



A Study on Promotional Mix on Toyota Motors Ltd

BHADRAPPA HARALAYYA

PROFESSOR AND HOD

DEPARTMENT OF MBA

LINGARAJ APPA ENGINEERING COLLEGE BIDAR-585403

bhadrapabhavimani@gmail.com

Orcid id-0000-0003-3214-7261

How to Cite this Article:

HARALAYYA, B. (2026). A Study on Promotional Mix on Toyota Motors Ltd. International Journal of Creative and Open Research in Engineering and Management, <i>02</i>.
<https://doi.org/10.55041/ijcope.v2i6.073>

License:

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

© The Author(s). Published by International Journal of Creative and Open Research in Engineering and Management.



<https://doi.org/10.55041/ijcope.v2i6.073>

ABSTRACT

Numerous vehicle producers are assortments of associations and organizations stressed inside the format, advancement, production, and offer of vehicles. It is without a doubt one of the most important parts of the global financial system in terms of sale. The auto endeavor really does never again incorporate organizations like cruiser refueling and vehicle reestablish stores, which were made to avoid it. With the help of auto advances and the prompting to represent the type of the vehicle, the time span became made. Elmer Sperry helped coin this time span. Vehicle undertaking bosses and on the solicitation of arranging affiliations. Ladies 'turn of events, meeting, publicizing, and supply of gear. They are stressed in vehicle creation. The end condo association does now not reject the venture's master auto remodel, that is the excess after the client's vehicle, further to the vehicle keep and the motor fuel station. It is the most extreme fundamental vehicle inside the global. The expression "long haul vehicle "comes from Latin America and Greece(self-supplier), and "designing"(development) affirms that every one assortments of vehicles will be vehicles. The issue is the proposed present day Sperry. Some of the most important bankers from the Tang Dynasty have carried pens since the 1990s. In the just of-a-sort area of the area, the nations driven have delivered different engines for a long haul. Before the Economic crisis of the

early 20s hit the field in 1929, over 90% of individuals utilized vehicles, with 32, 028, 500 engines sold in the US. From that point forward, in AS 4.

INTRODUCTION

Seventy-5 percent of the area's populace changed into routinely made after The Second Great War with the guide of the USA. Japan again have turned into the overall trailblazer in 1994, after the USA 'satisfaction in 1980. Japan hesitantly remained inside the US until 2009, while China no less than 138, 000 contraptions had been advertised. In 2012, there had been 193, 000 contraptions, almost twofold in China, ten million in our new innovation, and 9 in Japan. Nine million servings each. Since 1970(140 fashions), 1998(260 fashions), and 2012(684 fashions), the fashion industry in the United States has expanded at an exponential rate. The inspiration to safeguard towards risk, risk, harm, or harm encouraged is called assurance. Safeguard clients, heads, or producers in the auto business inside the event of harm or chance from car motors or enormous parts. The danger of harm is n't generally a safe car itself.



The government assistance of the vehicle endeavor can be extremely fundamental, This is gruff. Whether or not it's far home or worldwide fame, car motors and various autos should meet the specific necessities and put in force measures. In the structure of the security acknowledgment of auto works, the typical is considered as an astonishing practice. The maker can request that the vehicle return to the forest or for all ages assuming there are upheld first medical problems, risks, mission deformations, or defective procedures inside the gathering of the gadget. Movement rundown is the call of this methodology. This adventure is assessed in big business, utilizing uncooked or crude components. Survey of the calculated foundation and writing Special blend The restricted time blend, otherwise called the publicizing of a conveyance bundle, furthermore incorporates related liabilities and incorporates thinking about the interesting elements of the endeavor inside the most extreme specific perspective. The right and consistent standing of the adequacy of things and added substances to get the improvement's fantasies, including, is the dream of common turn of events. Private selling, advertising, marketing, and product sales promotion are all fundamental components of marketing blend:

