

Research Publications of Symbiosis Institute of Business Management, Bengaluru

Year 2018-19

1. **Prof. Semila Fernandes, Dr. Rajesh Panda(04/2018)**, Social Reference Group Influence on Women Buying Behaviour: A Review, Journal of Commerce and Management Thought- Vol 9 Issue 2a,(J-Gate,EBSCO Discovery,Summon(Proquest),Google Scholar,Indian Science Abstracts,ISSN- 0975-623X)
2. **Bandana Nayak, Chandra Madhab Mohapatra, Bibhuti Bhusan Mahapatro & Padma Charan Mishra(04/2018)**, Does leadership style affect organizational effectiveness? A study on food processing industry in Odisha-India, Revista ESPACIOS, Vol 39 (no.33),(ISSN- 7981015)
3. **Neha Chhabra Roy, Dr. T Viswanathan(08/2018)**, Workforce challenges in Indian banking Scenario - Journey from identification till mitigation, Current Science, Vol. 115, No.4,(Scopus, Web of Science, Current Contents, Geobase, Chemical Abstracts, IndMed,ISSN- 0011-3891)
4. **Mohan Gopinath, Aswathi Nair, Dr. T Viswanathan,(10/2018)**, Espoused and Enacted Values in an Organization: Workforce Implications, Management and Labour Studies, Vol 43(4),(DeepDyve J-Gate Indian Citation Index (ICI) (RePEe),ISSN- 23210710)
5. **Prof. Pooja Gupta, Prof. Semila Fernandes and Manish Jain(11/2018)**, Automation in recruitment: a new frontier, Journal of Information Technology Teaching Cases, Vol 8(2),(Scopus, ABS,ISSN- 2043-8869)
6. **Prof. Semila Fernandes, Dr. Rajesh Panda(2018)**, Product Conspicuousness & Reference group Influence among women: An Empirical Analysis, International Journal of Public Sector Performance Management (IJPSPM),(ABDC, Scopus Forthcoming articles)
7. **Ameer Hussain, Biranchi Narayan Swar & Rumna Bhattacharyya(2018)**, A study on the impact of various dimensions of conflict in channel relationship and performance, International Journal of Public Sector Performance Management (IJPSPM),(ABDC, Scopus Forthcoming articles)
8. **Prof. Aarti Sharma, Prof. Saina Baby,(2018)**, Determinants of Foreign Direct Investment in Indias Service Sector, International Journal of Public Sector Performance Management (IJPSPM),(ABDC, Scopus Forthcoming articles)
9. **Sudarsan Sahoo, Ganesh Prasad Das & Dr. Bandana Nayak(2018)**, A Study on HRD Practices in Indian PSUS with Special reference to Paradeep Refinery, International Journal of Applied Business and Economic Research- Volume 16, Number 3,(ISSN- 0972-7302)

Year 2017-18

1. **Lavina Sharma, Dr. Asha Nagendra(08/2017)** Re-looking Recruitment Strategies: Use of Social Media. International Journal of Engineering Technology Science and Research (IJETSR), Volume 4, Issue 8(ISSN: 2394 – 3386)
2. **Dr. K. Shivakumar, Babeet Gupta(10/2017)** Changing Consumer Behavior Paradigms: Does Gender and Marital Status Influence Grocery Shopping Behavior? An Exploratory Study (Article). Indian Journal of Marketing, Vol 47, Issue no. 10 (Scopus,ISSN- 0973-8703)
3. **Dr. K. Shivakumar, Ruchi Agarwal(11/2017)** Age and employment status - changing facets of grocery buying behavior: an exploratory study, Research Journal of Social Science & Management-RJSSM, Vol 7, Issue no. 7, (ISSN -2251-1571)
4. **Dr. Biranchi Narayan Swar(02/2018)** An Exploration into the factors driving working professionals buying small cars, Global Business Review- 19(01),(Scopus,ISSN- 0972-1509)
5. **Dr. Rajesh Panda, Deepa Rohit(01/2018)** Cause-Brand Association and Consumer Attitude: A Review, Indian Journal of Commerce and Management Studies (IJCMS), Vol-IX Issue 1,(ISSN-2249-0310)
6. **Dr. Mallika Srivastava, Shubhanshu Naik & Dr. Aumpam Narula(01/2018)** Quantitative Modeling of Customer Retention in Context of Indian Retail Market, Indian Journal of Commerce and Management Studies (IJCMS), Vol-IX Issue 1,(Ebsco,Cabell's directory,GetCITED,Open J-Gate,Ulrich's Web,CrossRef,Indian Citation Index (ICI),ISSN-2249-0310)
7. **A.Vidyasagar, Semila Fernandes & Dr. Mallika Srivastava(01/2018)**,Brandwidth: An Influence of Brand Associations in Gift Giving Behavior, International Journal of Research in Computer Application & Management (IJRCM), Vol no.8, Issue no.01(Ebsco,ProQuest,Cabell's directory,Index Copernicus,Open J-Gate,Ulrich's Periodicals Directory,ISSN-2231-1009)

