



St. Claret College

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NURTURING VALUES AND EXCELLENCE

Conference Proceedings Publications

Sl. No.	Name of the Faculty	Title of the Paper	Title of the Proceedings of the Conference and Name of the Conference	National / International	Year of Publication	ISBN/ISSN Number	Name of the Publisher
1	Mr. Manu Vasudevan Unni	Trust and Privacy in Social Media	Proceedings of 4th International Conference on Innovation, Technology and Sustainability: Shaping the future of Business and Society	International	2023	978-93-91355-77-7	Excel India Publishers
2	Mr. Manu Vasudevan Unni	Exploring the Indian Fintech Industry- Pandora's Box or the Banking Sector's New Beehive from Customer Due Diligence Perspective	Proceedings of 4th International Conference on Innovation, Technology and Sustainability: Shaping the future of Business and Society	International	2023	978-93-91355-77-7	Excel India Publishers
3	Mr. Rohit Kar and Manu Vasudevan Unni	Effect of VR Technological Development in the Age of AI on Business Human Resource Management	Second International Conference on Electronics and Renewable Systems (ICEARS 2023)	International	2023	979-8-3503-4664-0	IEEE

4	Mr. Rohith Kar	A predictive modelling of factors influencing job satisfaction through a CNN-BiGRU Algorithm	International Conference on Self Sustainable Artificial Intelligence System	International	2023	979-8-3503-0090-1	IEEE
5	Mr. Rohith Kar	A New Approach to Information Literacy in Higher Education in Smart Learning Environment	5th International Conference on Inventive Research in Computing Applications	International	2023	979-8-3503-2142-5	IEEE
6	Swetha K	The Media's Crucial Role in Breaking the Boundaries: A Qualitative Analysis	MEDIA MEET 2023 on Seventeen Goals 6 th – 8 th September 2023	International	2023	In Progress	In Progress
7	Ms. Suneetha K S	social media entrepreneurship post to global pandemic towards the framework of sustainable entrepreneurship opportunities	Third international conference- innovations and disruptions for sustainable development	International	2023	978-81-941777-3-9	LEAD COLLEGE OF MANAGEMENT
8	Ms. Aathira C	From Homemakers to Youtubers: Women in the era of New Media	One day National Conference on Women Across Popular Culture	National	2023	978-81-19042-07-04	Shanlax Publications
9	Mr. Jayanth H and Mr. Manjunatha G	Investor's Attitude towards insurance schemes and its impact on investment in Insurance: A Quantitative Analysis	Sustainable Development: Challenges and Strategies for Indian Economy	National	2023	In Progress	In Progress

10	Ms. Sherin Jacob	Renegotiating Identity and Belongingness of Indian Diaspora through Indian classical dance	Formalisation Of the Informal Labour: Case of The Bengaluru Metropolitan Region	National	2023	978-93-95632-75-1	IIP Proceedings
11	Ms. Shashikala	Kannada Kathegalalli shanti matthu samarasyada nirupane	National Conference on Kannada Sahithyadalli shanthi matthu samarasyada nelegalu	National	2023	978-93-92051-19-7	Usha Publishers
12	Manjunatha G	Consumer perception and Attitude towards Electric vehicle adoption	One Day National Conference on India's Transformation in The New Millennium on 28 th April 2023	National	2023	In Progress	In Progress
13	Dr. Zameer Pasha	Relationship between Right Issue Asset of Shock Equity Markets in Indian Stock	Emerging Trends and challenges in Commerce and Management on 06 th and 07 th July 2023	National	2023	In Progress	In Progress
14	Ms. Radha	Business Survivability – Perception and Perseverance of Women	5 th International Conference on Entrepreneurship innovation and Startup – ICEIS 2022	International	2022	978-81-951140-0-9	Periyar university
15	Dr. Zameer Pasha	Futuristic Trends in Management	IIP Proceedings	International	November 2022	978-93-95632-91-1	BET College

