

C.V of Dr.Vijayalakshmi N.S as appointment as Assistant Professor, Department of Economics, UGC Scale dated 09/07/2021

Currently H – Index :- 2 and Citations:- 52

List of Research Publications, workshops, seminars, Conferences

- Patent 8/11/2021 – Device to indicate consumption of goods by teacher  
Design number: 352783
- Dr.Vijayalakshmi N.S (2021) “ Empirical Study on Adaptability of Mobile Banking Services in India – A Quantitative Investigation”  
*Journal of Xian Shiyou University, Natural Science Edition*, Vol 17 (10), 410 – 419,  
ISSN: 1673 – 064X. Link:- [An Empirical Study on Adaptability of Mobile Banking Services in India -A Quantitative Investigation](#)  
Journal indexed in Scopus & an UGC care list approved group 2 journal.
- Dr.Vijayalakshmi N.S(2021) “ Role of Market Microstructure in Maintaining Economic Development” *The Empirical Economic Letters*, Vol 20 (2), 199 – 212  
ISSN: 1681- 8997 Link:- [Role of Market Microstructure in Maintaining Economic Development](#)  
Journal indexed in ABDC – 40 research citations
- Attended New Education Policy Workshop in Economics on December 3, 2021 at University College Mangalore Hampankatta.
- Dr.Vijayalakshmi N.S, (2021), “A Study on the Impact of Covid 19 on Indian Electronic Retail Industry” *Towards Excellence*, Vol 13 (4), 472 – 480. ISSN:- 0974 – 035X. Link:- [A STUDY ON THE IMPACT OF COVID 19 ON INDIAN ELECTRONIC RETAIL INDUSTRY](#)  
Journal Indexed in UGC care List approved group 1 journal.
- Dr.Vijayalakshmi N.S, (2022) “ Role of Internet of Things (IOT) to improve Overall Recruitment and Manpower management system of an organization” *International Journal of Mechanical Engineering* , Vol 7(1), 54 – 67 ISSN: 0974-5823 Link:- [Role of Internet of Things \(IOT\) to improve Overall Recruitment and Manpower management system of an organization](#) Journal Indexed in UGC care List approved group 1 journal.
- Dr.Vijayalakshmi N.S, (2022) “Role of Art Conservation Science in the Study of Tangible Cultural Heritage” *The Journal of Positive School Psychology* Vol 6(3) pp: 3134-3139. Link :- [Role of Art Conservation Science in the Study of Tangible Cultural Heritage](#) Journal Indexed in UGC care List approved group 1 journal.

- Dr.Vijayalakshmi N.S, (2022) “Impact of Social Media Marketing on Organizational Performance: A Case Study of Amazon India” ECS Transactions Vol.107(1) pp :12749-12764, Link:- [Impact of Social Media Marketing on Organizational Performance: A Case Study of Amazon India](#) Journal Indexed in UGC care List approved group 1 journal.
- Dr.Vijayalakshmi N.S, (2022) “Impact of Transformational Leadership on Organizational Performance Through Employee Motivation” ECS Transactions Vol.107(1) pp : 12873-12886. [Impact of Transformational Leadership on Organizational Performance Through Employee Motivation](#). Journal Indexed in UGC care List approved group 1 journal.
- KEONICS Computer Exam Conducted for Government servant cleared by secured A grade with certificate number:- 420175
- Participated in One Day Faculty Development Workshop “ The New Dimensions of NAAC Towards Quality in Higher Education Institutions” conducted by IQAC Cell, Nehru Memorial College, Sullia dated 10/03/2022.
- Attended Association of Mangalore University College Teachers (AMUCT) Meeting on March 13<sup>th</sup>, 2022 10.00a.m
- Dr.Vijayalakshmi N.S, (2022) “Effect of E-Learning on the Academic Achievement of Students” ECS Transactions, Vol 107 (1) 9957-9966. Link:- [Effect of E-Learning on the Academic Achievement of Students](#). Journal Indexed in UGC care List approved group 1 journal.
- Dr.Vijayalakshmi N.S, (2022) “ Integrating the Principles of Strategic Human Capital and Strategic Human Resource Management to Improve Organisational Performance” *The British Journal of Administrative Management* Vol 58 (1) pp: 182 – 197, ISSN - 1746 1278, Research citation : 1, Link :- [INTEGRATING THE PRINCIPLES OF STRATEGIC HUMAN CAPITAL AND STRATEGIC HUMAN RESOURCE MANAGEMENT TO IMPROVE ORGANISATIONAL PERFORMANCE](#) . Journal indexed in ABDC
- Dr.Vijayalakshmi N.S was Resource Person for session on “Project Report Writing” conducted for B.Com students by department of commerce and commerce association of Nehru Memorial College, Sullia dated 27/05/2022
- Dr.Vijayalakshmi N.S, (2022) presented a paper titled “ Skill Enhancement in Karnataka – a Retrospective” in two days national conference under the auspicious: Azadi ka amrut Mahotsav – Sandhya swathantrya on “freedom

Struggle in Coastal Karnaatka “ on 20<sup>th</sup> and 21<sup>st</sup> June 2022 at university Evening College, Mangalore.