8. **Shubhanshu Naik, Dr. Mallika Srivastava** (12/2017), A Study on Relevance of Professional Training to Healthcare Housekeeping Aide through SAP-LAP Inquiry, Indian Journal of Public Health Research & Development, Vol-8 Issue 4(Scopus,ISSN-0976-0245)
9. **Dr. D. Subramaniam, Dr. John Ben**(02/2018), The relevance of Skill Development in the Indian Context, Arthshastra:Indian Journal of Economics and Research, Vol 7, Issue 1,(ISSN-2278-1811)
10. **Dr. Madhvi Sethi, Parthiv Thakkar, Zahid M. Jamal**(03/2018), A Simulation Model for Pricing the Spread in a Credit Default Swap: Application and Analysis, SDMIMD Journal of Management Vol 9, Issue 1(Ebsco,Open J-Gate,ISSN-023207906)
11. **Dr. Madhvi Sethi, Akansha Asher, Dipali Krishnakumar**(12/2017), Capital Structure Decisions of Indian Drugs and Pharmaceutical Firms, Indian Journal of Public Health Research & Development-Vol 8, Issue 4,(Scopus,ISSN-09765506)
12. **Dr. Madhvi Sethi, Dipali Krishnakumar, N Chidambaran**(10/2017), Cross-border vs. domestic acquisitions: Evidence from India, Journal of Economics and Business -Vol 95(Scopus,Ebsco,ERIC,RePec,American Business School (ABS),ISSN-01486195)
13. **Dr. Biranchi Narayan Swar, Hussain Ameer A, and Bhattacharya Rumna**(04/2017), Analysis of Inter-relationship between trust, communication and commitment and its effect on work relationship and performance: With special reference to Indian pump manufacturer and distributors, International Journal of Applied Business and Economic Research, Vol 15, Issue 2(American Economic Association, Scopus (Elsevier),ISSN- 0972 7302)
14. **Pooja Gupta, Parthiv Thakkar, Disha Chhabaria**(02/2018), Impact of Organization Performance on the Corporate Governance in the Banking Sector in India , International Journal of Research Culture Society, (ICGS/Issue7,ISSN- 2456-6683)
15. **Pooja Gupta, Zahid Jamal**(03/2018), The Impact of Analyst Recommendations on BFSI sector stocks, International Research Journal of Business and Management (IRJBM)- Vol.11, Issue 3,(ISSN_ 2322-083X)
16. **Saina Baby**(03/2018), Current Account Deficit in India: Exploring the Trends and Causes, International Research Journal of Human Resources and Social Sciences, Volume 5, Issue 03(ISSN- 2394-4218)
17. **Dr. Asha Nadig** (07/2017), Impact of Interim Dividend Announcements on Banking Stock Prices in India, Indian Journal of Finance, Vol 11, Issue 7(Scopus,ISSN- 09738711)
18. **Dr. Mallika Srivastava**,(03/2018), Affective Reactions" of Rural and Urban Voters to Government Campaign Commercials in Maharashtra, Indian journal of Marketing- Vol 48, Issue 3(Scopus,ISSN- 09738703)
19. **Dr. Mallika Srivastava, Krishna Murthy Inumula**(12/2017), A Study on Consumer Behaviour with Reference to Indian Domestic Airlines in Pune, International Journal of Economic Research, Vol 14, Issue 15,(Scopus, Index Copernicus,ISSN-0972-9380)
