

**List of Publications in referred journals and Conference proceedings
(during CAY, CAYm1 and CAYm2)**

Sl.No	Title of paper	Name of the author/s	Name of journal /Issue/year/Name of the conference proceedings	ISBN/ISSN number
2019-2020				
1	A study on international tourist satisfaction with tourism services in Kerala	Hari SundarG	Business Sciences International Research Journal, Issue 1, 2019, p24-32,	ISSN 2321-3191, UGC approved journal
2	Cause related Marketing- a systematic review of the literature.	Hari Sundar G	Conference proceedings on Application of Management Research in Social Sciences, Engineering and Technology	ISBN-978-93-5346-428-8

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2020-2021				
1	Customer Service Quality practice in District Cooperative Bank- a study with reference to Thiruvananthapuram	Sandhya S, VijiVijayan and HariSundar.G,	District Cooperative Bank, International Journal of Recent Technology and Environment	Vol 8, Issue 4S3,2020 , Scopus indexed Journal , B Impact factor-5.92
2	“A Study on Customer Relationship Management Practices and Organizational Performance in Seafood Supply Chain”	Dr. JesenaAbdeen and Dr. Sonia Katherin Mathew	Published by DogoRangsang Research Journal.	vol-10 Issue-06 No. 5 June (2020) ISSN : 2347-7180 (UGC Care Group I Journal).
3	An Empirical Study on the Attitude of Generation X And Generation Y Towards their Job Performance And Motivational Factors With Special Reference To Nurses, Kerala.	Dr. Sonia Katherin Mathew, Arya Raj	IJRAR December 2020, Volume 7, Issue 4	E-ISSN 2348-1269, P- ISSN 2349-5138(UGC approved journal)
4	A Study on the Work-Life Balance: A Conceptual Review	Dr. Sonia Katherin Mathew, Arya Raj	International Journal of All Research Education and Scientific Methods (IJARESM), Volume 8, Issue 12, December-2020	ISSN: 2455-6211(UGC approved journal)
5	An Evaluation of the performance of Kerala Financial Corporation in promoting micro, small and medium enterprises in the state of Kerala, India	Vinod K Raju	A Journal of Critical Reviews,	ISSN- 2394-5125 Vol 7, Issue 1, 2020 (Scopus)
6	An Analysis of the Loan Operations and Financial Performance of Kerala Financial Corporation (KFC)	Vinod k Raju	A Journal of Adv Research in Dynamical & Control Systems	Vol. 12, 01-Special Issue, 2020 (Scopus)
7	Agricultural Operational Performance	Biji U Nair, HariSundar.G and	Journal of Interdisciplinary Cycle Research, Vol 13, Issue-	ISSN-0022-1945, UGC CARE listed journal (Gr.2)

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	enhancement- a study with reference to efficient integration of IoT based smart farming system,	Lakshmipriya,	IX, September 2021	
8	Self Directed Learning and Student Engagement- a conceptual review	Indu Dominic, HariSundar.G, Bindusree and Jitha Nair,	Journal of Tianjin University Science and Technology, Vol-54, Issue-10:2021, October 2021	ISSN-0493-2137, Scopus Q2 Multidisciplinary journal
9	A Study On The Apparel Shopping Styles And Preferences Of Youth In Pathanamthitta District, Kerala	Prakash P Nair, Justin Reji,	MiM Research Series ,August 2021 ,Vol I	ISBN-978-81-953561-8-8
10	Impact of Covid 19 on stock prices in FMCG Companies during the first wave of Covid 19 Pandemic	Navin V Koshy and AmalaSreekumar	MIM research series Vol.1 August 2021.	ISBN NO. 9788195356188

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2021-2022				
1	“A structural equation modeling approach of the deteminance of information sources on perceived cognitive destination image”	Dr.sonia katherin Mathew, Sabari, Elizabeth	publication by JOHAR – Journal of Hospitality Application &Research 17 (1) 2022, 35-50,	http://www.publishingindia.com/johar/ ,(ABDC)
2	Coaching for Employee engagement in Pandemic Times- a strategic approach to coaches”, Nolegein	Sunil George, HariSundar.G,	Journal of Organisationalbehaviour and Management, Vol4, Issue 1	DoI (Journal)- 10.37591/NJOBM
4	Brand recall as a mediating variable in In film branding and purchase intention among millennials,	Biji.U.Nair, HariSundar.G, Bindusree. A. R,	Journal of Tianjin University Science and Technology, Vol.54, Issue-10:2021, ScopusQ2Multidiscipli nary Journal	ISSN-0493-2137, Scopus Q2 Multidisciplinary journal
5	Online review as a moderator in the association between Risk and Purchase intention in Online shopping	Biji.U.Nair, HariSundar.G, Bindusree. A. R	Journal of Tianjin University Science and Technology, Vol.54, Issue-10:2021,	ISSN-0493-2137, Scopus Q2 Multidisciplinary journal
8	A Study On The Relationship Between Organisational Culture And Organisational Performance With Special Reference To Autism Centres, Kerala	SumimolThou seef, Dr. Sonia Katherin Mathew	Conference Preceedings of Le novita 2k21	ISBN 978-93-91676-33-9,
9	“An Empirical Study On The Entrepreneurial Attitude Orientation Of Technical Higher Secondary School Students In State Of Kerala, India”	Dr. Sonia Katherin Mathew , Dr. Elizabeth Renju Koshy,	Mim Research Series Vol I,	ISBN-978-81-953561-8-8
10	“Can Information overload impact relationship selling behaviour and Sales	HariSundar G, SatishMahend ran and Balasudarsun,	International Journal of Business Sciences and Systems Research	2021 April Vol.15, No.4 (Scopus indexed)

