

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. **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)
7. **Dr. Rajesh Panda, Dr.Madhavi Sethi ,Shivam Agarwal(12/2018)**, Sustainable Development Goals and India: A Cross-Sectional Analysis, OIDA International Journal of Sustainable Development - Vol 11(11), pp. 79-90,(ISSN- 1923-6654)
8. **Dr. Madhvi Sethi, Prof.Saina Baby, Dr.Vandita Dar (01/2019)**, Economic Performance Indicators Under Different Monetary Policy Frameworks: Evidence from India, The IUP Journal of Applied Economics - Vol.XVIII(1),pp 66-82,(ISSN - 0972-6861)
9. **Prof. Lavina Sharma (3/2019)**, Employer Attractiveness dimensions: A study of perceptions of the Management Students, International Journal of Innovative Science and Research Technology- Vol 4(3), pg no 419-425,ISSN - 2456216
10. **Dr. T Viswanathan, Neha Chhabra Roy(03/2019)**, Disruptive Technologies and its effect on the workforce in banks: A Framework of Assessment for Mitigation, The Empirical Economics Letters,Vol-18(3) pg: 267-281,ISSN - 1681 8997
11. **Dr. T Viswanathan, R. Sriram ,Prarthana Mukherjee(03/2019)**, Efficiency of Indian Option Market: Estimation of Future Market Volatility Using Implied Volatility, SDMIMD Journal of Management, Vol 10(1), pg no: 11 – 20,ISSN - 23207906
12. **Prof. Pooja Gupta, Prof.Anand Deshpande(12/2018)**, Lighting the Lean Spark in Silver Spark, Asian Case Research Journal-Vol: 22 Iss: 02 pg: 299-323 , ISSN -0218-9275 online: 1793-6772
13. **Dr.Mallika Srivastava (09/2018)**, To Study the Relationship between Service Encounter and Retail Experience on Customer Satisfaction and Customer Loyalty with Impact of Loyalty Program Membership. Indian Journal of Commerce and Management Studies, Vol 9(3), pg no. : 66 – 77,ISSN - 22490310

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)

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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 Journalof Research in Commerce, IT and Management*, volume no. 6 (2016), issue no. 03(ISSN 2231-5756).
9. **PandaRajesh,SwarBiranchiNarayan**(04/2016)ElectronicRetailing:AREviewofDeterminantsofOnlineShopping Intentions in India. *Indian Journalof Scienceand 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).
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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).
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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).
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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).
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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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 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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 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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