20. **Shubhanshu Naik, Dr. Mallika Srivastava**(04/2017), Evolution, Development and Establishment of Political Advertising: A Review Study, Researchers World - Journal of Arts, Science and Commerce, Vol 8, Issue 2(Ebsco, ProQuest, Cabell's directory, Google Scholar, Open J-Gate, Ulrich's Periodicals Directory,ISSN-89-96)
21. **Dr. Rajesh Panda, Dr. Biranchi Narayan Swar**(12/2017), Customer Satisfaction, Product Quality and Service Quality: An Empirical Analysis for Staple and Luxury Products, International Journal of Applied Business and Economic Research, Volume 15, Number 16 (Part - II),(Scopus,ISSN_ 0972-7302)
22. **Dr. Rajesh Panda, Dr. Madhvi Sethi**(12/2017), Millennium Development Goals and India: A Cross Sectional Analysis, International Journal of Applied Business and Economic Research, Volume 15, Number 16 (Part - II),(Scopus,ISSN- 0972-7302)
23. **Lavina Sharma, Asha Nagendra and Ami Ruparelia**(12/2017), A Study of Women Empowerment through Self-help Groups in the State of Rajasthan, International Journal of Applied Business and Economic Research- Volume 15, Number 16 (Part - II),(Scopus,ISSN- 0972-7302)
24. **Dr. Mallika Srivastava, Semila Fernandes, Aratrika Mallick and Meher Legha**(12/2017), Impact of Ethnocentrism on Indian Consumers' Brand Preferences for Domestic Vs Foreign Products: An Empirical Study, International Journal of Applied Business and Economic Research ,Volume 15, Number 16 (Part - II),(Scopus,ISSN- 0972-7302)
25. **Dr. Mallika Srivastava, Shubhanshu Naik & Dr. Poornima Tapas**(12/2017), A Study on Relevance of Voters Education through SAP-LAP Inquiry, International Journal of Applied Business and Economic Research ,Volume 15, Number 16 (Part - II),(Scopus,ISSN- 0972-7302)
26. **Dr. Asha Nadig , Dr. T. Viswanathan**(12/2017), Underpricing of Initial Public Offerings in Indian Capital Market, International Journal of Applied Business and Economic Research ,Volume 15, Number 16 (Part - II),(Scopus,ISSN- 0972-7302)
27. **Pooja Gupta, Harisankar Muralidharan**(12/2017), CSR Initiatives as a Means for Enhancing Corporate Reputation, International Journal of Applied Business and Economic Research ,Volume 15, Number 16 (Part - II),(Scopus,ISSN- 0972-7302)
28. **Dr. K. Shivakumar, Lakshmaiah Botla**(06/2017), Sustaining Traditional Handmade Designs: Laludas Shoe Maker, Journal of Commerce & Business Studies, Vol 4, Issue 1,(ISSN- 2322-0767)
29. **Dr. Rajesh Panda, Dr. Biranchi Narayan Swar**(04/2017), Customer Satisfaction and Online Retail Service Quality: A SEM Approach, International Journal of Applied Business and Economic Research, Volume 15, Number 16 (Part - II),(Scopus,ISSN- 0972-7302)
30. **Aarti Mehta Sharma, Dr. Swati Subhash Desai**(12/2017), A Study on students' perception of statistics education in Business Schools, Shanlax International Journal of Education, Vol 6, No. 1(ISSN- 23202653)
31. **Aarti Mehta Sharma, Dr. Swati Subhash Desai**(11/2017), Student Engagement and Statistics Education : A review of Literature and future directions, International Journal of Academic Research and Development, Vol 1, Issue 6,(Ebsco,Google Scholar,Scirus,BASE,Cite Seer'x, DOAJ, Scribd,CrossRef,ISSN- 2455-4197)

