

Study on Digital Marketing at Ivent it Solutions Private Limited

BHADRAPPA HARALAYYA

PROFESSOR AND HOD

DEPARTMENT OF MBA

LINGARAJ APPA ENGINEERING COLLEGE BIDAR-585403


bhadrapabhavimani@gmail.com

Orcid id-0000-0003-3214-7261



<https://doi.org/10.55041/ijst.v2i4.526>

Cite this Article: HARALAYYA, B. (2026). Study on Digital Marketing at Ivent it Solutions Private Limited. International Journal of Science, Strategic Management and Technology, 02(04). <https://doi.org/10.55041/ijst.v2i4.526>

License:  This article is published under the Creative Commons Attribution 4.0 International License (CC BY 4.0), permitting use, distribution, and reproduction in any medium, provided the original author(s) and source are properly credited.

ABSTRACT

The term "digital marketing" refers to any form of interactive, centered, and measurable virtual advertising for products and services with the goal of converting potential customers. Through a variety of virtual market technologies, the primary objective is to sell the image of the company's brand or product, acquire more skilled customers, and increase the sale of goods and services, "the performance of commercial sports that flow into items and centers directly from the author to the purchaser" refers to the utilization of commercial virtual networks to sell markets, services, or products to customers or agencies. Makers utilize virtual promoting as a device to draw more and extra undiscovered clients to Metropolitan and provincial districts. The term "digital advertising" was used to describe the period during the 1990s. Classier became an active method for connecting with customers 'intensity and relevance thanks to digital advertising. There are a few sorts of computerized exchange/publicizing. Understanding what motivates and does not anymore work in virtual advertising efforts is crucial. The terms "onlineMarketing", "Internet advertising", and "Web advertising" are frequently used to refer to digital marketing. The marketing of goods, services, and brands through one or more forms of electronic media is referred to as "e-commerce" or "advertising".

INTRODUCTION

Our State leader, sir. Narendra Modi is more interested in and familiar with the digitization process in our country. S. A. All together that through the utilization of the advanced Innovation from India to upgrade the normal, worn out of dwelling and interface inside the worldwide period. Digital India also started with the goal of making things digitally in India so that your products and services can be sold by a diverse comparative focus on virtual advertising and marketing. Advanced Promoting Channels Computerized deals are worked with by more than one channels, the primary objective of the Promoter is to find the channels that create most common report and Worldwide Moral Improvement(return on initial capital investment) for the item.

In today's global marketplace, digital advertising is a well-known marketing and advertising tactic. Utilizing intuitive computerized marketing of an undertaking's products and contributions can be extremely valuable to your clients by expanding your scope and increasing your potential clients 'earnings. The advanced business exhibition uses a variety of devices and existing digital change structures to enhance the organization's or logo's image, draw in new customers, and speed up the delivery of goods and services.

Businesses can gain an understanding of their virtual trade show's advantages, disadvantages, opportunities, and threats through this analysis.

Advanced Promoting: Nearly every Digital Marketing structure involves businesses.

Equal

1. **Website streamlining:** It is made up of parts. On the page, which is rancid. Each has its own set of requirements for creating a website and utilizing natural traffic. Most of the time, it consists of having a sitemap, a friendly URL, meta tags, name tags, and photograph tags, and building your page so that it can be shared without any problems. The page contains everything. There may be hyperlink building, forum posting, directory submission, and other activities when you leave the page.

2. **PPC:** This is the section of Adwords where advertisements can be placed on the Adwords platform through the bidding process. Budgets are established solely on the basis of requirements, and advertisements may be displayed at the top of web pages in order to attract clicks from individuals performing keyword searches.

3. **SMM:** One of the Digital Marketing platforms where campaigns can be completed in a single event is this one. There is also a chance to be paid and natural here. Assuming you want to target of individuals via web-based entertainment significantly less range is the greatest resource anyone can utilize.

4. **E-mail advertising:** The company will also do that because it is not very important in today's cutting-edge market. By regularly informing current and prospective customers of new developments in a variety of specific fields.

REVIEW OF LITERATURE

1. Effective Digital Marketing (2018): Highlights how digital marketing influences customer behavior and supports traditional business strategies through online engagement.
2. Digital Marketing in Indian Context (2016): Emphasizes combining traditional and digital methods for business growth and effective implementation in India.
3. Role of Digital & Social Media Marketing (2015): Shows how social media impacts consumer behavior, increasing brand awareness and loyalty.
4. Digital Marketing Variability Study (2015): Explains how digital tools help businesses improve performance and connect better with customers.
5. Trends in Online Marketing (2004): Discusses the rapid growth of online advertising and its increasing importance across industries.
6. E-Marketing Methods of the Future: Highlights the effectiveness of web advertising compared to traditional media like TV and print.
7. Profits and Marketing Strategies: Describes the internet as a cost-effective and powerful platform for marketing and product promotion.
8. Impact of E-Commerce on Development: Focuses on how the internet improves customer relationships and supports continuous business interaction.
9. Digital Marketing Adoption in Asia-Pacific: Shows that growing internet usage is the main driver of digital marketing adoption.
10. Social Media Engagement in Retail (2015): Explains how social media platforms influence online shopping behavior and product discovery.

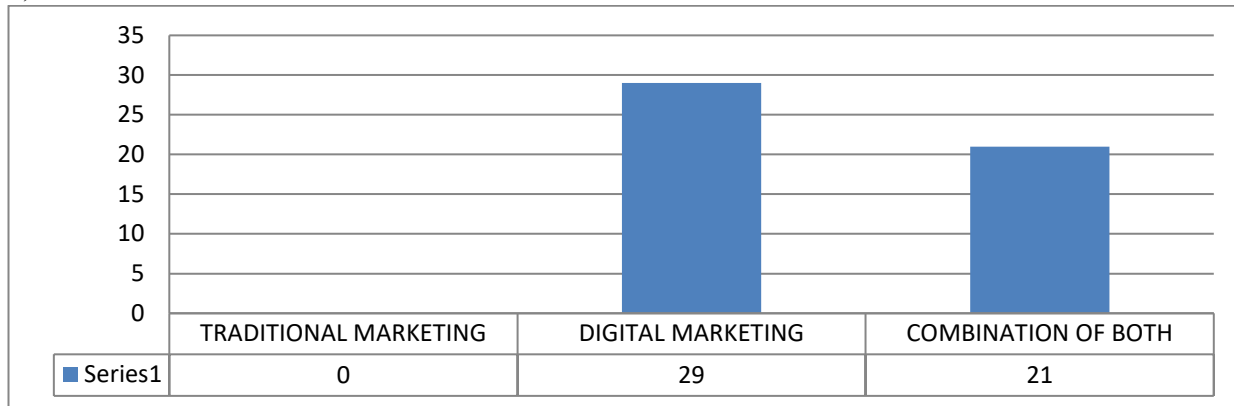
OBJECTIVES OF THE STUDY

The study's objective is to understand, from the customer's perspective, how virtual trade messages support the conventional trade process and the role that virtual trade verbal exchange plays in predictable commerce.

1. To examine the difference between digital marketing and traditional advertising.
2. To comprehend the organization's social media marketing efforts.
3. Take a look at some well-known virtual advertising options.
4. To investigate the rise of online advertising.
5. To comprehend the brand-new performance of virtual advertising and marketing.

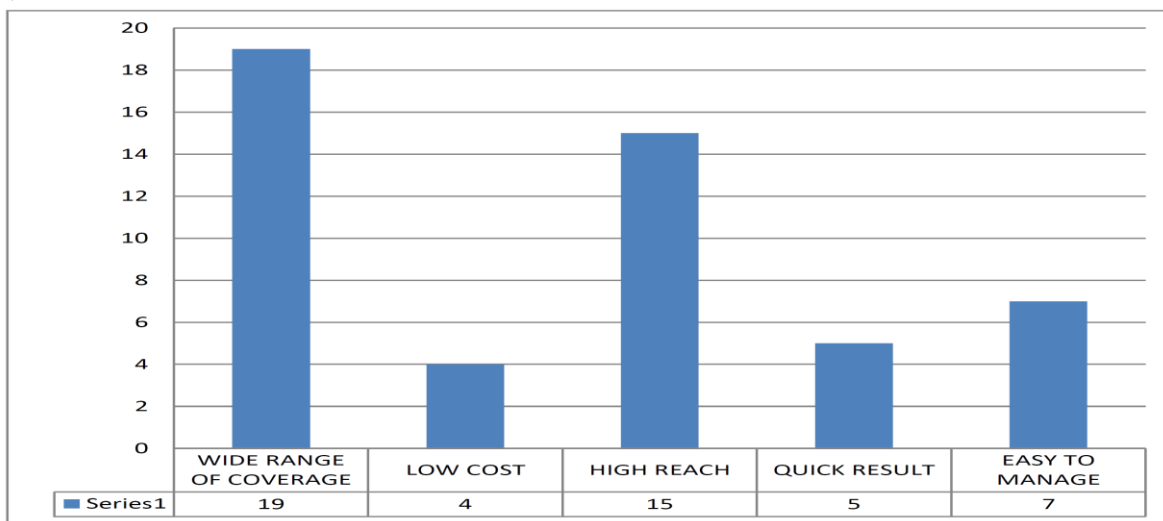
DATA ANALYSIS & INTERPRETATION

1) WHICH SHOWCASING DO YOU WORK IN YOUR BUSINESS VENTURE?



