

**Number of papers presented by the staff at the National level / International level**

S.No	Name of the Faculty	Name of the Conference/ Seminar	Title of the paper presented	Journal Name, Vol no, Issue No	Publisher, Month and year of Publication.	ISSN/ISBN No	Scopus (UGC Approved)	h-INDEX	Impact Factor
1.	Dr.M.Sharmeen Farooq		Valuation of firm: Methods & Practices – An Evaluation	International Journal of Research in Business Management, Volume 2 Issue 10,	October 2014	ISSN-2347-4572		Index Copernicus Value-2014-3.00	
2.	Dr.M.Sharmeen Farooq		Value Investing in the Best	IJHAMS Journal, Volume 4 Issue 5	May 2016	ISSN 2348-0521		Index Copernicus Value-2014-3.00	Impact factor 1.9287
3.	Kavitha Rajeshwara Rao	Emerging innovation strategies in business creating a competitive edge	Impact of eWom on the Purchase Decision of consumers	IJASRD, Volume 3, Special Issue 3, Version 1,	Sep 2016	ISSN-2394-8906			2.415
4.	R.Vijayalakshmi	Emerging innovation strategies in business	Customers Loyalty towards online retail	IJASRD, Volume 3, Special Issue 3,	Sep 2016	ISSN-2394-8906			2.415

		creating a competitive edge	stores	Version 1,					
5.	R.Vijayalakshmi	Strategies for frontier global business issues and challenges of emerging economies	Consumers Motivation for Online shopping	Conference Proceedings	Sep 2016	ISBN:978-93-80530-48-7			
6.	Dr.M.Sharmeen Farooq	Strategies for frontier global business issues and challenges of emerging economies	Beta Values for Risk Estimation	International Journal of Management and Social Science Research Review, Volume 1, Issue 27	Sep 2016	E-ISSN-2349-6746			3.996
7.	Dr.M. Sharmeen Farooq	Emerging innovation strategies in business creating a competitive edge	Evaluating a Corporate Buyback	IJASRD, Volume 3, Special Issue 3, Version 1,	Sep 2016	ISSN-2394-8906			2.415
8.	Dr. Hema Malini S	Strategies for Frontier Global Business Issues and Challenges of	Social Media Marketing – A Social Media User’s Perspective	International Journal of Management and Social Science Research	Sep 2016	E-ISSN-2349-6746			3.996

		Emerging Economies		Review, Volume 1, Issue 27					
9.	Dr.Olive David	strategies for frontier global business issues and challenges of emerging economies	Role of NGO's in Business	Conference Proceedings	Sep 2016	ISBN:978-93-80530-48-7			
10	K.Vijayalakshmi	Emerging innovation strategies in business creating a competitive edge	Impact of eWom on the Purchase Decision of consumers	IJASRD, Volume 3, Special Issue 3, Version 1,	Sep 2016	ISSN-2394-8906			2.415
11	S.Meenakshi	Emerging innovation strategies in business creating a competitive edge	Competency Mapping –A competitive edge	IJASRD, Volume 3, Special Issue 3, Version 1	Sep 2016	ISSN-2394-8906			2.415
12	Dr.M. Sharmeen Farooq	Reforms in the Globalised Era: New Vistas	Risk Return Parameters in Stock investment	International Research Journal of Management and Humanities, Vol 4,Issue	February 2017				-

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13	Sheetal Gulecha R	International Journal of Advanced Scientific Research and Development- Journal	Role of Consumer's Perception on Purchase intention of ecofriendly products	IJASRD, Volume 4, Issue 3, Version 2	March 2017	p-ISSN: 2394-8906			-
14	Remya Ravi	International Journal of Advanced Scientific Research and Development- Journal	Green HR Practices to build business sustainability :Structural Equation Modelling Approach	IJASRD, Volume 4, Issue 4, Version 1,	April 2017	p-ISSN: 2394-8906			
15	Dr.M. Sharmeen Farooq	Journal of Emerging Technologies and Innovative Research	The Beta Returns and Leverage Association	Vol 5,Issue 5	May 2018.	ISSN:2349- 5162	UGC approved		5.87