**REVIEW ON CUSTOMER EXPECTATION AND SATISFACTION**

**BHADRAPPA HARALAYYA**

PROFESSOR AND HOD

DEPARTMENT OF MBA

LINGARAJ APPA ENGINEERING COLLEGE BIDAR-585403

[bhadrappabhavimani@gmail.com](about:blank)

Orcid id-0000-0003-3214-7261

**ABSTRACT**

The principal driver of elevating is to fulfill a great deal the necessities and objectives of the point clients. Buyer direct alludes back to the development towards a side interest or affiliation despite the impact of various outcomes to choose to search for organizations and things inside the business community. Fields client lead analyze associations and associations of each and every person to choose, buy, use and discard things, commitments, contemplations or experience to fulfill the longings and needs to see and get purchaser direct fate never.The specific impressive clarification of publicizing is to fulfill and satisfy the longings and objectives of thegoal clients. Buyer complete implies the interest towards a hobby or office similarly as the effect of various impacts to decide to look for associations and things inside the business center. The area of purchaser direct examination the selections of individuals, organizations, and affiliations. Purchasing, the usage of and dispensing with an assistance thing, thought or revel in to fulfill their desires and expecting to catch client do and learning clients has recommends, structure or structure previously been less bewildered.

1. **INTRODUCTION**

The specific wealth of things and provider stock in the US of America makes our economy good. Person lead eventually of searching for is clled purchaser direct. Clients say one, in any case not another choice. She handles an effect that changes her mind while looking for a seriously prolonged stretch of time completing whether to shop or go through or cash. The computerized book includes the underlying business exertion environment of heading before turmoil and promising commitments try earlier in a development of huge business contention seeing that clients are ruler inside the market and achievement depends eagerly at the showing of bosses to share things or associations to enlarge a social ethic, and carrier best liability should be given to get better ally direct to look at the few factors that influence purchaser buying decisions right away or by implication.

1. **LITERATURE REVIEW WITH RESEARCH GAP**

HOWARD AND SHETH (1968) :has explained what purchaser buying styles are meant for through standards from outside and inside, he says that the customer mind is a discovery that can create the prompting thing of that perspective can create a state in the mind that can be capable or wasteful, thusly the purchaser can in like manner agree or excuse this structure as an arrangement of impelling reaction.

CHRISTOPHER (1989) :Reading up the purchasing affinities for clients to make considerations of any save thing reach and office method for managing suit client necessities, he acknowledges that ally exercises are whimsical and continually changing over all the while as expecting to perceive how people or affiliations make the assurance to waste available focal points for usage - related contraptions.

MICHAEL R SOLOMON (2001) :Buyer lead commonly analyzes the game plan of a set picking or buying/taking out an item, organization, thought or appreciate to delight their need and would like.

SOLOMON Notwithstanding STUART (2000) :Inside the current conditions, most outrageous shopper equipment retailers will in general collect more real factors about client motivation parts and precisely what effects buying exercises.

HANSEN (2005) :This particular miracle licenses purchasers to pick uncommon extraordinary and style of item while sorting out what to obtain and many feel that it tends to be extraordinarily outrageous for clients to overview the arrangement of various areas of top step I around each other roughly prerequisites or goal to apply the article.

DAWR AND PAKER (1994) :described that prompts help clients with concluding item top of the reach while there could turn into a need to diminish gained peril and keeping in mind that client consideration is less charming clients use clean diligence techniques or thoughts to decide object first rate or standard execution that changes from business lead or client assessment and explained dependent for the most part upon a data sorting out perspective.

RACHLIN (1994) : Expressing that psyche and improvements are the same and a chain or trial of perform as opposed to single movement, which suggests close to home miracles alongside intentional points of view similarly as distress are totally described as lengthy - time frame styles of lead.

BURP AND Burp (1985) : Customer direct is certainly an association and interest embrancedthrough local area while attempting to choose to purchase the utilization of assessment and evacuation of things and organizations to resolve their issues and needs.

ENGEL KOLLAT AND BLACKWELL (1970) :portraying purchaser moves as character continues on the double connected with getting and the use of money related work and items incorporates prior assurance frameworks and describing those exercises that clients prudently make a point to wrap lesser perceived in any case crucial systems that underline and go with use.

HOYER MACINNIS (2008) : The show of purchasers mirror the full affirmation of the client's choice about he purchase and air of the help that are gifted through people and insights dynamic gadget (human)(additional time).

WILLIAM L WILLKIE (1986) :Routine internet games go about as clients who choose to buy and endlessly use the thing and the yearning that set off him to wrap sports recalled intellectual and enthusiastic techniques for extension to the significant demo.

