



**Details of research papers published in Journals notified on UGC website**

2019-2020			
1	"Sustainable Rural Development through empowerment at the Base of Pyramid"	Dr Sudeep B. Chandramana	<a href="https://www.researchgate.net/publication/346469076_Sustainable_Rural_Development_through_empowerment_at_the_Base_of_Pyramid">https://www.researchgate.net/publication/346469076_Sustainable_Rural_Development_through_empowerment_at_the_Base_of_Pyramid</a>
2	Potential antioxidant and anti-inflammatory action of Hypericum hookerianum Extracts in a liposome system evaluated with zebrafish embryos	Dr. S. Seeni	<a href="https://www.tandfonline.com/doi/abs/10.1080/02652048.2019.1631400?journalCode=imnc20">https://www.tandfonline.com/doi/abs/10.1080/02652048.2019.1631400?journalCode=imnc20</a>
3	Green banking and sustainable development An Indian context	Dr. Ashalakshmi R K	<a href="http://gujaratresearchsociety.in/index.php/JGRS/article/view/493">http://gujaratresearchsociety.in/index.php/JGRS/article/view/493</a>
4	Green initiatives and sustainable development in automotive industry	Dr. Ashalakshmi R K	<a href="http://gujaratresearchsociety.in/index.php/JGRS/article/view/499">http://gujaratresearchsociety.in/index.php/JGRS/article/view/499</a>
5	Information and Communication Technologies of Small and Medium Tourism Enterprises for Customer Engagement	Mr. Arun Prem	<a href="http://www.gujaratresearchsociety.in/index.php/JGRS/article/view/479">http://www.gujaratresearchsociety.in/index.php/JGRS/article/view/479</a>
6	Exploring the Green Buying Behaviour of Youth in Kerala	Mr. Ligo Koshy	<a href="http://gujaratresearchsociety.in/index.php/JGRS/article/view/492">http://gujaratresearchsociety.in/index.php/JGRS/article/view/492</a>
7	Green Marketing as a Pathway to Sustainability	Dr. Neethu Ann Georgie	<a href="http://gujaratresearchsociety.in/index.php/JGRS/article/view/498">http://gujaratresearchsociety.in/index.php/JGRS/article/view/498</a>
8	Market Structure Analysis of E-Commerce Industry in India	Dr Sudeep B. Chandramana	<a href="https://www.researchgate.net/publication/346469267_MARKET_STRUCTURE_ANALYSIS_OF_E-COMMERCE_INDI">https://www.researchgate.net/publication/346469267_MARKET_STRUCTURE_ANALYSIS_OF_E-COMMERCE_INDI</a>



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10	Analyzing The Role of Services and Facilities Dimensions in the Customer Gratification Towards Organized Retail Outlets	Dr. Ajai Krishnan G	<a href="https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3708819">https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3708819</a>
11	Influence of Quality of QWL on job satisfaction among employees in the IT Sector in Kerala	Mr. Ligo Koshy	<a href="https://www.researchgate.net/publication/348870952_INFLUENCE_OF_QUALITY_OF_WORK_LIFE_QWL_ON_JOB_SATISFACTION_AMONG_EMPLOYEES_IN_THE_IT_SECTOR_IN_KERALA">https://www.researchgate.net/publication/348870952_INFLUENCE_OF_QUALITY_OF_WORK_LIFE_QWL_ON_JOB_SATISFACTION_AMONG_EMPLOYEES_IN_THE_IT_SECTOR_IN_KERALA</a>
12	Avifaunal diversity of Macfast campus, Thiruvalla, Kerala	Dr. Nishad P M	<a href="http://www.ecologyjournal.in/archives/2020.v2.i4.212">http://www.ecologyjournal.in/archives/2020.v2.i4.212</a>
13	The Role of Factual Variables On Purchase Pattern of FMCG Buyers'	Dr. Neethu Ann Georgie	<a href="https://www.researchgate.net/publication/354543446_THE_ROLE_OF_FACTUAL_VARIABLES_ON_PURCHASE_PATTERN_OF_FMCG_BUYERS">https://www.researchgate.net/publication/354543446_THE_ROLE_OF_FACTUAL_VARIABLES_ON_PURCHASE_PATTERN_OF_FMCG_BUYERS</a>
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