



ISSN: 0975-833X

Available online at <http://www.journalcra.com>

INTERNATIONAL JOURNAL
OF CURRENT RESEARCH

International Journal of Current Research
Vol. 13, Issue, 11, pp.19655-19659, November, 2021

DOI: <https://doi.org/10.24941/ijcr.42532.11.2021>

RESEARCH ARTICLE

IMPACT OF TAXI AGGREGATORS USAGE CONSUMER BEHAVIOUR ON THE SALES OF VEHICLES IN KARNATAKA

¹Kunaal Vinoth Kumar, ²Vibhav Shetty, ³Garikipati Thoshini, ⁴Dr. Abhishek Venkateshwar and ⁵Rahil Jain

^{1,2,3,5}Student, BBA Entrepreneurship, World of Work-JAIN (deemed-to-be)University-Center for Management studies, Karnataka

⁴Asst Professor, Course Facilitator, JAIN (Deemed-to-be) University- Center for Management studies, Karnataka

ARTICLE INFO

Article History:

Received 25th August, 2021

Received in revised form

19th September, 2021

Accepted 24th October, 2021

Published online 26th November, 2021

Keywords:

Vehicle Buying Consumer Behaviour, Environmental Concern, Shared Mobility, Taxi Aggregator, Utility Value.

*Corresponding author:

Dr. Narahari Venkata Susmitha

ABSTRACT

The study focusses on the influence ride hailing services have on the customers vehicle buying consumer behaviour. It also discusses the possible factors on which the customers preference of either is based on. These factors, taken based on the prior study, are the traffic situation, the traveling distance, costs involved for travel, convenience, availability of the alternatives, safety and self-efficacy. The study had 258 respondents who have used the ride hailing services before. The results suggest that shared mobility offered by taxi aggregators does affect the vehicle buying consumer behaviour up to a certain extent. Further it is also found that traffic, convenience, availability of alternatives, safety as well as self-efficacy play a crucial role in the value that the consumer attaches to shared mobility.

Copyright © 2021. Kunaal Vinoth Kumar et al. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Citation: Kunaal Vinoth Kumar, Vibhav Shetty, Garikipati Thoshini, Dr. Abhishek Venkateshwar and Rahil Jain. "Impact of Taxi Aggregators Usage Consumer behaviour on the Sales of vehicles in Karnataka", 2021. International Journal of Current Research, 13, (11), 19655-19659.

INTRODUCTION

The vehicle sector has faced tremendous growth over the century. And in a bid to make vehicle rides more affordable, the 'Taxi Market' was introduced. Over the years, due to increase in use of mobile phones and internet, the way communication and businesses carried out in Karnataka, has changed (Karunakar, 2016). This paved the way for 'Taxi Aggregator Services' industry. The business model of taxicab aggregator by Ola, Uber etc are scaling fast. (cf. Amit Jain, Partner, 2015). Taxi aggregators generate revenue by working as a demand and supply mechanism. It has a two-sided platform usually a mobile app for both drivers and consumers. After China and North America, Karnataka is the third largest market for taxi aggregators. The worth of this taxi market is \$6.4 billion in 2016 and it is growing at a rate of 13.7% CAGR during 2017- 2022 (Techsciresearch, 2017). They offer hassle-free driving, no bargaining, GPS tracker, multiple payment options, Air Conditioning, rating system, car-pooling, facility to cancel rides, customer service, convenient and user-friendly booking apps, etc., which increases the level of customer satisfaction, customer authority and customer base.

Taxi market share is around 15% to 17% of PV market. The sale of vehicle s has dropped 14% in 2018 and 13.8% in 2019 (Techsciresearch, 2017) but at the same time the taxi aggregator market is found to be growing. There could be a relationship between the growing taxi aggregator industry and reducing sale of vehicle s and this possibility inspired this research. Shared mobility maximises the utilization of the resource for mobility by disconnecting the usage from ownership. Shifts in demographics, cultural differences, new social perspectives on the purchase and control of products and services has made customer to the purchase and maintenance of a vehicle and use shared transportation services according to their utility and preference. Karnataka is transforming from vehicle ownership to vehicle usership. Karnataka is expected to increase the passenger per kilometre from 1400 billion to 14 times its value by 2040 (Techsciresearch, 2017). This paper addresses the question 'What makes people to choose shared mobility than owning an vehicle '. In this paper, factors affecting the consumers in metropolitan cities to choose Shared mobility were identified. Then, the effects of shared mobility on customer's Vehicle buying consumer behaviour is presented and analysed.

LITERATURE REVIEW

Traffic: Every ride sharing vehicle eliminates between 9 and 13 other vehicles from the road, including all cars which are taken off the road and not bought (NITI Ayog, 2018). People prefer to use shared mobility in traffic areas to save costs on fuel, avoid the tension of driving and to save time for other purposes. These reasons make people choose taxi aggregators over their own vehicles in metropolitan cities.

