



MSNIM
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INSTITUTE of MANAGEMENT

MSNIM Besant Campus, Bondel, Mangaluru – 575 008, D.K. District, Karnataka State, India
(Affiliated to Mangalore University, Approved by AICTE)
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SUPPORTIVE DOCUMENTS

3.3.2 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five year

MANEL SRINIVAS NAYAK INSTITUTE OF MANAGEMENT

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Publications in the year 2022-23 in Conference Proceedings

SL. No	Faculties list	Title of the paper	Conference Proceedings	Year/Date of Publication	DOI/ Website Link
1	Ashalatha	Caremate – The Smart Health Monitor: A Proposal	Conference Proceedings Sustainability In Industry 4.0	2022-23	View Document
2	Reema Agnes Frank	Skill Gap Analysis of UG Students	Conference Proceedings Sustainability In Industry 4.0	2022-23	View Document
3	Ashalatha	A Study on Impact of Intention of Moonlighting on Job Satisfaction of IT Employess In Bangalore City	Conference Proceedings Sustainability In Industry 4.0	2022-23	View Document
4	Reema Agnes Frank	A Study on The Impact of CSR Activities on The FMCG Sector	Conference Proceedings Sustainability In Industry 4.0	2022-23	View Document
5	Shilpi Saha	Can Pineapple Skins Be As Good As Soaps? A Vietnamese Company Case Study	Conference Proceedings Sustainability In Industry 4.0	2022-23	View Document
6	Shilpi Saha	Business Diversification – A Case Study of Reliance Industries Limited	Conference Proceedings Sustainability In Industry 4.0	2022-23	View Document
7	Nanditha Sunil	A Study on Sales Analysis Using Customer Relationship Management	Conference Proceedings Sustainability In Industry 4.0	2022-23	View Document
8	Suresh Shenoy	Role of Digital Media In MBA Admissions	Conference Proceedings Sustainability In Industry 4.0	2022-23	View Document

Publications in the year 2021-22 in Conference Proceedings

1	Molly S Chaudhury	<i>Corporate Social Responsibility Seen Through Prism Of Biblioshiny</i>	Digital Transformation in Business	2021-22	View Document
2	Sharan Kumar Shetty	<i>Digital Transformation In Provision Of Audit Services: Lessons From Kenya</i>	Digital Transformation in Business	2021-22	View Document
3	Ravisha B	<i>Digitization Of Rural India</i>	Digital Transformation In Business	2021-22	View Document
4	Reema Agnes Frank	<i>Tax E – Filing: Problems And Prospects</i>	Digital Transformation in Business	2021-22	View Document
5	Nanditha Sunil	<i>Students Perception towards Online classes</i>	Digital Transformation in Business	2021-22	View Document
6	Suresh Shenoy	<i>Study On Perception Of Health Insurance Among Youth With Reference To Mangalore</i>	Digital Transformation in Business	2021-22	View Document

7	Reema Agnes Frank	<i>Transforming The Business Through Green Human Resource Management</i>	Digital Transformation in Business	2021-22	View Document
8	Molly S Chaudhuri	<i>Trends In Recruitment</i>	Digital Transformation in Business	2021-22	View Document
9	Ashalatha	<i>Digital Transformation In Tourism Sector</i>	Digital Transformation in Business	2021-22	View Document
10	Reema Agnes Frank	<i>Consumer Choice And The Social Media</i>	Digital Transformation in Business	2021-22	View Document
11	Nanditha Sunil	<i>Students' Perception About Issues Of E-Commerce In Mangalore</i>	Digital Transformation in Business	2021-22	View Document
12	Suresh Shenoy	<i>Digitalization In Work-Life Balance Of Employees Post Covid : A Literature Review</i>	Digital Transformation in Business	2021-22	View Document
Publications in the year 2020-21 in Conference Proceedings					
1	Molly S Chaudhuri	<i>Leveraging Digital Approaches for Transparency in Corporate Social Responsibility</i>	Digital Transformation in Business	2021-22	View Document
2	Ravisha	Digital Knowledge Management Module in Education	Digital Transformation in Business	2021-22	View Document
3	Nanditha Sunil	A Survey Report On Online Payment System: Past Development, Present Impact, Future Consideration in Dakshina Kannada District”	Digital Transformation in Business	2021-22	View Document
Publications in the year 2019-20 in Conference Proceedings					
24	Ravisha	Role of Higher Education to Develop the Talents for Start Ups	Start-Ups in India Challenges, Issues, and Opportunities	2019-2020	View Document
25	Ashalatha	An Assessment of the Role of Higher Education Institutions in Promoting Start-Ups in India	Start-Ups in India Challenges, Issues, and Opportunities	2019-2020	View Document
26	Molly S Chaudhuri	A Case Study on Micro Entrepreneurship Business Model with reference to Gol Gappa Street Vendor	Start-Ups in India Challenges, Issues, and Opportunities	2019-2020	View Document
27	Dr. Vishnu Prasanna K N	Reasons for Agri Based Enterprise Failures	Start-Ups in India Challenges, Issues, and Opportunities	2019-2020	View Document
28	Suresh Shenoy	Opportunities for the Start Up Under MSMES	Start-Ups in India Challenges, Issues, and Opportunities	2019-2020	View Document

29	Nanditha Sunil	Exploratory Study of Opportunities for Startups by Traditional Agriculturists in DK and Udupi District as a Means to Prevent Migration of Population	Start-Ups in India Challenges, Issues, and Opportunities	2019-2020	View Document
30	Ashalatha	Start-Up: A Way for The Tourism Growth in Dakshina Kannada and Udupi	Start-Ups in India Challenges, Issues, and Opportunities	2019-2020	View Document
31	Ravisha	Start-Up and Youth Skill Development	Start-Ups in India Challenges, Issues, and Opportunities	2019-2020	View Document
32	Reema Agnes Frank	A Case Study on Ksheera Enterprises: An Effective Low Cost Milking Machine Manufacturing Company	Start-Ups in India Challenges, Issues, and Opportunities	2019-2020	View Document
33	Mudassir Khadar	Opportunities and Challenges of Tech Start-Ups in India - A Conceptual Study	Start-Ups in India Challenges, Issues, and Opportunities	2019-2020	View Document
34	Suresh Shenoy	Creating Global Demand for Indian Handicraft with the Help of Start-Up	Start-Ups in India Challenges, Issues, and Opportunities	2019-2020	View Document
35	Dr. Vishnu Prasanna K N	Pitch Deck Presentation for Start-Ups	Start-Ups in India Challenges, Issues, and Opportunities	2019-2020	View Document
36	Sonal Nayak	Green Online Start-Ups In India	Start-Ups in India Challenges, Issues, and Opportunities	2019-2020	View Document

SL. No	Faculties list	Title of the paper	Journal Name	Year/Date of Publication	Peer-Reviewed journal	DOI/ Website Link
1	Sharan Shetty	Investigating the impact of Goods and Service Tax (GST) on the banking sector with reference to selected banks in India	Journal of Political Sciences	2022	Peer-Reviewed journal	https://www.researchgate.net/publication/363382120 Investigating the impact of Goods and Service Tax GST on the banking sector with reference to selected banks in India