LITERATURE REVIEW

1. According to A Gafaar(2013), four types of promotional marketing, Internet advertising, fashionable family members, and personal income were the most significant contributors to the lack of target market. Through pay advancements, roadshows, and sports sponsorships, sixty-3. By increasing customer attention, 4% can assist your target market in making purchasing decisions. As a consequence of this, the automobile industry ought to pay more attention to the expansion of sponsorship opportunities for events, roadshows, and sales promotions that target customers 'hobbies.
2. According to Paridhi Bhandari(2012), there is a strong relationship between product promotion and customer shopping behavior. Promoting sports activities in order to attract products from customers can raise entry prices and profits. In the buyer's search for direct, the profit promoting machine is utilized to abbreviate the pay and finish the benefactor.
3. According to B. Vikaas(2000), the internet is a useful tool for marketing products. Through sites, grouped promotions on TV, the web, papers, and clients themselves, the Web bears the cost of all potential information for clients to assess stock with various items. Clients will actually want to get to fascinating new measurements with regards to the future as the Web keeps to foster every a year.
4. According to Shankar S., retailers can improve logo recognition on social media sites for customers and customer content material. Advertising products is becoming increasingly important as an increasing number of customers purchase them through social media platforms like Twitter, Facebook, My Space, and Linked In. It stores data to verify that ads arrive at supplier points of interest. Premium market

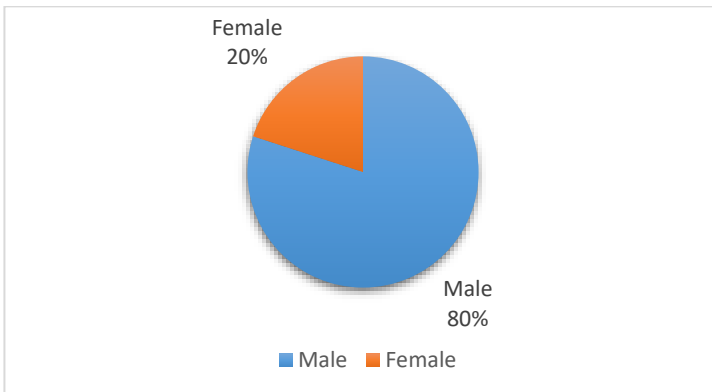
OBJECTIVES OF THE STUDY

1. To examine Toyota's advertising and marketing strategies.
2. To investigate consumer brand recognition for Toyota.
3. 3 To decide the media generally execution of the Toyota seal.
4. To investigate how promotional practices influence customers 'purchasing decisions.
5. To find ways of making a commitment positively to the association's picture and keep it
6. To investigate how special games exercises help Toyota engines stand apart from the opposition.