H1: *The perceived traffic conditions has a significant impact on shared mobility usage*

Distance: In metropolitan cities, parking and long-distance travel are huge challenges. Short-distance trips mostly do not happen in the morning or evening rush hours. (Dong, 2018) Commuters use long-distance trips with flexible timings to reach their destination. Depending on the purpose of travel, the choice of travel may differ. Short distance trips are done using shared mobility because of the less fare, easy pick-up and drop options and less hassle. Long-distance single side trips are easier with shared mobility as they don't have to search for parking spaces and there is no driving tiredness.

H2: *The distance to be travelled has a significant impact on shared mobility usage.*

Cost: Shared mobility reduces user's total time of travel or generalized 'cost', whereas the taxi drivers are trying to increase their benefits or revenue from operations. The variable is the generalized cost which the customers are paying to fulfil their transportation needs (Salanova et al., 2014). As the market is highly competitive, this variable acts as a crucial one in choosing a cab for transportation from a taxi aggregator company. A small difference in fare amount can lead to loss or gain of consumers.

H3: *Costs involved for the travel has a significant impact on shared mobility usage.*

Convenience: Users of taxi aggregators have comfort, convenience, safety as their main reasons for using taxi aggregators. (Devda et al., 2018). The familiarity with the ride sharing application, attitude, preferences also determine the convenience factor of the users. (Alemi et al., 2018) When people are convenient in using shared mobility services, there could postpone buying a vehicle. Here, the convenience variable is examined and people's preferences in metropolitan cities are valued to know the impact on shared mobility.

H4: *Perceived convenience has a significant impact on shared mobility usage*

Availability of alternatives: Metropolitan cities have other alternatives such as Metro Rail, Public Bus Services, Auto Services, etc. According to Taylor et al., (2015), business travellers use shared mobility services compared to other modes of transportation for their work purposes (Taylor et al., 2015). It provides supreme quality services at affordable, cheap prices than other modes of transportation. The commuters consider shared mobility as a complement to other modes of transportation. (Alemi, 2018) Majority of the shared mobility services are used whenever the public transportation was not available.

H5: *Availability of alternatives for the travel has a significant impact on shared mobility usage*

Safety: User's safety is one of the issues while travelling but this is mostly answered by the app-based services (Ilavarasan et al., 2018). It is found from the study of Ilavarasan et al. (2018) that as in the developing countries there is poor quality of public transport these ride hailing services are looked as the better alternatives by the commuters as they provide security, safety and convenience.

H6: *Safety has a significant impact on the shared mobility usage*

Self-efficacy: Self-efficacy is ones' individual ability and belief on performing a specific task (Bandura, 1982). As per Bandura (1982) self-efficacy of ride sharing applications is defined as the capability of an individual to implement the ride sharing through the mobile applications, adding to this the study of Zhu (2017) suggests that an individual have higher self-efficacy of ride sharing applications when he/she has the belief about their ability to understand how to use new technology. For the study it is important to know the relationship between the self-efficacy on the shared mobility services.

H7: *Self-Efficacy has a significant impact on the shared mobility usage*

Shared Mobility: Shared mobility has been emerged as a bridge to fill in the gap between the supply and demand of the transportation services (Cohen et al., 2014). According to Machado et al. (2018) shared mobility is an innovative segment of transportation service where multiple users share a single vehicle. According to the study of Martin et al. (2010) it is found that ride sharing services has significantly reduced the owning of vehicles, delayed purchasing of the new vehicles.

H8: *Shared Mobility has a significant impact on the vehicle buying consumer behaviour*

Mediating effect of Utility Value: As per the study of Tirachini (2019) most of the reasons that motivates the users to use ride hailing services are the costs involved for travelling, convenient payment modes, travelling time and being the best alternative for drunkards and others who cannot drive. All these create impact on the utility value for the users which in turn affects the shared mobility. So, in order to improve customer experience, businesses are collecting and providing data on urban mobility (Lerro, 2015) which provide utility in transportation mode. So, the below hypothesis is proposed.

H9: *Perceived utility value mediated the relationship between a) traffic, b) distance, c) cost, d) convenience, e) availability of alternatives, f) safety, g) self-efficacy and shared mobility.*

Moderating effect of Environmental Conditions: There is a significant link between the transportation services and the environmental conditions. Carpooling and sharing services could bring regulations in traffic congestion and etc more effectively by providing alternatives to driving in private cars (Skjelvik et al., 2017). There might be considerable environmental benefits if the industry grows into new markets (Martin et al. 2010). Individuals who are more prone to using the ride hailing services are those with strong pro-environmental attitude (Alemi et al.2018). But it may not be always true. Thus the following hypothesis is proposed.

H10: *Perceived environmental concern moderates the relationship between shared mobility and vehicle buying consumer behaviour.*

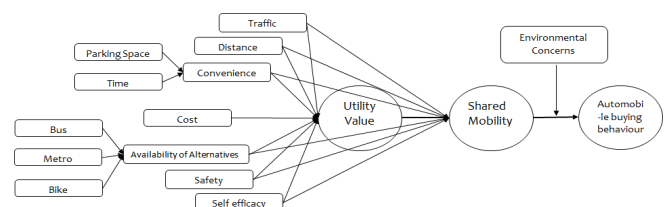


Fig. 1. Model Framework

RESEARCH METHODOLOGY

Measurement Technique: A measurement technique has been developed as part of the study. It is developed based on the literature review related to the sales of the vehicles and the effects of the taxi aggregators related.

