

<b>Name of the Faculty</b>	<b>Co Authors</b>	<b>Journal Publication</b>	<b>Name of the Journal/ Conference</b>	<b>Year</b>
Anupama N		Post-Earnings Announcement Ift In India	Accepted: The 4th India Finance Conference 2014 To Be Held At The Indian Institute Of Management Bangalore Between The 17th And 19th Of December 2014	2014
Anuradha M V	Yamini Krishnan, E S Srinivas and P Venugopal	A Relook At The Triguna Theory And Its Implications For Organizations	Inaugural Conference Of The Indian Academy Of Management, Jamshedpur, December 28-30, 2009	2009
Anuradha M V	E S Srinivas, S Ramnarayan and Manish Singhal	Relevance Of Work Meaningfulness For Public Sector Employees In India	Second Conference Of The Indian Academy Of Management, Bangalore, December 18-20, 2011	2011
Anuradha M V		Unionism As Collective Action: Revisiting Klandermans' Theory	The Indian Journal Of Industrial Relations, 46(3): 412-422.	2011
Anuradha M V		Exploring Work Meaningfulness: A Qualitative Investigation Into The Experience Of Work Meaningfulness In Public Sector Bank Employees In India	5th IIM-A Doctoral Colloquium, Ahmadabad, January 6-8, 2012	2012
Anuradha M V		To Work Or Not To Work: Construction Of Meaning Of Work And Making Work Choices	Third Indian Academy Of Management Conference, IIM-Ahmedabad, December, 12-14	2013
Badri T N		Approximations For Optimal Steiner Coordinates From An Infinite Series	Great Lakes, 4&5 Jan' 2012	2012
Bharadhwaj S	Ranjit Christopher M, Anirudha Nataraja and Aswath B	Impact Of Context Effects On Brand Equity And Pricing When People Are Auctioned (The IPL Example)	Great Lakes Nasmei Marketing Conference-2010	2010

Bharadhwaj S	Kalro, Arti and Rahul Marathe	Information Processing Modes And Comparative Advertising Formats: An Empirical Investigation	Great Lakes Nasmei Marketing Conference-2010	2010
Bharadhwaj S	Geetha M and Piyush Sharma	Second Order Factor Models Vis-À-Vis The Schmid Leiman Factor Structure	Great Lakes Analytics Conference,2010	2010
Bharadhwaj S		Impact Of Visual And Tactile Elements On Variety Seeking	Infor Marketing Science, 2011, Houston	2011
Bharadhwaj S	Subhash Jha and Pradeep Krishnatray	The Moderating Roles Of Need For Touch And Centrality Of Visual Product Aesthetics	Society Of Consumer Psychology, 2011, Atlanta-2011	2011
Bharadhwaj S	Subhash Jha and Pradeep Krishnatray	The Moderating Roles Of Need For Touch And Centrality Of Visual Product Aesthetics. Impact Of Visual And Tactile Elements On Variety Seeking	Infor Marketing Science, Houston-2011	2011
Bharadhwaj S	Piyush Sharma and Geetha M	Impact Of Store Image On Impulse Buying In Indian Shoppers	IIM Lucknow Marketing Conference,2012.	2012
Bharadhwaj S		Impact Of Store Image On Impulse Buying In Indian Shoppers	IIM Lucknow Marketing Conference 2012	2012
Bharadhwaj S	Angeline Fernando and L Suganthi	Analysing Online Conversations With Two Approaches	Great Lakes Analytics Conference 2013	2013
Bharadhwaj S	Arti Kalro and Rahul Marathe	Do Multi-Brand Comparative Ads Enhance Decision Quality? The Role Of Information Structure And Product Complexity	Great Lakes Nasmei Marketing Conference 2013	2013
Bharadhwaj S	Rashika Binani, Sudeep Saini and Karthik Bhandary	Enhancing Health Consciousness Among Indian Consumers	Great Lakes Nasmei Marketing Conference 2013	2013
Bharadhwaj S	Angeline Fernando and L Sumathi	Greenwashing Concerns Among Multiple Stakeholders	6th Great Lakes Nasmei Marketing Conference-2013	2013
Bharadhwaj S	Angeline Fernando and L Suganthi	Greenwashing In Indian Green Advertisements	Great Lakes Nasmei Marketing Conference, 2013	2013
Bharadhwaj S	Geetha M and Piyush Sharma	Impact Of Store Environment On Impulse Buying	Great Lakes Nasmei Marketing Conference.	2013