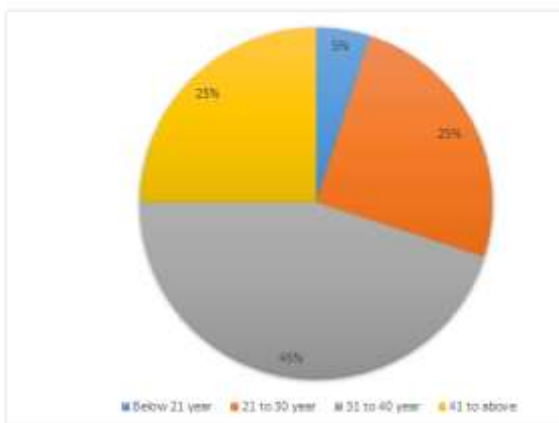
DATA ANALYSIS AND INTERPRETATION

Graph 4.1 Showing classification of Gender



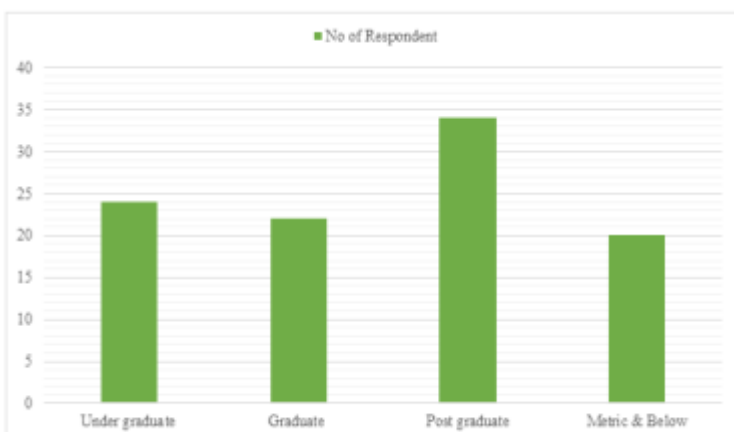
Interpretation: According to the data graph above, men purchase more Toyota automobiles than women do: 80% folks and 20 percent young ladies. The majority of respondents were men.

Graph 4.2: Indicate the Respondent's age



Interpretation : According to the Graph above, out of one hundred respondents, five percent are under the age of 21, 25 percent are between 21 and 30, 45 percent are between 31 and 40-5, and 25 percent are over 40.

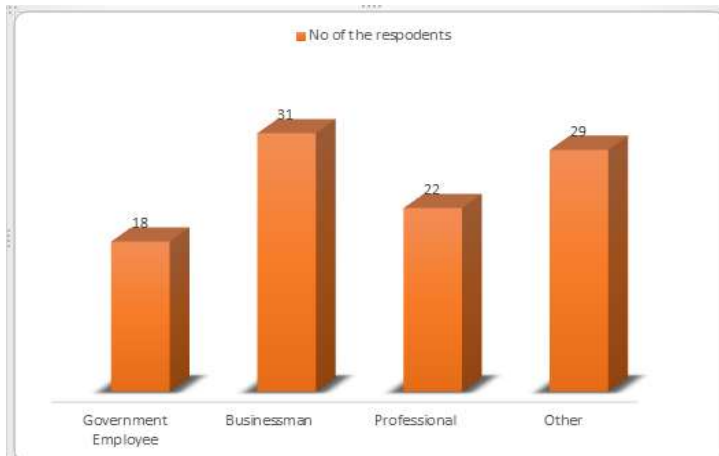
Graph 4.3 Display the Graph of Qualification respondents





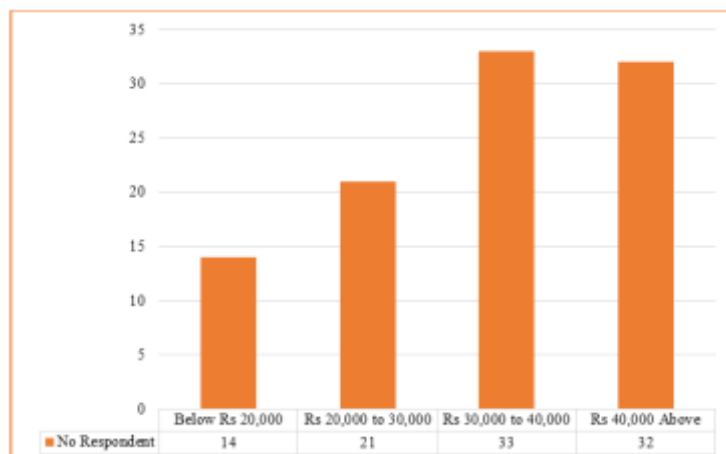
Interpretation: Based at the records gave inside the work area above, out of 100 respondents, 20% have a place with the measurement and decline stage, 24% for the undergrad level, 22% for the postgraduate certificate, and 34% for the postgraduate stage.

Graph 4.4. Respondent's Occupation.



Interpretation: According to the data presented in the Graph above, out of the one hundred respondents, 18% are categorized as government employees, 31% are categorized as entrepreneurs, 22% are categorized as professionals, and 29% are categorized as others.

Graph 4.5: Indicate the respondent's monthly profits



Interpretation: As per the above work area, out of 100 respondents, 14% acquired considerably less than Rs20, 000, 21 rate procured somewhere in the range of Rs20, 000 and 30, 000, 33 percent procured somewhere in the range of Rs30, 000 and Rs40, 000, and 32 rate acquired more prominent than Rs40, 000.



