



**MSNIM**  
**MANEL SRINIVAS NAYAK**  
**INSTITUTE of MANAGEMENT**

MSNIM Besant Campus, Bondel, Mangaluru – 575 008, D.K. District, Karnataka State, India  
(Affiliated to Mangalore University, Approved by AICTE)  
(Sponsored by: Women's National Education Society)

**Criterion 3 – Research, Innovations and Extensions (110)**

**Key Indicator 3.3 – Research Publication and Awards (25)**



**3.3.1. Number of research papers published per teacher in the Journals as notified on UGC CARE list during the last five years (10)**

**MANEL SRINIVAS NAYAK INSTITUTE OF MANAGEMENT**

WOMEN'S NATIONAL EDUCATION SOCIETY

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**3.3.1 Number of research papers published per teacher in the Journals notified on UGC care list during the last five years**

Year	2022-23	2021-22	2020-21	2019-20	2018-19
Number	8	2	2	0	0



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**Publications in the year 2022-23**

SL. No	Faculties list	Title of the paper	Journal Name	Year/Date of Publication	Scopus	DOI/ Website Link
1.	Shilpi Saha	Inclusion, Assistive-Technology and Teacher-Preparedness: Empirical Evidence from India.	Springer Nature Singapore.	2023	Scopus	<a href="https://www.springer.com/series/6102">https://www.springer.com/series/6102</a>
2.	Molly S Chaudhuri	The Nexus of Corporate Social Responsibility and Consumer Perception: Systematic Review of the Evidence	Indian Journal of Marketing	2022	Scopus	<a href="http://dx.doi.org/10.17010/ijom%2F2022%2Fv52%2Fi7%2F170537">http://dx.doi.org/10.17010/ijom%2F2022%2Fv52%2Fi7%2F170537</a>
3.	Shilpi Saha	Supportive Culture and Job Involvement in Public Sector: The mediating role of Participation in Decision Making and Organizational Learning	International Journal of Public Sector Management	2022	Scopus	<a href="https://doi.org/10.1108/IJPSM-09-2021-0218">https://doi.org/10.1108/IJPSM-09-2021-0218</a>
4.	Sharan Shetty	An Interdisciplinary Approach to Sustainable Agricultural Finance and Its Impact on Indian Farmers Behavior	Physics AUC	2022	Scopus	<a href="https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4051605">https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4051605</a>



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5.	Sharan Shetty	Assessing the impact of digitalization on Micro, Small and Medium Enterprises in India	Revista de Științe Politice. Revue des Sciences Politiques	2022	Scopus	<a href="https://www.researchgate.net/publication/363381689_Assessing_the_impact_of_digitalization_on_Micro_Small_and_Medium_Enterprises_in_India">https://www.researchgate.net/publication/363381689_Assessing_the_impact_of_digitalization_on_Micro_Small_and_Medium_Enterprises_in_India</a>
6.	Sharan Shetty	Impact of Artificial Intelligence in Banking Sector with Reference to Private Banks in India	Physics AUC	2022	Scopus	<a href="https://www.researchgate.net/publication/376167881_Investigating_the_Effect_of_the_COVID-19_Pandemic_on_Perceived_Attitudes_Toward_Health_Insurance_in_the_Minds_of_Youth_A_Case_Study_of_India">https://www.researchgate.net/publication/376167881_Investigating_the_Effect_of_the_COVID-19_Pandemic_on_Perceived_Attitudes_Toward_Health_Insurance_in_the_Minds_of_Youth_A_Case_Study_of_India</a>
7	Sharan Shetty	Analyzing Financial Services Performance Using a Powerful Digital Marketing Platform	International Journal for Multidisciplinary Research	2022	UGC Care listed Journal	<a href="https://mail.google.com/mail/u/0/#inbox/FMfcgzGxSbvNCCPTPTJcdFSGRJHWwbbh?projector=1&amp;messagePartId=0.4">https://mail.google.com/mail/u/0/#inbox/FMfcgzGxSbvNCCPTPTJcdFSGRJHWwbbh?projector=1&amp;messagePartId=0.4</a>
8	Sharan Shetty	Investigating The Impact on Salaried Employees Investment Behavior in Private Sector Organizations In Covid-19 Pandemic	Annals of the Constantin Brancusi University of Targu Jiu-Letters & Social Sciences Series,	2023	Scopus	<a href="https://mail.google.com/mail/u/0/#inbox/FMfcgzGxSbvNCCPTPTJcdFSGRJHWwbbh?projector=1&amp;messagePartId=0.10">https://mail.google.com/mail/u/0/#inbox/FMfcgzGxSbvNCCPTPTJcdFSGRJHWwbbh?projector=1&amp;messagePartId=0.10</a>

**Publications in the year 2021-22**



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Publications in the year 2020-21 in UGC Care listed Journals						
SL. No	Faculties list	Title of the paper	Journal Name	Year/Date of Publication	UGC Care listed Journals	DOI/ Website Link
1	Sharan Shetty	Women Entrepreneurs in Dakshina Kannada with regard to the Achievement Rate of individuals	Journal of Interdisciplinary Cycle Research	March 2021	UGC Care listed Journal	<a href="https://jicrjournal.com/VOLUME-13-ISSUE-3-MARCH-2021/">https://jicrjournal.com/VOLUME-13-ISSUE-3-MARCH-2021/</a>
2	Sharan Shetty	Perception of Stock Market investment with reference to Students Studying in Karnataka	Science, Technology and Development	March 2021	UGC Care listed Journal	<a href="https://dokumen.tips/documents/perception-of-stock-market-investment-with-reference-to.html?page=1">https://dokumen.tips/documents/perception-of-stock-market-investment-with-reference-to.html?page=1</a>
1.	Molly S Chaudhuri	The Influence of Cause-Related Marketing on Millennials' Purchase Intentions: Evidence of CSR from an Emerging Economy	Gadjah Mada International Journal of Business	May 2021	Scopus	<a href="https://journal.ugm.ac.id/gamajib">https://journal.ugm.ac.id/gamajib</a>
2.	Divya M Shetty	A Study of NGO Employees' Perception Towards Recruitment and Selection in Dakshina Kannada District	The IUP Journal of Management Research,	2022	Scopus	<a href="https://mail.google.com/mail/u/0/#inbox/FMfcgzGxSbvNCCPTPTJcdFSGRJH Wwbbh?projector=1&amp;messagePartId=0.12">https://mail.google.com/mail/u/0/#inbox/FMfcgzGxSbvNCCPTPTJcdFSGRJH Wwbbh?projector=1&amp;messagePartId=0.12</a>