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List of Publications:

Journals:

1. Krishna Kishore SV, "Technological Change Acceptance in Organizations" Southern Economist, Vol 49, Iss 10, Page No 477-449, September 15, 2010, ISSN No 0038-4046.
2. Krishna Kishore SV, "Cloud Computing: An Economic Development Perspective" Southern Economist, Vol 49, Iss 24, Page 31-34, April 15, 2011, ISSN No 0038-4046.
3. Krishna Kishore SV, "Branding of B Schools in the Era of Hambridge" International Journal of Management and IT, Vol 9, Iss 3, Sep-Dec 2011, ISSN No. 0974-7869.
4. Krishna Kishore SV, "Green Home Designs - A Discussion and Agenda for Future Research", RVIM Journal of Management, March-April 2012, ISSN No: 0975-3435.
5. Krishna Kishore SV, "Empirical Investigation on consumer perception towards Private label brands in Food Retailing", Asia-Pacific Journal of Management, July Issue 2012, ISSN No: 0976-7193.
6. Krishna Kishore SV, " Exploring Rural Household's Adoption of SSTs (Self Service Technologies) with Special Reference to ATMs in Banking Industry", VBR (Vishwakarma Business Review), Vol 2, Iss 2, July 2012, ISSN: 2229 – 6514, Online: 2230 – 8237.
7. Krishna Kishore SV, "Exploring Branchless Banking Alternatives in Rural Areas as a Part of Financial Inclusion", Samskriti, July-August Vol 6 Iss 2, 2012, ISSN No: 0976-304X.
8. Krishna Kishore SV "Driving the Balanced Regional Development Through a Meaningful Infusion of Technology in Rural Areas: An Innovation and Entrepreneurial Perspective" Pezottite Journals, Jammu & Kashmir, Vol 2, Iss 1, January-March 2013, ISSN No: 2279-0934 (p), 2279-0942 (o).

9. Krishna Kishore SV “An Empirical on Consumer Adoption of Mobile Payments in Bangalore City – A Case Study”, Journal of Arts Science and Commerce, Vol 4, Iss 1, January 2013, ISSN No: 2231-4172, 2229-4686.
10. Krishna Kishore SV “A Study on Adoption of Cloud Computing Service at Bangalore City”, International Journal of Multidisciplinary Management Studies, Vol 3, Iss 12, December 2013, ISSN 2249-8834.
11. Krishna Kishore SV, “Private Label Brands in Retailing” Edited Book by Excel publishers, Kuvempu University, Shimoga Conference Proceedings, Dec 2011, ISBN No: 938136119-3.
12. Krishna Kishore SV, “Exploring Opportunities and Challenges in Service Sector”, Edited Book by Excel Publishers, MSRIT, Bangalore, Feb 2011, ISBN No: 978-81-7446-952-6.
13. Krishna Kishore SV, “Role of Government and Indian Corporate in Securing their Interests in a Crisis Riddles Global Economy”, Edited book by, RRCE, Bangalore, March 15-16th 2012 ISBN No 967-72-6843-932-7.
14. Krishna Kishore SV, “Empowering Rural People with Entrepreneurship– An Effective Implementation Strategy” Edited book by, Tumkur University, Tumkur, May 5th 2012 ISBN No 986-76-8696-944-5.
15. Krishna Kishore SV, “Social Capital and Financial Inclusion through Banking technology Education as a Silver Lining to Quell Social Exclusion”, Niruta Publications, Bangalore, 2012 1st Edition, ISBN No 978-81-923424-5-0.
16. Krishna Kishore SV, “Self-Service Technologies – A Silver Lining for Financial Inclusion”, Published in Edited Book by Excel India Publishers, 2013, ISBN No 978-93-82880-22-6.
17. Krishna Kishore SV, “Rural women Entrepreneurship A Holistic Economic Development Perspective”, ICSSR Sponsored Davangere University conference proceeding on Rural women Entrepreneurship in India. ISBN No 978-81-918540.
18. Krishna Kishore SV, “An Empirical Observation of Age Factor’s Moderating Role on Mobile Banking Adoption in Rural Karnataka”, International Journal of Marketing, Financial Services & Management Research, Vol 3, Iss 9, 2014, ISSN 2277-3622 (Indexed in Proquest & EBSCO).
19. Krishna Kishore SV, “Cracking the Neural Code of Rural People Regarding Mobile Phone Usage Patterns in Karnataka – A Case Study of Hassan District”, International Journal of Research in Commerce, IT and Management”, Vol 5, Iss 5, 2015, ISSN 2231-5756.

