

## PUBLICATION DETAILS ACADEMIC YEAR 2021 – 2022

### PATENT

1. Pathrose, Eugin P. (2022). A Novel Framework Design for Managing Business in COVID -19 Pandemic Periods. India, Docket Number: 7168, Application Number: 202241004329, CBR Number: 3104. The Office of the Controller General of Patents, Designs and Trade Marks (CGPDTM). Government of India. URL: <https://ipindiaservices.gov.in/PublicSearch/> ; Application No.: 202241004329 | Captcha Code
2. Pathrose, Eugin P. (2022). A New Model to Measure the Performance of BREXIT International Finance, the Fiscal Capability in the Long Run Procedure. India, Docket Number: 7170, Application Number: 202241004330, CBR Number: 3105. The Office of the Controller General of Patents, Designs and Trade Marks (CGPDTM). Government of India. URL: <https://ipindiaservices.gov.in/PublicSearch/> ; Application No.: 202241004330 | Captcha Code
3. Pathrose, Eugin P. (2022). A Modern Design Work for Risk Assessments within BLOCKCHAIN Transactions to identify Fraudulent Transactions. India, Docket Number: 7180, Application Number: 202241004334, CBR Number: 3108. The Office of the Controller General of Patents, Designs and Trade Marks (CGPDTM). Government of India. URL: <https://ipindiaservices.gov.in/PublicSearch/> Application No.: 202241004334 | Captcha Code

### RESEARCH PAPERS

1. Hanaysha, J. R. (2021). An Examination of Innovation Capabilities and Corporate Reputation in Banking Sector. Jindal Journal of Business Research. <https://doi.org/10.1177/227868212111045197>
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## BOOK / BOOK CHAPTER

1. Ramakrishna, Yanamandra. "Developing a Quality Management Systems Framework for Business Management Institutes." *Global Perspectives on Quality Assurance and Accreditation in Higher Education Institutions*. IGI Global, 2022. 156-170. 10.4018/978-1-7998-8085-1.ch009
2. Adeola, Ogechi, Hinson, Robert E, Sakkthivel, A M, "Marketing Communications and Brand Development in Emerging Economies Volume I: Contemporary and Future Perspectives, Palgrave Macmillan, 2022, ISBN: 978-3-030-88677-6
3. Singh, S., & Abidi, N. (2021). Opportunities and challenges of sustainable marketing practices in emerging markets. *Doing Business in Emerging Markets: Progress and Promises*, 136. <https://www.taylorfrancis.com/chapters/edit/10.4324/9781003199168-8/opportunities-challenges-sustainable-marketing-practices-emerging-markets-surabhi-singh-naseem-abidi>
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9. Ahmed, G., Abudaqa, A., Jayachandran, C., Limbu, Y., Alzahmi, R. (2022). Nation Branding as a Strategic Approach for Emerging Economies: The Case of UAE. In: Adeola, O., Hinson, R.E., Sakkthivel, A.M. (eds) *Marketing Communications and Brand Development in Emerging Economies Volume I*. Palgrave Studies of Marketing in Emerging Economies. Palgrave Macmillan, Cham. [https://doi.org/10.1007/978-3-030-88678-3\\_3](https://doi.org/10.1007/978-3-030-88678-3_3)
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## CONFERENCE PUBLICATION

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