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	performance”			
11	“A Study on the employee engagement in self financing colleges with special reference to Pathanamthitta District”	Arya Raj, Dr.soniakatherin Mathew, A Aasika	International Research Journal of Science ,Engineering and Technology (RJSET)February 2022, Volume 12,Issue1	ISSN:2454-3195(UGC Care Journal).
13	A comparative study on the career planning of Generation X and Zoomers with special Reference to College Professors, Kerala,	Arya raj, Titty Thomas	Conference Preceedings of Le novita 2k21	ISBN 978-93-91676-33-9
14	An Emperical Study on the significance of inventory management automation on the performance with special reference to supermarkets in Kerala,	Arya Raj, Vipin Jose	MiM Research Series Vol I,	ISBN-978-81-953561-8-8
15	Digitalization of Online Classes Among Higher Secondary Students in the Emerging Shift of Post Covid-19 (Second Wave)	Elizabeth Renju Koshy, Sonia Katherin Mathew, and Nisa James	The Author(s), under exclusive license to Springer Nature Singapore Pte Ltd. 2022 A. Chandani et al. (eds.), Pandemic, New Normal and Implications on Business, Springer Proceedings in Business and Economics.	doi.org/10.1007/978-981-19-4892-3_6
16	Virtual Reality in Tourism : A Research Note	Sabari Shankar R. Elizabeth Renju Koshy2 Sonia Katherin Mathew	Prabandhan : Indian Journal of Management • July 2022	doi.org/10.17010/pijom/2022/v15i7/170790
17	A study on optimizing employee engagement during covid time – Strategic study with reference for sustainability in the new normal	Hari Sunder G, Soumya S	Journal of xianshiyou University, Natural Science Edition	ISSN:1673-064X

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LIST OF PAPER PRESENTATION IN NATIONAL AND INTERNATIONAL CONFERENCE (DURING CAY, CAYM1 AND CAYM2)

Sl.No	Title of paper presented	Name of the presenters	Name of the national and international conference
2019-2020			
1	Strategic study on innovational Edupreneurship- a conceptual study on Indian context”,	HariSundar G, Praveen Raj and VijiVijayan,	International Biennial conference on Entrepreneurship, EDII Ahmedabad, 2019 February 20-22
2	Study on domestic tourist satisfaction with multiple destination attributes- Strategic study with reference to Tourist destinations in Kerala,	HariSundar G, Sandhya S,	International conference on Current scenario in digital marketing E Commerce and Management, IMRF and IIM Australia, 2019 June 14-15, Mysore

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1	Study on the role of Perceived value between Destination image and visitor satisfaction	HariSundar G, Sathish M, Sandhya.S,	International conference on Marketing Technology and Society, IIM K, 2020 December
2	A Study On The Apparel Shopping Styles And Preferences Of Youth In Pathanamthitta District, Kerala	Dr.Sonia Katherin Mathew, Prof.Prakash P Nair, Vipin J	International conference on insights in Marketing (ICIM), 2021, organized by Rajagiri College of Social Sciences, Kochi
5	An Empirical Study on the Attitude of Generation X And Generation Y Towards their Job Performance And Motivational Factors With Special Reference To Nurses, Kerala.	Dr. Sonia Katherin Mathew, Arya Raj	National research presentation, organized by BIMS and K.M.Mani Centre for budget research, 2020
6	A study of the E-Banking habits among the people of pathanamthitta district in Kerala	Vinod K Raju , Navin V Koshy	National research presentation, organized by BIMS and K.M.Mani Centre for budget research, 2020

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1	She Taxi services in Kerala- strategic study of the Social entrepreneurship venture in Kerala	HariSundar.G, Aditya. S. Menon and Praveen Raj,	14 th International Biennial conference on Entrepreneurship, EDII, 2021 February
2	Entrepreneurship education in India- problems and perspectives- a literature based study,	HariSundar G, Aditya. S. Menon and Praveen Raj.D,	14 th international Biennial conference on Entrepreneurship, EDII Ahmedabad, 2021 February
3	Acceptance of Online teaching- an exploration among school teachers amidst Covid-19 pandemic	Indu George and HariSundar G,	International conference on Rigor, Relevance and Resilience in Business and Management Research, organized by Symbiosis Institute of Business Management Hyderabad, 2021 February
4	Webrooming- Buyers bewilderment from a valence perspective”	Biji Nair and HariSundar G	International conference on Rigor, Relevance and Resilience in Business and Management Research, organized by Symbiosis Institute of Business Management Hyderabad, 2021 February
5	Online Learning During The Second Wave Of Covid-19 From The Perspective Of Higher Secondary School Students	Dr.Sonia Katherin Mathew, Dr. ElizebathRenju Koshy	International conference on How disruptive chains can shape sustainable business models,2021
6	Digitalization of online classes among higher secondary students in the emerging shift of post covid -19 (Second	Dr.Sonia Katherin Mathew, Dr. ElizebathRenjuKoshy,Dr.Nisa James	SIMS 12th Annual International Research Conference organized by Symbiosis institute of

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	Wave)		management,2021
7	A study on socio economic impact of Covid-19 pandemic on small business-A study with reference to women entrepreneurs of Kerala	Harisundar G And Navin V Koshy	International conference on empowering women entrepreneurs from the grassroots to global organized by EDII Ahmedabad, 2022, February