

TABLE OF CONTENT OF PRINT JOURNALS



MARCH 31, 2024 KARNATAKA SANGHA'S MANJUNATHA COLLEGE OF COMMERCE Kanchangaon, Khambalpada, Thakurli (East) - 421201

March-2024

1. BANCO:

Sr. No.	Title	Page No.
1	Rules for overdue loans and their adverse effects on banks	6
2	Digital Banking Units - Concept and Process	10
3	Scope of UPI	12
4	Cooperative education and training : Introspection	16
5	Cooperative Banks must 'Review' the Change	18
6	No Alternative to Cooperative Movement but	20
7	Importance of Compliance Officer in Banking System	22
8	Preventive measures to avoid loans turning into NPAs	28
9	Cash Credit - An essential banking loan service	30

2. BANKING FINANCE:

Sr. No.	Title	Author	Page No.
1	Learning and Development Department in Banking: A key to build Knowledgeable Human Capital for Bank	Md. Nasim Anwer	23
2	Paytm Fiasco	Shivanand Pandit	27
3	Evolving "Indian Banking" Landscape : Trends, Opportunity & Challenges	Sailesh Kumar	29
4	Foreign Direct Investment in India	Sanjay M. Nafde	36
5	Scheme to harness Fisheries	D. Surendranath	41
6	Green Investments and Mutual Funds	Arup Dasgupta	46

3. EDUTRACKS:

Sr. No.	Title	Author	Page No.
1	Guidelines for Implementation of Pradhan Mantri Uchchatar Shiksha Abhiyan (PM- USHA), 2023	Dr. H. M. Kasinath	5
2	Education: A Right & the Best Gift to Girl Child	Dr. Amit Sharma, Ruchi Saini & Shubhra Sharma	10
3	Neuro-Linguistic Programming (NLP) : Changing Thoughts and Behaviors of the People	Dr. Mohsin Ali Khan	15
4	Theoretical Perspectives on Positive Psychology : Need for Understanding	Dr. T. M. Prashantha Kumar	21
5	Adolescence : A Period of Change	Dr. Rajkumar S. Patil	33
6	STEM Disciplines and its Indigenous Knowledge for Self-reliant India	Dr. Chandra Sekhar Sharma	36
7	Emotional Resilience and its Impact on Academic Achievement	Bini T. V., Dr. Seema Menon K. P.	41
8	Role of Libraries in Supporting Digital Literacy in USA	N. S. Basanal	47

4. INDIAN JOURNAL OF FINANCE:

Sr. No.	Title	Author	Page No.
1	Do Cash Holding Impact the Financials of Companies? Evidence from India	K. Riyazahmed, M. Sriram	8
2	Bankruptcy Prediction of Manufacturing Companies of India Post-IBC : A Comparative Study Between Various Predictive Techniques	Simrat Kaur, Adarsh Arora, Anil Kumar Goyal, Anjali Munde	25
3	Examining the Relationship Between Implied Volatility, Index Returns, and Trading Volume in the Indian Stock Market	P. B. Saranya, R. K. Sudhamathi	43
4	Family Financial Socialization : Impact of Scholarship Payments on Research Scholars' Financial Behaviour and Financial Well-Being	Anita, Khyati Kochhar	56

5. INDIAN JOURNAL OF MARKETING:

Sr. No.	Title	Author	Page No.
1	Shifting Consumer Attitudes and Willingness to Pay for Premium Products - The Case of Unibic Cookies	Akshat Jain, Prateek Jain	8
2	Antecedents of Status Consumption of fashion Brands - The Impact of Sustainability in the Post-COVID Era	Chhavi Taneja, Shveta Kalra	26
3	Do eWOM and Brand Image Drive Purchase Intention of Online Travel Shoppers : A Case Study of Delhi - NCR	Ashwerya Gupta, Ubba Savita	44
4	Analyzing the Application of UTAUT2 Model in Predicting the Adoption of Electronic Shopping in Nigeria	Pawan Kumar, Muhammad umar Usman	61

