

### 3.4.3 Number of research papers per teacher in the Journals notified on UGC website during the last five years (5)

Please note that:

1. **Blue Colour – Journals indexed in Scopus and web of science (which are directly listed under Group I & II in UGC CARE)**
2. **Green Colour - Journals presently listed in UGC CARE**
3. **Yellow Colour – Journals Included in the old UGC CARE list**
4. **Brown – Journals in ABDC List**

Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number	Link to the recognition in UGC enlistment of the Journal
The Mental Healthcare Act 2017 of India: A challenge and an opportunity	Dr.Sanju George	Psychology	Asian Journal of Psychiatry	2019	1876-2018	<a href="https://www.sciencedirect.com/science/article/abs/pii/S1876201819301832">https://www.sciencedirect.com/science/article/abs/pii/S1876201819301832</a>
Behavioral finance and portfolio management: Review of theory and literature	Dr.Anu Antony	Business Administration	Journal of Public Affairs	2019	1472-3891	<a href="https://onlinelibrary.wiley.com/doi/abs/10.1002/pa.1996">https://onlinelibrary.wiley.com/doi/abs/10.1002/pa.1996</a>
Impact of job location on relationship between job satisfaction and self-esteem of employees: Evidence from the Indian BPOs	Mr. Deepak Babu	Commerce	Journal of Public Affairs	2019	1472-3891	<a href="https://onlinelibrary.wiley.com/doi/abs/10.1002/pa.2006">https://onlinelibrary.wiley.com/doi/abs/10.1002/pa.2006</a>
Impact of job location on relationship between job satisfaction and self-esteem of employees: Evidence from the Indian BPOs	Dr. Imran Ahmed Khan	Business Administration	Journal of Public Affairs	2019	1472-3891	<a href="https://onlinelibrary.wiley.com/doi/abs/10.1002/pa.2007">https://onlinelibrary.wiley.com/doi/abs/10.1002/pa.2007</a>
Towards a dementia-friendly India	Dr.Sanju George	Psychology	Indian Journal of Psychological Medicine	2019	0253-7176	<a href="https://journals.sagepub.com/doi/abs/10.4103/IJPSYM.IJPSYM_25_19">https://journals.sagepub.com/doi/abs/10.4103/IJPSYM.IJPSYM_25_19</a>
Mechanised Rubber Tapping Devices	Dr. Ramesh B	Commerce	International Journal of Innovative	2019	2278-3075	<a href="https://www.ijitee.org/wp-content/uploads/papers/v8i12/L24961081219.pdf">https://www.ijitee.org/wp-content/uploads/papers/v8i12/L24961081219.pdf</a>

			Technology and Exploring Engineering			
Gandhi's Symbolism and Ideology in the Socio-economic and Political Arena of Contemporary India	Dr.Rajeev S P	Social Work	Rajagiri Journal of Social Development	2019	0973-3086(4711)	<a href="http://journals.rajagiri.edu/index.php/rssj">http://journals.rajagiri.edu/index.php/rssj</a>
Changing Families in India and Social Work Responses	Dr.Rajeev S P	Social Work	Journal of Social Work Education and Practice	2019	2456-2068	<a href="https://www.jswep.in/uploads/3/1/7/2/31729069/040402_changing_families_in_india_and_social_work_responses.pdf">https://www.jswep.in/uploads/3/1/7/2/31729069/040402_changing_families_in_india_and_social_work_responses.pdf</a>
Wellbeing and burnout in medical students in India; a large scale survey	Dr.Sanju George	Psychology	International Review of Psychiatry	2019	0954-0261 (print);	<a href="https://www.tandfonline.com/doi/full/10.1080/09540261.2019.1688047">https://www.tandfonline.com/doi/full/10.1080/09540261.2019.1688047</a>