1. **CONCLUSION**

I have gotten both positive and horrible reactions from The respondents I have met 50 Clients from better places and obliged Customer satisfaction and expectation and discoveries were edified to me the task work has Aided in examining and understanding the reasonable items of association The investigation of customer purchasing conduct towards on products the information was gathered from different sources and pertinent collaboration with the concerned individual the need was recognized in the discoveries and appropriate ideas were advanced in the of ideas.

**REFERENCES**

1. 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](about:blank)
2. 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
3. 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

1. 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](about:blank)) ,Volume: 2, Issue: 5, May 2021, Page No : 184-194.Available at : [http://irjhis.com/paper/IRJHIS2105025.pdf](about:blank)
2. 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](about:blank)
3. 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](about:blank)
4. 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](about:blank).
5. 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](about:blank)
6. 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.ijsdr.org), Vol.6, Issue 6, June-2021, page no.1 - 6, , Available :[http://www.ijsdr.org/papers/IJSDR2106001.pdf](about:blank)
7. 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](about:blank)
8. 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
9. BHADRAPPA HARALAYYA , STUDY OF BANKING SERVICES PROVIDED BY BANKS IN INDIA, International Research Journal of Humanities and Interdisciplinary Studies ([www.irjhis.com](about:blank)), Volume: 2, Issue: 6, Year: June 2021,Page No : 06-12, Available at : [http://irjhis.com/paper/IRJHIS2106002.pdf](about:blank).
10. 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](about:blank)
11. 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/o71lh776opeypauvzucp9esntjwur9zf](about:blank)
12. 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](about:blank)
13. BHADRAPPA HARALAYYA, P.S.AITHAL , ANALYSIS OF TOTAL FACTOR PRODUCTIVITYAND 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](about:blank)
14. 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](about:blank)
15. 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](about:blank)
16. Haralayya B. Importance of CRM in Banking and Financial Sectors Journal of Advanced Research in Quality Control and Management  2021, 6(1): 8-9
17. 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
18. 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.
19. 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
20. 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
21. 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
22. 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](about:blank)
23. 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](about:blank)
24. 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](about:blank).
25. 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](about:blank) or [http://dx.doi.org/10.2139/ssrn.3844432](about:blank)
26. Haralayya, Dr. Bhadrappa, Study on Performance of Foreign Banks in India (APRIL 2, 2016). Available at SSRN: [https://ssrn.com/abstract=3844403](about:blank) or [http://dx.doi.org/10.2139/ssrn.3844403](about:blank)
27. Haralayya, Dr. Bhadrappa, E-Finance and the Financial Services Industry (MARCH 28, 2014). Available at SSRN: [https://ssrn.com/abstract=3844405](about:blank) or [http://dx.doi.org/10.2139/ssrn.3844405](about:blank)
28. Haralayya, Dr. Bhadrappa, E-payment - An Overview (MARCH 28, 2014). Available at SSRN: [https://ssrn.com/abstract=3844409](about:blank) or [http://dx.doi.org/10.2139/ssrn.3844409](about:blank) .
29. 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](about:blank)
30. 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](about:blank)
31. 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](about:blank)
32. Bhadrappa Haralayya . "Employee Job Satisfaction at Big Bazaar" Iconic Research And Engineering Journals, Volume 4, Issue 12, June 2021, Page 197-206 Available at: 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](about:blank)
33. 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](about:blank)
34. 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:
35. 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](about:blank)
36. 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](about:blank)
37. 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](about:blank)
38. Haralayya, Dr. Bhadrappa, Top 10 Ways to Improve the Communication Skills (JUNE 20, 2016). Available at SSRN: [https://ssrn.com/abstract=3844410](about:blank) or [http://dx.doi.org/10.2139/ssrn.3844410](about:blank)
39. Haralayya, Dr. Bhadrappa, Multi-Inter-Trans Disciplinary Research Towards Management and Commerce (July 25, 2016). Available at SSRN: [https://ssrn.com/abstract=3847404](about:blank)
40. 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
41. 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](about:blank)
42. 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](about:blank)
43. 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](about:blank)
44. 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](about:blank)
45. 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:
46. 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](about:blank)
47. 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](about:blank)
48. 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.
49. 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.
50. 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.
51. 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).
52. Haralayya B, Jeelan BV, Vibhute NS. Capital Structure and Factors Affecting Capital Structure. J Adv Res Eco Busi Mgmt 2021; 4(2): 4-35.
53. 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
54. 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
55. 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.
56. 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.
57. 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.
58. Jeelan BV, Haralayya B, Vibhute NS. A Comparative Study on Selected Foreign Currencies. J Adv Res Eco Busi Mgmt 2021; 4(2): 45-5