6. KURUKSHETRA:

Sr. No.	Title	Author	Page No.
1	Adoption of Digital and Innovative Farming Techniques	Souvik Ghosh, Shreya Anand	5
2	Bamboo Farming Growing Methods and Reaping Benefits	Bhuwan Bhaskar	12
3	Mushroom Cultivation A Fruitful and Lucrative Industry	Dr. Harender Raj Gautam, Dr. Dharmesh Gupta	17
4	Apiculture Scope and Opportunities	Dr. Dheeraj Kumar Tiwari, Dr. Shailesh Kumar Mishra	23
5	Floriculture and Commercial Potential of Orchids A Blossoming Business Opportunity	Ajay Kumar Singh, Pankaj Kumar Ojha	32
6	Organic Farming Benefits, Present Status and Future Prospects	Dr. H. L. Sharma, Dr. Shyam Lal	36
7	Opportunities in Dairy and Fisheries Sector	Dr. Debabrata Samanta, Nitish Nigam	41
8	Vertical Farming and Hydroponics Future Urban Agriculture	Dr. Y. S. Shivay, Kadapa Sreenivasa Reddy	46

7. PRABANDHAN: INDIAN JOURNAL OF MANAGEMENT:

Sr. No.	Title	Author	Page No.
1	Unravelling the Essence of Entrepreneurship Education in Hospitality and Tourism : A Qualitative Exploration of Indian Entrepreneurs' Insights	Manoj Kumar Sharma, Badrinarayan Srirangam Ramaprasad, Mohit Jamwal, Ravi Phadke, Nidhisha H.	8
2	Examining the Impact of Argument Quality and Source Credibility on Consumers' Behavioral Intention Toward Green Cosmetics : The Moderating Role of Perceived Innovativeness	Smriti Mathur, Sushant Kr. Vishnoi, Teena Bagga, Anand Mittal, Arjun Mittal	26
3	Educational Technology Adoption in India : Theory of Consumption Values Perspective	Vaibhav Aaradhi, Debarun Chakraborty	48

8. SOUTHERN ECONOMIST:

Sr. No.	Title	Author	Page No.
1	Karnataka Budget 2024-25	Vijayalakshmi V.	5
2	Guarantee Vs Growth: Which One to Be Preferred? An Analysis of Karnataka Budget 2024-25	N. S. Viswanath	7
3	Comprehensive and Balanced Budget of Karnataka	S. D. Naik	9
4	Karnataka Budget at a Glance	-	10
5	Tax Devolution : A Review of the Distributive Criteria	B. S. Sreekantaradhya	11
6	Union Budget - Vote on Account Budget - Poll Focus An Overview	K. Munirathnam Naidu	13
7	Innovative Interim Union Budget 2024-25	Mohan Rao V.	16
8	Agriculture's Role in India's Journey to a 5 Trillion Economy: Challenges, Innovations & Policy Support	Vijaylakshmi S.	17
9	Carbon credits and Farming Sector of India	N. Karunakaran	22
10	Importance of Gandhian Philosophy	Sheela Asopa	25
11	DH Bengaluru 2040 Summit - Excerpts	-	29

Sr. No.	Title	Author	Page No.
1	State of Indian Economy	Vijayalakshmi V.	5
2	Why Bharat Matters	K. U. Mada	7
3	Major Aspect of Agricultural Productivity	Mohan Rao V.	11
4	India's Innovation Journey - Remarkable Progress	T. Vijayaragavan and K. Navaneethakrishnan	13
5	Next Frontier of Currency Evolution : Digital Currency	S. Jayachitra	15
6	A Tribute To Johan Galtung	D. Jeevan Kumar	26