Process conflict and employee well-being: An application of Activity Reduces Conflict Associated Strain (ARCAS) model	Dr.Shelly Jose	Business Administration	International journal of Conflict Management	2019	ISSN: 1044-4068	<a href="https://www.emerald.com/insight/content/doi/10.1108/IJCM-12-2018-0142/full/html">https://www.emerald.com/insight/content/doi/10.1108/IJCM-12-2018-0142/full/html</a>
Testing activity reduces conflict associated strain (ARCAS) model A test of moderated mediation model of relationship conflict and employee well-being	Dr.Shelly Jose	Business Administration	Personnel Review	2019	0048-3486	<a href="https://www.emerald.com/insight/content/doi/10.1108/PR-11-2018-0462/full/html">https://www.emerald.com/insight/content/doi/10.1108/PR-11-2018-0462/full/html</a>
Service quality in the healthcare sector: do human resource management practices matter?	Dr.Minimol M.C.	Business Administration	British Journal of Health Care Management	2019	1358-0574(print); 1759-7382 (online)	<a href="https://www.magonlinelibrary.com/doi/abs/10.12968/bjhc.2019.0009">https://www.magonlinelibrary.com/doi/abs/10.12968/bjhc.2019.0009</a>
Service quality in the healthcare sector: do human resource management practices matter?	Dr.Simon Jacob C	Business Administration	British Journal of Health Care Management	2019	1358-0574(print); 1759-7382 (online)	<a href="https://www.magonlinelibrary.com/doi/abs/10.12968/bjhc.2019.0010">https://www.magonlinelibrary.com/doi/abs/10.12968/bjhc.2019.0010</a>
Authors Relationship Quality in the Hospitality Industry: Critical Review and Future Directions	Mr.Harish B	Business Administration	Restaurant Business	2019	00978043	<a href="https://journals.eduindex.org/index.php/rb/issue/view/1276">https://journals.eduindex.org/index.php/rb/issue/view/1276</a>
How personal reciprocity influences future purchase intentions of consumer durables	Mr.Harish B	Business Administration	IUP Journal of Brand Management	2019	0972-9097	<a href="https://www.iupindia.in/Brand_Management.asp">https://www.iupindia.in/Brand_Management.asp</a>

Branding in the Millennium - Employer Brand vs Corporate Brand	Dr.Bejoy John Thomas	Business Administration	Think India Journal	2019	0971-1260	<a href="https://journals.eduindex.org/index.php/think-india/article/view/8431">https://journals.eduindex.org/index.php/think-india/article/view/8431</a>
The Strategic Urge - Employer Brand Positioning of Banking and Financial Services Industry	Dr.Bejoy John Thomas	Business Administration	THINK INDIA	2019	0971-1260	<a href="https://journals.eduindex.org/index.php/think-india/article/view/8430">https://journals.eduindex.org/index.php/think-india/article/view/8430</a>
A Study on Employer Brand Personality & Positioning of Leading Indian Companies in BPO/KPO and ITES Sectors	Dr.Bejoy John Thomas	Business Administration	A Journal of Composition Theory	2019	0731-6755	<a href="http://www.ictjournal.com/gallery/158-sep2019.pdf">http://www.ictjournal.com/gallery/158-sep2019.pdf</a>
Clustering Automobile Companies using Employer Brand Attributes	Dr.Bejoy John Thomas	Business Administration	Journal of Engineering Sciences	2019	0377-9254	<a href="https://www.scopus.com/sourceid/95454">https://www.scopus.com/sourceid/95454</a>
Personal Trust, Institution Trust and Consumerism Attitudes towards Mobile Marketing and Banking Services in India	Dr.P Balakrishnan Menon	Business Administration	Academy of Marketing Studies Journal (ABDC – B Category)	2019	1528-2678	<a href="https://www.abacademies.org/articles/personal-trust-institution-trust-and-consumerism-attitudes-towards-mobile-marketing-and-banking-services-in-india-8363.html">https://www.abacademies.org/articles/personal-trust-institution-trust-and-consumerism-attitudes-towards-mobile-marketing-and-banking-services-in-india-8363.html</a>
