

TABLE OF CONTENT OF PRINT JOURNALS



DECMBER 1, 2019
KARNATAKA SANGHA'S MANJUNATHA COLLEGE OF COMMERCE
Kanchangaon, Khambalpada, Thakurli (East) - 421201

DECEMBER - 2019

1. FINANCE INDIA:

S.No.	Title	Author	Page No.
1	Insight into market efficiency, Inter-Linkages and Volatility Transmission a Cross Stock Markets of Major Developed and Emerging Economics	Vanita Tripathi and Ritika Seth	901
2	Impact of Budget and GDP Announcements on Indian Stock Market	Vivek Panwar and Ganesh Kumar Nidugala	929
3	The New Monetary Policy Index: Case Study of The RBI's Monetary Policy	Prakash Anant Salvi and Davinder kaur Suri	947
4	Institutional Herding in Sensitivity Index	Ganesh R, Naresh G and Thiyagarajan S	967
5	Financial Literacy and Investment Decisions	Monika Aggarwal	981
6	Relationship Between Corporate Social Reporting (CSR) Practices and Company Characteristics in Indian Companies	Sandeep Purwa Kumar and Mahesh Chand Garg	1001

2. INDIAN JOURNAL OF MARKETING:

S.No.	Title	Author	Page No.
1	The Impact of Proficiency of Marketing Activities and Value Proposition Innovation on New Intelligent Products' Performance	Shashishekar M S & Sandip Anand	7
2	Impact of Influencing Strategy Across Product Categories in Family Decision Making	Swapna Menon, Padmabati Gahan & Siba Sankar Mahapatra	21
3	Demonetisation and Retail Markets: Lower Perceived Economic Effects Among Unorganized Retailers	T G Saji	37
4	Influence of Materialism on Impulse Buying Among Indian Millennials : Does Income Matter?	Shaon Sen & Smitha Nayak	47

3. KURUKSHETRA:

Sr. No.	Title	Author	Page No.
1	Agro-Industries to Increase Farmer's Income	Dr. J P Mishra	5
2	Textile and Clothing Industry: Challenges and Opportunities	Sudhir Kumar and Dr. Harish Anand	9
3	Agro-Based Industries in India: An Overview	Dr. K K Tripathy	14
4	Promoting Agro Industries	Manjula Wadhwa	19
5	Agro-based Industries: Unfair Trade Practices and Remedies	Dr. Ishita G Tripathy	25
6	Perspectives of Dairy Industry in India	Dr. jagdeep Saxena	29
7	Jute Industry: Scenario and Opportunities	Dr. Sanjoy Debnath	34
8	Bamboo Industry: Crafting the livelihood of rural people	Dr. S C Lahiry	37
9	Business Opportunities in Agro-Based Industry	Shiv Kumar and Chhatra Pal Singh	41
10	Mission Indradhanush 2.0 : Reiterating India's Commitment to Vaccines for All		44
11	Reforms to Boost Agro-Based Industry	Laxmi Devi	47

4. PRAJNAN:

Sr. No.	Title	Author	Page No.
1	Bank Consolidation in India: An Empirical Study to Identify Leading Indicators of Acquired Banks	Onkar Shivraj Swami, Arindam Sarkar, Jyoti Prakash Sharma	179
2	Antecedents of Adoption of Mobile Banking by the Generation Y Consumers	Sreelakshmi C C, Sangeetha K Prathap	195
3	Achieving the Target of Complete Financial Inclusion in India through Financial Technologies	Arindam Sarkar, Onkar Shivraj Swami	215
4	Linkages Between Futures and Spot Prices : A Study of Bombay Stock Exchange Sensitive Index (BSE)	Manjinder Kaur	237

5	The Whole Brain Leader - 8 Dimensional Approach - Ingvar Jonsson and Sjoerd De Waal	B V Chaubal	249
6	Transformation of Public Sector Banks in India - The Challenges in the Journey - K Srinivasa Rao	Arindam Bandyopadhyay	253

5. SOUTHERN ECONOMIST:

S.No.	Title	Author	Page No.
1	Current Trends in Interest Rates and Monetary Policies of Central Banks Across the World	K K Ammannaya	9
2	Merger of Public Sector banks in India	Mukund Maruti Mundargi	13
3	Digital Transformation and Data Centre: An assessment	Vijayalakshmi V	15
4	Entrepreneurship Development Challenges: A Case Study	N Nithyananda and Subramanya A	19
5	Arms Race - Where Does India Stand?	Uma C Swadimath, Prasanna B Joshi & A M. Patil	22
6	Performance of SSI in Kerala: Post Liberalization Period	Sindhu P K	27
7	Indian Banking at Crossroads: Some Reflections	Shaktikanta Das	33
8	Sarvashiksha Abhiyana in Karnataka State	S Srinivasa	37