16	Dr. K. Siva Murugan	A study of E Commerce in India – Problems and Prospects	Digital India: Initiative to become developed India	National	2022	978-93-83191-88-8	Curriculum Development Cell, Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi - 626124
17	Ms. Nithya Rajesh	Woman Empowerment in India	Vision for India @ 2047	National	2022	2349-5189	Sri S. Ramaswamy Naidu Memorial College, Sattur.
18	Ms. Neeta Manjunath	The New Normal of Education in the midst of Catastrophic Wave of Pandemic	New Normal Education Paradigms	International	Apr-21	2395-616X	AMITI International Journal of Teacher Education
19	Dr. Zameer Pasha	Influencing Social Media to Drive the Business and the Economy	Holistic Development of Future Digital India-2025	International	Nov-20	2249-6662	Sambhodi Publication
20	Ms. Bindu V.	Competencies Implicated in TASAR Silk Reeling Practices: Quantification through Time Study and Work Measurement - A Case	Latest Trends in Technology	International	2021	2278-621X	International Journal of Latest Trends in Engineering and Technology

21	Ms. Maria Alexina Vinotha Rajan	A Study on Insight and Purchase Intention of Consumers towards Green Products in Bengaluru City	Our Heritage	National	2020	0474-9030	Our Heritage
22	Mr. N. Madesh	Aarambika Kannada Rangabhoomiyalli Janapadiya Olanotta	Kannada Natakaghalla Maruchinthaney Sahitya Mathu Ranga Chatuvatikkey	National	2020	978-81-942108-7-0	Vamsi Publications
23	Dr. Atul Kumar Pandey	Hindi Ke Anchalik Upanyaaso Me Abhivyakt Gramin Jivan	Rural development –Issues and Challenges	National	2019	2278-5655	AMIERJ
24	Mr. Prashanth P.	Resilience of Travel Demand inthe Course of COVID 19 - The Case of Andaman Islands	World Economic Resilience - Gearing for a Better Future	Internationa l	2021	978-93-91155-06-3	St. Joseph's College of Commerce, Bengaluru
25	Mr. Suresha N.	Access Patterns of Information and Communication Technology (ICT) Resources Among Faculty Membersof St. Claret College Library, Bengaluru: A Study	Transforming Libraries	National	Oct-20	978-93-5406-274-2	BMS Institute of Technology and Manage

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26	Ms. Shashikala U.	Shikshandalli Bhashemattu Sahitya Bodhane	Challenges and Possibilities of Teaching Language and Literary in Higher Education	National	2020	978-81-945326-1-3	Prakashana, Govt Arts and Commerce College, Hassan
27	Ms. Shashikala U.	Karnatakada Aadivasigada Badakumattu Jeevanavithana	Dravidian language vis-à-vis Indian Culturea Literary Exploration	National	Feb-20	978-81-943850-4-2	Centenary Committee Publications, Chennai
28	Dr. Rajasekar T.	Impact of COVID-19 Pandemic on Stock Market Returns in India	Strad Research	National	2020	0039-2049	Strad Research
29	Dr. T. Rajashekar	Factors Influencing on Trading and Investment Behaviour of Stock Market Investors - A Stock Brokers Perspective	Alochana Chakra Journal	National	2020	2231-3990	Alochana Chakra Journal

30	Mr. Anand R.	A Study on Profitability Analysis of Selected Automobile Industries in India	Multi-disciplinary	National	2020	2347-3150	Mukt Shabd Journal
31	Dr. Atul Kumar Pandey	Jayshankar PraadKe Naatako Me Aadhunikatha Bodh	Chyavaad: Sansmrti - EvamPunrapaath	National	2019	978-81-89187-86-6	Vinay Prakashan, Kanpur
32	Dr. Atul Kumar Pandey	Hindi Ke Anchalik Upanyaaso Me Abhivyakt Gramin Jivan	Mrujawar Jainu Hammid va	National	Dec-19	2278-5655	AMIERJ
33	Mr. Abhishek B.R.	A Study on Hedging Strategies on Equity Stocks	Stock Market	National	Mar-19	2231-2145	Padmashree Journal of Management
34	Mr. Abhishek B.R.	A study on Impact of MacroEconomic Variables in India	Impact of Technology on Commerce, Management and Science	National	Feb-19	978-81-940365-0-0	Jindal First Grade Collegefor Women

