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3.3.1.b. Link to the uploaded papers, the first page/full paper (with author and affiliation details) on the institutional website

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3.3.1 Number of research papers published per teacher in the Journals notified on UGC care list during the last five years

Title of paper	Name of the author/s	Link to the Website Journal	Link to the Published Paper
Loyalty influencers in Adolescents: Evidence from Emerging Markets	Dr. Swapna Shetty	https://www.editorialmanager.com/fmpm/default2.aspx	https://ajimmangalore.ac.in/naac/c3/3.3.1/3.3.1_4.pdf
Loyalty influencers in Adolescents: Evidence from Emerging Markets	Mr. Mahesh P.G.	https://www.editorialmanager.com/fmpm/default2.aspx	https://ajimmangalore.ac.in/naac/c3/3.3.1/3.3.1_5.pdf
Loyalty influencers in Adolescents: Evidence from Emerging Markets	Mrs. Ganavi K.K.	https://www.editorialmanager.com/fmpm/default2.aspx	https://ajimmangalore.ac.in/naac/c3/3.3.1/3.3.1_6.pdf
Repercussion of BSE Sensex Stocks during Covid-19 Crisis: An Empirical Examination	Dr. Soumya Shetty	https://www.eurchembull.com/	https://www.eurchembull.com/uploads/paper/2f6816ad866bc5fd15471f159859b8d6.pdf
Major Antecedents of Electronic Customer Relationship Management(E-CRM) Studies in the Indian Banking Sector: A Systematic Review	Mr. Prashanth Shetty	https://indianjournalofmarketing.com/	https://indianjournalofentrepreneurship.com/index.php/ijom/article/view/170594
Awareness and Utilization of Social Security Schemes:	Mr. Mahesh P.G.	https://www.aadharsocial.com/Jurnal.aspx	https://ajimmangalore.ac.in/naac/c3/3.3.1/3.3.1_9.pdf
Problems and Prospects of Digital Banking Usage amongst Senior Citizens in Udupi City	Mr. Mahesh P.G.	https://www.aadharsocial.com/Jurnal.aspx	https://ajimmangalore.ac.in/naac/c3/3.3.1/3.3.1_10.pdf
The Nexus of Corporate Social Responsibility and Consumer Perception: Systematic Review of Evidence	Dr. Swapna Shetty	https://indianjournalofmarketing.com/	https://www.indianjournalofmarketing.com/index.php/ijom/article/view/170537
The Influence of Cause-Related Marketing on Millennials' Purchase Intentions: Evidence of CSR from an Emerging Economy	Dr. Swapna Shetty	https://jurnal.ugm.ac.id/gamaijb	https://jurnal.ugm.ac.id/gamaijb/article/view/55069



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Testing the Beta Stationary And Multiple Structural Breaks During Demonetisation: Indian Stock Perspective	Dr. Soumya Shetty	http://www.eel.my100megs.com/	http://www.eel.my100megs.com/volume-20-number-july-3-special-issue.htm
A Rolling Regression Technique and Cross Sectional Regression: A Tool To Analyse Capital Asset Pricing Model	Dr. Soumya Shetty	http://www.businessperspectives.org/	http://dx.doi.org/10.21511/imfi.18(4).2021.21
Antecedents of behavioural intention to use online food delivery services: An empirical investigation	Dr. Slima Pinto	https://www.businessperspectives.org/index.php/journals/innovative-marketing	https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3766077
Impulse buying behaviour at the retail checkout: An investigation of select antecedents	Dr. Slima Pinto	https://journals.vilniustech.lt/index.php/BTP	https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3791973
Shopping with Companions: Implications on In-Store Checkout Experiences	Dr. Slima Pinto	https://www.ssrn.com/index.cfm/en/	https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4086712
Stability of Beta: An Empirical Examination	Dr. Soumya Shetty	https://www.tojqi.net/index.php/journal	https://www.tojqi.net/index.php/journal/article/view/2610
Entrepreneurial Orientation and Performance an Empirical Research on Christian Entrepreneurs in Dakshina Kannada District, Karnataka	Dr. Slima Pinto	https://ijmre.com/	DOI: 10.1102/IJMRE.2021772955
Linking entrepreneurial orientation with organisational performance of Christian entrepreneurs in Udupi district, Karnataka: An empirical inquiry.	Dr. Slima Pinto	https://visnav.in/ijabs/	https://www.researchgate.net/publication/356580037_Linking_entrepreneurial_orientation_with_organisational_performance_of_Christian_entrepreneurs_in_Udupi_district_Karnataka_An_empirical_inquiry
Flipped Classroom Learning- An Effective Learning Mechanism Compared To Traditional	Mr. Mahesh P.G.	https://sdmcbm.ac.in/wp-content/uploads/2020/01/journal-Issue-4-2019-.pdf	https://ajimmangalore.ac.in/naac/c3/3.3.1/3.3.1_21.pdf