- Dr.Vijayalakshmi N.S, (2022) “Role of Art Conservation Science in the Study of Tangible Cultural Heritage” The Journal of Positive School Psychology Vol 6(3) pp: 3134-3139. Link :- [Role of Art Conservation Science in the Study of Tangible Cultural Heritage.](#) Journal Indexed in UGC care List approved group 1 journal.
- Dr.Vijayalakshmi N.S, was the invited resource person for the topic titled “research methodology” conducted for post graduate students of social work at St.Philomena College Puttur, Dakshin Kannada dated 6/07/2022
- Dr.Vijayalakshmi N.S, (2022) Presented a paper titled “ A Conceptual Framework on Purple Economy – An Growing Social Demand towards Cultural Dimension Products in a Sustainable Globalised Era” at ICSSR Sponsored Two Day National Level Multidisciplinary conference on - "INDIAN ECONOMY IN THE POST INDEPENDENCE PERIOD: PERFORMANCE, POLICIES AND POSSIBILITIES” on July 13<sup>th</sup> and 14<sup>th</sup> at Rani Chennama University, Belagavi. Link:- [A Conceptual Framework on Purple Economy – An Growing Social Demand towards Cultural Dimension Products in a Sustainable Globalised Era](#)
- Dr.Vijayalakshmi N.S, (2022) presented a paper titled “A Conceptual Framework on Sustainable Banking Practises of Credit Extension and Investment Decisions Towards Green Economy” at National Seminar on role of digital banking in economic development conducted by department of commerce, on July 15<sup>th</sup> at Nehru Memorial College, Sullia. Link:- [A Conceptual Framework on Sustainable Banking Practises of Credit Extension and Investment Decisions Towards Green Economy.](#)
- Dr.Vijayalakshmi N.S was the moderator for the afternoon session at National Seminar on role of digital banking in economic development conducted by department of commerce, on July 15<sup>th</sup> at Nehru Memorial College, Sullia.
- Dr.Vijayalakshmi N.S was in charge principal of Principal office dated 8/08/2022 at nehru memorial college sullia
- Dr.Vijayalakshmi N.S, was the invited resource person for the topic titled “research methodology – tools and techniques” conducted for under graduate students of social work at government First Grade College Uppinangady, Dakshin Kannada dated 17/08/2022
- Dr.Vijayalakshmi N.S (2022) has Published a book titled “ E- Business” ISBN -978 -93-94339-55-2 by Academic guru Publishing house (AGPH Books)

- Dr.Vijayalakshmi N.S (2022) “**A Novel Paradigm to Artificial Intelligence in Transforming Supply Chain Management in the Agile Business World**” *International Conference on Innovative Computing, Intelligent Communication and Smart Electrical Systems (ICSES)* | 978-1-6654-7413-9/22/\$31.00 ©2022 IEEE DOI: [10.1109/ICSES55317.2022.9914144](https://doi.org/10.1109/ICSES55317.2022.9914144)
- Dr.Vijayalakshmi N.S (2022) “ A Conceptual Framework on Public Consciousness Mitigating Ecological And Economic Consciousness Through Social Conciousness on Social Media Platforms Towards Sustainable Conciousness in a Digitalised Era. *DogoRang Sang Journal* – UGC CARE listed.Vol12 (12) pp – 113 -117.
- Dr.Vijayalakshmi N.S (2023) “A Conceptual Framework on Teaching Correlated and Uncorrelated sequential Concepts of Curriculum Influencing Learning Ability Among Students” *Conference: icssr sponsored "indegenuous practises in higher education : steps ahead at SDM College, Ujire*
- Reviewer in frontiers of psychology – British Journal - Scopus indexed since march 2022
- Dr.Vijayalakshmi N.S and Rahul A.R (2023) A Contextual Analysis of Consumption pattern of Coffee versus Tea Consumers Playing a Deterministic Role Towards Intelligence, research paper presented at national conference held at st. Aloysius college
- Dr.Vijayalakshmi N.S and Rahul A.R (2023) “A Conceptual framework on role of local community youth as topographic specific volunteers for better preparedness and managemet towards disaster management. *International journal of creative research thoughts* vol 11 (8) – ISSN: 2320 -2882
- External deputy chief superintendent examination at B.G.S first grade college, kavoor from july 19<sup>th</sup> to august 10<sup>th</sup> 2023
- Appointed BOS member of studies in social sciences yenapoya university and external Ph.D examiner/evaluator, yenapoya university july 20<sup>th</sup> 2023
- Dr.Vijayalakshmi N.S (2023) “An Innovative Method to Predict Real Estate Prices Using Convolutional Block Attention Module” *International Conference on Smart Electronics and Communication (ICOSEC 2023)*DVD Part Number: CFP23V90-DVD; ISBN: 979-8-3503-0087-1, 979-9-3503-0088-8-23/\$31.00 ©2023 IEEE
- Submitted two research proposals
  - ❖ Dr.D.S.Kothari Research grants for newly recruited faculties – submitted date – October 4<sup>th</sup> 2022 – result awaited
  - ❖ ICSSR Research grants – Submitted October 8<sup>th</sup> 2023