35	Ms. Gopika Ramesh	The stream of Consciousness Narrative Techniques and Mrs. Dalloway: Defending Roland Barthes 'The Death of the Author'	English Language, Literature in Humanities	International	May-19	2321-7065	International Journal of English Language, Literature in Humanities
36	Ms. Shashikala	Janapatha Kathaigalu Varthamana	Janapada Sahithya MathuVarthamana	National	Jan-19	978-81-939379-6-9	Ankanahalli Prakashana, Ramnagara, Karnataka
37	Mr. Prasanth P.	Building Startups with Digital Marketing -The Indian Scenario	Digital Marketing	National	Jan-19	2394-2886	Suraj Punj Journal of Multidisciplinary Research
38	Mr. Vasu V.	A Study on Network Marketing in Karnataka: A Case Study on Tupperware India Ltd with Special Reference to Bengaluru	Recent Trends in Marketing	International	Feb-19	2349-638x	Aayushi International Interdisciplinary Research Journal Maharashtra
39	Mr. Safeer Pasha M	Farmers Production Organization and Linkages to Agri-Commodity Markets	Impact of Technology on Commerce, Management and Science	National	Feb-19	978-81-940365-0-0	Jindal First Grade College for Women

40	Dr. Siva Murugan	A Study on Working Nature of Auto Rickshaw Drivers in Sivakasi	One day National Seminar on Emerging Issues in Business and Management	National	Jan-19	978-93-88398-27-5	Shanlax Publications, Madurai
41	Ms. Shashikala U.	Adivasi Janapada	Janapada Sathiya	National	Jan-19	2454-5813	International Journal of Kannada Research
42	Thomas A. Mattapalli	A Study on Literature Landscape and Journey in Philip Larkin's Poem 'Here'	Literature	International	May-19	2321-7065	International Journal of English Language, Literature in Humanities
43	Dr. Supriya Singh	Radio Narak Ke Vikas Meh Achala Sharma Ka Yogdan	ICON-2018 A Multidisciplinary International Conference on Innovative and Creative Strategies for Sustainable Growth	International	Oct-18	978-81-910-748-3-3	New Horizon College
44	Dr. Harmeet Matharu	A Study on Tourism Planning and Marketing Strategy Practiced by Tour Operators in Bangalore	Emerging Trends in Commerce	National	2018	2277-5730	Ajantha

45	Mr. V. Arun Kumar	His Story as Her Story, "Feminism Revisionist Storydesh	Literature	International	Feb-18	2321-7065	International Journal of English Language, Literature of Humanities (IJELH)
46	Ms. Vidyashree D.V.	Green HRM: An Organizational Strategic Approach	Emerging Trends in Commerce	National	2018	2277-5730	Ajantha
47	Mr. Thomas A Mattappallil	Social Realism in Harper Lee's Novel To kill a Mockingbird	Literature	International	Oct-18	2321-7065	International Journal of English Language, Literature of Humanities (IJELH)
48	Ms. Angela Jean Mary	Student Mentoring as Effective Strategy for Academic Success	In-quest 2018- An IQAC One Day National Seminar on New Methodology of NAAC	National	Mar-18	978-93-82406-83-9	Anandhani Bhyrva Prakasha na
49	Ms. Vidyashree D.V.	A Study on Factors Influencing on Women Entrepreneurs to Enter Global Market with Reference to Rural Bangalore	Women Empowerment Perspectives	National	Mar-18	2249-2585	International Journal of Exclusive Management Research