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Learning			
Flipped Classroom Learning- An Effective Learning Mechanism Compared To Traditional Learning	Mrs. Ganavi K.K	https://sdmcbm.ac.in/wp-content/uploads/2020/01/journal-Issue-4-2019-.pdf	https://ajimmangalore.ac.in/naac/c3/3.3.1/3.3.1_22.pdf
Flipped Classroom Learning- An Effective Learning Mechanism Compared to Traditional Learning	Mr. K. Deepak Rao	https://sdmcbm.ac.in/wp-content/uploads/2020/01/journal-Issue-4-2019-.pdf	https://ajimmangalore.ac.in/naac/c3/3.3.1/3.3.1_23.pdf
An Appraisal of Socio-Economic Security Measures to Senior Citizens	Mr. Mahesh P.G.	https://ajimmangalore.ac.in/wp-content/uploads/2022/02/Anveshana_11_1_-Jan-Jun2021.pdf	https://ajimmangalore.ac.in/naac/c3/3.3.1/3.3.1_24.pdf
Impact of covid-19 ON Retail Industry and Supply Chain in India	Prof. Arathi.K.K	https://sdmcbm.ac.in/wp-content/uploads/2020/01/journal-Issue-4-2019-.pdf	https://ajimmangalore.ac.in/naac/c3/3.3.1/3.3.1_25.pdf
Impact of covid-19 on Retail Industry and Supply Chain in India	Mr. K. Deepak Rao	https://sdmcbm.ac.in/wp-content/uploads/2020/01/journal-Issue-4-2019-.pdf	https://ajimmangalore.ac.in/naac/c3/3.3.1/3.3.1_26.pdf
Impact of covid-19 on Retail Industry and Supply Chain in India	Mr. Mahesh P.G.	https://sdmcbm.ac.in/wp-content/uploads/2020/01/journal-Issue-4-2019-.pdf	https://ajimmangalore.ac.in/naac/c3/3.3.1/3.3.1_27.pdf
An Empirical Analysis of Adoption and Application of E-Wallets.	Mr. Mahesh P.G.	https://www.ourheritagejournal.com/index.php/oh	https://archives.ourheritagejournal.com/index.php/oh/article/view/7959
An Empirical Analysis of Adoption and Application of E-Wallets.	Dr. Rajesh Madav	https://www.ourheritagejournal.com/index.php/oh	https://archives.ourheritagejournal.com/index.php/oh/article/view/7959
An Empirical Analysis of Adoption and Application of E-Wallets.	Mr. K. Deepak Rao	https://www.ourheritagejournal.com/index.php/oh	https://archives.ourheritagejournal.com/index.php/oh/article/view/7959
Impulse buying behaviour among female shoppers: Exploring the effects of selected store environment elements	Dr. Slima Pinto	https://www.businessperspectives.org/index.php/journals/innovative-marketing	DOI: 10.21511/im.16(2).2020.05
A Study on Carbon Accounting: A Game Changer in Sustainable Development	Ms. Roshella Dcosta	https://www.journal-dogorangsang.in/	https://www.journal-dogorangsang.in/no_1_july_20/6.pdf



