

Dr. Baby Niviya Feston - Publications

1. Presented and Published the paper titled ***“Packing Moving Business: A contemporary account of traditional shipping trade”*** in the International conference on April 28, 2015 organized by IARA held at Manali (International Journal of Research in Management & Social Science, Volume 3, Issue 2 (II)
:April- June 2015 (ISSN 2322-0899)
2. Presented and Published the paper titled ***“Improvising a village through strategic CSR (Corporate Social Responsibility) Initiative of Kitek Group of Companies: Lessons and Experiences from “Twenty 20 Kizhakkamabalam”*** on 26th and 27th February 2016, International Conference on Advanced Management- Challenges in Knowledge Era (ICAM 2016) Organized by Jamal Institute of Management, Tiruchirappalli, Tamil Nadu.
3. Published a Paper titled ***“Expansion of Marketing Mix Concepts: As a Strategy pertaining to Women Hygiene Products”*** in International Journal of Management and Social Science Research Review, Volume No. 1, Issue No.03, March 2016 (ISSN 2349-6738)
4. Published a Paper titled ***“Elevating Cross Functional Team for Knowledge Sharing in HighPerforming Indian Organization”*** in VSRD International Journal of Business and Management Research, Volume VI Issue VI, June 2016 (ISSN 2319-2194)
5. Published a paper titled ***“Purpose of social practice: Meet the organizations in kerala who value for women during their menstruation”*** in Journal of Management, (UGC Approved Journal No.48565) (ISSN2347-3940), Volume 5, Issue 1,(2018January–February)
6. Published a paper titled ***“Creating awareness on menstrual hygiene practices in Kerala: Programs and Practices through strategic movement from SMKC (Sustainable Menstruation Kerala Collective)”*** in Asia Pacific Journal of Research, (UGC Approved Journal No: 45797) (ISSN 2320-5504), February 2018
7. Published a chapter titled ***“ Best Business Practices for New India: an episode from Supply Chain Management”***in the Book named NEWINDIA : Blending Best Business Practices (ISBN 978-93-5288-096-6 pages 41-49)(September 2017)
8. Published a paper titled ***“ Medical Tourism in Rural Kerala- A novel zone of Marketing Research”*** in International Journal of Research and Analytical Reviews, (UGC Approved Journal No: 43602) (ISSN 2349-5138 , Volume 5, Issue 3), September 2018
9. Presented and Published a paper titled ***“Joint Liability Group (JLG) activities of “Kudumbashree” Initiatives: A case study based on rural areas of Kerala,India”*** on 9th & 10th October 2018, International Conference on “Significance of Joint liability Group as a savior of Rural poor Students” Organized by Department of Commerce, Periyar University, Salem, Tamil Nadu.
10. Published a paper titled ***“ A study on Bank’s role in promotion of Green Practices with respect to Bangalore Rural”*** in INFOKARA RESEARCH, (UGC CARE A List Approved Journal) (ISSN 1021-9056, Volume 8, Issue 9), September 2019 (<http://infokara.com>)