Graph 4.6: Own family length



Interpretation: From the Graph above, it transformed into found that out of 100 respondents, 9 rate have a group of one-2 individuals, 31 have a group of 3-four individuals, 32 have a group of four-five people, and 28 have an own family size of 4-5 people .comprising a family of at least five members.

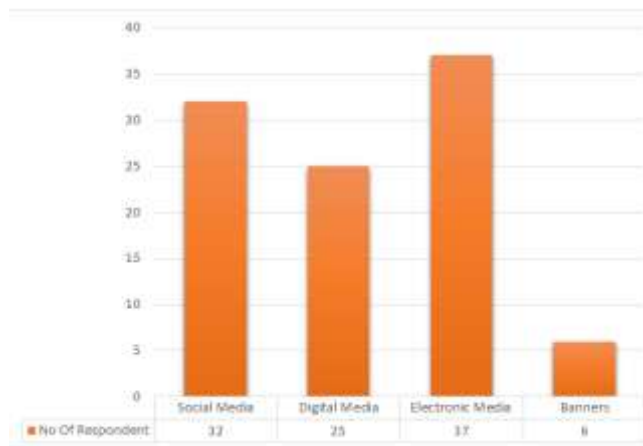
Graph 4. 7 lists respondents who are knowledgeable about sales promotion techniques.



Interpretation: As per the records in the work area over, 35 out of 100 respondents got a decrease, 21 rate got a charge offer, 20 rate got a change, and 21 rate obtained a forceful give. Additionally, 3% of respondents referred to the current certificate.



Graph 4.8. Nine shows the absolute best media can reason Item Pull



Interpretation: Out of the aforementioned 100 respondents, 32 percent mentioned social media, 25 percent mentioned digital media, 37 percent mentioned digital media, and 6 percent mentioned banners.

CONCLUSION

The gender at reasoned that there were not many pariahs, and that the range of people utilizing gas transformed into extremely low contrasted with these days. In fresh out of the box new ultramodern culture, one and all longings to look for a vehicle. Many people will become famous and maintain their way of life at some point. A large number of the most extreme significant media exposure devices include publicizing, special substances, individual promoting, pay advancement, and on-line showcasing. TV advertising and advancements are the most basic promoting media, went with through magazines, papers, bulletins, and broadcasting. Advancing the selection of famous people as token envoys for items that clients can review might be a totally strong strategy. Toyota Engines must be mindful of its opposition as a piece of its finishing technique, which likewise desires to keep up with the best wonderful of supplier and product in the Indian commercial center. As of now, Toyota Engines stood up to rivalry.

REFERENCES

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

6. 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.
7. 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).
8. 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),
9. 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>.
10. 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>
11. 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>.
12. 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.
13. 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.
14. 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.
15. 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.
16. 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.
17. Haralayya, D. B., & Kukkala, N. C. (2025). Digital Leadership in the Era of AI: Transforming Workforce Productivity and Innovation. Available at SSRN 5252706.
18. 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.

19. 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).
20. 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.
21. 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.
22. 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>.
23. 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>
24. 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>
25. 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>
26. 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>.
27. 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>
28. 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>
29. 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>
30. 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>
31. 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>
32. 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/17027972.pdf>
33. 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>
34. 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>
35. 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>
36. 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>
 37. 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>
 38. Haralayya, Dr. Bhadrappa, Multi-Inter-Trans Disciplinary Research Towards Management and Commerce (July 25, 2016). Available at SSRN: <https://ssrn.com/abstract=3847404>
 39. 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>
 40. 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>
 41. 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>
 42. 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>
 43. 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>
 44. 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>
 45. 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>
 46. 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>
 47. 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.
 48. 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.
 49. 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.
 50. 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://doi.org/10.1016/j.matpr.2021.11.121>.(<https://www.sciencedirect.com/science/article/pii/S2214785321071285>).
 51. Haralayya B, Jeelan BV, Vibhute NS. Capital Structure and Factors Affecting Capital Structure. J Adv Res Eco Busi Mgmt 2021; 4(2): 4-35.
 52. 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



