

FACULTY PUBLISHING THE RESEARCH PAPER (2.7)

SL.NO	Faculty	Topic	Date
1	Mrs. Rathna Srinivas (Book Publication)	Book titled “ <i>Hampana Avara 'Charu Vasantha' Aayaama-Ananyathe</i> ” of Nadoja Hampana, a great Kannada Writer- 2017, ISBN:978-81-902767-9-6 , Abijith Prakashana, Mumbai	02.04.2017
3	Prof. V Pushpa Shetty	Research Paper titled “Impact of Management Education on Value Orientations”, <i>International Educational Strategic Research Journal</i> . Volume 03, Issue 11, Nov.2017; Pg. No. 50-58; ISSN No: 2455-295X, Impact factor 4.47.	Nov-17
		Research Paper titled “A Review of Job Preference of Management Graduating Students”; <i>Global Journal of Research Analysis</i> , Vol. 6, Issue 2, Dec 2017, Pg. 322 – 324, ISSN No. 2277-8160, Impact Factor: 4.547, IC Value: 80.26.	Dec-17
4	Mr.Moses Praveen	Paper Presentation titled, “Usage of Machine learning and Hadoop in Social Media Analytics” at INIT 2017 the International Conference on Trends and Innovations Implying Future Technology, jointly organised by St.Claret College & Computer Society of India. Issue Jan 2017, Pg. 53-59, ISSN No. 2348-8034, Impact Factor: 4.022, <i>Global Journal of EngineeringScience & Researches</i> .	18.02.2017
		Paper presentation titled, " Image Steganography", <i>Interantional Journal of Latest Engineering and Management Research (IJLEMR)</i> , Vol.02,Issue 02, February 2017, Pg 30-35, ISSN No. 2455-4847, Peer Reviewed Journal.	Feb-17
		Paper Presenatation titled, " Big Data Supplants Social Media Marketing in India" at National Conference on " Emerging Trends in Information Technology" in Indo Asian Academy Degree College. Issue on 15, March 2017,	15.03.2017
5	Mrs. Hamsageetha N	Presented Paper titled “Managing Financial service Relationship” at the National Conference on “Sustainable Development : Innovations Practices and Technology” as on 8 th December 2017 by the Department of Studies and Research in Business Administration & Skill Development Centre Tumkur University, Tumkur.	08.12.2017
6	Mrs.Shweta Avadhani	Presentation of Paper titled: :” Medical Tourism” on December 9 th 2017 at the International Conference on “Role of E- Commerce and Tourism in Creating Global Brands” organized by Acharya Institute of Higher education, Bangalore.	09.12.2017
		Presented Paper titled “Managing Financial service Relationship” at the National Conference on “Sustainable Development : Innovations Practices and Technology” as on 8 th December 2017 by the Department of Studies and Research in Business Administration & Skill Development Centre Tumkur University, Tumkur.	08.12.2017
7	Mr. Sachidananda	Presentation of Paper titled: :” Medical Tourism” on December 9 th 2017 at the International Conference on “Role of E- Commerce and Tourism in Creating Global Brands” organized by Acharya Institute of Higher education, Bangalore.	09.12.2017
		Presented Paper titled “Sustainable Development due to financial Inclusion” at the National Conference on “Sustainable Development : Innovations Practices and Technology” as on 8 th December 2017 by the Department of Studies and Research in Business Administration & Skill Development Centre Tumkur University, Tumkur.	8.12.2017
8	Ms.Sophia.A	Presented a paper titled “A study on Recent Trends in Marketing 4Gs” at ”; at the National Conference “Sustainable Development :Innovation Practices & Technology “Organized by the department of studies & Research in Business Administration & skill Development Center(SDC) Tumkur University – 8 th Dec 2017.	08.12.2017
		Presented a paper titled “A study on E- Pricing and Online Consumer Behavior at the one day International Conference on “ Role of E-commerce & Tourism in Creating Global Brands “ organized by Acharya Institute of Higher Education, Peenya, Bangalore on Dec. 9 th 2017.	09.12.2017