017	September	Mr. Somasundaram T	Impact of Training on Job Performance : A Literature Review	International Research Journal of Commerce and Law ISSN:2349-705X

Sl.No	Year	Month	Name	Title	Publisher Details
364.	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
365.	2017	September	Mr. Surendranath Reddy C	Determinants of Consumer Purchase Intentions in Online Shopping	International Research Journal of Commerce and Law ISSN:2349-705X
366.	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
367.	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
368.	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
369.	2017	September	Dr. A. J. Excelce	Impact of Microfinance on Living standards, empowerment and poverty alleviation of poor people	KAAV – International Journal of Economics, Commerce and Business Management ISSN No: 2348 - 4969
370.	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
371.	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
372.	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
373.	2017	September	Dr. Ashokkumar J	Green marketing as a tool for CSR	International Research Journal of Commerce and Law ISSN:2349-705X
374.	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
375.	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
376.	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
377.	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
378.	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
379.	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

Sl.No	Year	Month	Name	Title	Publisher Details
380.	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
381.	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
382.	2017	September	Mr. D. Ravindran	Retail Preference of Promotion in Cashless Economy-FMCG Products	Shanlax International Journal of Commerce ISSN 2320-4168
383.	2017	September	Mr. S. Rama Gokula Krishnan	Who are Youth?- The Search for a Comprehensive Definition	Research Directions 2321-5488
384.	2017	September	Mr. S. Rama Gokula Krishnan	Problems of Youth Living in Slums: An observation	Research Directions 2321-5488
385.	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
386.	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
387.	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

Sl.No	Year	Month	Name	Title	Publisher Details
388.	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
389.	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
390.	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)
391.	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
392.	2017	October	Dr. Sheeja Krishnakumar	Evaluating job satisfaction using family domain variables among women employees,	FOCUS International Journal of Management 0973-9165
393.	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
394.	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

Sl.No	Year	Month	Name	Title	Publisher Details
395.	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
396.	2017	November	Dr. V Muthukumar	A study on entrepreneurial mindset and skills among undergraduates students in Bangalore with reference to kristujayanti college	International Journal of Business and administration research review ISSN 2347-856X
397.	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
398.	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
399.	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.Narayanapura	International Journal of Multidisciplinary Research Review E- ISSN –2395-1885 ISSN -2395-1877
400.	2017	November	Mr. Shashi Kumar M	A Study On Entrepreneurial Mindset And Skills Among Young Undergraduates Students In Bangalore With Reference To Kristujayanti College	International Journal of Business and Administration Research Review E- ISSN -2347-856X, ISSN -2348-0653

Sl.No	Year	Month	Name	Title	Publisher Details
401.	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
402.	2017	November	Dr. Ranjitha M	An Overview of Different Methods of Image Analysis and Object Detection	International Journal of Advanced Engineering Research Development (IJAERD) Volume-04 ,Issue-11
403.	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
404.	2017	November	Ms. Neeraja R Menon	Comparative analysis of Traditional and Adaptive Routing Techniques for MANETS in NS2 Environment	CSA 2017
405.	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.
406.	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,

Sl.No	Year	Month	Name	Title	Publisher Details
407.	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
408.	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
409.	2017	November	Dr. Aloysius Edward J	Enhancing Employability Quotient is the key to economic growth	Knowledge Review
410.	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
411.	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
412.	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
413.	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)

Sl.No	Year	Month	Name	Title	Publisher Details
414.	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
415.	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
416.	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
417.	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
418.	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
419.	2017	December	Ms. Mamtha D	Indian Derivative Market: Investors Risk Perspective	International Journal of Economic Research, Volume No: 14 0972 – 9380
420.	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

Sl.No	Year	Month	Name	Title	Publisher Details
421.	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
422.	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
423.	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
424.	2017	December	Dr. Molly Joy	Academic achievement in relation to emotional maturity	International Organization of Scientific Research Journal,Vol VII. No.2, ISSN 2320-6381
425.	2017	December	Dr. Molly Joy	Emotional maturity and General well-being of Adolescents	International Organization of Scientific Research Journal,Vol VIII, ISSN-2250-3031
426.	2017		Mr. D. Ravindran	Principles of Management	Thakur Publications ISBN 978-93-87093-30-0
427.	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
428.	2017		Dr. Dileep Francis	Anti Microbials from Microbes	Springer Nature Singapore ISBN: 978-981-10-4282-9
429.	2017		Dr. Krishnamoorthi M	Demonetisation in India : Impact, Pros and cons – An overview	Sigma Publications, Chennai, 2017 ISBN 978-81-92361-08-7

Sl.No	Year	Month	Name	Title	Publisher Details
430.	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
431.	2017		Dr. S Jemimah Naine	Exploring the Bioactive Potential of Carica papaya	The Natural Products Journal Volume 7: 4:pp. 291-297(7).
432.	2017		Dr. S Jemimah Naine	Bioactive compounds from marine Streptomyces sp. VITPSA as therapeutics	Frontiers in Biology Volume 12, Issue 4, pp 280-289
433.	2017		Mr. D. Ravindran	Scheme Preference of FMCG retailers-Trade Promotion Perspective in Contemporary Changes In Business Management	ISBN: 987-81-92597-40-9
434.	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
435.	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
436.	2017		Dr. Abraham Varughese	Resource Bootstrapping and Bricolage as Resource Management Strategies in Informal Enterprises	International Journal of Engineering Research and Technology 1990-9233

Sl.No	Year	Month	Name	Title	Publisher Details
437.	2017		Dr. Sheeja Krishnakumar	Organization Culture on Innovation: Understanding the influence using its variables	FIIB Business Review ISSN 2455-2658(online), 2319-7145(print),
438.	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
439.	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
440.	2017		Dr. Jisha V G	E consumers Behaviour on Social Media sites	Jami Publishers ISBN 978-81-933531-3-4