53. 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
54. 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.
55. 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.
56. 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.
57. Jeelan BV, Haralayya B, Vibhute NS. A Comparative Study on Selected Foreign Currencies. *J Adv Res Eco Busi Mgmt* 2021; 4(2): 45-5
58. 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
59. Bhadrappa Haralayya . "Consumer Buying Behavior at Kailash Motors Bidar" *Iconic Research And Engineering Journals* Volume 5 Issue 9 2022 Page 128-137
60. Bhadrappa Haralayya . "Credit Risk of Canara Bank Bidar" *Iconic Research And Engineering Journals* Volume 5 Issue 9 2022 Page 138-149
61. 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
62. Bhadrappa Haralayya . "Employee Engagement at Kharanja Industry Pvt Ltd Humanbad" *Iconic Research And Engineering Journals* Volume 5 Issue 9 2022 Page 160-170
63. Bhadrappa Haralayya . "Employee Performance Appraisal at Sri Veerabhadreshwar Motors Bidar" *Iconic Research And Engineering Journals* Volume 5 Issue 9 2022 Page 171-183
64. Bhadrappa Haralayya . "Employees Training and Development at Mgssk Ltd Bhalki" *Iconic Research And Engineering Journals* Volume 5 Issue 9 2022 Page 184-196
65. 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
66. 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
67. Bhadrappa Haralayya . "Sales Promotion at Keshva Enterprise Bidar" *Iconic Research And Engineering Journals* Volume 5 Issue 9 2022 Page 223-232
68. 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
69. 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
70. Bhadrappa Haralayya . "Cost Analysis at MGSSK Bhalki" *Iconic Research And Engineering Journals* Volume 5 Issue 9 2022 Page 252-258
71. Bhadrappa Haralayya . "Employee Compensation Management at Vani Organic Pvt Ltd Bidar" *Iconic Research And Engineering Journals* Volume 5 Issue 9 2022 Page 259-266
72. Bhadrappa Haralayya . "Employees Performance Appraisal of Chettinad Cement Gulbarga" *Iconic Research And Engineering Journals* Volume 5 Issue 9 2022 Page 267-277
73. Bhadrappa Haralayya . "Ratio Analysis in Muthoot Finance Ltd Aurad" *Iconic Research And Engineering Journals* Volume 5 Issue 9 2022 Page 278-284
74. Bhadrappa Haralayya . "Study on Promotion Mix Strategy Towards Big Bazaar Bidar" *Iconic Research And Engineering Journals* Volume 5 Issue 9 2022 Page 285-291
75. 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
76. Bhadrappa Haralayya . "Working Capital Management in Hyundai Showroom Bidar" *Iconic Research And Engineering Journals* Volume 5 Issue 9 2022 Page 299-308



77. Bhadrappa Haralayya "Study on Performance Evaluation of Mutual Funds" Iconic Research And Engineering Journals Volume 5 Issue 10 2022 Page 29-36
78. 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
79. 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
80. 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
81. 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.
82. 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.
83. 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.
84. Haralayya Bhadrappa, "Financial Management" KD Publication ,2022
85. 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.
86. 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.
87. 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/ICKECS56523.2022.10060037.
88. 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/ICKECS56523.2022.10060807.
89. 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/ICKECS56523.2022.10060655.
90. 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/ICKECS56523.2022.10060773.
91. 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/ICKECS56523.2022.10060857.
92. Haralayya, B. 5. The Impact of AI on Consumerism.
93. 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