Bharadhwaj S	Hariharan Ganesan, Debasmita Dey and Gajenan N	The Effect Of Culture On Search Behaviour	6th Great Lakes Nasmei Marketing Conference-2013	2013
Bharadhwaj S	Piyush Sharma and Geetha Mohan	The Use Of Schmid-Leiman Factor Solutions In Higher Order Factor Structures	2nd Great Lakes Analytics Conference-2013	2013
Bharadhwaj S	N Nachiketas	Understanding And Addressing Cataract-Related Eye Care Issues In Rural India	Great Lakes Nasmei Marketing Conference 2013	2013
Easwar Krishna Iyer	Tapan K Panda	Cash Flow Modeling And Risk Mapping In Public Cloud Computing- An Evolutionary Approach	2nd International Business Analytics Conference, Great Lakes Chennai, Published As Book Chapter-2012	2012
Easwar Krishna Iyer		Cloud Computing And Modelling Of Cash Flows For Full Vs. Fractional Adoption Of Cloud	Proceedings Of International Conference On Business Management & Information Syste, Singapore,[ISSN 2164-263X, ISBN No. 978-93-82563-39-6] Page 112-117,2012.	2012
Easwar Krishna Iyer		Analysis Of Cloud Adoption Trends In Emerging Economies Using Tetra-Threat Framework	2Nd International Conference On It And Business Application, Palembang, Indonesia,2013	2013
Easwar Krishna Iyer		Analysis Of Datacenter Ecosystems For Green It Implementation Using Cloud Computing	Proceedings Of International Conference On Business Management & Information Systems, Dubai, Nov 2013 [ISSN 2164-263X, ISBN No. 978-93-82563-39-6] Page 102-109	2013
Easwar Krishna Iyer		Analysis Of Dissatisfiers That Inhibit Cloud Computing Adoption Across Multiple Customer Segments	4Th International Conference On Information Management And Evaluation, Saigon, Vietnam-2013	2013

Easwar Krishna Iyer	Tapan K Panda	Analysis Of Dissatisfies That Inhibit Cloud Computing Adoption Across Multiple Customer Segments	4th International Conference On Information Management And Evaluation, Saigon, Vietnam	2013
Easwar Krishna Iyer		Analysis Of The Convergence Of Buyer And Seller Interests In E-Commerce Space	Proceedings Of International Conference On Business Management & Information Systems, Dubai, Nov 2013 [ISSN 2164-263X, ISBN No. 978-93-82563-39-6] Page 145-152	2013
Easwar Krishna Iyer		Decision Variables Influencing Cloud Adoption By Sme Sector: A Conjoint Analysis Mapping	National Conference On Business Analytics & Business Intelligence, Hyderabad, Jan 2013	2013
Easwar Krishna Iyer	Tapan K Panda	Decision Variables Influencing Cloud Adoption By Sme Sector: A Conjoint Analysis Mapping	National Conference On Business Analytics & Business Intelligence, Hyderabad-2013	2013
Easwar Krishna Iyer	Tapan K Panda	Economies Using Tetra-Threat Framework	2nd International Conference On It And Business Application, Palembang, Indonesia	2013
Easwar Krishna Iyer		Mindshare Influencing Marketshare – A Study Of The Premium Mid-Size Car Segment In India	National Conference On Business Analytics & Business Intelligence, Hyderabad, 2013	2013
Easwar Krishna Iyer		Positioning Cloud Computing As A Strategic Tool To Bridge Product Service Continuum	Proceedings Of International Conference On Business Management & Information Systems, Dubai, Nov 2013 [ISSN 2164-263X, ISBN No. 978-93-82563-39-6] Page 127-134	2013

