



---

# TABLE OF CONTENT OF PRINT JOURNALS

---



**JUNE 30, 2022**

**KARNATAKA SANGHA S MANJUNATHA COLLEGE OF COMMERCE**  
**Kanchangaon, Khambalpada, Thakurli (East) - 421201**

# JUNE – 2022

## 1. BANCO:

S. No.	Title	Page No.
1	What is Digital Money? Types, Working, Benefits & Risks	12
2	What is Digital Rupee, how it works	16
3	What is digital rupee? And how will it work?	18
4	Digital Currency Governance Consortium	19
5	The Future of Money: Gearing up for Central Bank Digital Currency	20
6	What is a CBDC? Central Bank Digital Currency	22
7	Digital Rupee: The history of Indian currency shows that monetary revolutions are messy processes	26
8	Having A Central Bank Digital Currency: Path Ahead	28
9	RBI's Digital Currency Plans	32
10	Explained: RBI's digital currency plans	35
11	Why India's plan to launch a Digital Rupee needs more thought, less haste	37
12	Making Digital Financial Inclusion a Reality	39
13	Impact of Digital Rupee	48
14	Digital Rupee - another app for payments?	50
15	Beware of penal charges	54
16	Soul of Co-operative banking - Intern control	56
17	Supervision Department: The Third Eye of the Bank	58
18	Importance of Internal Control in The Cooperative Bank	62
19	Payments Bank in India: An Overview	66
20	Different Central Statutes Associated with Co-operative Societies: A Look	74
21	Impact of Punitive Actions of RBI on Banks	80

## 2. BANKING FINANCE:

S. No.	Title	Author	Page No.
1	A Holistic Approach in Assessment of Non-fund Based Limits and it's Precautionary Measures	N Mohammed Ali	21

2	RBI's Account Aggregators Framework Will Revolutionise Financial Inclusion	Ankit Ratan	27
3	Central Bank Digital Currency	D. Surendranath	29
4	New Umbrella Entity: Ushering Payment Revolution	Uday Kumar Khazane	33
5	Local area Banks - Is small not beautiful?	Manickam Ravindran	36
6	"Business Correspondent model - Under Financial Inclusion", issues & strategies for making it a success	N V Gupta	39
7	Role of Fintech as key driver of Digital Financial Inclusion	Deepak N S	43

### 3. EDUTRACKS:

S. No.	Title	Author	Page No.
1	Education is both Light & Power for Women	Dr. Amit Sharma, Shweta Dixit	5
2	National Education Policy: Curriculum Recalibration and Social Change through the Measure of Superstition as an Illustration	Dr. Vinita Vashishtha, Dr. Dipti Joshi	11
3	Indicators of an Inclusive Class	Dr. Zehra Banu	16
4	Teachers Professional Development and Information and Communication Technology (ICT)	Dr. Irshad Ali Dar	18
5	Education for Peace	Jayantibhai V Patel	21
6	Recent Trends in Societal Evolution & Education: A Significant Factor in Shaping the Social Order	Dr. Md. Tanwir Yunus	25
7	Patriotism through the Prism of Experiential Learning	Minakshi Kushwaha	33
8	Cognitive Emotional Regulation among Working and Nonworking Women	Aswathy Jonandharath Bhaargavan, Seena M Mathai	44

## 4. FINANCE INDIA:

S. No.	Title	Author	Page No.
1	The Nexus between Liquidity Creation and Capital: Evidence from Indian Banks	Pankaj Sinha & Naina Grover	485
2	Emotional Intelligence, Financing Structure and Performance of Tunisian Firms	Manel Dahmani & Ghazi Zouari & Rim Zouari-Hadiji	503
3	Price Discovery of Indian Equity Futures	Jyothi Maria Johny & G. Raju	525
4	Interdependence between India Stock Market and Developed Economies Stock Markets during major Stock Market Crashes	R Kumara Kannan and Selvam Jesiah	537
5	Systemic risk and Bank Characteristics Relationship in India: Post-GFC scenario	Ambika Prasad Pati	551
6	Beyond Financial Inclusion - Access and Impact of Microfinance - plus Services: Lessons from Rural India	Naveen Kumar K	565
7	Dividend Declaration and Returns from Stock Market: An Indian Perspective	Purnima Gupta and Srinivas Bandi	595
8	Comparing Market Risk of Indian Balanced, Small and Mid cap and Large cap Funds	Suparna Biswas and Santanu Dutta	603
9	Human Resources Accounting Practices in India and across the Globe: A Systematic Review	Abhigyan Bhattacharjee and Dipankar Das	621
10	Foreign Direct Investment in Agriculture and Sustainable Development: Empirical Investigation of their Relationship and Contribution	Rupinder Kaur, Vikram Sandhu and Heena Atwal	651
11	The Model Predictability Power to Explain Under Pricing in Bookbuild IPOs: A Study of Indian Capital Market	Satish K. Mittal and Seema Verma	663
12	A Comparative Analysis of Growth of Textile Industry in India During Pre and Post Global Recession Period	R.K. Patel and Yukti Chandok	681
13	Study on Insolvency & Bankruptcy Code (IBC) in India: The Case of Amtek Auto	Vidit Mohan and Salman Ali	693