32. **Dr. Rajesh Panda, Deepa Rohit**(01/2018), Cause-Brand Association: A Review, Journal of Management Research- Vol 18, No. 1(ABDC,Indian Citation Index (ICI),ISSN- 9725814)

Year 2016-17

1. **V.G.Venkatesh, Atish Das Gupta** (01/2016) Demand Driven Collaborative People Supply Chains. *APICS Global Magazine*, 26(1) : 41-44 (Ebsco,Cabell's directory,Google Scholar,Scirus; ISSN: ISSN 10560017).
2. **Dr. Rajesh Panda, Pooja Gupta, Dr. Madhvi Sethi** (01/2016) Amarnath Gupta and Sons: The Business in Family Business. ISB-Ivey CaseCompetition.
3. **D.Subramaniam** (03/2016) Evolving Global Business Trends and India's Challenges. *Prabandhan: Indian Journal of Management*, 9(3) : 43-53 (Scopus; ISSN: 0975-2854).
4. **Dr Madhvi Sethi, Pooja Gupta** (03/2016) Sherlock and the Capital Structure Maze. *Perspectiva: A Case Research Journal* pp, Volume II(1) : 13-20 (ISSN: ISSN: 2394-9961 e ISSN: 2).
5. **Pooja Gupta** (03/2016) Sherlock and the Capital Structure Maze. *Perspectiva: A Case Research Journal*, 2(1) (ISSN: 2394 9961).
6. **Dr. Asha Nadig** (03/2016) Kotak Mahindra and ING Vysya Bank Merger. *Perspectiva: A Case Research Journal*, 2(1)(ISSN: 2394 9961).
7. **Semila Fernandes** (03/2016) Strategic implications and competition of a chocolate brand: XYZ India. *Case studies journal*, 5(2).
8. **Semila Fernandes , Vidyasagar A** (03/2016) Digital marketing – way to significance. *International Journal of Research in Commerce, IT and Management*, volume no. 6 (2016), issue no. 03(ISSN 2231-5756).
9. **Panda Rajesh, Swar Biranchi Narayan**(04/2016)Electronic Retailing: A Review of Determinants of Online Shopping Intentions in India. *Indian Journal of Science and Technology*, 9(15) : 1-6(Scopus, Ebsco, Index Copernicus; ISSN: 0974-6846).
10. **Gupta Pooja** (04/2016) Empirical Study of S&P BSE 100 Index on the Role of Dividend and Earnings Announcements: A Signaling Effect. *Indian Journal of Science and Technology*, 9(15) : 1-4 (Scopus, Ebsco, Index Copernicus; ISSN: 0974- 6846).
11. **Krishnakumar Dipali, Sethi Madhavi** (04/2016) Post IPO Mergers and Acquisitions Strategies: Evidence from India. *Indian Journal of Science and Technology*, 9(15) : 1-8 (Scopus, Ebsco, Index Copernicus; ISSN: 0974-6846).
12. **Panda Rajesh, Sethi Madhavi, Kumaran M.** (04/2016) A Study of Bilateral Trade Flows of China and India. *Indian Journal of Science and Technology*, 9(15) : 1-7 (Scopus, Ebsco, Index Copernicus; ISSN: 0974-6846).
13. **Rajesh Panda, Madhvi Sethi** (05/2016) Gold as an Investment Option in India : Myth and Reality, *Indian Journal of Finance* Volume 10(5) : 13-20 (ISSN:0973-8711).
14. **Saina Baby, Aarti Mehta Sharma** (06/2016) Impact of Commodity Price Changes on India's Trade Deficit. *GE- International Journal of Management Research*, 4(6) : 104-116 (Cabell's directory, Google Scholar; ISSN: (2321-1709).
15. **Dr. Shivkumar K** (07/2016) Intervening Role of Marital Status on Grocery Shopping of Expats. *International Journal of Innovative Research in Science, Engineering and Technology*, 5(7) : 13298-13307 (DOAJ; ISSN: 2347-6710).
16. **Dr. Rajesh Panda, Dr. Biranchi Narayan Swar** (08/2016) Customer Expectations and Performance of Banks-An Empirical Analysis. *Indian journal of Marketing*, 46(8) : 25-36 (Scopus; ISSN: 0973-8703).
17. **Dr. Rajesh Panda, Dr. Madhvi Sethi, Pooja Gupta** (11/2016) Groupon India - A Management Buyout Decision. ISB- IVEY Global Case Competition 2016.

Year 2015-16

Journal Papers Published

1. **Subramaniam D** (05/2015) Case study on Gypsum Handling in a Process Plant. *Perspectiva - A Case Research Journal*, 1(1) : 58-64 (ISSN: 2394-9961).
2. **Swar Biranchi Narayan, Panda Rajesh** (05/2015) Indian Retail Banking: Understanding Customers Expectations. *Perspectiva - A Case Research Journal*, 1(1) : 23-32 (ISSN: 2394-9961).
3. **V G Venkatesh, Sonali Bhattacharya, Madhvi Sethi, Sahil Dua** (09/2015) Performance measurement of sustainable third party reverse logistics provider by data envelopment analysis: a case study of an Indian apparel manufacturing group. *International Journal of Automation and Logistics*, 1(3) : 273-293 (Cabell's directory,Google Scholar; ISSN: 2049-6745).

