



Kristu Jayanti College

AUTONOMOUS Bengaluru

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CENTRE FOR RESEARCH

Conference Proceedings Publications

2020-2021

S. 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 proceedings	Name of the publisher
1	Dr. Pushpa A, Dr. T.K. Murugesan	A Study on Urban Working Women's Perception towards Mutual Fund Investment with Special Reference to Bengaluru District, Karnataka	Virtual National Conference on The Covid-19: Business Trends, Challenges and Opportunities	National	2021	9788194929246	Excellent Publishing House
2	Dr. Pushpa A Dr. Krishnamoorthi M	An Empirical Study on Student Perspective towards Adoption of Digital Wallets	Virtual National Conference on the Covid-19: Business Trends, Challenges and Opportunities	National	2021	7881-94929246	Excellent Publishing House
3	Dr. Muhammad Ashiq A M, Dr. Pushpa A &	Co-Movements among Oil Price, Exchange Rate and Stock Index in India	Virtual National Conference on The Covid-19: Business	National	2021	9788194929246	Excellent Publishing House

	Dr. Krishnamoorthi M		Trends, Challenges and Opportunities				
4	Dr. T.K. Murugesan & Dr. Krishnamoorthi M	Critical Success factors (CSFS) of Six Sigma – An Empirical Study of Manufacturing Firms at Bangalore	Virtual National Conference on The Covid-19: Business Trends, Challenges and Opportunities	National	2021	9788194929246	Excellent Publishing House
5	Dr. Krishnamoorthi M, Dr. T.K. Murugesan, & Dr. Muhammad Ashiq A M	Customer Perception towards GST Rates on Home Appliance	Virtual National Conference on The Covid-19: Business Trends, Challenges and Opportunities	National	2021	9788194929246	Excellent Publishing House
6	Dr. Krishnamoorthi M, & Dr. Mathiyarasan M	Portfolio Risk and Return Analysis of Selected Stocks Listed in NSE, India	4 th National Business Research Conference on “Emerging Business Trends in Post Covid 19 (EBTPC19)	National	2021	9788191056198	Dhanraj Baid Jain College, Chennai
7	Dr. Mathiyarasan M	A Study on Impact of Covid 19 in Sectors of Indian Economy and Business Survival Strategies with Special Reference to Karnataka	Virtual National Conference on The Changing Economic Models and Trends in The Post Covid-19 World	National	2021	9788194929222	Excellent Publishing House

8	Ms. Thanuja K.A	A Study on Pandemic related Problems among IT Company Employees with Reference to Bengaluru	Virtual National Conference on the Changing Economic Models And Trends In The Post Covid-19 World	National	2021	9788194929222	Excellent Publishing House
9	Dr. Annie Stephen	Collective Action for Sustainable Development by Addressing Tax Compliance Gaps	National Conference on The Covid 19 Business Trends Challenges and Opportunities	National	2021	9788194929246	Excellent Publishing House
10	Dr. Mathiyarasan M	Impact of Covid-19 on Business Sector in India	The Covid-19: Business Trends, Challenges and Opportunities	National	2021	9788194929246	Excellent Publishing House
11	Dr. D Ravindran	A Study on Buying Behaviour of Home Fitness Equipment during covid-19	Virtual National Conference Spectrum Series 2020	National	2020	9788194929239	Excellent Publishing House
12	Dr. D Joseph Charles Tamilmaran	A Study on the Impact of Merger and Acquisition on the Financial Performance of the Selected Media and Entertainment Companies	Virtual National Conference Spectrum Series 2020	National	2020	9788194929239	Excellent Publishing House
13	Dr. Sheeja Krishnakumar	Changing Perception towards Varying Roles of Working	International E Conference on Adapting to the New	International	2020	9789383302475	SDMIMD

		Women in Indian Rural Society	Business Normal – The Way Ahead				
14	Dr. D Joseph Charles Tamilmaran	E-shopping Experience among the Millennials in Apparels	International Virtual Conference on Recent Trends & Innovations in Science, Engineering and Social Sciences	International	2020	9789381723968	Virudhunagar Hindu Nadars' Senthikumara Nadar College
15	Dr. Baba Gnanakumar P	Reinforcing the Rave Reviews of Rumours in Product Launch – a Study done through Text Mining	4 th International Conference on Marketing, Technology & Society 2020	International	2020	9789354197482	INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE
16	Dr. D Ravindran	Study on Impact of Demographic Variables on Consumer Buying Preference and Consumer Satisfaction	Virtual National Conference Spectrum Series 2020	National	2020	9788194929239	Excellent Publishing House
17	Mr. Manjunath S	Perception and Readiness of Small Retailers towards Digitalization in Karnataka	National Conference on Redefining Management Practices in The Post Covid -19	National	2020	9788194929239	Excellent Publisher
18	Dr. Excelce A J	Recent Trends in Commerce , Management & Economics	Recent Trends in Commerce Management & Economics	National	2020	9788195362011	South Indian Researcher Association

19	Mr. Jaheer Mukthar KP	A Study on Impact of GDP and Inflation on Unemployment Rate	Virtual National Conference on The Changing Economic Models and Trends in the Post Covid-19 World	National	2021	9788194929222	Excellent Publishing House
20	Ms. Preethi S J G	Migration during Pandemic: Challenges and Measures	Virtual National Conference on The Changing Economic Models and Trends in the Post Covid-19 World	National	2021	97881949292	Excellent Publishing House
21	Dr. Sivasubramanian K	Quantifying Economic Empowerment of Women through Micro Finance Model for Sustainable Business: A Study on Women Vegetable Vendors in Chennai	International Conference on Sustainable Business Management Practices and Social Innovation	International	2021	9788195110858	Eureka Publications
22	Ms. Preethi S J G	Women in Labor Force and Tts Contribution in Economic Growth of India	Virtual National Conference on the Changing Economic Models and Trends in The Post Covid-19 World	National	2021	97881949292	Excellent Publishing House
23	Vinothina V, Prathap G	A Study on Processes for	National Conference on Computational Intelligence	National	2021	9789354454295	Excellent Publishing House

		Analysing surveillance data					
24	Ms. Dhanamalar M	Disease Inference using LSTM Health Data	International Conference on Recent Trends & Technologies in Soft Computing	International	2021	9789354161957	Springer
25	Dr. C. Naveeth Babu & Dr. Prakash VS	Enhanced Medical Monitoring Wireless Sensor Network Proposed using Greedy Multipoint Relays Protocol Algorithms	Proceeding of First Global Conference on Artificial Intelligence and Applications	International	2021	9789813346031	Springer
26	Dr. Dalvin Vinoth Kumar A	Fuzzy based Predication Technique for Diabetics Association Analysis for Salem district farmers	International Conference on Research and Developments In Technology , Science, and Engineering	International	2021	978938921190	St. Anees College
27	Dr. Ambrose Rajkumar M	Irradiation Effect of au^{3+} on 2-Amino-5-Nitropyridinium Sulfamate (2a5nps) NLO single crystal	International Conference on Physics and Chemistry of Materials In Novel Engineering Applications	International	2021	0094243X	American Institute Of Physics- USA

28	Dr. Hubertshanthan B J	TCAMTSA: Time and Cost based Scheduling Algorithm for Multi Cloud Systems	7 th International Conference on advanced Computing and Communication Systems	International	2021	9781665405218	IEEE
29	Ms. Ann Mary Joyson	Women as Achievers and Leaders in 21 st Century	National Conference on Women In Leadership	National	2021	97881949292	Excellent Publishing House