14	Pre and Post Merger Performance Analysis of Tata Consultancy Services Limited: A Case Study	Krishn Awatar Goyal and Mala Rathi	715
15	An Economic Evaluation of EUR/INR Exchange Rate: Autoregressive Distributed Lag (ARDL) approach	Mahipal Y Gadhavi	729
16	Financial Literacy a Key to Financial Inclusion: A Study conducted for Tier I and Tier II Cities	Srilakshmi, Divya Bansal and Karpagam	743
17	Impact of Intangible Determinants on ROE: An Empirical Study of Luxury Industry	Nidhi Jain and Neha Bothra	753
18	Forecasting Stock Price Volatility: Empirical Study in India	K. Prabhakaran	771
19	Demand Following Hypothesis: Empirical Evidence from Insurance Sector of Emerging Asian Markets	Nikita Singhal, Shikha Goyal and Tanmay Singhal	777
20	An Analysis of Activity Based Costing Implementation: A Study of Select Manufacturing Companies	Amit Kumar Arora	799
21	A Quality Function Deployment Model with respect to Multi Utility Vehicle Segment in Satara	Agawane Rajendra Jagannaath	807
22	Hedging Dynamics and Intraday Volatility in Equity Market: An Analysis of Covid-19 Pandemic and Global Financial Crisis	Nachiketa Misra, P Lakshmi and M. Thenmozhi	819
23	Measuring Work Life Balance of Banks Employees: Indian Evidence	Nikita Porwal, Shweta Lalwani, Vineet Chouhan and Shubham Goswami	835
24	Relationship between Bank-Specific Factors and Non-Performing Assets of Indian Banks during post Global Financial Crisis Era	Ruchita Verma, Dhanraj Sharma, Shubham Sharma and Shiney Sam	867

## 5. INDIAN JOURNAL FINANCE:

S. No.	Title	Author	Page No.
1	Financial Crisis and Leverage Determinants: A Juxtaposition of Pre and Post-Crisis Periods Using HLM	Amit Kumar Singh & Preeti Bansal	8
2	A Framework for Customer Engagement Behaviour in the Financial Services Industry : A Critical Review of Evidence	Archana Nayak Kini & Savitha Bastri	27
3	The Curious Case of IL&FS Financial Crisis	Tirthank Shah	44

## 6. INDIAN JOURNAL OF MARKETING:

S. No.	Title	Author	Page No.
1	Private Label Fashion Brands: Through the Lens of Marketing Theory	Prashant Chaudhary	8
2	Can Indian Millennials be Engaged Through Online Customer Gamified Experience?	Mallika Srivastava, Semila Fernandes	24
3	Comparing Factors Influencing Loyal Consumption Behavior Towards Fast-Food Restaurants	Ajwinder Singh, Parul Nanda	41
4	Buy Luxury' : Adapting the SHIFT Framework to Explore the Psychological Facets Enabling Consumers for Sustainable Luxury Consumption	Arunangshu Giri, Wendrila Biswas, Jari Salo	59

## 7. KURUKSHETRA:

S. No.	Title	Author	Page No.
1	Rural Tourism: India an Incredible Tourism Destination	Avinash Mishra & Madhubanti Dutta	5

2	Development of Rural Tourism	Ganji Kamala Vardhana Rao	11
3	Rural Tourism-Culture and Heritage	Hemanth Menon	16
4	North-eastern India- A Tourims Paradise	Dr. Tapati Baruah Kashyap	21
5	Tourism in Jammu and Kashmir	Irtif Lone	27
6	Tourism for AatmaNirbhar Bharat	Dr. Namrata Singh Panwar	32
7	Tourism Infrastructure Development	Dr. Suyash Yadav	38
8	Reviving Tourism post COVID-19 Pandamic	Bhavya Tyagi and Karishma Sharma	45

