

Papers Published and Presented in the year 2014- 2015

1. Paper: A Study on Situational Factors Influencing Purchases at Shopping Mall
Conference : National Conference on New Age Solutions for Managing New Challenges" held at SB College
Author : Ms. Preeja R , Prof. (Dr.) B. Hareendran , Mr. Vishnu C
2. Paper : A Study on Reasons behind Organizational Silence
Journal : ZENITH International Journal of Multidisciplinary Research ISSN 2231-5780
Author : Mrs. Smitha Rajappan , Ms Preeja R ,Ms. Aparna S Menon
3. Paper : A Study measuring the competitiveness in Tourism among North, Central, and South zones of Kerala; the God's own country
Journal : International Journal of Marketing, Financial Service And Management Research
Author : Mr. Girish S Pathy ,Mr.Sreejith S
4. Paper : A Study on Digital Coverage among BRICS Countries
Journal : ZENITH International Journal of Multidisciplinary Research ISSN 2231-5780
Author :Ms. Rohini S Nair , Mr. Sreejith S , Ms Preeja R
5. Paper : An Enquiry into the Capability of Agricultural Production Growth in India to Address the Problem of Malnutrition
Conference : Placitum 2014 International Conference on Trends and challenges in Indian Business Management
Author : Mr. Girish S Pathy , Mr. Sreejith S
6. Paper : Online Shopping Behaviour: An Analysis With Respect To Product Categories
Journal : ZENITH International Journal of Multidisciplinary Research.
Author : Ms. DeepaUnnithan
7. Journal : A review of Existing Learning Models for innovative organizations
Book : LET'S LEARN, Bloomsbury Publishing India Pvt Ltd ISBN: 978-93-84052-22-5
Author : Ms. Aswathy Mohan
8. Paper : Comparative Study Based on Devolution Index With Special Reference to Kerala
Published in book : Gender Economics ISBN – 978-93-8188-75-9
Conference : Delving into 'Missing Women': A Multidisciplinary Discourse on Emerging Gender Issues
Author : Ms. Preeja R , Dr.(Prof.) Hareesh N Ramanathan ,Mr. Arjun K sasi

9. Paper : Student entrepreneurship in Kerala- an interview report
Journal : International journal of Management and Social Science May 2015
Author : Ms. DeepaUnnithan

10. Article : North Kerala – The Untapped Potential of Tourism in the God’s Own Country
Journal : The Kerala Tourism magazine
Author : Mr. Girish S Pathy

11. Paper : ‘A Study of Brand awareness, Brand Loyalty and Purchase intention in Mineral Water Industry’
Book : Consumer Behavior in 21st Century, ISBN no: 978-93-83241-53-8
Author : Ms. Aswathy Mohan

12. Paper : “Examining Technical Efficiency of NBFIs-MFIs in India: A non-parametric Approach
Journal : Rajagiri Management Journal, vol 8, 17-28.
Author : Mr. Vinod R. R

13. Paper : Consumer Behavior to Ready to eat Products’
Journal : International Journal of Management Focus ISSN no:2348-6724 (February Issue)
Author : Ms. Aswathy Mohan