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A Study on Employee Retention and its Impact on Organizational Development Carbon	Ms. Roshella Dcosta	https://www.journal-dogorangsang.in/	https://ajimmangalore.ac.in/naac/c3/3.3.1/3.3.1_33.pdf
Women entrepreneurship rising issues and challenges	Ms. Roshella Dcosta	https://www.journal-dogorangsang.in/	https://www.journal-dogorangsang.in/no_1_july_20/11.pdf
An evaluation of customer's knowledge attitude and perception towards Pradhan Manthri Bhartiya Jan-Aushadhi Pariyojana	Dr.T. Jayaprakash Rao and Dr. Rajesha Madav	https://ajimmangalore.ac.in/institute-journal-anveshana/	https://ajimmangalore.ac.in/naac/c3/3.3.1/3.3.1_35.pdf
Role of Edu-Warriors in Higher Education wellness during COVID 19: An Analysis	Dr. Vijaya Kumar, Dr. Ganesh Bhat	https://ajimmangalore.ac.in/institute-journal-anveshana/	https://ajimmangalore.ac.in/naac/c3/3.3.1/3.3.1_36.pdf
Entrepreneurial skills and intention of graduate students for business start-ups: A survey from India	Dr. Slima Pinto	https://www.ijicc.net/	https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3689247
An Assessment of Parent's Preference Towards Sukanya Samriddhi Yojana,	Dr. Rajesha Madav	http://www.gujaratresearchsociety.in/index.php/JGRS	http://gujaratresearchsociety.in/index.php/JGRS/article/view/200
An Empirical Examination of the CAPM on BSE Sensex stocks	Dr. Soumya Shetty	https://www.ijrte.org/	https://www.ijrte.org/wp-content/uploads/papers/v8i2S10/B11210982S1019.pdf
Motivation And Blockades for Entrepreneurship Among Graduates	Dr. Slima Pinto	https://www.iiste.org/Journals/index.php/JSTR/index	https://www.ijstr.org/final-print/dec2019/Motivation-And-Blockades-For-Entrepreneurship-Among-Graduates-.pdf
Consumers awareness of Corporate social Responsibility: A discussion on Indian FMCG Sector	Dr. Swapna Shetty	https://alternotespress.com/product/journal-of-social-work-education-research-and-action-3/	https://ajimmangalore.ac.in/naac/c3/3.3.1/3.3.1_41.pdf
Opportunities and challenges for women entrepreneurship in rural India	Mr. K. Deepak Rao	https://ajimmangalore.ac.in/institute-journal-anveshana/	https://ajimmangalore.ac.in/naac/c3/3.3.1/3.3.1_42.pdf
Integration of Financial Markets- Global Crisis and Its Contagious effect	Dr. Vijay Kumar and Dr. Swapna Shetty	http://jamarjournal.com/index.php/jamar	https://ajimmangalore.ac.in/naac/c3/3.3.1/3.3.1_43.pdf
Macro-Economic Variables affecting share prices Volatility	Mrs.Ganavi K.K	https://www.rsisinternational.org/journals/ijriss/indexing-abstracting/	https://www.rsisinternational.org/journals/ijriss/Digital-Library/volume-2-issue-6/98-102.pdf



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in India: A study with reference to NSE India			
A Study on Beta Stability in The Indian Stock Market	Dr. Soumya Shetty	https://ajmjournal.com/	https://ajmjournal.com/AbstractView.aspx?PID=2018-9-3-9
The Impact of Loyalty Cards in Retaining Customers: A Study with reference to Mega Mart Retail Outlet in India	Mr. K. Deepak Rao	https://ajimmangalore.ac.in/institute-journal-anveshana/	The Impact of Loyalty Cards in Retaining Customers: A Study with Reference to Mega Mart Retail Outlet in Mangalore City Rao Anveshana: search for Knowledge (i-scholar.in)
A Study on Post Impact of GST Implementation on FMCG Sector in India	Mr. K. Deepak Rao	http://sjifactor.com/passport.php?id=18979	https://ajimmangalore.ac.in/naac/c3/3.3.1/3.3.1_47.pdf
A Study on Post Impact of GST Implementation on FMCG Sector in India	Mr. Mahesh P.G.	http://sjifactor.com/passport.php?id=18979	https://ajimmangalore.ac.in/naac/c3/3.3.1/3.3.1_48.pdf
CSR and Financial Performance: Evidence from Indian FMCG Companies	Dr. Swapna Shetty	http://sjifactor.com/passport.php?id=18979	https://ajimmangalore.ac.in/naac/c3/3.3.1/3.3.1_49.pdf