

published in national/ international conference proceedings per teacher during last five year

Sl. No.	Name of the teacher	Title of the book/chapters published	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Calendar Year of publication	ISBN number of the proceeding	Affiliating institute at the time of publication	Name of the publisher
1	Dr Chandra Sekhar Pattnaik			An investigation of the impact of product involvement, information value, and brand preference on brand memory	THE VIRTUAL INTERNATIONAL CONFERENCE ON MANAGEMENT AND TECHNOLOGY-2ND ICSET-2022	International	2022-23	978-93-945104-7-0	Omega P.G. College - MBA	Cape Comorin Publisher, Kanyakumari, Tamilnadu , India
2	Dr G Satyanarayana			An investigation into consumer preferences for brand personalities	THE VIRTUAL INTERNATIONAL CONFERENCE ON MANAGEMENT AND TECHNOLOGY-2ND ICSET-2022	International	2022-23	978-93-945104-7-0	Omega P.G. College - MBA	Cape Comorin Publisher, Kanyakumari, Tamilnadu , India
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