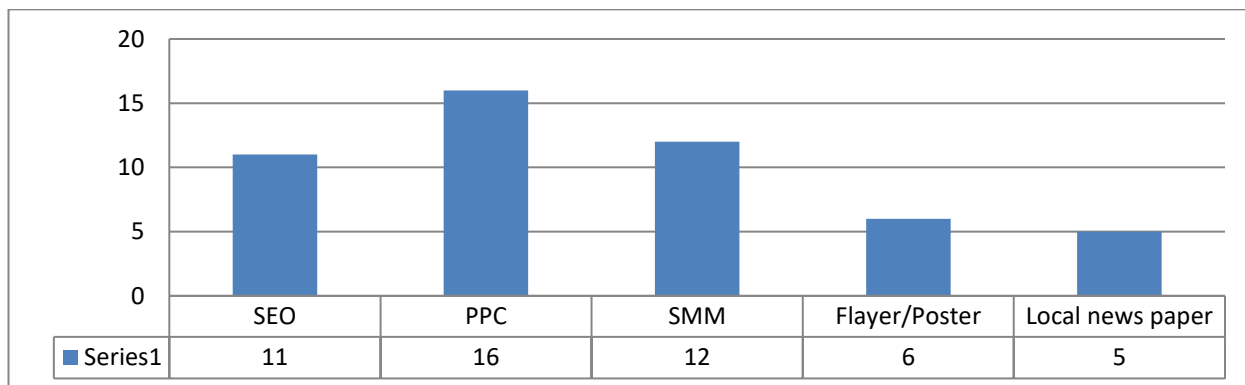
ANALYSIS: That's what the table above shows, out of 50 respondents, fifty eight% of respondents expressed computerized promoting and forty eight% of respondents expressed a total of the two

2) HOW IS TRADITIONAL MARKETING COMPARED TO DIGITAL MARKETING?



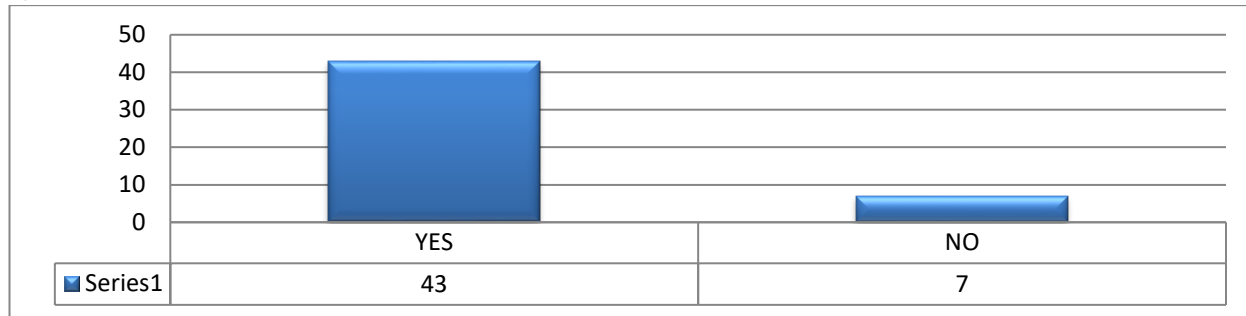
ANALYSIS: In accordance with the chart above, 38% of respondents said it provided a wide range of coverage, 8% said it was inexpensive, 30% said it was excessive, 10% said it was much faster, and 14% said it was simple to manage.

3) WHICH OF THE ENSUING PROMOTING DIRECTS IS BEST IN BRINGING YOU NEW LEADS AND CLIENTS?



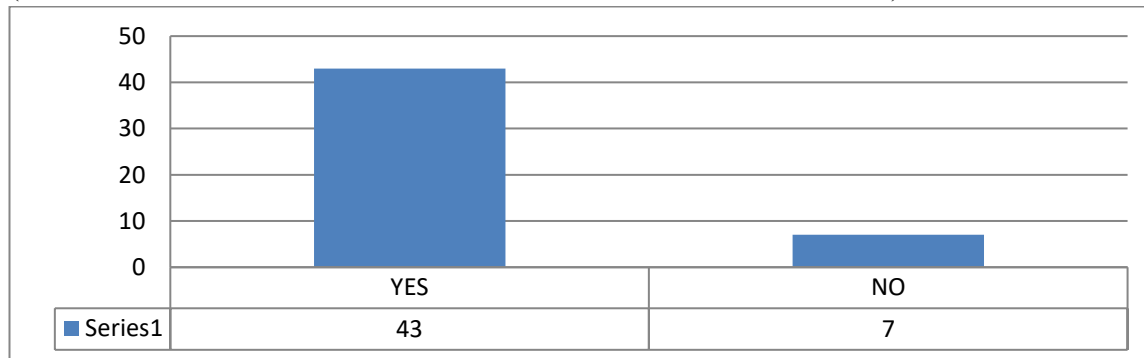
ANALYSIS: According to the above-mentioned work area, 22% of respondents said site design improvements, 32% said PPC, 24% of respondents said Web-basically based diversion, 12% said Flyer/Pennant, and 10% of respondents said Neighborhood News Paper.

4) IS COMPUTERIZED ADVERTISING MORE EFFECTIVE THAN TRADITIONAL ADVERTISING?



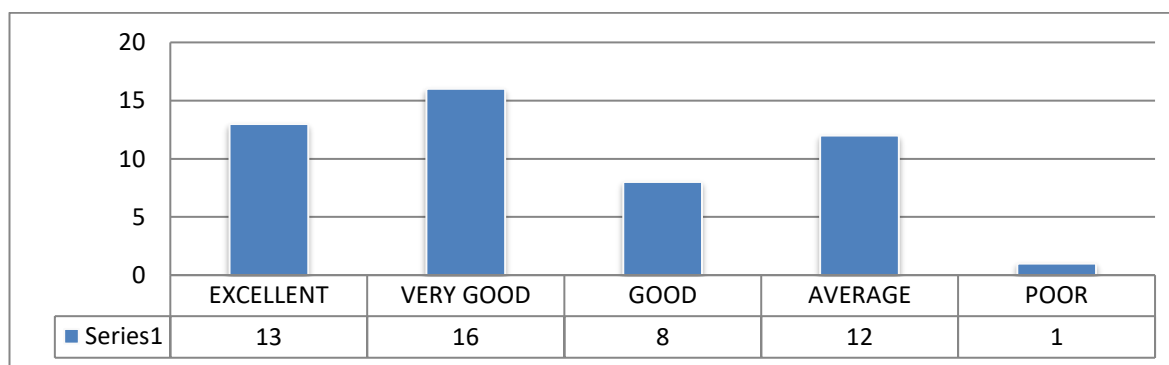
ANALYSIS: In the table above, respondents responded with 86% and 14% with "no. "

5) ARE SHOOTORDER ADS VISIBLE ON SOCIAL MEDIA?
 (I EXAMPLES INCLUDE TWITTER, LINKED IN, AND FACEBOOK.)



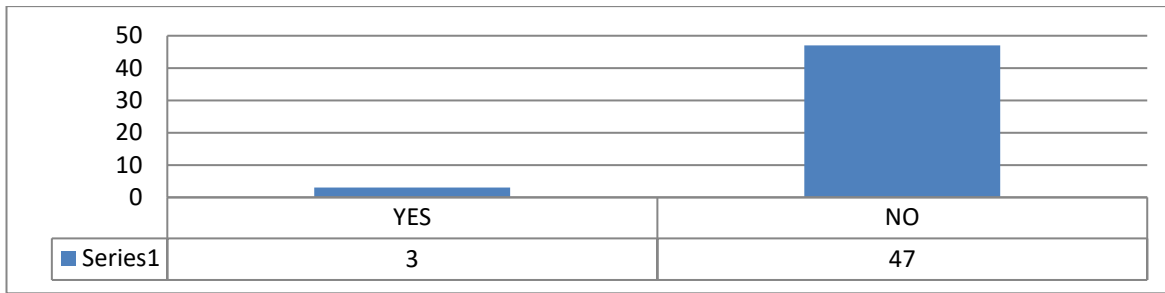
ANALYSIS: The work area above shows that 86% of respondents expressed Indeed, 14% of respondents expressed no.