S.No.	Title	Author	Page No.
1	Market and Economy	Vijayalakshmi V	5
2	Perception of Study Methodology in Management Institutes	Mohan Rao	7
3	Growth Trajectory in Entrepreneurship	K U Mada	10
4	Indian Job Market Scenario	Vijayalakshmi V	15
5	Impact of Economic Slowdown on Indian Economy	S Dharmalingam	23

6	70th Anniversary of the Adoption of the 'Constitution of India'	Ram Nath Kovind	31
7	PM's address of 'Mann ki Baat'		33
8	14th Edition: World Economic Forum, Geneva	D. Jeevan Kumar	37

6. THE ECONOMIC CHALLENGER:

S.No.	Title	Author	Page No.
1	The Sino - Indian Informal Summit		2
2	India: Towards A Demographic Dividend Or A Malthusian Catastrophe: Some Issues	Mithilesh Kumar Sinha	3
3	Why Teach Galbraith?	Rodger G Morrison, Vicki H Morrison	15
4	Estimating A Municipal Index of Financial Inclusion for Mexico	Selene Gaxiola-Laso, Jaime beltran- Godoy, Leovardo Mata-Mata	23
5	Skill India Campaign A Robust Move	Dr. Pramila S Patil	35
6	Revealed Comparative Advantage of India's Exports	Dr. Shubhangi B Patil	43
7	Reviewing Renewable Energy	Nirupa Jain, Krishan Kumar, Anshubala	51
8	A Study on The Impact of Behavioural Factors on Individual Investors Concerning The Indian Stock Market	M Sangeetha, M Waliuddin Waseem, A Ajay Ramakrishna	61
9	A Comparative Study of Area 2nd Production of Major Pepper Producing Countries in the Context of Price Volatility	Dr. Leena Mathe, Thara Thomas	73
10	Impact of Behaviour in Investment Decisions	Rudrabhatla Prasanna	81
11	A Study on Employees Stress Management in ACC Private Limited, Coimbatore	Dr. S Prakash, K Gayathri	97
12	The Pastoral Liberation: The Kheda Movement	Pallavi Karamchandani, Paridhi Arya	103
13	Child Ragpickers In India: An Investigation In Wastes Management health Hazards and Earnings In Telangana	B Suresh Lal	107
14	Studies On Econometric Applications (book Review)	Dente A Urbina -	117

7. THE INSURANCE TIMES:

S.No.	Title	Author	Page No.
1	How utmost is Utmost Goodfaith in Insurance Contract?	Ravi Ranjan Kumar Rana	17
2	Legal Principles of Burglary Insurance (Contd.)	R Venkatesan	21
3	Managing Health Insurance Business in a VUCA World	Rohit Kumarh & Aditya Duggiriala	34

8. THE MANAGEMENT ACCOUNTANT:

S.No.	Title	Page No.
1	Costing Principles for Startups	34
2	Mooc's Based Learning - Creating An Ecosystem of Adaptive Learning in a Social Context	37
3	Entrepreneurship	40
4	Artificial Intelligence Startups in India	44
5	Corporate Governance and its Importance in the Startup World	48
6	Challenges Faced by Startups in India	51
7	Agritech Start-UPS and Cost & Management Accounting: Making Farmers Farmpreneurs!	54
8	Startup India and Women Entrepreneurship - A Theme for Economic Growth	59
9	Technological Startup and its impact on Economy in India: An Overview	63
10	Start Ups in India - The Theme for Economic Growth	67
11	Startup Movement in India: The Journey Ahead	71
12	Digital Transformation - Paradigm Shift from Ways to Conduct Business with Artificial Intelligence	80
13	Challenges in Implementation and cost benefit Analysis of AI & BI Proposals	83
14	Bid Adieu to Libor!	87
15	3R - Reduce, Recycle, Reuse : An Approach to Environmental Health and Wealth Creation Through cost Reduction	91
16	Corporate Insolvency & Bankruptcy Under the IBC, 2016	94
17	Recommendation of HLAG	99

9. YOJANA:

S.No.	Title	Author	Page No.
1	Builsing Urban Infrastructure Through Amrut	Durga Shanker Mishra	7
2	Slums in India - Facts and Misconceptions	Anirudh Krishna	15
3	Urbanisation and Informal Sector	Arup Mitra	23
4	Mobility - Responsive Urban Planning	AmitaBhide	33
5	Cities, Suburbs, The Region and Hinterland	V Nath	40
6	Developing Natural Forest Cover : A Case Study From Yadadri, Telangana	G Chandrashekar Reddy	45
7	Addressing Stubble Burning with Cooperative Model	S S Chhina	49
8	Consumer Protection Act, 2019 : A New Milestone in Empowering Consumers	Sheetal Kapoor	53