Determinant factors influencing customer usage intentions regarding online services in the road transportation industry	Dr.P Balakrishnan Menon	Business Administration	Journal of Customer Behaviour	2019	1477-6421	<a href="https://www.ingentaconnect.com/content/westburn/jcb/2019/00000018/00000002/art00004">https://www.ingentaconnect.com/content/westburn/jcb/2019/00000018/00000002/art00004</a>
Managerial Skills for Library Professionals in the Digital Library Environment	Ms.Matty Balagopal	Library and Information Science	Indian Journal Information Sources and Services	2019	2231-6094	<a href="http://www.trp.org.in/issues/managerial-skill-for-library-professionals-in-the-digital-library-environment">http://www.trp.org.in/issues/managerial-skill-for-library-professionals-in-the-digital-library-environment</a>
The prevalence, patterns, and correlates of gambling behaviours in men: an exploratory study from Goa, India	Dr.Sanju George	Psychology	Asian Journal of Psychiatry	2019	1876-2018	<a href="https://www.sciencedirect.com/science/article/pii/S1876201818302405">https://www.sciencedirect.com/science/article/pii/S1876201818302405</a>
The story of a lottery addict in India: Who is responsible and what are its policy implications?	Dr.Sanju George	Psychology	Journal of Gambling Issues	2019	1910-7595	<a href="http://jgi.camh.net/index.php/jgi/article/view/4045/4399">http://jgi.camh.net/index.php/jgi/article/view/4045/4399</a>

INDUSTRY 4.0: THE FUTURE CONCEPTS	Mr.Mahesh K.M	Commerce	Journal of Emerging Technologies and Innovative Research	2019	2349-5162	<a href="https://www.ugc.ac.in/journallist/ugc_admin_journal_report.aspx?eid=NjM5NzU=">https://www.ugc.ac.in/journallist/ugc_admin_journal_report.aspx?eid=NjM5NzU=</a>
Impact of International Business on Cultural Imperialism	Ms.Dayana Lalan.K	Commerce	International journal of Research in Humanities, Arts and Literature	2019	2347- 4564	<a href="https://www.ugc.ac.in/journallist/ugc_admin_journal_report.aspx?eid=ND A4OTM=">https://www.ugc.ac.in/journallist/ugc_admin_journal_report.aspx?eid=ND A4OTM=</a>
GREEN PREFERENCE AMONG CONSUMERS, AN OPPORTUNITY FOR GROWTH IN ECOPRENEURSHIP	Ms.Riya Mary	Commerce	Journal of Management Research and Analysis	2019	23942762	<a href="https://www.ugc.ac.in/journallist/ugc_admin_journal_report.aspx?eid=NjM3OTY=">https://www.ugc.ac.in/journallist/ugc_admin_journal_report.aspx?eid=NjM3OTY=</a>
"Satisfied patients?A survy investigating eye care attendance in hospitals in South India"	Dr.Bejoy John Thomas	Business Administration	British journal of health care management	2019	ISSN(print): 1358-0574ISSN(O nline):1759-7382	<a href="https://www.magonlinelibrary.com/toc/bjhc/current">https://www.magonlinelibrary.com/toc/bjhc/current</a>
Green Preference among Consumers, an Opportunity for Growth in Ecopreneurship	Ms.Riya Mary	Commerce	Journal of Management Research and Analysis (JMRA)	2019	2394-2770	
A tale of two patients: Levodopa and creative awakening in parkinson's disease – A qualitative report	Dr.Sanju George	Psychology	Asian Journal of Psychiatry	2019	1876-2018	<a href="https://www.sciencedirect.com/science/article/abs/pii/S1876201819301455">https://www.sciencedirect.com/science/article/abs/pii/S1876201819301455</a>