Easwar Krishna Iyer	Tapan K Panda	Role Of Business Performance In Brand Retention Versus Brand Name Creation In Post And Pre Merger Scenario	A Business Analytics Framework National Conference On Business Analytics & Business Intelligence, Hyderabad	2013
Easwar Krishna Iyer		Segmentation Of Risk Factors Associated With Cloud Computing Adoption	International Conference On Cloud Security Management [ICCSM-2014], University Of Reading, London, UK,	2014
Easwar Krishna Iyer		Uniqueness Of Social In The Overall Smac Stack	International Conference On Social Media Marketing In Emerging Markets [Icsmm 2014], Bangalore	2014
Mahima Gupta		Fuzzy Based Recommender System In E-Commerce: A Multiple Attribute Decision Making Model	IMR Doctoral Conference-2011, IIM Bangalore, India.	2011
Mahima Gupta		Fuzzy Logic Based Recommender System-An Integrated Multiple Attribute Decision Making	International Conference On Advances In Modeling, Optimization And Computing- 2011, IIT, Roorkee, India.	2011
Mahima Gupta		Group Decision Making In Fuzzy Environment	IEEE Computational In Financial Engineering-2012, Newyork, USA	2012
Mahima Gupta		Opinion Mining In Internet Business	Optima-2012, Delhi University, India.	2012
Mahima Gupta		Products Selection In E-Commerce-A Fuzzy Logic Based Game Theoretic Approach	International Symposium On Applied Optimization And Game Theoretic Models-2013, Indian Statistical Institute, Delhi, India.	2012
Mahima Gupta		Ranking Of Portfolios In Uncertain Environment	IBT Doctoral Colloquium-2012, Hyderabad, India.	2012
Meenakshi Sundaram K S		Managerial Issues And Strategies For Rural Urban	11th International Business And Social	2015

		Migration Of Agricultural Labourers	Science Research Conference	
Natraj B		The Role Of Small And Medium Enterprises In India	Management Research In Changing Climate - Easwari Engineering College	-
Ponmythili M		Effect Of Transformational Leadership On Follower'S Collective Efficacy And Group Cohesiveness: Social Identity As Mediator	The International Journal Of Arts & Sciences' (IJAS) Asian American Conference For Social Sciences And Humanities	2015
Sovanjeet Mishra		Talent Mobility: Strategy For Hr To Manage Business	Sixth International Conference On Excellence In Research And Education Held From 8-11 May 2014. At IIM Indore	2014
Sovanjeet Mishra		Social Entrepreneurship In Education: An Indian Perspective	Accepted: 'Icier-IIMB International Conference On 'Entrepreneurship Education And Training: Design, Delivery And Effectiveness' On Jan 29-31, 2015; IIM Bangalore,	2015
Sriram R		Customer Delight As Value Addition In Services – A Study On Services Focus At Suzuki In Tamil Nadu	Conference On “Emerging Dimensions In Marketing” At St Gits Institute Of Management, Kottayam, Kerala On 22nd November 2012	2012
Sriram S	Tapan K Panda	Business Performance In Mergers & Acquisitions – Impact Of Identity, Size And Business Alignment In Creating Shareholder Value	Proceedings Of International Conference On Business Management & Information Syste, Singapore, 2012	2012

Tapan K Panda	S Sriram	Business Performance In Mergers & Acquisitions – Impact Of Identity, Size And Business Alignment In Creating Shareholder Value	Proceedings Of International Conference On Business Management & Information System, Singapore, 2012	2012
Tapan K Panda	Easwar Krishna lyer	Cash Flow Modeling And Risk Mapping In Public Cloud Computing- An Evolutionary Approach	2nd International Business Analytics Conference, Great Lakes Chennai, Published As Book Chapter-2012	2012
Tapan K Panda		Cloud Computing And Modeling Of Cash Flows For Full Vs. Fractional Adoption Of Cloud	Proceedings Of International Conference On Business Management & Information Syste, Singapore	2012
Tapan K Panda		Role Of Internal Marketing On Service Quality Orientation On Customer Satisfaction: A Case Study Of Stock Brokerage Fir Of India	Journal Of Consumer Satisfaction, Dissatisfaction And Complaining Behavior, 2012 Biennial Conference Held At University Of La Verne, Claremont, USA	2012
Tapan K Panda	Easwar Krishna lyer	Analysis Of Dissatisfies That Inhibit Cloud Computing Adoption Across Multiple Customer Segments	4th International Conference On Information Management And Evaluation, Saigon, Vietnam, May 2013	2013
Tapan K Panda	Easwar Krishna lyer	Decision Variables Influencing Cloud Adoption By Sme Sector: A Conjoint Analysis Mapping	National Conference On Business Analytics & Business Intelligence, Hyderabad-2013	2013
Tapan K Panda	Easwar Krishna lyer	Economies Using Tetra-Threat Framework	2nd International Conference On It And Business Application, Palembang, Indonesia-2013	2013

