



NAAC DVV CLARIFICATION

3.3.1.1. Number of research papers in the Journals notified on UGC CARE year wise during the last five years.

The faculty has published 20 papers in UGC care and other listed journals in the last five years. The detailed summary of the same is presented below:

Revised 3.3.1.1

	2022-23	2021-22	2020-21	2019-20	2018-19	Total
Total Papers	14	2	0	0	4	20

DVV CLARIFICATION FROM THE INSTITUTE

DVV Clarification	HEI Response
Please provide a direct link to the research paper, the journal's website, and the URL of the content page if it's a print journal Please provide proper supporting link for the same since supporting link is not functional.	There is a change in the number of research papers published in the journals for the Academic Year 2022-2023 and 2018-2019. The number of papers published for the Academic Year 2022-2023 was entered wrongly as 2 instead of 14 and 2018-19 it was entered wrongly as 3 instead of 4. The correct data has been shown in the tabular form in the index below. The supporting documents signed by the appropriate authority are attached below for your reference. The direct links for the research paper and the journals website have been provided in table below for the journals published online. The URL of the content page is provided for some of the print journals. The supporting link is provided for all the research papers. Additional supporting document links are provide for all research papers. All supporting links are functional.



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Ranked 'A' in Best B-School Survey 2012 conducted by Business India & Business Standard.

The Outstanding B-School in South India - ABP News Survey 2018.

Plot No. 129-132, Tarihal Industrial Area, Airport Road, HUBLI - 580 026. Karnataka.

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Website : www.iemsbschool.org

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Tel : 0836-2310491 / 94

2022-23

Sr.No	Name of the Faculty	Title of the Paper	Links
1	Dr. Poornima Charantimath	The Impact of Marketing Mix Elements on Consumer Buying Behavior concerning PLBs: A Study of FMCG Products in Belagavi City	Research Paper Certificate Content Page
2	Ms.AKSHATA BILAGI	A STUDY ON EMERGING TRENDS ON DIGITALIZATION OF HUMAN RESOURCES PRACTICES-A THEORETICAL ASSIMILATION	Research Paper Certificate
3	Ms.AKSHATA BILAGI	A Study on Human Resource Planning, Process, Developing Scenarios in IT Industries	Research Paper First Page
4	Ms.AKSHATA BILAGI	Review of Literature on Human Resource Planning as an Ongoing Important Practice to Anticipate Future Human Resource Requirements within an Organization	Research Paper First Page
5	Ms.AKSHATA BILAGI	A Study on Financial Literacy Among Youths	Research Page First Page
6	Mr Shivanand Patil	Factors Influencing Customer Preference towards Organised Food Retailing	Research Paper First Page
7	Dr.Poornima Charantimath	Influence of Technology on	Research Paper

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		Family Business in India	Website First Page
8	Dr.Praveen B Patil	Influence of Technology on Family Business in India	Research Paper Website First Page
9	Ms.AKSHATA BILAGI	A Thematic Analysis on a Study on Effectively Managing Virtual Teams created due to Covid-19 Pandemic	Research Paper First Page
10	Dr.Poornima Charantimath	Impact of the Entrepreneurial Skills / Knowledge and Entrepreneurial Traits on the Entrepreneurial Motivation	Research Paper Website First Page
11	Mr.Shaktianand Chikkur	An Empirical Study on Effect of Oil Prices on Selected Blue-Chip Companies in NSE During 2014-2019	Research Paper Website First Page
12	Dr.Manjunath Balehosur	Effect of Covid-19 on the Financial Performance of Royal Dutch Shell Plc.	Research Paper Website First Page
13	Dr.Poornima Charantimath	A Case Study on the Acquisition of Air India by Tata Sons	Research Paper Website First Page
14	Ms.AKSHATA BILAGI	Human Resource Planning as an Important Practice to Predict the Organization's Future Needs for Human Resources	Research Paper First Page



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2021-22

Sr.No	Name of the Faculty	Title of the Paper	Links
1	Dr.Poornima Charantimath	Determinants of Consumer Purchase Decision in Select Private Label Product Categories in India – An Indication from North Karnataka	Research Paper Content Page
2	Dr.Poornima Charantimath	An assessment of Entrepreneurial Career Choice Intention among undergraduate students	Research Paper Certificate Content Page



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2018-19

Sr.No	Name of the Faculty	Title of the Paper	Links
1	Ms.Suvarna Hiremath	Consumer Buying Behavior- an Analysis of Organized Retailing in North Karnataka.	Research Paper Website
2	Ms.Suvarna Hiremath	A Study on Factors That Drive and Facilitate Organized Retailing in North Karnataka.	Research Paper Website
3	Mr. Virupakshi .R. Hiremath	“Brand Building through Phygital Marketing”	Research Paper Website
4	Mr. Virupakshi .R. Hiremath	Online marketing in indian prospective	Research Paper & Content Page First Page

Dr. Veeranna D. K.

Director