20. Krishna Kishore SV, "An Empirical Investigation on Mobile Banking Service Adoption in Rural Karnataka", Vol 6, Iss 1, 2016, ISSN: 2158-2440.

Conferences:

1. Krishna Kishore "Purchase Decision Making in Rural India" Presented at International Conference at IFIM B-School, Electronic city, NAT-CON, Bangalore, Karnataka, 2008
2. Krishna Kishore "Retail Store Atmospherics" Presented at AICTE Sponsored National conference at Dayanand Sagar Institutions, NAT-CON, Bangalore, Karnataka, 2009.
3. Krishna Kishore "Recession Impact on Consumer Brand Preference by Brand Resonance Model" RV institute of management, NAT-CON Bangalore, Karnataka 2009.
4. Krishna Kishore, "A Paper on Texting Behavior of Young People" PESIT, NAT-CON, Bangalore, Karnataka, 2010
5. Krishna Kishore "Creativity in pedagogy" SJRC Seminar Sponsored by UGC, NAT-CON, Bangalore, Karnataka, 2011.
6. Krishna Kishore, "Private Label Brands in Retailing", Kuvempu University, NAT-CON, Shimoga, Karnataka, 2011.
7. Krishna Kishore, "Optimum Utilization of Technology in Management Education with Correct Implementation Strategies", KSOU, Manasa Gangothri, NAT-CON, Mysore, Karnataka 2011.
8. Krishna Kishore, "Exploring Opportunities and Challenges in Service Sector", MSRIT, NAT-CON, Bangalore, Karnataka 2011
9. Krishna Kishore, "Rural Household Adoption of SSTs (Self-Service Technologies) - An Economic Development Perspective" Manipal Institute of Management, NAT-CON, Manipal, Karnataka, 2012.
10. Krishna Kishore, "Small/ Compact Cars in Automobile Industry – A Growth opportunity in Emerging Asia", Hotel Grand Oriental, INT-CON, Colombo, Sri Lanka, 2012.
11. Paper Titled, "Exploring the Limits of Social Entrepreneurship – A Conceptual Paper", UGC sponsored Conference on Social Entrepreneurship for sustainable Development in Emerging Economies" MLA college, NAT-CON Bangalore, Karnataka, 2012.

12. Krishna Kishore, "Brand Mysticism", Seshadripuram Academy of Business Studies, Conference on Contemporary Issues in Business and Management Challenges and Opportunities, NAT-CON, Bangalore, Karnataka, 2013.
13. Krishna Kishore, "Self Service Technologies – A Silver Lining for Financial Inclusion" Sambhram School of Management, NABARD Sponsored Conference on Inclusive Growth and Microfinance Access, NAT-CON, Bangalore, Karnataka, 2013.
14. Krishna Kishore, "Challenges and Issues for SMEs in India", ABBS, NAT-CON, Bangalore, Karnataka 2013.
15. Krishna Kishore, "In Pursuit of Genuine Spirit in Management Education – an Interview with Mr. Naushath Khan", MSRCASC Conference on Management Education at Cross Roads, NAT-CON, Bangalore, Karnataka, 2013.
16. Krishna Kishore "Rural women Entrepreneurship A Holistic Economic Development Perspective", Davanagere University, ICSSR Sponsored conference on Rural women Entrepreneurship in India. NAT-CON, Davanagere, Karnataka, ISBN No 978-81-918540.
17. Krishna Kishore "Role of Technology in Rural Banking", EBIFTE Conference, Department of Humanities Social Sciences and Management, NITK Surathkal, NAT-CON, Karnataka, 2015,.
18. Krishna Kishore, Sanjeev Padasheety "Benefits and challenges in adoption of big data analytics", International conference on marketing technology and society, IIM K, Kozhikode, INT-CON, Kerala, 2016.