6) WHAT DOES THE SHOOT ORDER ADVERTISEMENT, IN YOUR OPINION, LOOK LIKE?



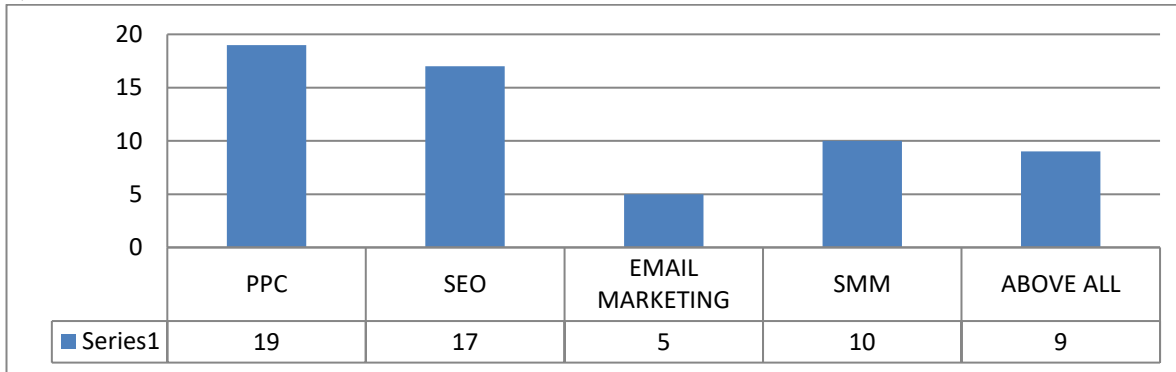
ANALYSIS In response to the data presented above, 22% of respondents responded with "very right, "32% with "excellent," 16% with "exactly, "24% with "good," and 2% with "terrible "; this figure is higher than that.

7) DOES SHOOTORDER ADVERTISE USING TRADITIONAL METHODS?
 (I. E. TELEVISION, PAPERS, RADIO, MAGAZINES, ETC.)



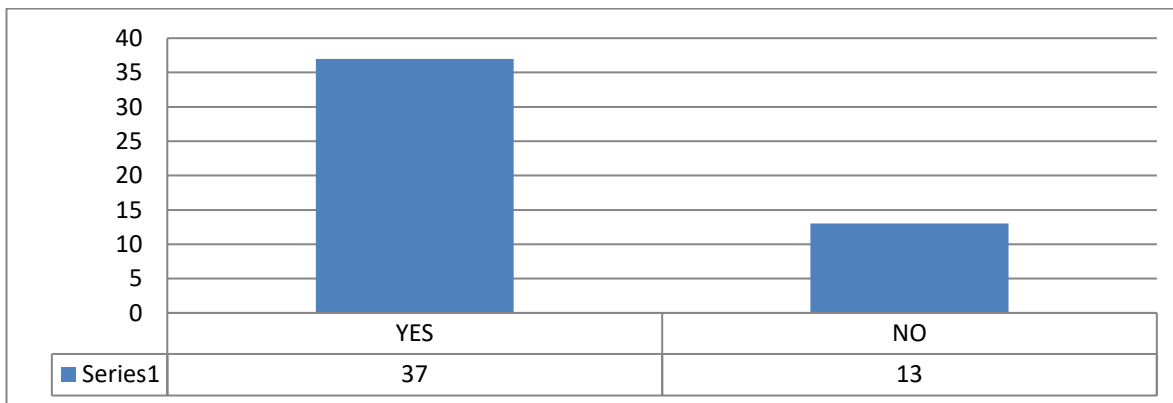
ANALYSIS: According to the table above, 6 percent of respondents said "YES", while 94 percent said "NO".

8) WHAT DO YOU THINK IS THE BEST AD IN VIRTUAL PROMOTING AND SHOWCASING?



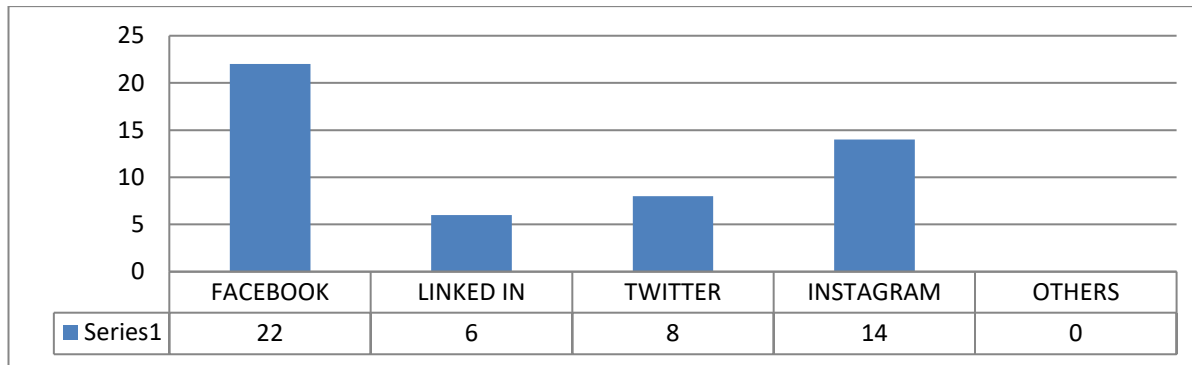
ANALYSIS: In terms of the data presented in the table above, 38% of respondents said PPC was the most challenging sector for automatic merchandising and exhibition, 34% said website optimization provided the best virtual publication information, and 10% said EMM was the easiest sector. SMM advertising received the most praise for advanced advertising and marketing, while 18% wrote Most Important.

9) IS ONLINE ADVERTISING AND MARKETING A GOOD WAY TO ATTRACT MORE CUSTOMERS TO YOUR BUSINESS?



ANALYSIS: According to the table above, 74% of respondents answered "Yes", while 26% answered "No".

10) What is the ideal social media platform for you?



ANALYSIS: In accordance with the data provided in the table above, 44% of respondents mentioned Facebook, 12% mentioned Linked In, 16% mentioned Twitter, and 28% mentioned Instagram.

CONCLUSIONS

According to the evaluation, digital advertising enables customers to become familiar with the brand and helps the company create a stunning image. Due to the rise in smartphone and computer users, virtual marketing was also found to be the most cost-effective form of advertising and marketing for startups and organizations in that region. Shootorder will offer better supplier to the clients and help to have a higher pursuing between the business endeavor's clients. Mechanical enhancements in virtual exchange help to have a serious part inside the commercial center. Organizations ought to deal with the substance design of their sites to draw in buyers who influence their shopping determinations in computerized promoting. To conclude, ShootOrder ought to concentrate on a virtual marketing strategy in order to maintain the market and the business's growth.

REFERENCES

1. Bhadrappa Haralayya . "The Impact of Safety and Health Measures of Employees at KJD Pharma Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 233-242
2. Bhadrappa Haralayya . "Comparative Analysis of Mutual Funds in Geojit Financial Services Ltd Gulbarga" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 243-251
3. Bhadrappa Haralayya . "Cost Analysis at MGSSK Bhalki" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 252-258
4. Bhadrappa Haralayya . "Employee Compensation Management at Vani Organic Pvt Ltd Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 259-266
5. Bhadrappa Haralayya . "Employees Performance Appraisal of Chettinad Cement Gulbarga" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 267-277
6. Bhadrappa Haralayya . "Ratio Analysis in Muthoot Finance Ltd Aurad" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 278-284
7. Bhadrappa Haralayya . "Study on Promotion Mix Strategy Towards Big Bazaar Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 285-291
8. Bhadrappa Haralayya . "Study on Sales Promotion Techniques Used by VKG Bajaj at Kalaburagi" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 292-298
9. Bhadrappa Haralayya . "Working Capital Management in Hyundai Showroom Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 299-308
10. Bhadrappa Haralayya "Study on Performance Evaluation of Mutual Funds" Iconic Research And Engineering Journals Volume 5 Issue 10 2022 Page 29-36
11. Bhadrappa Haralayya . "The Performance of Mutual Fund Schemes in The Framework of Risk and Return" Iconic Research And Engineering Journals Volume 5 Issue 10 2022 Page 37-44
12. Bhadrappa Haralayya . "Risk And Return Analysis of Mutual Funds with Reference to Banks" Iconic Research And Engineering Journals Volume 5 Issue 10 2022 Page 45-55
13. Bhadrappa Haralayya . "Comparative Study on Performance Evaluation of Mutual Funds with Reference to Banking

Funds" Iconic Research And Engineering Journals Volume 5 Issue 10 2022 Page 56-64

14. Bhadrappa Haralayya, Mamta "Review on Mutual Funds in Financial Services" Quest Journal of Research in Business and Management ,Volume 10, Issue 5 2022 Pages 77-82.