## 8. PRABANDHAN: INDIAN JOURNAL OF MANAGEMENT:

S. No.	Title	Author	Page No.
1	Navigating Determinants of India's Business Relations with GCC Countries: Evidence from the Gravity Model Theory	Raj Kumar Singh, Ajya Kumar, Jyoti Kumar, Yashvardhan Singh	8
2	Structural Equation Modeling of Airlines Service Quality: A Study of Airlines Industry in India	Anoop Kuamr, Gunjan Malik	28
3	Bridging Digital Divide in India : Positive Outlook Amid COVID-19	Indu, Greeshma Benny Thadikaran, Karthigai Prakasam Chellaswamy	46

## 9. SOUTHERN ECONOMIST:

S. No.	Title	Author	Page No.
1	Need for a Comprehensive Trade Strategy	Vijayalakshmi V	5
2	Major Fraud in Consortium advance sanctioned by Banks	Mohan Rao V.	7

3	RBI Repo Rate Increase and Its Impact on Indian Economy	Sudhindra Gargesa and S. Sathyanarayana	9
4	Consolidation of Banks in India: Case Study of SBI and Its Associates	Devidas Palve	13
5	PM's Address of 'Mann Ki Baat'		21
6	Initiating Cradle Garden through Eco-club activities	Prakash S. R.	25
7	Agriculture, Economy and COVID-19	I. Satya Sundaram	28

S. No.	Title	Author	Page No.
1	World Economic Forum - 2020	Vijaylakshmi V	5
2	Reserve Bank of India Confronts Inflation	Mohan Rao V	7
3	The Ongoing Ukrainian war: An Analysis	P.S. Jayaramu	11
4	Resolution of Stressed Assets and IBC	M. Rajeshwar Rao	13
5	PM's Address of 'Mann Ki Baat'		18
6	Five Trillion Dollar Economy: Rhetoric and Reality	I. Satya Sundaram	23
7	Webinar Crypto Currency - A Paradigm Shift	Sudhindra Gargesa	27
8	Labour Market Recovery goes into Reverse: ILO	D. Jeevan Kuamr	29

## 10. THE INDIAN BANKER:

S. No.	Title	Author	Page No.
1	Leveraging Social Media Platforms for Marketing Optimisation	Arif A Khan	26
2	Production Linked Incentive Scheme A Game Changer for India?	Rakesh Yadav	34
3	Unicorn Indian Startups Local to Global	Ganga Datt Pant	39
4	Understanding IBC 2016 in a Cake Walk	Rajeev Kumar	46
5	Management of Litigation Against Banks	Anil Kumar Bansal	53



## 11. THE INSURANCE TIMES:

S. No.	Title	Author	Page No.
1	How Insurers can optimize return on capital employed for insurance technical risk management	Shambhu Nath Roy	19
2	Does the Health Insurance Policy pay for Monkeypox?	Dr. K. Raja Gopal Reddy	25
3	Systematic review of best practices in Risk Management	Shaik Gulam Fazal Biya Bani	35
4	The top tech trends transforming the insurance industry	Polly Jean Harrison	41

## 12. THE MANAGEMENT ACCOUNTANT:

S. No.	Title	Page No.
1	A Study on The Agri Startups in Indian Scenario	49
2	Artificial Intelligence (AI) Based Smart Agriculture for Sustainable Development	54
3	Doubling Farmers Income By 2022: The Progress so Far and Future Course of Action	59
4	The Perspective of Advanced Technology in Agriculture: An Initiative to Help Indian Farmers	63
5	ESG and Sustainable Agriculture: Focus on True Cost of Agricultural Operations	68
6	Agricultural Research, Development and Extension (ARD&E) In India: The Key to Food Security	72
7	Diffusion and Adoption of Agricultural Technology Among the Farmer Households: A Study of Farmer Households in Kuttanad, Kerala	76
8	Agri Cost Management and Profitability: Role of Futures Market in India During Covid-19 Pandemic	80
9	Digital Transformation with Digital Assets - Tokenisation and Management by Technology Driven Processes	86

10	How The Us Reigns the World on The Strength of Greenback	94
11	An Analysis of a Guidance for Replacement of Machines	99

### 13. YOJANA:

S. No.	Title	Author	Page No.
1	Decoding Modern Tech Terms	Balendu Sharma Dadhich	7
2	Digital Disruptor	Dr. Saurabh Garg	11
3	Deep-Tech Startup Ecosystem	R Raghuttama Rao	17
4	AI and Machine Learning	Hindol Sengupta, Bhavya Tyagi	23
5	AI in Education	Dr. G. P. Dang & Priyanka Sharma	27
6	Governance Milestones: Jan Suraksha		30
7	NFT Explained	Charmie Parekh	35
8	Tech-Innovation in Banking	Manjula Wadhwa	41
9	Accessible Healthcare to All	Dr. R S Sharma	47
10	Advancements in Medicine	Jayanthi Rangarajan	53

\*\*\*\*\*