50	Mr. Safeer Pasha	Rural Agri Finance a Study on Warehouse Receipt Financing	Managing Evolving Trends of Indian Economy	National	Dec-17	9-788193-53192-1	Infinite Learning Solutions, Bangalore
51	Mr. Suraj M.	The effect of Social Networking Sites on Academic Performance of College Students with Special Reference to GFGC Soraba	People Connect Networking for Sustainable Development	International	November - 2017	2320-2882	International Journal of Creative Research Thoughts
52	Dr. Harmeet Matharu	A Study on Sustainable Tourism and Practice with Reference to Bhutan	People Connect Networking for Sustainable Development	International	November - 2017	2320-2882	International Journal of Creative Research Thoughts
53	Ms. Shwetha C.	Impact of Social Media in Connecting the World and Disconnecting the Society	People Connect Networking for Sustainable Development	International	November - 2017	2320-2882	International Journal of Creative Research Thoughts
54	Ms. Nice Aravind	Impact of Social Networking on Family, College and Society	People Connect Networking for Sustainable Development	International	November - 2017	2320-2882	International Journal of Creative Research Thoughts

55	Mr. Safeer Pasha	Farmer Aggregation: A Networking Approach	People Connect Networking for Sustainable Development	International	November - 2017	2320-2882	International Journal of Creative Research Thoughts
56	Ms. Elizabeth Thomas	A Study on Social Networking and its Effect on Job Satisfaction and Productivity.	People Connect Networking for Sustainable Development	International	November - 2017	2320-2882	International Journal of Creative Research Thoughts
57	Ms. Maria Alexina Vinotha Rajan	The Role of Impact of Social Media on Sale of Crypto Currency: Bitcoins	People Connect Networking for Sustainable Development	International	November - 2017	2320-2882	International Journal of Creative Research Thoughts
58	Ms. Cassandra Raneer	A Study on the Impact of Social Networking as a Source of Recruitment	People Connect Networking for Sustainable Development	International	November - 2017	2320-2882	International Journal of Creative Research Thoughts
59	Mr. Allan P Fernandez	The Hidden Dangers of Social Media Networking – A Study	People Connect Networking for Sustainable Development	International	November - 2017	2320-2882	International Journal of Creative Research Thoughts

60	Ms. Dhanalakshmi C.	A Study on Technical Challenges of Selected Indian Banks	People Connect Networking for Sustainable Development	International	November - 2017	2320-2882	International Journal of Creative Research Thoughts
61	Fr. Vineeth George	The Role of Human Resource Planning in the Human Resource Network	People Connect Networking for Sustainable Development	International	November - 2017	2320-2882	International Journal of Creative Research Thoughts
62	Dr. B. E. George Dimitrov	A Study on the Social Media and its Impact on youth	People Connect Networking for Sustainable Development	International	November - 2017	2320-2882	International Journal of Creative Research Thoughts
63	Ms. Joan Divya	English as a Networking Language in the Business World	People Connect Networking for Sustainable Development	International	November - 2017	2320-2882	International Journal of Creative Research Thoughts
64	Mr. Anand R.	Impact of Social Networking on Young Generation.	People Connect Networking for Sustainable Development	International	November - 2017	2320-2882	International Journal of Creative Research Thoughts

65	Mr. Anand R.	Role of GSTN in Making India's Indirect Tax System Transparent	People Connect Networking for Sustainable Development	International	November - 2017	2320-2882	International Journal of Creative Research Thoughts
66	Ms. Jayalakshmi R.	Online Social Networking and its Chronic Influence on the Actions and Linksof Generations of Present Era	People Connect Networking for Sustainable Development	International	November - 2017	2320-2882	International Journal of Creative Research Thoughts
67	Ms. Rashmi B. H.	Impact of Social Media on Mall Business and Growth	People Connect Networking for Sustainable Development	International	November - 2017	2320-2882	International Journal of Creative Research Thoughts
68	Mr. Chinmaya Dash	Social Network Technology and Higher Education Sector: A Quality Enriching Relationship	People Connect Networking for Sustainable Development	International	November - 2017	2320-2882	International Journal of Creative Research Thoughts
69	Mr. Prakash Chandra Behera	Impact of Social Network for Networking in Teaching and Learning.	People Connect Networking for Sustainable Development	International	November - 2017	2320-2882	International Journal of Creative Research Thoughts