15. HARALAYYA, BHADRAPPA. "An Exploratory Investigation On Implications Of Corporate Governance On Financial Performance In India." Journal of Positive School Psychology 6.8 (2022): 633-647.

16. HARALAYYA, BHADRAPPA. "CHANGE IN CONSUMER BUYING BEHAVIOR: INCLINATION TOWARD E-COMMERCE COMPANIES." International Journal of Early Childhood Special Education 14.5 (2022): Pages 6025-3030.

17. Haralayya Bhadrappa, "Financial Management" KD Publication ,2022

18. Gowriswari, S., Raman, R., Haralayya, B., & Vibhute, N. S. (2022, October). Medical image learning by integrating image grade and kernel processing into feature extraction. In AIP Conference Proceedings (Vol. 2519, No. 1, p. 030012). AIP Publishing LLC.

19. Prasad, V., Haralayya, B., Jayashree, R. A., Prabavathy, A. K., & Selvarasu, S. (2023, January). Creating a cost-effective network of operational resources for wireless networks. In AIP Conference Proceedings (Vol. 2523, No. 1, p. 020087). AIP Publishing LLC.

20. V. S. Kumar, A. Alemran, S. K. Gupta, B. Hazela, C. K. Dixit and B. Haralayya, "Extraction of SIFT Features for Identifying Disaster Hit areas using Machine Learning Techniques," *2022 International Conference on Knowledge Engineering and Communication Systems (ICKES)*, Chickballapur, India, 2022, pp. 1-5, doi: 10.1109/ICKES56523.2022.10060037.

21. M. Sakthivel, S. Kant Gupta, D. A. Karras, A. Khang, C. Kumar Dixit and B. Haralayya, "Solving Vehicle Routing Problem for Intelligent Systems using Delaunay Triangulation," *2022 International Conference on Knowledge Engineering and Communication Systems (ICKES)*, Chickballapur, India, 2022, pp. 1-5, doi: 10.1109/ICKES56523.2022.10060807.

22. V. S. Kumar, A. Alemran, D. A. Karras, S. Kant Gupta, C. Kumar Dixit and B. Haralayya, "Natural Language Processing using Graph Neural Network for Text Classification," *2022 International Conference on Knowledge Engineering and Communication Systems (ICKES)*, Chickballapur, India, 2022, pp. 1-5, doi: 10.1109/ICKES56523.2022.10060655.

23. S. Tahilyani, S. Saxena, D. A. Karras, S. Kant Gupta, C. Kumar Dixit and B. Haralayya, "Deployment of Autonomous Vehicles in Agricultural and using Voronoi Partitioning," *2022 International Conference on Knowledge Engineering and Communication Systems (ICKES)*, Chickballapur, India, 2022, pp. 1-5, doi: 10.1109/ICKES56523.2022.10060773.

24. V. S. Kumar, M. Sakthivel, D. A. Karras, S. Kant Gupta, S. M. Parambil Gangadharan and B. Haralayya, "Drone Surveillance in Flood Affected Areas using Firefly Algorithm," *2022 International Conference on Knowledge Engineering and Communication Systems (ICKES)*, Chickballapur, India, 2022, pp. 1-5, doi: 10.1109/ICKES56523.2022.10060857.

25. Haralayya, B. 5. The Impact of AI on Consumerism.

26. Khan, B., Kumar, P., Soubhari, T., Haralayya, B., & Priya, U. "DATA PERFORMANCE ON COMPARATIVE STUDY OF PUBLIC SECTOR AND PRIVATE SECTOR BANKS IN INDIA" *Manager – The British Journal of Administrative Management*, Volume 58, Issue 156, 2022 Pages 109-122

27. Bhanu, M. V. V., Khan, B., Haralayya, B., Khan, S. A., Magdaline, J. M. S., & Jafersadhiq, "A. SERVICE QUALITY AND CUSTOMER SATISFACTION FOR BANKING SYSTEM" . *Manager – The British Journal of Administrative Management*, Volume 58, Issue 156, 2022 Pages 123-130.

28. Dr. P. Vamsi Krishna Dr. Swapna Datta Khan, Dr. Sachin Wankhede, Dr. Chadalavada Lakshmi Nath, Dr. Bhadrappa Haralayya, Bhola Khan "A STUDY ON SERVICE QUALITY DIMENSIONS AND FACTORS AFFECTING CUSTOMER SATISFACTION IN E-BANKING FUNCTIONALITY" *Korea Review Of International Studies*, Volume 15, Issue 41, 2022 Pages 119-133.

29. Dr. Parvez alam khan M. Harish Behin, Dr. C. L. Jeba Melvin, Dr. Bhadrappa Haralayya, Bhola Khan, Rohit Mishra "TECHNICAL IMPACT OF E-BANKING ON OPERATIONAL PERFORMANCE SERVICE QUALITY ON CUSTOMER SATISFACTION IN PRIVATE AND PUBLIC BANK" *Korea Review Of International Studies*, Volume 15, Issue 41, 2022 Pages 134-145.

30. Dr. Priyanka Kaushik Dr. A. Balamurugan, Dr. M. Vamsi Krishna, Dr. Rajib Bhattacharya, Dr. Shariq Mohammed,

Dr. Bhadrappa Haralayya “ROBOTIC PROCESS AUTOMATION (RPA) IN ACCOUNTING AND AUDITING OF BUSINESS AND FINANCIAL INFORMATION” Manager – The British Journal Of Administrative Management, Volume 58, Issue 157,2023 Pages 127-142

31.HARALAYYA, B., & AITHAL, P. S. (2022). BANKS AND FINANCIAL INSTITUTION.

32.Dr. Santosh Jagtap Dr. Rashmi B H, Dr. Raghavendra Kulkarni ,Dr Bhadrappa Haralayya, (2023). MACHINE LEARNING BASED FINANCIAL MANAGEMENT.

33.A. Kishore Kumar, A. Alemran, D. A. Karras, S. Kant Gupta, C. Kumar Dixit and B. Haralayya, "An Enhanced Genetic Algorithm for Solving Trajectory Planning of Autonomous Robots," *2023 IEEE International Conference on Integrated Circuits and Communication Systems (ICICACS)*, Raichur, India, 2023, pp. 1-6, doi: 10.1109/ICICACS57338.2023.10099994.

34.R. Bhattacharya, Kafila, S. H. Krishna, B. Haralayya, P. Nagpal and Chitsimran, "Modified Grey Wolf Optimizer with Sparse Autoencoder for Financial Crisis Prediction in Small Marginal Firms," *2023 Second International Conference on Electronics and Renewable Systems (ICEARS)*, Tuticorin, India, 2023, pp. 907-913, doi: 10.1109/ICEARS56392.2023.10085618.

35.Dr. Bhadrappa Haralayya . "Review on Effect of Branding on Consumer Buying Behaviour" *Iconic Research And Engineering Journals* Volume 6 Issue 10 2023 Page 81-91

36.Dr. Bhadrappa Haralayya ; Dr. Mamta Mallikarjun . "Review of Financial Statement Analysis on Financial Performance" *Iconic Research And Engineering Journals* Volume 6 Issue 10 2023 Page 92-103

37.Dr. Bhadrappa Haralayya ; Dr. Mamta Mallikarjun . "Review on Consumer Buying Behavior" *Iconic Research And Engineering Journals* Volume 6 Issue 10 2023 Page 104-111

38.Dr. Bhadrappa Haralayya . "Review on Cost Management" *Iconic Research And Engineering Journals* Volume 6 Issue 10 2023 Page 112-121

39.Dr. Bhadrappa Haralayya . "Review on Credit Risk" *Iconic Research And Engineering Journals* Volume 6 Issue 10 2023 Page 122-134

40.Dr. Bhadrappa Haralayya ; Dr. Mamta Mallikarjun . "Review on Employees Job Satisfaction" *Iconic Research And Engineering Journals* Volume 6 Issue 10 2023 Page 135-143

41.Dr. Bhadrappa Haralayya . "Review on Employees Training and Development" *Iconic Research And Engineering Journals* Volume 6 Issue 10 2023 Page 144-151

42.Dr. Bhadrappa Haralayya ; Dr. Mamta Mallikarjun . "Review on Promotion Mix Strategy" *Iconic Research And Engineering Journals* Volume 6 Issue 10 2023 Page 152-161

43.Dr. Bhadrappa Haralayya ; Dr. Mamta Mallikarjun . "Review on Ratio Analysis of Financial Performance" *Iconic Research And Engineering Journals* Volume 6 Issue 10 2023 Page 162-171

44.Dr. Bhadrappa Haralayya . "Review on Ratio Analysis" *Iconic Research And Engineering Journals* Volume 6 Issue 10 2023 Page 172-181

45.Rohit Kumar Dr Manish Kumar Jaisal,Raman R Tirpude,Dr Bhadrappa Haralayya,Dr. Priyanka Agarwal,Dr. Shweta Rani “ENVIRONMENT AND SUSTAINABLE DEVELOPMENT A THEORITICAL FRAMEWORK” *European Chemical Bulletin* ,Volume 12, Issue 5,2023,Pages 362-372

46.S. K. Gupta, W. Ahmad, D. A. Karras, A. Khang, C. K. Dixit and B. Haralayya, "Solving Roulette Wheel Selection Method using Swarm Intelligence for Trajectory Planning of Intelligent Systems," *2023 International Conference on Recent Trends in Electronics and Communication (ICRTEC)*, Mysore, India, 2023, pp. 1-5, doi: 10.1109/ICRTEC56977.2023.10111861.

