



# Kristu Jayanti College

**AUTONOMOUS**

**Bengaluru**

Reaccredited 'A' Grade by NAAC | Affiliated to Bengaluru North University

## Centre for Research

### Conference Proceedings Publications

#### 2015-2016

Sl. No.	Name of the teacher	Title of the paper	Title of the Proceedings and Name of the conference	National / International	Year of publication	ISBN Number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
1.	Dr.V.Muthukumar and Dr.V.Babu	Indian Labour Intensive Goods - A Key to Succeed in European Union Markets	One Day International Seminar on Emerging Strategies to Sustain Global Competition	International	2015	978-16-31026-64-5	Kristu Jayanti College (Autonomous), Bengaluru	C.B.Bhandari Jain College, Bangalore-64
2.	Mr.Jithin Joseph	Emerging Challenges and Potentials of Indian Banking Industry	One Day International Seminar on Emerging Strategies to Sustain Global Competition	International	2015	978-16-31026-64-5	Kristu Jayanti College (Autonomous), Bengaluru	C.B.Bhandari Jain College, Bangalore-64
3.	Mr.Syed Kazim	Impact of Globalization on the Poverty of India	8th International Conference on Globalization and Changing Landscape of Business	International	2015	978-93-84935-36-8	Kristu Jayanti College (Autonomous), Bengaluru	Excellent Publishing House, New Delhi -110 070

4.	Dr.Rema Madhava K	Challenges in the Rehabilitation of Destitute Women with Mental Illness		International	2015	2321-8606	Kristu Jayanti College (Autonomous), Bengaluru	Westwind Publishing House, Mumbai
5.	Dr.Molly Joy and Dr.Rema MK	Ego Integrity at Old Age		International	2015	2320-0383	Kristu Jayanti College (Autonomous), Bengaluru	Department of Education, Andhra University Campus, Vizianagaram
6.	Mr. Ajai Abraham Thomas	The Behavioural Aspects of Consumers in Spending Savings – An Exploratory Study		International	2015	2348-1919	Kristu Jayanti College (Autonomous), Bengaluru	International Journal of Management and Social Development
7.	Mr. Surendranath Reddy	A Comparative Study on Customer Involvement in Purchasing Electronic Products Through Online Shopping with Reference to Bangalore	International Conference on Human Resources at Workplace by SDM Institute of Management Development Management, Mysore.	International	2015	978-93-83302-07-9	Kristu Jayanti College (Autonomous), Bengaluru	SDM College
8.	Mr. Surendranath Reddy	A Study on Impact of Online Advertising on Consumer Attitudes and Online Purchase Interest with Special Reference to College Students in Bangalore	National Conference on Ideation - Evolving Trends in Commerce, Management , Arts and Science by Sri Gokula College of Arts, Science and	National	2016	978-93-85640-51-3	Kristu Jayanti College (Autonomous), Bengaluru	Archers and Elevators

			Management Studies, Kolar, Karnataka.					
9.	Ms. Reena Rani Justin	Ethics in English Language Teaching	Modern Trends in English Language Teaching: Placing the Learners in the Spotlight.	National	2015	978-93- 52122-70-7	Kristu Jayanti College (Autonomous), Bengaluru	Proceedings in Modern Trends in English Language Teaching: Placin g the Learners in the Spotlight.
10.	Ms. Susan Sanny	Enhancing Learning Skills	Modern Trends in English Language Teaching: Placing the Learners in the Spotlight.	National	2015	978-93- 52122-70-7	Kristu Jayanti College (Autonomous), Bengaluru	Proceedings in Modern Trends in English Language Teaching: Placin g the Learners in the Spotlight.
11.	Mr.S.Sundara rajan	Role of Higher Educational Institutions in Reinventing the Skills for Global Competency	7th National IQAC Conference on Role of Higher Educational Institutions in Reinventing Skills for Global Competency	National	2016	978-93- 84935-65-8	Kristu Jayanti College (Autonomous), Bengaluru	Excellent Publishing House, New Delhi -110 070
12.	Mr.Syed Kazim	An In-Depth Analysis on the Need and Scope of Islamic Banking in India	Special Issue of International Conference on Emerging Trends in Global Accounting and Finance	International	2016	2454-6593	Kristu Jayanti College (Autonomous), Bengaluru	Indian Journal of Research in Commerce, Management, Engineering and Applied Science
13.	Mr.P.Prakash and Dr.S.Sundara rajan	A Quantitative Research on Technical Analysis of Index Futures with Special Reference to	9th International Conference on Reinvention of	International	2016	978-93- 84935-96-2	Kristu Jayanti College (Autonomous), Bengaluru	Excellent Publishing House, New Delhi -110 071

		National Stock Exchange of India Ltd.	Resilient Ecosystem for Business					
14.	Dr.S.Sundararajan S	Employee Engagement as Tool for Innovative Strategic HR Practices in Modern Companies	9th International Conference on Reinvention of Resilient Ecosystem for Business	International	2016	978-93-84935-96-2	Kristu Jayanti College (Autonomous), Bengaluru	Excellent Publishing House, New Delhi -110 071