



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)

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LIST OF PUBLICATION (2022-2024)

1. JOURNAL PAPERS

S l o .	Paper Title	Author(s)	Name of the Journal; Volume; Page no.	Year of Publicatio n	Link to the article (doi/website)
1	WOMENPRENEURS IN ODISHA: CHALLENGES & MOTIVATIONAL FACTORS.	DR. DEVESH RATH	International Journal of Scientific and Technology Research (IJSTR), pp3678-3683	March 2020	https://www.ijstr.org/final-print/mar2020/Womenpreneurs-In-Odisha-Challenges-Motivational-Factors.pdf
2	Industry 4.0 - A New Futuristic Technological Revolution A Catalyst of Innovation & Entrepreneurship in Creation of Enterprises.	DR. DEVESH RATH	International Journal of Innovative Technology and Exploring Engineering (IJITEE), pp. 4384-4390	November 2019	https://www.ijitee.org/portfolio-item/a5074119119/
3	AUGMENTED REALITY (AR) & VIRTUAL REALITY (VR) - A Channel for Digital Transformation in Industrialization Fostering Innovation & Entrepreneurship.	DR. DEVESH RATH	International Journal of Innovative Technology and Exploring Engineering (IJITEE), pp. 3228-3236,	August 2019	https://www.researchgate.net/publication/364114184_Augmented_Reality_A_Virtual_Reality_Vr_-_A_Channel_for_Digital_Transformation_in_Industrialization_Fostering_Innovation_Entrepreneurship

4	Challenges and Motivational Factors Among Womenpreneurs in Construction and Architecture Sectors – An Empirical Study.	DR. DEVESH RATH	International Journal of Civil Engineering and Technology (IJCET), pp. 2267–2276	April 2019	http://iaeme.com/Home/issue/IJCET?Volume=10&Issue=4
5	A New Financial Instrument Masala Bonds	MS. TEJASWINI SAHOO	International Journal of Scientific Research and Engineering Department	March 2020	https://www.researchgate.net/publication/341232080_A_New_Finacial_Instrument_Masala_Bonds
6	Customer Relationship Management in Banks	MS. TEJASWINI SAHOO	International Research Journal of Modernization In Engineering Technology And Science	March 2020	https://www.researchgate.net/profile/Tejaswini-Sahoo-3/publication/341232427_CUSTOMER_RELATIONSHIP_MANAGEMENT_IN_BANKS/links/5eb4ed9592851cd50da13853/CUSTOMER-RELATIONSHIP-MANAGEMENT-IN-BANKS.pdf
7	Students Perception Towards Social Media Responsibility with Reference to WhatsApp.	MS. TEJASWINI SAHOO	International Journal of Commerce and Management Studies	March 2020	https://www.researchgate.net/publication/341232100_Student's_Perception_towards_Social_Media_Responsibility_With_Reference_to_Whatsapp
8	A Comparative Analysis on Motivational Theories of Herzberg's Two Factor Theory and Douglas McGregor's Theory X & Theory Y.	MS. TEJASWINI SAHOO	International Journal Innovative Research In Multidisciplinary Field	April 2020	https://www.ijirmf.com/wp-content/uploads/IJIRMF202004037.pdf
9	Tax Saving Investment under Section 80C of Income Tax Act 1961.	MS. TEJASWINI SAHOO	International Journal Of Research Culture Society	March 2020	https://www.researchgate.net/publication/341231785_INTERNATIONAL_JOURNAL_OF_RESEARCH_CULTURE_SOCIETY_TAX_SAVING_INVESTMENT_UNDER_SECTION_80C_OF_INCOME_TAX_ACT_1961
	An Empirical	MS. TEJASWINI SAHOO	The International Journal Of Analytical And Experimental	August 2020	https://www.researchgate.net/publication/369795146_AN_EMPIRICAL_STUDY_OF_PROFITABILITY_ANALYSIS

	Study of Profitability Analysis of Selected IT Companies in India.		Modal Analysis		S_OF_SELECTED_IT_COMPANIES_IN_INDIA
	An Overview of Growth of Steel Industry in Odisha	MR. HARICHANDAN MISHRA	<i>International Journal of Business Management & Innovation</i> , Double Blind Peer Review, 11 (11), 16-24.	2023	https://www.ijbmi.org/papers/Vol(11)11/C111111624.pdf

Sl no.	Paper Title	Author(s)	Name of the Journal; Volume; Page no.	Year of Publication	Link to the article (doi/website)
01	“Measuring the Outcomes of KM in Steel Industries”	Mishra, H., Tripathy, S.K., and Sundaray B.K	Odisha Journal of Commerce. UGC-CARE, Vol. 44 (1), p.p. 115-131.	2023	10.54063/ojc.2023.v44i01.10

2. BOOKS/BOOK CHAPTERS

Sl no.	Book/book chapter Title	Author(s)	ISBN/ISSN number	Year of Publication	Name of the publisher
1	LEVEL OF AWARENESS AND VIABILITY OF SEVERAL SOCIAL SECURITY SCHEMES AMONG WORKERS IN UNORGANISED SECTORS OF BHUBANESWAR REGION	MS. PUJA BALIARSINGH	ISBN 978-93-9158-046	2023	<i>Invisible workers</i> , RUSA, Centre of Excellence, Utkal University.(BOOK)