The prevalence, patterns, and correlates of gambling behaviours in men: an exploratory study from Goa, India	Dr.Sanju George	Psychology	Asian Journal of Psychiatry	2019	1876-2018	<a href="https://www.sciencedirect.com/science/article/pii/S1876201818302405">https://www.sciencedirect.com/science/article/pii/S1876201818302405</a>
The story of a lottery addict in India: Who is responsible and what are its policy implications?	Dr.Sanju George	Psychology	Journal of Gambling Issues	2019	1910-7595	<a href="https://jgi.camh.net/index.php/jgi/article/view/4045">https://jgi.camh.net/index.php/jgi/article/view/4045</a>
Mental health intervention at the workplace: A psychosocial care model	Dr.Saju M. D	Social Work	Cogent Psychology	2019	23311908	<a href="https://www.tandfonline.com/doi/full/10.1080/23311908.2019.1601606">https://www.tandfonline.com/doi/full/10.1080/23311908.2019.1601606</a>

Mental health intervention at the workplace: A psychosocial care model	Dr.Rajeev S P	Social Work	Cogent Psychology	2019	23311909	<a href="https://www.tandfonline.com/doi/full/10.1080/23311908.2019.1601607">https://www.tandfonline.com/doi/full/10.1080/23311908.2019.1601607</a>
Multivariate comparative exploration of collaborative principal component analysis and singular value decomposition: a study of employee data in an Indian state	Dr.Ann Baby	Computer Science	International Journal of Research and Analytical Reviews	2019	2349-5138	<a href="http://www.ijrar.org/papers/IJRAR1AOP031.pdf">http://www.ijrar.org/papers/IJRAR1AOP031.pdf</a>
Collaborative mental health practice research across cultures on three issues; a supervision model for social work research	Dr.Saju M. D	Social Work	International Journal of Social Science and Economic Research	2019	2455-8834	<a href="http://www.ijsser.org/more2019.php?id=71">http://www.ijsser.org/more2019.php?id=71</a>
Issues and needs of gynaecological cancer patients	Dr.Saju M. D	Social Work	International Journal of Scientific Research and Reviews	2019	2279-0543	<a href="http://www.ijssr.org/pdf/2222.pdf">http://www.ijssr.org/pdf/2222.pdf</a>
Mental health intervention at the workplace: A psychosocial care model; in Cogent Psychology	Dr.Saju M. D	Social Work	Cogent Psychology	2019	23311908	<a href="https://www.cogentoa.com/article/10.1080/23311908.2019.1601606">https://www.cogentoa.com/article/10.1080/23311908.2019.1601606</a>
Stressed GPS: A call for action	Dr.Sanju George	Psychology	British Journal of General Practice	2019	0960-1643	<a href="https://bjgp.org/content/69/680/116">https://bjgp.org/content/69/680/116</a>
Social Media Data Analytics to Improve the Customer Services: the Case of Fast-Food Companies	Mr.Sreejith R	Business Administration	International Journal of Recent Technology and Engineering	2019	2277-3878	<a href="https://www.ijrte.org/wp-content/uploads/papers/v8i2/B2205078219.pdf">https://www.ijrte.org/wp-content/uploads/papers/v8i2/B2205078219.pdf</a>
Optimization of Store Layout using Market Basket Analysis	Mr.Sreejith R	Business Administration	International Journal of Recent Technology and Engineering	2019	2277-3879	<a href="https://www.ijrte.org/wp-content/uploads/papers/v8i2/B2207078219.pdf">https://www.ijrte.org/wp-content/uploads/papers/v8i2/B2207078219.pdf</a>
Geographic analytics and visualization for decision making: An application for online food delivery platform	Mr.Sreejith R	Business Administration	International Journal of Recent Technology and Engineering	2019	2277-3880	<a href="https://www.ijrte.org/wp-content/uploads/papers/v8i2/B2206078219.pdf">https://www.ijrte.org/wp-content/uploads/papers/v8i2/B2206078219.pdf</a>

