

TABLE OF CONTENT OF PRINT JOURNALS



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

MAY - 2019

1. BANKING FINANCE:

S.No.	Title	Author	Page No.
1	Digital Banking - Expectations of the Customers and how these cab be fulfilled	Rajeev Shankar	28
2	NPAs in MSME Sector MSME - Suggested Recovery Strategies	Dr. V.S. Kaveri	31
3	Increasing Effects of Financial Technology in the Financial World	Sarat Kumar Chati	39
4	RBI's revised framework - The new dimensions for resolution of stressed assets	B. B. Lenka	45

2. EDUTRACKS:

S.No.	Title	Author	Page No.
1	The University English Instructor and the Student with Teacher Preparation Implications	Marlow Ediger	5
2	Educational Provisions for Tribal Girls in India	Dr. B. Devender	7
3	Students' Self-efficacy and Learning Outcomes	Dr. Vibha Devpura	12
4	Importance of Self-directed Learning in the 21st Century	Hegade Navnath Dharmaji	15
5	Marking Education Interactive	Cheptoo Ruth	19
6	Strengthening Teacher-Learner in School Education	Mulka Ravi	21
7	Women Empowerment through Education What Mentors and Supervisors do? An analysis in the light of NCTE school internship framework and guidelines for tow year B Ed Course	Najmuddeen P., Dr. Santhosh Areekkuzhiyil	26
8	An Investigation into Emotional Intelligence of Primary School Teachers	Prof. V. S. Mundase-Gaur	34
9	Digitization of Education and its Impact on Teaching and Learning	Dr. Kuldeep Kaur Juneja	38
10	Reading Inability of Class 6 Student: A Case Study	Ishfaq Majid, Shabir Ahmad Dar	43
11	Bringing Mindfulness into the Schools: A Psychological Perspective on Improving Students' Attention	Vandana Singh	45

3. INDIAN JOURNAL OF MARKETING:

S.No.	Title	Author	Page No.
1	The Impact of Anthropomorphism on Purchase Intention of Smartphones: A Study of Young Indian Consumers	Ritu Gupta, Kokil Jain	7
2	Determining the Best Advertising Medium for a Footwear Company: A Case Study	Rabeeb Abdul Majeed, K.V. Sriram	21
3	Brand Experience - A Systematic Review and Research Agenda	Yuvika Sumbly, Sadaf Siraj	33
4	Dynamics for Satisfaction with Telecom Services: A Pragmatic Investigation on Customers of Bhopal, Madhya Pradesh	Rajesh K. Yadav, Nishant Dabhade	49

4. SOUTHERN ECONOMIST:

S.No.	Title	Author	Page No.
1	Essential Areas of Development	Vijayalakshmi V.	5
2	Artificial Intelligence	V. Mohan Rao	7
3	Transformation in Corporate Structure	K. U. Mada	9
4	Maritime Terror Threats in Indian Ocean Region The Need for Safety Interventions	Aswani R.S.	13
5	Problems and Prospects of Marginal Farmers in India	Achutha Poojary K.	17
6	Workplace Learning - Relevance and Challenges	Vijaylakshmi V.	22
7	Some thoughts on Fiscal Fiscal Federalism	Shaktikanta Das	29
8	Fund Allocation to Western Ghat Watershed Projects A Case Study of Idukki District	Shijumon K. J.	31
9	Reforms - an assessment of Scorecard		36

S.No.	Title	Author	Page No.
1	India's Development Partnership Assistance	Vijayalakshmi V.	5
2	The New Worlds Destiny	V. Mohan Rao	7
3	Crisis in Handloom Sector of Karnataka	Vijayalakshmi V.	9
4	SAANKHYA - A Software for Accrual Based Double Entry Accounting in Local Self Government Institutions of Kerala	Vinod G.	13
5	Opportunities and Challenges of FinTech	Shaktikanta Das	18
6	Government Finances 2018-19: A Mid-Year Review		21

7	Insights: World Economic Outlook A Weakening Global Expansion		37
---	---	--	----

5. THE INSURANCE TIMES:

S.No.	Title	Author	Page No.
1	Risk Management through Monetary Policy	Sonjai Kumar	18
2	Elements of Legal Liability (Or) Bird's Eye View of Legal Liability	R. Venkatesan	21
3	Third Party Administrator: Integral Part for Sustainable Growth of Retail Health Insurance in India	Paresh Nath Karmakar	33
4	Health Protection Gap - The Esoteric Concept	Abhijit Kumar Chattoraj	36

6. THE IUP JOURNAL OF BANK MANAGEMENT:

S.No.	Title	Author	Page No.
1	The Impact of Demonetization on Electronic Fund Transfers	Mamta Hindocha and Jayesh K Pandya	7
2	E-Banking or Branch Banking? Preference of Senior Citizens in Kerala	Ambili Jayachandran	19
3	What Determines the Size of Bank Nifty?	Rajveer S Rawlin, Savitha Rani Ramachandran and Ramaswamy Shanmugham	30
4	Does Gender Diversity of Boards Affect Performance? Evidence from Indian Banking Sector	Rekha Handa	41
5	Does Bancassurance Improve the Efficiency of Banks? Evidence from Indian Banks	Suman Rani and Meena Sharma	57

7. THE MANAGEMENT ACCOUNTANT:

S.No.	Title	Volume & Issue No.	Page No.
1	Big Data in Finance	54 & 05	14
2	Big Data Analytics: The Next Big Thing	54 & 05	20
3	Big Data, Analytics and Paradigm Shift in Marketing & Sales	54 & 05	26
4	Big Data Analytics and The Future of Auditors	54 & 05	31
5	Role of Big Data in Accounting & Auditing	54 & 05	33
6	Big Data Analytics and The Management Accounting	54 & 05	40
7	Big Data Analytics: Opportunity or Threats for the Accounting Profession	54 & 05	44
8	Big Data Analytics: Implications and Prospects for Accounting Professionals	54 & 05	47
9	Leadership Concert Between Big Data Analytics and The Accounting Professionals	54 & 05	52
10	The Future of Cost & Chartered Accountants - Impact of Automation and Artificial Intelligence	54 & 05	56
11	The Study of The Determinants Affecting the Performance of Mutual Funds in India - Equity Mutual Fund	54 & 05	58
12	Fifty Years of Bank Nationalization: Phase Wise Policy and Progress of Indian Banking	54 & 05	65
13	Quality Control Procedure for Statutory Financial Audit: An Empirical Study	54 & 05	78