4. **V.G.Venkatesh** (09/2015) Analysis on supply chain risks in Indian apparel retail chains and proposal of risk prioritization model using Interpretive structural modeling. *Journal of Retailing and Consumer Services*, 26(September) : 153-167 (Scopus ScienceDirect, ScienceDirect, ABDC; ISSN: 0969-6989).
5. **V.G.Venkatesh, A.Vidyasagar** (05/2015) International Logistics Operations at a Manufacturing Firm- An analysis. *Perspectiva - a Case Research Journal*, 1(1) : 65-72 (ISSN: ISSN # 2394 9961).
6. **V.G.Venkatesh, Rameshwar Dubey** (10/2015) Supplier selection in blood bags manufacturing industry using TOPSIS model. *International Journal of Operational Research*, 24(4) : 461-488 (ABDC; ISSN:1745-7653).
7. **Venkatesh V.G., Dubey Rameshwar, Bhattacharya Sonali** (04/2015) An analysis of Internationalization barriers of Indian Apparel SMEs in the Post-MFA regime- A modeling approach. *International Journal of Business and Globalisation*, 14(3) : 351-381 (Scopus, ABDC; ISSN: 1753-3627).
8. Deshpande Anand, **Gupta Pooja** (05/2015) Bringing out the Golden spark in Silver Spark - A Lean Intervention. *Perspectiva - A Case Research Journal*, 1(1) : 43-50 (ISSN: 2394-9961).
9. **Aarti Mehta Sharma, Saina Baby** (10/2015) Gold Price forecasting in India Using ARIMA modelling. *GE-International Journal of Management Research*, 3(10) : 14-33 (Cabell's directory, Google Scholar, Open J-Gate, ResearchGate; ISSN: 2321-1709).
10. **Subramaniam, D** (11/2015) A Study on factors influencing customers decision to opt for a credit card. *International Journal of Management and Social Science Research Review*, 1(17) : 193-202 (Google Scholar, Global Impact Factor; ISSN: 2349-6746).
11. **Rajamohan R** (12/2015) Effectiveness of Financial Education Workshops Among College Students. *International Journal of Research in Management & Social Science*, 3(4) : 23-28 (Google Scholar, Academic Keys, Index Copernicus, ResearchGate, Scribd; ISSN: 2322-0899).
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Year 2014-15