9. THE INDIAN BANKER:

Sr. No.	Title	Author	Page No.
1	A Demand-Side Approach to Financial Inclusion Insights and Perspectives	Dr. Ashish Srivastava	12
2	Systems and Processes An Alternative Approach to Fraud Management	Rajesh Ramakrishnan and Dr. Smita Roy Trivedi	21
3	Usage of AI in Banking Ethical Challenges of Bias, Fairness, Transparency, and Accountability	Dr. Thiruma Valavan A	26
4	Higher Risk Weightage on Personal Loans	Sanjay Nafde	32
5	Guiding Policymaking Towards Portal of Discovery	Neha Nidhi	36
6	Driving the Future of Digital Transactions	Kirthi Prasad	41
7	People Analytics in Banking An Overview	Sangeeta Sahu	46
8	Insolvency Resolution Process under IBC, 2016 Maximisation of Value of Assets	Anil Kumar Bansal	52
9	जैविक खेती आवश्यकता एवं महत्व	सुबह सिंह यादव	58
10	फिनटेक के बढ़ते कदम और बैंकिंग	विजय प्रकाश श्रीवास्तव	64

10. THE INSURANCE TIMES:

Sr. No.	Title	Author	Page No.
1	Digitizing the Future : A revolution in the Indian Life Insurance Landscape	Shakti Tiwari	20
2	MT SALEM - The Tanker: Insurance Fraud or Accidental Shipwreck - Historical Maritime Fraud	Dr. Soumi Mukherjee	23
3	How AI (Artificial Intelligence) and Information Technology is Disrupting traditional role of Financial advisors and Agents in the US Life Insurance Industry	Neeraj Kaushik	35
4	Navigating the Metaverse: Opportunities and Challenges for the Insurance Industry	Rohit Boda	37
5	Asset Valuation in Insurance : A Strategic Pillar with far-reaching Impacts	Syed Meraj Naqvi	39
6	Insurance for all 2047	Supriya Rathi	41

11. THE MANAGEMENT ACCOUNTANT:

Sr. No.	Title	Page No.
1	Significance of Networking and Collaboration for Women Entrepreneurs in India	18
2	Aatmanirbhar Naari for An Aatmanirbhar Bharat (Self-Reliant Woman for a Self-Reliant India)	22
3	Women's Participation in Higher Education: Milestones Achieved and yet to be Achieved	25
4	Bridging the Digital Gender Divide: A Critical Milestone on the road to Sustainable Development	29
5	Digit-All : To Overcome the Digital Gender Divide	34
6	Empowerment of Women in India to Overcome Challenges Through Different Govt. Schemes to Make India 'Atmanirbhar'	38
7	Role of Women Social Entrepreneurs in the Sustainable Social Development	42
8	Do SHGs Lead to Women Empowerment? Summative Evidence from Selected Blocks of Purba Medinipur District, West Bengal	46
9	Women Entrepreneurs in MSME: Opportunities and Challenges	52
10	Sustainability Leaf : Dwindling Climate Finance: A Concern to Achieve Climate Action Targets	58
11	Digital Transformation : AI and Generative AI - Futurism, New Frontiers of Development and adversities	62
12	Metamorphosis of Cost Reporting : Beyond Traditional Cost Reporting -A Wakeup Call for CMAs in Employment	70
13	Management Accounting : Future of the "Management Accountant Career"	75
14	Risk Management : Third Party Risk Management: A Perspective	78
15	Forensic Accounting : Forensic Accounting Education: Challenges, Benefits and Pedagogical	82
16	Environmental Reporting: Is Environmental Reporting Practices Affecting Investors Perception? An Econometric Analysis	87
17	Case Study : Sustainable Eco-Tourism and Local Community Development : An Empirical Study Based on Chilapata Forest and Jaldapara National Park, Alipurduar, West Bengal	92

12. YOJANA:

Sr. No.	Title	Author	Page No.
1	Traditional Art Forms in Digital Age	Maneesha Agrawal MVG	6
2	Popular Music in India	Dr. Kasturi Paigude	11
3	Folk Art Reimagined Using Modern Techniques and Contexts	Dr. Pranshu Samdarshi	17
4	The Power of Art for Healing and Self Expression	Dr. Dharini Mishra, Parul Kala	23
5	Impact of Digital Technology and Social Media on Art Museums	Soma Ghosh	33
6	Capturing Street Art & Walls of India	-	40
7	From the 'Art with Intelligence' to 'Artificial Intelligence'	Dr. Manish Karmwar, Abhash K Saurav	46
8	OUR BOOKS 75 Years 75 Films India's Cinematic Journey	-	53