47.S. K. Gupta, V. S. Kumar, A. Khang, B. Hazela, N. T and B. Haralayya, "Detection of Lung Tumor using an efficient Quadratic Discriminant Analysis Model," *2023 International Conference on Recent Trends in Electronics and Communication (ICRTEC)*, Mysore, India, 2023, pp. 1-6, doi: 10.1109/ICRTEC56977.2023.10111903.

48.S. K. Gupta, A. Alemran, P. Singh, A. Khang, C. K. Dixit and B. Haralayya, "Image Segmentation on Gabor Filtered images using Projective Transformation," *2023 International Conference on Recent Trends in Electronics and Communication (ICRTEC)*, Mysore, India, 2023, pp. 1-6, doi: 10.1109/ICRTEC56977.2023.10111885.

49.S. K. Gupta, S. Saxena, A. Khang, B. Hazela, C. K. Dixit and B. Haralayya, "Detection of Number Plate in Vehicles using Deep Learning based Image Labeler Model," *2023 International Conference on Recent Trends in Electronics and*

Communication (ICRTEC), Mysore, India, 2023, pp. 1-6, doi: 10.1109/ICRTEC56977.2023.10111862.

50. Dr Manish Kumar Jaisal, Raman R Tirpude, Dr Bhadrappa Haralayya, Dr. Priyanka Agarwal, Dr. Shweta Rani Rohit Kumar "Environment And Sustainable Development A Theoretical Framework", *European Chemical Bulletin*, Volume 12, Issue 5, Pages 362-372

51. Dr Bhadrappa Haralayya, Dr. Parveen Roja M, Dr. Mona Sinha, Rikhi Yadav, Dr. Premasish Roy Alok Suresh Shah "Challenges And Impact Of Artificial Intelligence On Sustainable Development And E-Markets", *European Chemical Bulletin*, Volume 12, Issue 5, Pages 609-621

52. Haralayya, Bhadrappa. "A Study on Duration Gap Method and Interest Rate Risk Management." *Journal of Survey in Fisheries Sciences* 10.1S (2023): 5674-5685.

53. Dr Bhadrappa Haralayya A Study On Liquidity Risk Management *European Chemical Bulletin*, Volume 12, Issue 4, Pages 6114-6125

54. Dr. Bhadrappa haralayya. (2023). An Empirical Investigation In Analysing The Critical Factors Of Machine Learning Towards Risk Management In Banks Using Multivariate Analysis Of Variance (Manova). *CEMJ*, 31(2), 989-996. <https://doi.org/10.57030/23364890.cemj.31.2.102>

55. Sharma, N., William, P., Kulshreshtha, K., Sharma, G., Haralayya, B., Chauhan, Y., & Shrivastava, A. (2023). Human Resource Management Model with ICT Architecture: Solution of Management & Understanding of Psychology of Human Resources and Corporate Social Responsibility. *Journal for ReAttach Therapy and Developmental Diversities*, 6(9s (2)), 219-230.

56. Tripathi, N., William, P., Sharma, G., Haralayya, B., Maheswari, K., & Kulshreshtha, K. (2023). Is Digital Business Growth in a Green Economy with Environmental Sustainability Accelerate the Organizational Positive Thinking and Potential. *Journal for ReAttach Therapy and Developmental Diversities*, 6(9s (2)), 209-218.

57. Manoj B Pandey Dr Bhadrappa Haralayya, Sunil Kumar Vohra, Smiley Gandhi E-COMMERCE AND ITS IMPACT ON GLOBAL BUSINESS, 2023, Volume-1, Pages 1-201

58. Srivastava, A. K., John, E. P., Haralayya, B., Sharma, G., Deshmukh, R., & Thamaraiselvi, G. (2023). Regression and Correlation Analysis on Profitability of Working Capital (WC) and its Psychological Impacts on Entrepreneur & Employees. *Journal for ReAttach Therapy and Developmental Diversities*, 6(10s (2)), 257-269.

59. Vohra, S. K., Kumar, V. S., Krishnamoorthy, R., Mahesh, P., Haralayya, B., Soni, N., & Gupta, S. K. (2024). Original Research Article The 5G revolution: Tackling challenges in smart cities and intelligent transportation systems. *Journal of Autonomous Intelligence*, 7(2).

60. Haralayya, B., Mishra, A., Singh, M., & Muda, I. (2024). A Study on the Performance of the Banking Industry During the COVID-19 Crisis. In *Advancements in Business for Integrating Diversity, and Sustainability* (pp. 82-87). Routledge.

61. Rao, M. K., Haralayya, B., Mishra, A., & Muda, I. (2024, March). Credit Risk Assessment in Banking Industry Using Optimization Based ML Algorithm. In *Advancements in Business for Integrating Diversity, and Sustainability: International Analytics Conference 2023| IAC 2023 February 2& 3, 2023| Virtual Conference* (p. 93). Taylor & Francis.

62. Yadav, B. S., Haralayya, B., Kumar, V., & Muda, I. (2024, March). Analysis on the Impact of Mediating role of Human Capital on the HR Management Practices. In *Advancements in Business for Integrating Diversity, and Sustainability: International Analytics Conference 2023| IAC 2023 February 2& 3, 2023| Virtual Conference* (p. 116). Taylor & Francis.

63. Gupta, S. K., Haralayya, B., Kumar, V., & Muda, I. (2024, March). Prediction of Customer Default in E-commerce based on Spider Monkey Optimized Scalar Random Forest Algorithm. In *Advancements in Business for Integrating Diversity, and Sustainability: International Analytics Conference 2023| IAC 2023 February 2& 3, 2023| Virtual Conference* (p. 57). Taylor & Francis.

64. Vohra, S. K., Haralayya, B., Gangwar, V. P., & Muda, I. (2024). Analysis of the Integration of Digital Marketing and the Business Strategy of the Organization. In *Advancements in Business for Integrating Diversity, and Sustainability* (pp. 98-103). Routledge.

65. Maheswari, K., Kumar, A., Humnekar, T. D., Prabhakar, A., Haralayya, B., & Kumar, M. (2024). Impact Of AI And Blockchain Technology In The Growth Of Digital HRM Transformation As A Function Of Management. *Educational Administration: Theory And Practice*, 30(4), 1685-1693.

66. Narendran, M. S., Jaiswal, R., Rai, M. P., Haralayya, B., Yadav, A. S., & Mishra, A. K. (2024). Exploring The Impact Of Emotional Intelligence On Leadership Effectiveness: A Meta-Analysis In Management Studies. *Educational*

Administration: Theory And Practice, 30(4), 1668-1673.

67. Muda, I., Vohra, S. K., Gangwar, V. P., Haralayya, B., Singh, P., Pandey, A. K., & Abate, G. W. (2024). Evaluation of economic, environmental, and social impacts of COVID on rural tourism. *Environment, Development and Sustainability*, 1-15.

68. Garg, S., Haralayya, B., Maguluri, L. P., Szeberényi, A., & Sameen, A. Z. THE IMPACT OF ARTIFICIAL INTELLIGENCE ON MANAGEMENT PRODUCTIVITY AND EFFICIENCY.

69. Dsouza, J. J., Deeja, S., Bajpai, A., Haralayya, B., Mishra, P., & Yadav, M. A. (2024). Effects Of Asset Liability Management On The Profitability And Liquidity Of Particular Indian Commercial Banks. *Educational Administration: Theory and Practice*, 30(4), 7084-7088.

70. Haralayya, B. (2024). CORPORATE GOVERNANCE AND FINANCIAL PERFORMANCE: A LONGITUDINAL ANALYSIS OF THE IMPACT OF BOARD STRUCTURES. *International Development Planning Review*, 23(1), 1649-1663.

71. Haralayya, B. (2024). Behavioral Finance In Personal Investment: Analyzing The Role Of Psychological Factors In Decision-Making. *Educational Administration: Theory and Practice*, 30(5), 181-191.

72. Haralayya, B., Krishnakumar, P., Naik, S., & Reddy, D. H. (2024). An Extensive Analysis Of The Arbitrage Efficiency And Risk Return Dynamics Of Investment Strategies In The Indian Equity Derivative Market. *Educational Administration: Theory and Practice*, 30(5), 577-583.