Levodopa - induced creative awakening in a patient with Parkinson's disease	Dr.Sanju George	Psychology	Internet Journal of Medical Update	2019	1694-0423	<a href="https://www.akspublication.com/vol14_no1_jan2019/paper3_.pdf">https://www.akspublication.com/vol14_no1_jan2019/paper3_.pdf</a>
Industry 4.0: Future Concepts	Mr. Mahesh K.M	Commerce	Journal of Emerging Technologies and Innovative Research	2019	2349-5162	<a href="http://www.jetir.org/archive?v=6&amp;i=4&amp;j=April%202019">http://www.jetir.org/archive?v=6&amp;i=4&amp;j=April%202019</a>
Network Path Analysis for developing an enhanced TAM model: A user-centric e-learning perspective	Dr. Ann Baby	Computer Science	Computers in Human Behavior	2019	0747-5632	<a href="https://www.sciencedirect.com/science/article/pii/S0747563219302663#:~:text=An%20enhanced%20version%20of%20the,variables%20in%20e%20learning%20solutions.">https://www.sciencedirect.com/science/article/pii/S0747563219302663#:~:text=An%20enhanced%20version%20of%20the,variables%20in%20e%20learning%20solutions.</a>
The Good, The Bad And The Ugly: Opinion Mining Analysis On User Tweets In Twitter	Dr. Ann Baby	Computer Science	Journal of Emerging Technologies and Innovative Research	2019	2349-5162	<a href="http://www.jetir.org/view?paper=JETIRDA06022">http://www.jetir.org/view?paper=JETIRDA06022</a>
Family Social Work and holistic development of children with mental health problems: Validation of an intervention model	Dr. Saju M. D	Social Work	Rajagiri Journal of Social Development	2018	0973-3086	<a href="https://www.ugc.ac.in/journallist/ugc_admin_journal_report.aspx?eid=NDC3MTE=">https://www.ugc.ac.in/journallist/ugc_admin_journal_report.aspx?eid=NDC3MTE=</a>
Changing Family Context and adolescent wellbeing : Relevance of Family Social Work interventions	Dr. Mary Venus	Social Work	The foot prints	2018	22308830	National cooperative union of India (Previous List) - <a href="https://www.ugc.ac.in/journallist/4305_Journals.pdf">https://www.ugc.ac.in/journallist/4305_Journals.pdf</a>
Changing Family Context and adolescent wellbeing : Relevance of Family Social Work interventions	Dr.Nycil Romis	Social Work	The foot prints	2018	22308830	National cooperative union of India (Previous List) - <a href="https://www.ugc.ac.in/journallist/4305_Journals.pdf">https://www.ugc.ac.in/journallist/4305_Journals.pdf</a>
Social Work responses to Suicide in Kerala	Dr.Rajeev SP	Social Work	Social Work Education, Research and Action	2018	23944102	<a href="https://www.ugc.ac.in/journallist/ugc_admin_journal_report.aspx?eid=NDM5MTY=">https://www.ugc.ac.in/journallist/ugc_admin_journal_report.aspx?eid=NDM5MTY=</a>

The life situation of parents of children with cancer in Kerala	Dr. Joseph I. Injodey	Social Work	Rajagiri Journal of Social Development	2018	0973-3086	<a href="https://www.ugc.ac.in/journallist/ugc_admin_journal_report.aspx?eid=NDc3MTE=">https://www.ugc.ac.in/journallist/ugc_admin_journal_report.aspx?eid=NDc3MTE=</a>
The life situation of parents of children with cancer in Kerala	Dr. Anil John	Social Work	Rajagiri Journal of Social Development	2018	0973-3086	<a href="https://www.ugc.ac.in/journallist/ugc_admin_journal_report.aspx?eid=NDc3MTE=">https://www.ugc.ac.in/journallist/ugc_admin_journal_report.aspx?eid=NDc3MTE=</a>
