

DEPARTMENT OF MBA

SL. No.	Title of article	Authors	Journal & Publisher	Year of publication
1	A Study on Brand Loyalty for Cosmetic Products among Female Customers in Belagavi City'	Varun Jewargi ^{1*} , Veerendrakumar M Narasalagi ² and Ummi Nalemah Saraih ³	International Journal of Business and Technopreneurship	2022
2	The Influence of E-shopping and Brand Loyalty on purchase Intention of Skincare Products: A Case Study in North Karnataka Region during COVID-19.	Varun Jewargi, Veerendrakumar Narasalagi, Shivashankar K, P.M. Kulkarni, Veena Angadi	Manthan, Journal Press India	2023