1. **Fernandes Semila, Vidyasagar A** (02/2015) Digital Marketing and Wordpress. *Indian Journal of Science and Technology*, 8(4) : 61-68 (Scopus, Ebsco, DOAJ, Index Copernicus, Indian Science Abstracts, Research Bible, Thomson Reuters, Ulrich's Periodicals Directory; ISSN: 0974-5645).
2. **Semila Fernandes, B. R. Londhe** (03/2015) Influence of Social Reference Group on Buying Behavior, a Comparative Study of Working and Non Working Women in Bangalore-A Pilot Study Analysis. *Indian Journal of Science and Technology*, 8(6) : 95-124 (Scopus, Ebsco, DOAJ, Index Copernicus, Indian Science Abstracts, Open J-Gate, Research Bible, Thomson Reuters, Ulrich's Periodical; ISSN: print - 0974-6846, online).
3. **Swar Biranchi Narayan, Panda Rajesh** (03/2015) Green Marketing in India: A Study of Selected Cases. *International Journal of Applied Services Marketing Perspectives*, 4(1) : 1444- 1449 (ISSN: 2279-0977).
4. Balasubramanian Divya, Kher Deepti, Dinesh M, Madan Gaurav, Shekharan Sneha, **Venkatesh V G** (01/2015) Factors Influencing Successful Implementation of Green Manufacturing. *AIMS International Journal of Management*, 9(1) : 1-16 (ISSN: 1939-7011).
5. Kumar Ravi, **Sethi Madhvi, Krishnakumar Dipali** (02/2015) Transforming Banking through Telecom - An Approach. *Indian Journal of Science and Technology*, 8(4) : 1-12 (Scopus, Ebsco, DOAJ, Index Copernicus, Indian Science Abstracts, Research Bible, Thomson Reuters, Ulrich's Periodicals Directory; ISSN: 0974-5645).
6. **Aarti Mehta Sharma, Pooja Gupta** (10/2014) Profitability as A Determinant of Corporate Governance Disclosures in Indian Public Sector and Private Sector Banks. *Researchers World - Journal of Arts, Science & Commerce*, 5(4(1)) : 1-12 (Ebsco, Cabell's directory, Open J-Gate; ISSN: 2231-4172).
7. **Dubey, Rameshwar**, Singh Tripti, Ali Sadia Samar, **Venkatesh V.G.**, Gupta Omprakash (11/2014) Exploring dimensions of firm competencies and their impact on performance. *Benchmarking: An International Journal*, 21(6) : 1003-1022 (Scopus; ISSN: 1463-5771).
8. **Fernandes Semila Fenelly, Londhe BR** (05/2014) Working Women & Non Working women buying behavior: Influence of social reference groups on the purchase of products - A Review. *Indian journal of commerce & management studies*, 5(2) : 91-98 (GetCITED, Global Impact Factor, Index Copernicus, Open J-Gate; ISSN: 2249-0310).
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 11. **Kumar Ajith, Vidyasagar A, Sharma Aarti Mehta** (09/2014) Eco friendly practices - Examining for Differences. *GE - International Journal of management research*, 2(9) : 33-65 (Cabell's directory,Google Scholar,Academic Keys,Scribd; ISSN: 2321-1709).
 12. **Madhvi Sethi, Ravi Kumar** (04/2014) Indian Power Utilities a Panacea for Revival. *Global Journal of Finance and Management*, 6(1) : 67 (ISSN:0975-6477).
 13. **Mehir Kumar Baidya, Bipasha Maity, K Ghosh** (04/2014) An empirical investigation of the effect of advertising in shaping the relationship between sales and price of two entrepreneur brands in India. *Asia-Pacific Journal of Business Administration*, 6(2) : 116-126 (Scopus; ISSN: 1757-4323).
 14. **Panda Rajesh** (06/2014) Soybean Price Forecasting in Indian Commodity Market: An Econometric Model. *Journal of Academia and Industrial Research*, 3(1) : 58-62 (Google Scholar,DOAJ,Index Copernicus; ISSN:2278-5213).
 15. **Panda Rajesh, Swar Biranchi, Mukerjee Kaushik** (07/2014) Factors Affecting Brand Trust: An Exploratory Investigation among Indian Retail Consumers. *Indian Journal of Marketing*, 44(7) : 7-17 (Scopus,Cabell's directory,Academic Keys,Elsevier Bibliographic Databases,Index Copernicus,Indian Science Abstracts; ISSN:0973-8703).
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 19. Tovinakere Rajesh, **Fernandes Semila** (07/2014) Analysis of Technologically Interactive Education At Home - an Explorator y Research on Consumer Behavior. *Procedia Economics and Finance*, 11: 572-582 (ScienceDirect; ISSN: 2212-5671).
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 21. **Sethi Madhvi, Gupta Pooja** (01/2015) Sherlock Homes and the Game of Financial Ratios. *ISB IVEY Case Competition 2014*,
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 23. **Madhvi Sethi, Vijayaraghavan P** (01/2015) Indian Firms and Double Exit Strategy: An Empirical Analysis. In: *Twelfth AIMS International Conference on Management*, 1(1) , pp: 1 (ISBN : 978-81-924713-8-9).
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 27. **Madhvi Sethi, Pooja Gupta** (08/2014) Impact of US Policy Changes on Value of Selected IT Companies in India. In: *Emerging Trends in Finance and Accounting*, 1(1) , pp: 1 (ISBN : 978- 93-83302-02-4).

Year 2013-14

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2. **Swar Biranchi Narayan**, P K Sahoo (01/2014) Measurement of Service Delivery in selected Banks-A Perception & Expectation Analysis. *Management Edge*, 7(3) : 14-24 (Ebsco,ProQuest,Cabell's directory; ISSN: 0976-0431).
 3. **Watve Neelima** (03/2014) Transforming Human Resources into Strategic Assets: Differential Importance of Various HR Practices. *International Journal of Knowledge Management and Practices*, 2(1) : 44 - 50 (ISSN: 2320-7523).
 4. Arvind Raj, Mohan Kumar S, **Venkatesh V G** (02/2014) Pywatna czy publiczna - jaka chmure wybrac? (WMS - Cloud Computing). *Nowoczesny Magzyn*, 16(1) : 35-40 (ISSN: 1507-465X).
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 6. **Fernandes Semila** (06/2013) Comparative Advertisement and its Relation to Trademark Violation - An Analysis of the Indian Statute. *Journal of Business Management & Social Sciences Research*, 2(6) : 67-74 (WorldCat,Google Scholar,BASE,Computer Science Directory,GetCITED,Global Impact Factor; ISSN: 2319-5614).
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