70	Ms. Menaka C.	Self-Diagnosis and Self-Healing Technology in Cloud Computing	People Connect Networking for Sustainable Development	International	November - 2017	2320-2882	International Journal of Creative Research Thoughts
71	Mr. Waseem Akram	Rabindranath Tagores Mystic Vision	Universal Nationalism: The need of the hour	National	Feb-16	978-93-83871-79-7	European Romance and American Reality: Two Faces of Gothic Literature
72	Mr. Vasu V.	A study on the challenges and opportunities of Internet Marketing in India	Printex International Journal of Marketing (PIJM)	International	Jun-17	2348-0491	Printex International Journal of Marketing (PIJM)
73	Ms. Neepa Premodh	Pro-Poor Tourism as a means of Sustainable development with special reference to Waynad district of Kerala	Tourism and Universal Accessibility Challenges and Opportunities	International	Sep-16	978-81-924180-7-0	Research centre Publication, St. Joseph's College of Commerce, Bangalore, Karnataka
74	Mr. Safeer Pasha	The role of MUDRA in Financing start-ups in India	Start-up India	National	Oct-16	978-93-5267-852-5	St. Claret College, Bangalore

75	Ms. Rashmi B.H.	Strategy to Reduce Risks in Shopping Malls Through Customer Loyalty	Start-up India	National	Oct-16	978-93-5267-852-5	St. Claret College, Bangalore
76	Mr. Mohan Kumar M.S.	A Conception Study on International Financial Reporting Standards and Indian Accounting Standards	Start-up India	National	Oct-26	978-93-5267-852-5	St. Claret College, Bangalore
77	Ms. Dhanalakshmi	A Study on Students Perception towards Entrepreneurship	Start-up India	National	Oct-16	978-93-5267-852-5	St. Claret College, Bangalore
78	Ms. Sandhya Rakesh	A study on new opportunities in saturated world of Internet Business	Start-up India	National	Oct-16	978-93-5267-852-5	St. Claret College, Bangalore
79	Dr. Rashmi	Lok Sahithya Me Rastriya Chetna	AdarshBhasha Sammelan 2017 International Conference	International	Feb-17	978-93-84240-33-2	SRN Adarsh College, Bangalore, Karantaka

80	Mr. Safeer Pasha	A case study on Non-Performing Assets in India	A Paradigm Shift in Managing Enterprises: The Emerging Future	National	Mar-17	978-93-86537-15-7	Shanlax Publications, Madurai, Tamilnadu
81	Mr. Chinmaya Dash	E-Governance initiative path towards Futuristic identification Implementation in Education system	Recent Development in Science, Technology, Humanities and Management, Kuala Lumpur, Malaysia	International	Apr-17	2249-0868	Proceedings of the International conference on Recent Development in Science, Technology, Humanities and Management, Kuala Lumpur, Malaysia
82	Dr. Rashmi	Yuva varg Ka Samajik Dayittva	One day International Hindi Conference	International	Sep-16	978-93-8424032-5	Mani Prakashna
83	Ms. Jayalakshmi Sharma	Conference of Swami Vivekananda Association of Science and Humanities	Prabhakar Machve Ray katha Sahitya Kay Naari PatroKa Sangarsh	International	Aug-16	978-81-928007-45	SVASH, Trivandrum, Kerala
84	Ms. Joan Divya L.	Heaven of Seven struggles will not strike them down-A study on Gloria Naylor's the women of Brewister Place	English The Living Language	National	Mar-17	978-93-86537-06-5	Shanlax Publications, Madurai, T.N

85	Ms. Rashmi B.H.	Microfinance in Empowerment of the women: Case study pertaining to Samasta microfinance	Public Welfare Scheme: Role of Social Work and Commerce in Transforming India	National	2016	978-93-5258- 524-3	Gurushree College of Commerce and Social work, Tumkur
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