73. Haralayya, B. (2024). Fintech Disruption: Evaluating The Implications For Traditional Financial Institutions And Regulatory Frameworks. *Educational Administration: Theory And Practice*, 30(5), 6783-6792.

74. Panda, P., Nayak, I., Thilaka, S., Veena, R. S., Haralayya, B., & Ramasamy, R. (2024). Women's Right to Land: A Step towards a Sustainable World Order. *Library Progress International*, 44(3), 13337-13347.

75. Sirisha, M. G. (2024). Project Management Methodologies: A Comparative Analysis of Agile and Waterfall Approaches. *Library Progress International*, 44(3), 17237-17246.

76. Lopez, S., Vani Sarada, D. R., Pandey, A., Khuntia, M., & Haralayya, B. (2024). Artificial intelligence challenges and role for sustainable education in india: Problems and prospects. *Library Progress International*, 44(3), 18261-18271.

77. Tripathi, M. A., Goswami, I., Haralayya, B., Roja, M. P., Aarif, M., & Kumar, D. (2024). The Role of Big Data Analytics as a Critical Roadmap for Realizing Green Innovation and Competitive Edge and Ecological Performance for Realizing Sustainable Goals. In *Advanced Technologies for Realizing Sustainable Development Goals: 5G, AI, Big Data, Blockchain, and Industry 4.0 Application* (pp. 260-269). Bentham Science Publishers.

78. Elkady, G., Sayed, A., Priya, S., Nagarjuna, B., Haralayya, B., & Aarif, M. (2024). An Empirical Investigation into the Role of Industry 4.0 Tools in Realizing Sustainable Development Goals with Reference to Fast Moving Consumer Foods Industry. In *Advanced Technologies for Realizing Sustainable Development Goals: 5G, AI, Big Data, Blockchain, and Industry 4.0 Application* (pp. 193-203). Bentham Science Publishers.

79. Kaur, C., Al Ansari, M. S., Rana, N., Haralayya, B., Rajkumari, Y., & Gayathri, K. C. (2024). A Study Analyzing the Major Determinants of Implementing Internet of Things (IoT) Tools in Delivering Better Healthcare Services Using Regression Analysis. In *Advanced Technologies for Realizing Sustainable Development Goals: 5G, AI, Big Data, Blockchain, and Industry 4.0 Application* (pp. 270-282). Bentham Science Publishers.

80. Rani, B., et al. "Benefits of on boarding as an approach to sustaining human resources in organizations." Bhadrappa and S., Deeja and Chinthamu, Narender, Benefits of on Boarding as an Approach to Sustaining Human Resources in Organizations (November 10, 2024). *Accountancy Business and the Public Interest| Theme 2* (2024).

81. Praveen, RVS and Mutya, Brahma and Manikonda, Lokesh and Khan, Mohammad Ahmar and Haralayya, Dr. Bhadrappa and Chinthamu, Narender, Challenge and Impact of National Education Policy 2020 on Higher Education Systems (November 17, 2024). *European Economic Letters | Vol 14, Issue 4* (2024),

82. Dipti Sharma, Sovik Mukherjee, Renuka Deshmukh, RVS Praveen, Biswo Ranjan Mishra, Bhadrappa Haralayya. (2025). The Impact of Digital Currencies on Traditional Banking: A Comparative Study of Emerging Markets. *European Economic Letters (EEL)*, 15(1), 1013–1025. <https://doi.org/10.52783/eel.v15i1.2483>.

83. Mayank Malviya, Deepak Kumar Adhana, RVS Praveen, Biswo Ranjan Mishra, Pardhasaradhi Madasu, Bhadrappa Haralayya. (2025). Adaptation to Integration A Review on the Indian Accounting Standards (Ind AS) in Global Financial Reporting Convergence. *European Economic Letters (EEL)*, 15(1), 1003–1012. <https://doi.org/10.52783/eel.v15i1.2482>

84. Munikrishnaiah Sundararamaiah, Thiyagarajan Mani Chettier, Rutul Shah, Piyush Mathurkar, Bhadrappa Haralayya,

Navjyot Raval (2025). Knowledge Management Systems in the Digital Age: Enhancing Collaboration and Decision-Making in Organizations. *Journal of Information Systems Engineering and Management*, **10 (11s)**, 281-288. <https://doi.org/10.52783/jisem.v10i11s.1586>.

85. B. Haralayya, S. Petikam, S. Hatole, S. G. Shinde, D. Patel and S. T. Jagtap, "IoT-Enabled Educational Management Systems: Enhancing Efficiency and Accessibility," *2024 Second International Conference Computational and Characterization Techniques in Engineering & Sciences (IC3TES)*, Lucknow, India, 2024, pp. 1-5, doi: 10.1109/IC3TES62412.2024.10877470.

86. Haralayya, B., Kushnoor, A., & Shetkar, S. (2025, February). Impact of Cryptocurrency on Global Financial Stability: Analyze Regulatory Responses and Their Effectiveness in Managing Risks Associated with Cryptocurrencies. In *2025 International Conference on Computational, Communication and Information Technology (ICCCIT)* (pp. 767-775). IEEE.

87. Haralayya, B. (2025, February). The Challenges and Opportunities of Blockchain in Financial Systems: A Deep Dive Into Decentralized Finance (DeFi) and its Impact on Traditional Banking. In *2025 International Conference on Technology Enabled Economic Changes (InTech)* (pp. 1325-1330). IEEE.

88. Haralayya, B., & Sripalreddy, P. (2025, February). Advancing Economic Analysis: Machine Learning-Driven Insights into the Impact of E-Commerce on National Growth and Current Trends. In *2025 International Conference on Technology Enabled Economic Changes (InTech)* (pp. 1146-1150). IEEE.

89. Haralayya, B., & Sripalreddy, P. (2025, February). Leveraging AI and Regression for Strategic Financial Management Insights and Advancements. In *2025 International Conference on Technology Enabled Economic Changes (InTech)* (pp. 920-923). IEEE.

90. Haralayya, D. B., & Kukkala, N. C. (2025). Digital Leadership in the Era of AI: Transforming Workforce Productivity and Innovation. Available at SSRN 5252706.

91. Raj, R., Aarif, M., Haralayya, B., Jaff, N. A., Gogoi, M., & Vijayalakshmi, B. A. (2025, March). Enhancing Third-Party Product Marketing with Reinforcement Learning Techniques. In *2025 International Conference on Next Generation Information System Engineering (NGISE)* (Vol. 1, pp. 1-5). IEEE.

92. Sharma, R., Haralayya, D. B., Maria H, H., Murthy, B. S. R., & Vadisetty, R. (2025). Corporate governance and AI ethics: A strategic framework for ethical Decision-Making in business. *Corporate Governance and AI Ethics: A Strategic Framework for Ethical Decision-Making in Business* (February 27, 2025).

93. Akbar, M. C., Pulungan, A. F., Nasution, D., & Haralayya, B. (2025). Time Management as a Foundation for Ethics, Integrity, Competence, Professionalism, and Communication in Higher Education Discipline. *Jurnal Ilmu Sosial dan Ilmu Politik (JISIP)*, *14(2)*, 306-315.

94. Muda, I., Vohra, S. K., Gangwar, V. P., Haralayya, B., Singh, P., Pandey, A. K., & Abate, G. W. (2025). Evaluation of economic, environmental, and social impacts of COVID on rural tourism. *Environment, Development and Sustainability*, *27(12)*, 29565-29579.