Tapan K Panda	Easwar Krishna lyer	Role Of Business Performance In Brand Retention Versus Brand Name Creation In Post And Pre Merger Scenario	A Business Analytics Framework National Conference On Business Analytics & Business Intelligence, Hyderabad-2013	2013
Tapan K Panda		Role Of Internal Marketing And Service Quality Orientation On External Customer Satisfaction- A Case Study Of Stockbroking Fir In India	College Of Business, Illinois State University At Claremont, California On June 20-24 <sup>th</sup>	-
Venkat R Krishnan	Zubin R. Mulla	Developing Karma-Yoga: An Indian Approach To Moral Development	Eighth Ai International Conference On Management, IIM Ahmedabad, India, Jan 2011.	2011
Venkat R Krishnan	Zubin R Mulla	Developing Karma-Yoga: An Indian Approach To Moral Development-2011	Eighth Ai International Conference On Management, IIM Ahmedabad, India-2011	2011
Venkat R Krishnan	Zubin R Mulla	Effects Of Beliefs In Indian Philosophy: Paternalism And Citizenship Behaviors	Eastern Academy Of Management-International Conference, IIM Bangalore, June 2011.	2011
Venkat R Krishnan	Zubin R Mulla	Effects Of Beliefs In Indian Philosophy: Paternalism And Citizenship Behaviors	Eastern Academy Of Management-International Conference, IIM Bangalore-2011	2011
Venkat R Krishnan		Impact Of Transformational Leadership On Follower'S Duty-Orientation And Oneness: Mediating Role Of Empowerment	International Journal Of Arts And Sciences Conference, Toronto-2011	2011
Venkat R Krishnan	Nidhi Chadha and Gaurav Jain	Transformational Leadership And Leader'S Belief In The Law Of Karma: Moderating Role Of Leader'S Optimism	Yale-Great Lakes Sixth International Research Conference, Chennai-2011	2011
Venkat R Krishnan		Is The Western Concept Of Unselfishness Appropriate For The East? A Study Of Duty-Orientation	Asian Conference On Ethics, Religion & Philosophy, Osaka, Japan, March 2012	2012



Venkat R Krishnan	Praveen Prabhu	Impact Of Consumer's Value System On Congruence Between Consumer And Brand Personalities	13Th Biennial Conference Of The International Society For The Study Of Work And Organizational Values, Goa, India, 24-27 June 2012	2012
Venkat R Krishnan		Is The Western Concept Of Unselfishness Appropriate For The East? A Study Of Duty-Oriented	Asian Conference On Ethics, Religion & Philosophy, Osaka, Japan-2012	2012
Venkat R Krishnan		Is The Western Concept Of Unselfishness Appropriate For The East? A Study Of Duty-Oriented	Asian Conference On Ethics, Religion & Philosophy, Osaka, Japan, March 2012	2012
Venkat R Krishnan		Relationship Between Organizational Justice And Commitment: Role Of Leader-Member Exchange	Yale-Great Lakes 7th International Research Conference, Chennai, 28 Dec 2012	2012
Venkat R Krishnan	Gunjan Raja	Relationship Between Organizational Justice And Commitment: Role Of Leader-Member Exchange	Yale-Great Lakes 7th International Research Conference, Chennai-2012	2012
Venkat R Krishnan	Yasaswini Jonnalagadda	Strategies Women Employ To Overcome Prejudices At Workplace	International Journal Of Arts And Sciences Conference, Florence, Italy, 19-22 June 2012	2012
Venkat R Krishnan	Devyani Sharma	The Impact Of Pay Satisfaction And Transformational Leadership On Employee Engagement	5Th International Conference Of Management And Behavioural Sciences, Haridwar, India, 23-24 June 2012	2012
Venkat R Krishnan	Devyani Sharma	The Impact Of Pay Satisfaction And Transformational Leadership On Employee Engagement	5th International Conference Of Management And Behavioural Sciences, Haridwar, India, 23-24 June 2012	2012
Venkat R Krishnan		The Impact Of Pay Satisfaction And Transformational Leadership On Employee Engagement	5th International Conference Of Management And Behavioural Sciences, Haridwar, India-2012	2012