The perceptions of students of the need to protect the environment	Dr. Mary Venus	Social Work	Rajagiri Journal of Social Development	2018	0973-3086	<a href="https://www.ugc.ac.in/journallist/ugc_admin_journal_report.aspx?eid=NDc3MTE=">https://www.ugc.ac.in/journallist/ugc_admin_journal_report.aspx?eid=NDc3MTE=</a>
Free Wi-Fi: To Buy or Not to Buy	Dr. Lakshman Mahadevan	Computer Science	Journal of Computer Information Systems	2018	8874417	<a href="https://www.ugc.ac.in/journallist/ugc_admin_journal_report.aspx?eid=Njg5Mw==">https://www.ugc.ac.in/journallist/ugc_admin_journal_report.aspx?eid=Njg5Mw==</a>
Smart Moves Over the Phone– Private Transactions Over Public Wi-Fi in India	Dr. Jose K Puthur	Computer Science	International Journal of Business and Information	2018	1746-0972	<a href="https://www.ugc.ac.in/journallist/ugc_admin_journal_report.aspx?eid=NDMxNzQ=">https://www.ugc.ac.in/journallist/ugc_admin_journal_report.aspx?eid=NDMxNzQ=</a>
Smart Moves Over the Phone– Private Transactions Over Public Wi-Fi in India	Dr. Lakshman Mahadevan	Computer Science	International Journal of Business and Information	2018	1746-0972	<a href="https://www.ugc.ac.in/journallist/ugc_admin_journal_report.aspx?eid=NDMxNzQ=">https://www.ugc.ac.in/journallist/ugc_admin_journal_report.aspx?eid=NDMxNzQ=</a>
Talent Management and Employee Retention: An Integrative Research Framework	Dr. Manoj Menon	Personnel Management	Human Resource Development Review (B Category) First Published November 16, 2018 ,	2018	1534-4843	<a href="https://doi.org/10.1177/1534484318812159">https://doi.org/10.1177/1534484318812159</a>
E-service Quality and Perceived Value as Predictors of Customer Loyalty towards Online Supermarkets,	Dr. Minimol M.C.	Business Administration	Journal Asian Social Science	2018	(ISSN 1911-2017 E-ISSN 1911-2025	<a href="http://ccsenet.org/journal/index.php/ass">http://ccsenet.org/journal/index.php/ass</a>
Relationship between Spot and Future Prices of Crude Oil: A Cointegration Analysis	Dr. Minimol M.C.	Business Administration	Journal Theoretical Economics Letters	2018	ISSN : 2162-2078	<a href="https://www.scirp.org/journal/PaperInfoforCitation.aspx?PaperID=82396">https://www.scirp.org/journal/PaperInfoforCitation.aspx?PaperID=82396</a>

Influence of Ambient perfumes on Consumer Spending Behaviour: A study Among Apparel Shoppers in an Indian Setting	Dr. Joji Alex N	Business Administration	Indian Journal of Marketing	2018	0973-8703	<a href="http://indianjournalofmarketing.com/index.php/ijom/article/view/120736">http://indianjournalofmarketing.com/index.php/ijom/article/view/120736</a>
"Consumer adoption of mobile banking in India. Examining the role of usefulness, ease of use, Perceived risk and trust	Dr. Roshna Varghese	Business Administration	INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS	2018	E-ISSN 2348-1269, P- ISSN 2349-5138	<a href="http://ijrar.com/upload_issue/ijrar_issue_20542343.pdf">http://ijrar.com/upload_issue/ijrar_issue_20542343.pdf</a>
"Role of green Marketing Awareness on purchase Intention of Eco-Friendly Products"	Dr.Smitha Siji	Business Administration	IPE Journal of Management	2018	2249 9040	<a href="https://scholar.google.co.in/scholar?q=Role+of+green+Marketing+Awareness+on+purchase+Intention+of+Eco-Friendly+Products%22&amp;hl=en&amp;as_sdt=0&amp;as_vis=1&amp;oi=scholart">https://scholar.google.co.in/scholar?q=Role+of+green+Marketing+Awareness+on+purchase+Intention+of+Eco-Friendly+Products%22&amp;hl=en&amp;as_sdt=0&amp;as_vis=1&amp;oi=scholart</a>
