

Acharya Institute of Technology
Department of MBA
List of Paper Publication in International and National
Journal with Impact Factor

Sl. No.	Name of the faculty	Department	Title of the Paper	Publication citation	Impact Factor	National / International	Year
1	Mr.Manjunatha N	MBA	“Factor influencing formulation of effective export marketing strategies in Indian auto component Industry”	“International Journal of research in commerce, economics and Management” ISSN: 2231-4245 Vol. No. 4 (2014), Issue No 05 (May)	-	International	2014
2	Mr Manjunatha N	MBA	“A Study on ethics and challenges in organized retail in India”	“International Journal of Research in computer application & management” ISSN: 2231-1009 Vol. No 4 (2014) Issue No. 11 (November)	-	International	2014
3	Dr.G.Ramanaiah	MBA	Emerging Trends in Business Analytics for IT Companies	Asia Pacific Journal of Research Vol.III, Issue No. X Oct 2013 pp:43-46 ISSN		International	2014
4	Latha M	MBA	Women entrepreneurs	International journal of management review		International	2014

			performance with respect to serial and portfolio self help groups, trichy district, tamil nadu	ISSN 2348- 4373			
5	Mr Manjunatha N	MBA	“Factor that hamper the growth of small scale auto component manufacturers, in chaithanya business	Sept 2013 to Feb 2014 Volume No. 2, Issue 2 ISSN: 2231-4245		National	2014
6	Mr. Majunatha N	MBA	Indian Auto Component Industry at Glance with Special Reference to Industry Structure and Export Business	Vol,4. Issue No 1(1), Indian journal of commerce and management ISSN: 2249-0310	0.405	International	2013
7	Mr. Majunatha N	MBA	A Study of Issues and Challenges with Reference to the Women Empowerment in India	Vol No 3.Issue No 2, International Journal of Research in Commerce, Economics and Management VOLUME NO. 4 (2014), ISSUE NO. 11 (NOVEMBER) ISSN 2231-1009	-	International	2013
8	Dr. Nijaguna g	MBA	“Supply chain	01.Nov.2010,	1.4	International	2013

			integration and collaboration using e-business model in Textile Garment industry”	value:No;1 (2010) Issue:No:7 (November),ISSN: 0976-2183, International Journal of Commerce and Management Research (IJCMR)			
9	Dr. Nijaguna g	MBA	“Excellent practices of expatriate relationship Management (ERM) in information technology enabled service Sector”	31.Jan.2013. Vol:4(2013), issue:No:01 (January), ISSN:0976-2183 International Journal of Commerce and Management Research (IJCMR)	1.4	International	2013
10	Mr Venkatesh Kumar N	MBA	Sesonality, quarterly impact on net asset value of equity linked savings scheme	Asia pacific journal of Management research and innovation (ISSN: 2319-510X), 9(1), pp:23-34.	3.355	International	2013
11	Mr Manu	MBA	“A Bibliographic Research on Futures Pricing Models and Pricing Performance”	Indian Journal of Commerce & Management Studies (ISSN: 2229- 5674, Sept. 2013, Volume IV , Issue – 3.	0.405	National	2013

12	Dr.G.Ramanaiah	MBA	A study on Performance of nationalized banks in Indian stock market	FIIB Fortune Business Review ISSN 2319-7145 volume 2 issue 2		National	2013
13	N Venkatesh Kumar	MBA	“ Construction of appropriate benchmark index for mutual fund – An empirical analysis with specific reference to tax saver funds (ELSS)	International Journal of Financial Management (ISSN : 2229 – 5690), Vol. 2 (1), pp: 74-90.	0.409	International	2012
14	Dr. Satya S	MBA	Leisure, social networking and mass media : the evolving confluence	Indian Journal of Marketing Volume: 42 no. 1 January 2012 ISSN: 0973 – 8703 page no. 11 to 16	-	National	2012
15	Mrs Latha	MBA	A study on Agricultural women Self Help Groups (SHGs)	IJEMR – January 2012-Vol 2 Issue 1 - Online - ISSN 2249 – 2585 - Print - ISSN 2249 – 8672	1.0	International	2012
16	Mr Venkatesh Kumar	MBA	Determinants of mutual fund performance with specific reference to equity linked savings scheme “ ELSS tax saver	Zenith International Journal of Business Economics and Management Research (ISSN: 2249-8826), Vol. 2 (4) 2012 pp: 69-90.	4.134	International	2012

			fund” bibliographic review				
17	Mrs Monica M	MBA	“A Study on Emotional Intelligence at Public Sector Unit in Bangalore”	The International Journal’s: Research Journal of Commerce & Behavioural science Vol 01, Number 03, Jan-2012: RJCBS ISSN	3.139	International	2012
18	Dr. Satya S	MBA	Leisure, social networking and mass media : the evolving confluence	Indian Journal of Marketing Volume: 42 no. 1 January 2012 ISSN: 0973 – 8703 page no. 11 to 16	-	National	2012
19	Dr Satya	MBA	Understanding Wellness Center Loyalty through Lifestyle Analysis	Health Marketing Quarterly	-	International	2011
20	N Venkatesh Kumar	MBA	Impact of changes in entry load structure of mutual fund scheme – evidence from Indian mutual fund industry	International journal of research in commerce, IT and management volume no. 1 (4) (September) ISSN: 2231-5756	-	International	2011
21	N Venkatesh Kumar	MBA	Do stock market influence performance of mutual fund – empirical analysis with	Global Journal of Finance and Management (ISSN: 0975-6477), Vol.3 (2), pp: 181-191.	-	International	2011

			reference to tax saver funds				
22	Dr.G.Ramanaiah	MBA	Case Study: Commitment Levels towards retention practices in IT & Non-IT companies	Advances in Management (ISSN:2278-4551) Vol.4(12), pp:53-56		International	2011
23	Dr.G.Ramanaiah	MBA	A Study on commitment levels towards retention practices in IT & Non-IT companies in Chennai	International Journal of Information Technology & Management Sciences 2231-6752 Vol.1 Issue.1 2Jan-June 2011 ISSN		International	2011
24	Dr.G.Ramanaiah	MBA	Liquidity Management at MAA Fruits Pvt Ltd	International Journal of Research in Commerce & Management (ISSN:0976-2183) Vol.2 No.6		International	2011
25	Dr Satya	MBA	Promoting Health Tourism in India: An Exploratory Study on The Role of Specialty and Corporate Hospitals in Bangalore, Indian Journal	Indian Journal of Marketing. 2011, 41 (3) pp 3-7.	-	National	2011

			of Marketing. 2011, 41 (3) pp 3-7.				
26	Dr Satya	MBA	In-store Promotions and its Effect on Apparel Purchase, Information on Management and Business Review. 2011, 2 (3) pp 112-117	Information on Management and Business Review. 2011, 2 (3) pp 112-117	-	National	2011