59. 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
60. Bhadrappa Haralayya . "Consumer Buying Behavior at Kailash Motors Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 128-137
61. Bhadrappa Haralayya . "Credit Risk of Canara Bank Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 138-149
62. 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
63. Bhadrappa Haralayya . "Employee Engagement at Kharanja Industry Pvt Ltd Humanbad" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 160-170
64. Bhadrappa Haralayya . "Employee Performance Appraisal at Sri Veerabhadreshwar Motors Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 171-183
65. Bhadrappa Haralayya . "Employees Traning and Development at Mgssk Ltd Bhalki" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 184-196
66. 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
67. 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
68. Bhadrappa Haralayya . "Sales Promotion at Keshva Enterprise Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 223-232
69. 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
70. 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
71. Bhadrappa Haralayya . "Cost Analysis at MGSSK Bhalki" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 252-258
72. Bhadrappa Haralayya . "Employee Compensation Management at Vani Organic Pvt Ltd Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 259-266
73. Bhadrappa Haralayya . "Employees Performance Appraisal of Chettinad Cement Gulbarga" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 267-277
74. Bhadrappa Haralayya . "Ratio Analysis in Muthoot Finance Ltd Aurad" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 278-284
75. Bhadrappa Haralayya . "Study on Promotion Mix Strategy Towards Big Bazaar Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 285-291
76. 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
77. Bhadrappa Haralayya . "Working Capital Management in Hyundai Showroom Bidar" Iconic Research And Engineering Journals Volume 5 Issue 9 2022 Page 299-308
78. Bhadrappa Haralayya "Study on Performance Evaluation of Mutual Funds" Iconic Research And Engineering Journals Volume 5 Issue 10 2022 Page 29-36
79. 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
80. 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
81. 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
82. 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.
83. 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.
84. 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.
85. Haralayya Bhadrappa, “Financial Management” KD Publication ,2022
86. 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.
87. 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.
88. 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.
89. 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.
90. 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.
91. 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.
92. 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.
93. Haralayya, B. 5. The Impact of AI on Consumerism.
94. 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
95. 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
96. 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
97. Dr. Bhadrappa Haralayya ; Dr. Mamta Mallikarjun . "Review on Consumer Buying Behavior" Iconic Research And Engineering Journals Volume 6 Issue 10 2023 Page 104-111
98. Dr. Bhadrappa Haralayya . "Review on Cost Management" Iconic Research And Engineering Journals Volume 6 Issue 10 2023 Page 112-121
99. Dr. Bhadrappa Haralayya . "Review on Credit Risk" Iconic Research And Engineering Journals Volume 6 Issue 10 2023 Page 122-134
100. Dr. Bhadrappa Haralayya ; Dr. Mamta Mallikarjun . "Review on Employees Job Satisfaction" Iconic Research And Engineering Journals Volume 6 Issue 10 2023 Page 135-143
101. Dr. Bhadrappa Haralayya . "Review on Employees Training and Development" Iconic Research And Engineering Journals Volume 6 Issue 10 2023 Page 144-151
102. Dr. Bhadrappa Haralayya ; Dr. Mamta Mallikarjun . "Review on Promotion Mix Strategy" Iconic Research And Engineering Journals Volume 6 Issue 10 2023 Page 152-161
103. 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
104. Dr. Bhadrappa Haralayya . "Review on Ratio Analysis" Iconic Research And Engineering Journals Volume 6 Issue 10 2023 Page 172-181
105. 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.
106. 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).
107. 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.
108. 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.
109. 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.
110. 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.
111. 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.
112. 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.
113. 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.
114. 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.
115. Garg, S., Haralayya, B., Maguluri, L. P., Szeberényi, A., & Sameen, A. Z. THE IMPACT OF ARTIFICIAL INTELLIGENCE ON MANAGEMENT PRODUCTIVITY AND EFFICIENCY.
116. 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.
117. 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.
118. 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.
119. 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.
120. Haralayya, B. (2024). Fintech Disruption: Evaluating The Implications For Traditional Financial Institutions And Regulatory Frameworks. Educational Administration: Theory And Practice, 30(5), 6783-6792.
121. 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.
122. Sirisha, M. G. (2024). Project Management Methodologies: A Comparative Analysis of Agile and Waterfall Approaches. Library Progress International, 44(3), 17237-17246.
123. 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.
124. 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.
125. 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.
126. 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.
127. Rani, B., Praveen, R. V. S., Alex, S., Mohiuddin, M. Q., HARALAYYA, B., & Chinthamu, N. (2024). 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.
128. 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),