95. BHADRAPPA HARALAYYA , P.S.AITHAL , PERFORMANCE AFFECTING FACTORS OF INDIAN BANKING SECTOR: AN EMPIRICAL ANALYSIS, *George Washington International Law Review*, Vol.- 07 Issue -01, April-June 2021, PAGE No : 607-621, Available at: <http://archive-gwlr.org/wp-content/uploads/2021/06/Bhadrappa-Haralayya.pdf>

96. BHADRAPPA HARALAYYA , P.S.AITHAL , TECHNICAL EFFICIENCY AFFECTING FACTORS IN INDIAN BANKING SECTOR: AN EMPIRICAL ANALYSIS, *Turkish Online Journal of Qualitative Inquiry (TOJQI)*, Vol.- 12 Issue -03, June 2021, PAGE No : 603-620, Available at: <https://www.tojqi.net/index.php/journal/article/view/791/242>

97. BHADRAPPA HARALAYYA , P.S.AITHAL , IMPLICATIONS OF BANKING SECTOR ON ECONOMIC DEVELOPMENT IN INDIA, *George Washington International Law Review*, Vol.- 07 Issue -01, April-June 2021, PAGE No : 631-642

Available at: <http://archive-gwlr.org/wp-content/uploads/2021/06/Bhadrappa-Haralayya-1.pdf>

98. BHADRAPPA HARALAYYA , P.S.AITHAL , STUDY ON PRODUCTIVE EFFICIENCY OF BANKS IN DEVELOPING COUNTRY, *International Research Journal of Humanities and Interdisciplinary Studies (www.irjhis.com)* , Volume: 2, Issue: 5, May 2021, Page No : 184-194. Available at : <http://irjhis.com/paper/IRJHIS2105025.pdf>

99. Bhadrappa Haralayya ; P. S. Aithal . "Study on Model and Camel Analysis of Banking" *Iconic Research And Engineering Journals* , Volume 4 , Issue 11 , May 2021 Page 244-259. Available at <https://irejournals.com/paper-details/1702750>

100. Bhadrappa Haralayya and Aithal, P. S.. "Analysis of cost efficiency on scheduled commercial banks in India". International Journal of Current Research, Volume 13, Issue 06, June 2021, pp 17718-17725 Available at: <https://www.journalcra.com/sites/default/files/issue-pdf/41580.pdf>
101. Bhadrappa Haralayya and P. S. Aithal, "A Study On Structure and Growth of Banking Industry in India", International Journal of Research in Engineering, Science and Management ,Volume 4, Issue 5, May 2021. Page no 225–230. Available at: <https://www.journals.resaim.com/ijresm/article/view/778/749>.
102. Bhadrappa Haralayya, Retail Banking Trends in India ,International Journal of All Research Education and Scientific Methods (IJARESM), Volume: 9, Issue: 5, Year: May 2021, Page No : 3730-3732. Available At http://www.ijaresm.com/uploaded_files/document_file/Bhadrappa_Haralayyaqscw.pdf
103. BHADRAPPA HARALAYYA, P.S.AITHAL, FACTORS DETERMINING THE EFFICIENCY IN INDIAN BANKING SECTOR : A TOBIT REGRESSION ANALYSIS", International Journal of Science & Engineering Development Research (www.ijedr.org), Vol.6, Issue 6, June-2021, page no.1 - 6, , Available :<http://www.ijedr.org/papers/IJEDR2106001.pdf>
104. BHADRAPPA HARALAYYA , P.S.AITHAL , IMPLICATIONS OF BANKING SECTOR ON ECONOMIC DEVELOPMENT IN INDIA, flusserstudies, Volume 30, June 2021,Page No:1068-1080, Available at: <https://flusserstudies.org/archives/801>
105. BHADRAPPA HARALAYYA, P.S.AITHAL, STUDY ON PRODUCTIVE EFFICIENCY OF FINANCIAL INSTITUTIONS, International Journal of Innovative Research in Technology, Volume 8, Issue 1, June-2021 ,Page no: 159 – 164, Available: http://ijirt.org/master/publishedpaper/IJIRT151514_PAPER.pdf
106. BHADRAPPA HARALAYYA , STUDY OF BANKING SERVICES PROVIDED BY BANKS IN INDIA, International Research Journal of Humanities and Interdisciplinary Studies (www.irjhis.com), Volume: 2, Issue: 6, Year: June 2021,Page No : 06-12, Available at : <http://irjhis.com/paper/IRJHIS2106002.pdf>.
107. BHADRAPPA HARALAYYA, P.S.AITHAL , ANALYSIS OF BANK PERFORMANCE USING CAMEL APPROACH", International Journal of Emerging Technologies and Innovative Research (www.jetir.org | UGC and issn Approved), Vol.8, Issue 5, May-2021, page no 305-314, Available at : <http://www.jetir.org/papers/JETIR2105840.pdf>
108. BHADRAPPA HARALAYYA, P.S.AITHAL, ANALYSIS OF BANK PRODUCTIVITY USING PANEL CAUSALITY TEST, Journal of Huazhong University of Science and Technology, Volume 50, Issue 6, June-2021 , Page no: 1 – 16, Available at: <https://app.box.com/s/o71lh776oepypauvzucp9esntjwur9zf>
109. BHADRAPPA HARALAYYA, P.S.AITHAL, INTER BANK ANALYSIS OF COST EFFICIENCY USING MEAN, International Journal of Innovative Research in Science, Engineering and Technology (IJIRSET), Volume 10, Issue 6, June-2021 ,Page no: 6391-6397, Available at: http://www.ijirset.com/upload/2021/june/97_INTER_NC1.pdf
110. BHADRAPPA HARALAYYA, P.S.AITHAL , ANALYSIS OF TOTAL FACTOR PRODUCTIVITY AND PROFITABILITY MATRIX OF BANKS BY HMTFP AND FTFP, Science, Technology and Development Journal, Volume 10, Issue 6, June-2021, Page no: 190-203, Available at: <http://journalstd.com/gallery/23-june2021.pdf>
111. BHADRAPPA HARALAYYA, P.S.AITHAL , ANALYSIS OF BANKS TOTAL FACTOR PRODUCTIVITY BY AGGREGATE LEVEL, Journal of Xi'an University of Architecture & Technology, Volume 13, Issue 6, June- 2021 ,Page no: 296-314, available at: <https://www.xajzkjdx.cn/gallery/28-june2021.pdf>
112. Bhadrappa Haralayya, P S Aithal, "ANALYSIS OF BANKS TOTAL FACTOR PRODUCTIVITY BY DISAGGREGATE LEVEL", International Journal of Creative Research Thoughts (IJCRT), Volume.9, Issue 6, June 2021, pp.b488-b502, Available at :<http://www.ijcrt.org/papers/IJCRT2106187.pdf>
113. Haralayya B. Importance of CRM in Banking and Financial Sectors Journal of Advanced Research in Quality Control and Management 2021, 6(1): 8-9
114. Haralayya B. How Digital Banking has Brought Innovative Products and Services to India. Journal of Advanced Research in Quality Control and Management 2021; 6(1): 16-18
115. Haralayya B. Top 5 Priorities That will Shape The Future of Retail Banking Industry in India. Journal of Advanced Research in HR and Organizational Management 2021; 8(1&2): 17-18.
116. Haralayya B. Millennials and Mobile-Savvy Consumers are Driving a Huge Shift in The Retail Banking Industry. Journal of Advanced Research in Operational and Marketing Management 2021; 4(1): 17-19
117. Haralayya B. Core Banking Technology and Its Top 6 Implementation Challenges. Journal of Advanced Research in Operational and Marketing Management 2021; 4(1): 25-27