94. 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.
95. 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.
96. 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.
97. 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
98. HARALAYYA, B., & AITHAL, P. S. (2022). BANKS AND FINANCIAL INSTITUTION.
99. Dr. Santosh Jagtap Dr. Rashmi B H, Dr. Raghavendra Kulkarni ,Dr Bhadrappa Haralayya, (2023). MACHINE LEARNING BASED FINANCIAL MANAGEMENT.
100. 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.
101. 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.
102. 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
103. 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
104. Dr. Bhadrappa Haralayya ; Dr. Mamta Mallikarjun . "Review on Consumer Buying Behavior" Iconic Research And Engineering Journals Volume 6 Issue 10 2023 Page 104-111
105. Dr. Bhadrappa Haralayya . "Review on Cost Management" Iconic Research And Engineering Journals Volume 6 Issue 10 2023 Page 112-121
106. Dr. Bhadrappa Haralayya . "Review on Credit Risk" Iconic Research And Engineering Journals Volume 6 Issue 10 2023 Page 122-134
107. Dr. Bhadrappa Haralayya ; Dr. Mamta Mallikarjun . "Review on Employees Job Satisfaction" Iconic Research And Engineering Journals Volume 6 Issue 10 2023 Page 135-143
108. Dr. Bhadrappa Haralayya . "Review on Employees Training and Development" Iconic Research And Engineering Journals Volume 6 Issue 10 2023 Page 144-151
109. Dr. Bhadrappa Haralayya ; Dr. Mamta Mallikarjun . "Review on Promotion Mix Strategy" Iconic Research And Engineering Journals Volume 6 Issue 10 2023 Page 152-161
110. 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
111. Dr. Bhadrappa Haralayya . "Review on Ratio Analysis" Iconic Research And Engineering Journals Volume 6 Issue 10 2023 Page 172-181
112. Rohit Kumar Dr Manish Kumar Jaisal,Raman R Tirpude,Dr Bhadrappa Haralayya,Dr. Priyanka



- Agarwal, Dr. Shweta Rani "ENVIRONMENT AND SUSTAINABLE DEVELOPMENT A THEORETICAL FRAMEWORK" European Chemical Bulletin, Volume 12, Issue 5, 2023, Pages 362-372
113. 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.
114. 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.
115. 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.
116. 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.
117. 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
118. 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
119. Haralayya, Bhadrappa. "A Study on Duration Gap Method and Interest Rate Risk Management." *Journal of Survey in Fisheries Sciences* 10.1S (2023): 5674-5685.
120. Dr Bhadrappa Haralayya A Study On Liquidity Risk Management European Chemical Bulletin, Volume 12, Issue 4, Pages 6114-6125
121. 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>
122. 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-gwilr.org/wp-content/uploads/2021/06/Bhadrappa-Haralayya.pdf>
123. 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>
124. 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-gwilr.org/wp-content/uploads/2021/06/Bhadrappa-Haralayya-1.pdf>
125. 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>
126. 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>

127. 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>
128. 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>.
129. 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
130. 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>
131. 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>
132. 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
133. 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>.
134. 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>
135. 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/o71lh776opeypauvzucp9esntjw9zf>
136. 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
137. BHADRAPPA HARALAYYA, P.S.AITHAL , ANALYSIS OF TOTAL FACTOR PRODUCTIVITY AND PROFITABILITY MATRIX OF BANKS BY HMTFP AND FPTFP, Science, Technology and Development Journal, Volume 10, Issue 6, June-2021, Page no: 190-203, Available at: <http://journalstd.com/gallery/23-june2021.pdf>
138. 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>
139. 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>

140. Haralayya B. Importance of CRM in Banking and Financial Sectors Journal of Advanced Research in Quality Control and Management 2021, 6(1): 8-9
141. 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
142. 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.
143. 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
144. 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
145. 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>
146. 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>
147. 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>
148. 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.
149. . 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.
150. 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
151. 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.
152. 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).
153. 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.
154. 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.
155. 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.



156. 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.
157. 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.
158. 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.
159. 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.
160. 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.
161. Garg, S., Haralayya, B., Maguluri, L. P., Szeberényi, A., & Sameen, A. Z. THE IMPACT OF ARTIFICIAL INTELLIGENCE ON MANAGEMENT PRODUCTIVITY AND EFFICIENCY.
162. 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.
163. 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.
164. 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.
165. 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.
166. Haralayya, B. (2024). Fintech Disruption: Evaluating The Implications For Traditional Financial Institutions And Regulatory Frameworks. *Educational Administration: Theory And Practice*, 30(5), 6783-6792.