"Transliterated Advertisement and their effects on Ad liking"	Dr.Susan Mathew	Business Administration	American college journal of English Language And Literature(ACJELL)	2018	1725 2278 876X	<a href="https://www.arjonline.org/american-research-journal-of-english-and-literature">https://www.arjonline.org/american-research-journal-of-english-and-literature</a>
V"direct and indirect effect of brand experience on true brand loyalty :role of involvement	Dr.Veeva Mathew	Business Administration	journal Asia pacific journal of marketing and logistics	2018	725-748	<a href="https://www.emeraldinsight.com/doi/abs/10.1108/APJML-08-2017-0189">https://www.emeraldinsight.com/doi/abs/10.1108/APJML-08-2017-0189</a>
"Application of item response theory in measuring financial literacy"	Dr.M Rakesh Krishnan	Business Administration	Asian Journal Of Multidimensional Research	2018	2278-4853	<a href="https://www.tarj.in/images/download/ajmr/AJMR%20SEPTEMBER%202018%20ABSTRACT%20PDF.pdf">https://www.tarj.in/images/download/ajmr/AJMR%20SEPTEMBER%202018%20ABSTRACT%20PDF.pdf</a>
Structured Equation Modelling on Consumer Purchase Behaviour of Passenger Cars	Dr.P Balakrishnan Menon	Business Administration	SAGE Publications	2018	ISSN: 0972-2629 Online ISSN: 2249-5304	<a href="https://journals.sagepub.com/doi/10.1177/0972262918767040">https://journals.sagepub.com/doi/10.1177/0972262918767040</a>
"The Influence of e-relationship quality & e-service quality on customer loyalty in the context of Flipkart Online Retailer Service"	Dr.P Balakrishnan Menon	Business Administration	Journal of Customer Behaviour	2018	ISN 1475-3928	<a href="https://www.westburn-publishers.com/journals/customer-behaviour/">https://www.westburn-publishers.com/journals/customer-behaviour/</a>



Pricing Strategies of Startup Companies - An Exploratory Study	Mr.Deepak Babu	Business Administration	Indian Journal of Research in Management, Business and Social Sciences(IJRMBSS)	2018	2319-6998	<a href="http://www.ijrmbss.com/assets/pdf/vol5issu1/3.pdf">http://www.ijrmbss.com/assets/pdf/vol5issu1/3.pdf</a>
A Study on the Brand Preference for shampoos among Female Customers in Cochin	Ms.Neethu Varghese	Commerce	International Journal of Management, IT and Engineering	2018	2249-0558	
A Study On Consumer Behaviour Towards Smart Phones In Trivandram.	Ms. Neethu Varghese	Commerce	International Journals Of Multidisciplinary Research Academy	2018	2249-0558	<a href="https://www.ijmra.us/2018ijmie_january.php">https://www.ijmra.us/2018ijmie_january.php</a>
A Study On Consumer Behaviour Towards Smart Phones In Trivandram.	Ms. Reshma Mathew	Commerce	International Journals Of Multidisciplinary Research Academy	2018	2249-0558	<a href="https://www.ijmra.us/2018ijmie_january.php">https://www.ijmra.us/2018ijmie_january.php</a>
A Study on the Brand Preference for shampoos among Female Customers in Cochin	Ms. Reshma Mathew	Commerce	International Journals Of Multidisciplinary Research Academy	2018	2249-0558	
Skilling and Commerce Education: A Study among Post Graduates in Trivandrum District	Mr. Vishnu. N.S.	Commerce	IMPACT: International Journal of Research in Humanities, Arts and Literature (IMPACT: IJRHAL)	2018	2321-8878	<a href="http://impactjournals.in/archives/international-journals/International-Journal-of-Research-in-Humanities-Arts-and-Literature?page=26">http://impactjournals.in/archives/international-journals/International-Journal-of-Research-in-Humanities-Arts-and-Literature?page=26</a>
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