118. Nitesh S Vibhute ; Dr. Chandrakant B. Jewargi ; Dr. Bhadrappa Haralayya . "Study on Non-Performing Assets of Public Sector Banks" Iconic Research And Engineering Journals Volume 4, Issue, 12 June 2021, Page 52-61 Available at <https://irejournals.com/formatedpaper/1702767.pdf>
119. Haralayya, Dr. Bhadrappa and Saini, Shrawan Kumar, An Overview on Productive Efficiency of Banks & Financial Institution (2018). International Journal of Research, Volume 05 Issue 12, April 2018, Available at SSRN: <https://ssrn.com/abstract=3837503>
120. Haralayya, Dr. Bhadrappa, Review on the Productive Efficiency of Banks in Developing Country (2018). Journal for Studies in Management and Planning, Volume 04 Issue 05, April 2018, Available at SSRN: <https://ssrn.com/abstract=3837496>
121. Basha, Jeelan and Haralayya, Dr. Bhadrappa, Performance Analysis of Financial Ratios - Indian Public Non-Life Insurance Sector (April 30, 2021). Available at SSRN: <https://ssrn.com/abstract=3837465>.
122. Haralayya, Dr. Bhadrappa, The Productive Efficiency of Banks in Developing Country With Special Reference to Banks & Financial Institution (april 30, 2019). Available at SSRN: <https://ssrn.com/abstract=3844432> or <http://dx.doi.org/10.2139/ssrn.3844432>
123. Haralayya, Dr. Bhadrappa, Study on Performance of Foreign Banks in India (APRIL 2, 2016). Available at SSRN: <https://ssrn.com/abstract=3844403> or <http://dx.doi.org/10.2139/ssrn.3844403>
124. Haralayya, Dr. Bhadrappa, E-Finance and the Financial Services Industry (MARCH 28, 2014). Available at SSRN: <https://ssrn.com/abstract=3844405> or <http://dx.doi.org/10.2139/ssrn.3844405>
125. Haralayya, Dr. Bhadrappa, E-payment - An Overview (MARCH 28, 2014). Available at SSRN: <https://ssrn.com/abstract=3844409> or <http://dx.doi.org/10.2139/ssrn.3844409> .
126. Bhadrappa Haralayya . "Customer Satisfaction at M/s Sindol Bajaj Bidar" Iconic Research And Engineering Journals, Volume 4 ,Issue 12, June 2021, Page 157-169 Available at: <https://irejournals.com/formatedpaper/1702792.pdf>
127. Bhadrappa Haralayya . "Ratio Analysis at NSSK, Bidar" Iconic Research And Engineering Journals, Volume 4, Issue 12, June 2021, Page 170-182 Available at: <https://irejournals.com/formatedpaper/1702793.pdf>
128. Bhadrappa Haralayya . "Financial Statement Analysis of Shri Ram City Union Finance" Iconic Research And Engineering Journals, Volume 4, Issue 12, June 2021, Page 183-196 Available at: <https://irejournals.com/formatedpaper/1702794.pdf>
129. Bhadrappa Haralayya . "Employee Job Satisfaction at Big Bazaar" Iconic Research And Engineering Journals, Volume 4, Issue 12, June 2021, Page 197-206 Available at: <https://irejournals.com/formatedpaper/1702795.pdf>
130. Bhadrappa Haralayya . "Effect of Branding on Consumer Buying Behaviour at Vijay Bharat Motors Pvt Ltd, Bidar" Iconic Research And Engineering Journals, Volume 4, Issue 12, June 2021, Page 207-222 Available at: <https://irejournals.com/formatedpaper/1702796.pdf>
131. Bhadrappa Haralayya . "Study on Customer Perceptions Guru Basava Motors, Bidar" Iconic Research And Engineering Journals, Volume 4, Issue 12, June 2021, Page 223-231 Available at: <https://irejournals.com/formatedpaper/1702797.pdf>
132. Bhadrappa Haralayya . "Study on Loans and Advances for DCC Bank Main Branch Nayakaman, Bidar" Iconic Research And Engineering Journals, Volume 4, Issue 12, June 2021, Page 232-242 Available at: <https://irejournals.com/formatedpaper/1702798.pdf>
133. Bhadrappa Haralayya . "Work Life Balance of Employees at Karanja Industries Pvt Ltd, Bidar" Iconic Research And Engineering Journals, Volume 4, Issue 12, June 2021, Page 243-254 Available at: <https://irejournals.com/formatedpaper/1702799.pdf>
134. Bhadrappa Haralayya . "Working Capital Management at TVS Motors, Bidar" Iconic Research And Engineering Journals, Volume 4, Issue 12, June 2021, Page 255-265 Available at: <https://irejournals.com/formatedpaper/1702800.pdf>
135. Haralayya, Dr. Bhadrappa, Testing Weak Form Efficiency of Indian Stock Market – An Empirical Study on NSE (April 30, 2021). Emerging Global Strategies for Indian Industry (ISBN: 978-81-910118-7-6), 2021, Available at SSRN: <https://ssrn.com/abstract=3837488>
136. Haralayya, Dr. Bhadrappa, Top 10 Ways to Improve the Communication Skills (JUNE 20, 2016). Available at SSRN: <https://ssrn.com/abstract=3844410> or <http://dx.doi.org/10.2139/ssrn.3844410>
137. Haralayya, Dr. Bhadrappa, Multi-Inter-Trans Disciplinary Research Towards Management and Commerce (July 25, 2016). Available at SSRN: <https://ssrn.com/abstract=3847404>

138. Bhadrappa Haralayya . "Advertising Effectiveness With Reference to Big Bazaar" Iconic Research And Engineering Journals, Volume 5, Issue 1, July 2021, Page 101-110 Available at: <https://irejournals.com/formatedpaper/1702831.pdf>
139. Bhadrappa Haralayya . "Analysis of Non Performing Asset on Urban Cooperative Bank in India" Iconic Research And Engineering Journals, Volume 5, Issue 1, July 2021, Page 111-121 Available at: <https://irejournals.com/formatedpaper/1702832.pdf>
140. Bhadrappa Haralayya . "Ration Analysis With Reference to DCC Bank" Iconic Research And Engineering Journals, Volume 5, Issue 1, July 2021, Page 122-130 Available at: <https://irejournals.com/formatedpaper/1702833.pdf>
141. Bhadrappa Haralayya . "Consumer Buying Behavior With Reference to Bajaj Auto Ltd" Iconic Research And Engineering Journals, Volume 5, Issue 1, July 2021, Page 131-140 Available at: <https://irejournals.com/formatedpaper/1702834.pdf>
142. Bhadrappa Haralayya . "Sales Promotion With Reference to Yamaha Motor" Iconic Research And Engineering Journals, Volume 5, Issue 1, July 2021, Page 141-149 Available at: <https://irejournals.com/formatedpaper/1702835.pdf>
143. Bhadrappa Haralayya . "Financial Statement Analysis Using Common Size on Mahindra Sindol Motors" Iconic Research And Engineering Journals, Volume 5, Issue 1, July 2021 , Page 150-159 Available at: <https://irejournals.com/formatedpaper/1702836.pdf>
144. Bhadrappa Haralayya . "Loans And Advances with Reference to PKGB Bank" Iconic Research And Engineering Journals, Volume 5, Issue 1, July 2021, Page 160-170 Available at: <https://irejournals.com/formatedpaper/1702837.pdf>
145. Bhadrappa Haralayya . "Study on Trend Analysis at John Deere" Iconic Research And Engineering Journals, Volume 5, Issue 1, July 2021, Page 171-181 Available at: <https://irejournals.com/formatedpaper/1702838.pdf>
146. Haralayya B, Aithal PS. Study on Cost Efficiency in Indian and Other Countries Experience. Journal of Advanced Research in HR and Organizational Management 2021; 8(1&2): 23-30.
147. Haralayya B, Aithal PS. Study on Theoretical Foundations of Bank Efficiency. . Journal of Advanced Research in Operational and Marketing Management 2021; 4(2): 12-23.
148. Haralayya B, Aithal PS. Study on Profitability Efficiency in Indian and Other Countries Experience. Journal of Advanced Research in Quality Control and Management 2021; 6(2): 1-10.
149. S. Vinoth, Hari Leela Vemula, Bhadrappa Haralayya, Pradeep Mamgain, Mohammed Faez Hasan, Mohd Naved, Application of cloud computing in banking and e-commerce and related security threats, Materials Today: Proceedings, 2021,ISSN 2214-7853, [\(https://www.sciencedirect.com/science/article/pii/S2214785321071285\)](https://doi.org/10.1016/j.matpr.2021.11.121).
150. Haralayya B, Jeelan BV, Vibhute NS. Capital Structure and Factors Affecting Capital Structure. J Adv Res Eco Busi Mgmt 2021; 4(2): 4-35.
151. Vibhute NS, Haralayya B, Jeelan BV. Performance Evaluation of Selected Banks using Ratio Analysis. J Adv Res Eco Busi Mgmt 2021; 4(2): 36-44
152. Jeelan BV, Haralayya B, Vibhute NS. A Study on Empirical Analysis of Relationship between FPI and NIFTY Returns. J Adv Res Acct Fin Mgmt 2021; 3(2): 3-22
153. Jeelan BV, Haralayya B, Vibhute NS. A Study on Performance Evaluation of Initial Public Offering (IPO). J Adv Res Pub Poli Admn 2021; 3(2): 12-26.
154. Basha VJ, Haralayya B, Vibhute NS. Analysis of Segment Reporting with Reference to Selected Software Companies. J Adv Res Entrep Innov SMES Mgmt 2021; 4(2): 9-26.
155. Jeelan BV, Haralayya B, Vibhute NS. Co-Movement and Integration among Stock Markets: A Study of 10 Countries. J Adv Res Acct Fin Mgmt 2021; 3(2): 23-38.
156. Jeelan BV, Haralayya B, Vibhute NS. A Comparative Study on Selected Foreign Currencies. J Adv Res Eco Busi Mgmt 2021; 4(2): 45-5
157. Bhadrappa Haralayya . "A Study on Customer Satisfaction at TVS Vanish Motors Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 117-127
158. Bhadrappa Haralayya . "Consumer Buying Behavior at Kailash Motors Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 128-137
159. Bhadrappa Haralayya . "Credit Risk of Canara Bank Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 138-149



160. Bhadrappa Haralayya . "Effect of Branding on Consumer Buying Behaviour in Bharat Ford Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 150-159
161. Bhadrappa Haralayya . "Employee Engagement at Kharanja Industry Pvt Ltd Humanbad" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 160-170
162. Bhadrappa Haralayya . "Employee Performance Appraisal at Sri Veerabhadreshwar Motors Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 171-183
163. Bhadrappa Haralayya . "Employees Training and Development at Mgssk Ltd Bhalki" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 184-196
164. Bhadrappa Haralayya . "Impact of Financial Statement Analysis on Financial Performance in Lahoti Motors Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 197-206
165. Bhadrappa Haralayya . "Impact of Ratio Analysis on Financial Performance in Royal Enfield (Bhavani Motors) Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 207-222
166. Bhadrappa Haralayya . "Sales Promotion at Keshva Enterprise Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 223-232