



SREEKRISHNAPURAM V.T. BHATTATHIRIPAD COLLEGE

Aided and Affiliated to University of Calicut, NAAC Accredited with B+ Grade

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CRITERION – III RESEARCH, INNOVATIONS AND EXTENSION

3.3 Research Publications and Awards



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Mannampatta P.O., Palakkad – 678 633



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Declaration by the Principal

This is to certify that 28 Research Papers have been published by the faculty in the Journals notified on the UGC Care List during 2019-24.

Summary Report

Year	2023-24	2022-23	2021-22	2020-21	2019-20	Total
No. of Publications	10	8	3	3	4	28




PRINCIPAL
Sreekrishnapuram VT Bhattathiripad College
Mannampatta, Palakkad - 678633

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List of Research Papers Published in the Journals notified on UGC Care List during 2019-24

INDEX					
Sl. No	Title of the Paper	Name of the Teacher	Title of the Journal	Year	ISSN
1	A Study of Influencer Marketing; As an Emerging Marketing Tool Among Youth in Ottapalam	Dr. Vinitha A S	International Journal of Creative Research Thoughts	2023-24	2320-2882
2	Relationship Between Rational and Irrational Investment	K N Rathi	International Journal of Economics and Financial	2023-24	2146-4138
3	Exploring the Interplay of Privacy Concerns, Mobile Cybersecurity Awareness	Dr. Gopu Vijayan	International Journal of Religion	2023-24	2633-3538
4	A Study on the Relationship Between Job Stress and Job Satisfaction Among Public Sector Bank Employees in Palakkad District	Bindu T	International Journal for Innovative Research In Multidisciplinary Field	2023-24	2455-0620
5	Role of Demography on Entrepreneurial Intention Among Nascent Entrepreneurs: An Empirical Study	Dr. Remya S	Madhya Pradesh Journal of Social Sciences	2023-24	0973-855X
6	Rights and status of Women in Indian Society	Dr. K Geetha	Journal of Indian School of Political Economy	2023-24	2321-788X



7	Relationship Between Digitalization Technologies and Human Resource Management Practices in Information Technology Industry	Dr. Vivek S A	Madhya Pradesh Journal of Social Sciences	2023-24	0973-855X
8	Influence Of Personality Traits and Behavioral Biases on Irrational Investment Decision Making of Public Officials	Rathi K N	The Review of Finance and Banking	2023-24	2067-3825
9	Socially Responsible Investment (Sri) In Relation to Personality Traits	Rathi K N	International Journal of Professional Business Review.	2023-24	2525-3654
10	Promoting sustainable tourism in Kerala through social media: A review	Dr. Vivek S A	Journal of The Asiatic Society of Mumbai	2023-24	0972-0766
11	Investigation of the Changes on Reaction Time and Anaerobic Power of Football Players Due to Low and High Frequency Aerobic Interval Training	Dr. Sadeep K	Journal of Xi'an Shiyou University, Natural Science Edition	2022-23	1673-064X
12	An investigation into organizational Performance and Knowledge Management in the context of E-Knowledge	Dr. Vivek S A	Kicma Reach	2022-23	2395-0293
13	Bhavadipikaritya Nyayalaksanavicarrah	Dr. Sruthi P A	Pratyabhijna, SSUS Kalady	2022-23	2349-5588
14	Investment Pattern of Government Employees in Kerala	Rathi K N	International Journal of Scientific Research in Engineering and Management (IJSREM)	2022-23	2582-3930

15	Multiple Intelligence and Personality Traits Of College Teachers on Their Biases in Financial Decisions	Rathi K N	The Seybold report	2022-23	1533-9211
16	Investment Decision-Making of Govt. Employees in Kerala	Rathi K N	Journal of The Asiatic Society of Mumbai	2022-23	0972-0766
17	A Study on Customer Switching Behavior in Telecommunication Industry with Special Reference to Malappuram District	Sinu M	Journal of Emerging Technologies and Innovative Research (JETIR)	2022-23	2349-5162
18	"Let Us Inquire, to What End Is Nature?": An Ecological Reading of Nathaniel Hawthorne's The House of the Seven Gables and The Marble Faun	Girija Sankara Aravind	The International Journal of Critical Cultural Studies	2022-23	2327-0055 (Print) 2327-2376 (Online)
19	Impact of covid-19 pandemic on homestay tourism stakeholders in fort Kochi- An Empirical Analysis	Dr. Vivek S A	Indian Journal of Tourism and Hospital management	2021-22	2229-404X
20	Resilience and OCB among employees of Information Technology sector in Kerala: An Empirical Study	Dr. Vivek S A	Srushti Management Review	2021-22	0974-4274
21	A Study on the Customer Satisfaction towards Customer Relationship Management (Crm) Practices Adopted by Supermarkets/Hypermarkets in Palakkad District	Bindu T	International Journal of All Research Education and Scientific Methods (IJARESM)	2021-22	2455-6211
22	Opportunities Of Blue Economy in Indian Ocean: A Conceptual Approach	Dr. Vivek S A	Management Innovator	2020-21	0974-6749

23	Effect of endurance training on body composition blood glucose and insulin among college boys	Sadeep K	International Journal of Physiology, Nutrition and Physical Education	2020-21	2456-0057
24	Effect of Endurance Training Program on BMI and Lipid Profiles among College Boys	Sadeep K	Indian Journal of Natural Sciences	2020-21	0976-0997
25	Balapriyaritya Anupalabdeh Pramanantvanirasah	Dr. Sruthy P A	Mahasvini	2019-20	2231-0452
26	Training at Rural Self Employment Training Institute (Rseti) and Its Influence on the Financial Literacy and Entrepreneurial Intention of Women	Rathi K N	Quest Journals Journal of Research in Business and Management	2019-20	2347-3002
27	The Effectiveness of Training at Rural Self Employment Training Institute (Rseti) In The Entrepreneurial Personality Development of Rural Women	Rathi K N	Indian Journal of Research	2019-20	2250-1991
28	Looking into the Binary Interactome of Enterobacteriaceae Family of Bacteria	Dr. Saritha Namboodiri	International Journal of Applied Research in Bioinformatics	2019-20	2640-0324




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