The measurement technique that has been used for the study while collecting the responses is the five-point Likert Scale in which strongly disagree is given 5 points and strongly agree is given a point of 1. The questionnaire has been floated to 30 respondents initially who are using the services provided by the taxi aggregators in city of Vizag. Then it has been expanded by taking the responses from different respondents from various metropolitan cities in Karnataka.

Sampling and Data Collection: The people living in metropolitan cities and who are using or have used the services of taxi aggregators are the target population for the study which is an unknown number. The sample that has been used of this study are 200 people who are using or used the taxi aggregator services in 10 metropolitan cities say, Delhi, Bangalore, Chennai, Mumbai, Kolkata, Hyderabad, Visakhapatnam, Vijayawada, Pune, Coimbatore. By quota sampling method at least 20 responses have been collected from each city. The questions have been prepared consisting of 33 structured questionnaire (Appendix). The survey has been conducted through online by sending the questionnaire to the people through mails, LinkedIn and What's App. The total responses collected through the survey are 320 in which there are only 258 valid responses, and they have been used for further analysis. Table 1 below shows the demographic analysis of the responders of the survey from whom we collected the data.

Table 1. Demographic analysis of the respondents of the survey

Category	N	%
Gender		
Male	146	56.59%
Female	110	42.64%
Prefer not to say	2	0.78%
Age		
18-30 years	238	92.97%
31-45 years	10	3.91%
46-60 years	8	3.13%
Above 60	2	0.78%
Income		
less than 1,00,000	136	52.71%
1,00,000 to 3,00,000	30	27.78%
3,00,000 to 5,00,000	50	46.30%
5,00,000 to 7,00,000	22	20.37%
more than 7,00,000	20	18.52%
Occupation		
Unemployed	8	3.10%
Working professional	92	35.66%
Students	146	56.59%
Self-employed	12	4.65%

Instrument developed for the study: The instruments developed for the research work are taken from the previous studies which are related to this study. The questions prepared for the survey are prepared by making relevant modifications for the questionnaire from the related research works. The survey questionnaire mostly comprises of three sections- screening questions, demographic based questions and finally the questionnaire for measuring the constructs of the study. The questions for the constructs were taken from previous literature as follows 1. traffic: Gerte et al. (2018), 2. distance: Kaplan et al. (2013), 3. travel & self-efficacy: Alemi et al. (2018), 4. availability of alternatives: Pasaoglu et al. (2012), 5. Safety & environmental concerns: Sentamilselvan et al. (2018), Alemi et al. (2018) & Lavieri et al. (2017), 6.

The remaining factors are measured through general questions constructed based on the proposed study

RESULTS

Reliability and validity of the measurement model: The confirmatory factor analysis using AMOS was carried out to inspect the reliability and validity of the model developed on the hypothesis. The Cronbach alpha value for all the variables (listed in Table 2) was more than 0.7 confirming reliability (Hair et al., 2017). Further, the convergent validity was explored by first calculating factor loadings which was then used to calculate the average variance extracted (AVE) and the composite reliability (CR) scores for all variables (listed in table 2). And for all the variables, $AVE \geq 0.5$ and $CR \geq 0.7$ which confirms the convergent validity (Hair et al., 2017). The discriminant validity was also confirmed as the AVE value for each variable is greater than the corresponding correlation square coefficients (Fornell and Larcker, 1981) as shown in Table 3.

Table 2. Confirmatory factor analysis (CFA) of all the variables

Construct	AVE	CR	α
Traffic	0.518	0.844	0.749
Distance	0.653	0.889	0.724
Cost	0.604	0.890	0.804
Convenience	0.719	0.968	0.881
Availability of Alternatives	0.829	0.755	0.803
Safety	0.688	0.955	0.864
Self efficacy	0.500	0.800	0.705
Utility Value	0.648	0.922	0.763
Shared Mobility	0.526	0.867	0.716
Environmental Concerns	0.544	0.846	0.749
Automobile buying behaviour	0.777	0.982	0.868

Table 3. Discriminant analysis

Variables	Mean	SD	ABB	EC	UV	AA	SM	SE	SAF	CON	CST	D	T
Automobile Buying Behaviour	2.74	1.15	0.88										
Environment Concerns	3.45	0.86	0.18	0.74									
Utility Value	3.24	0.95	-0.04	0.29	0.80								
Availability of Alternatives	3.41	1.04	-0.02	0.03	0.16	1.35							
Shared Mobility	3.07	0.98	0.46	0.36	0.38	0.03	0.72						
Self Efficacy	3.87	0.54	-0.20	-0.08	0.06	-0.03	-0.16	0.67					
Safety	2.25	1.14	0.57	0.08	-0.07	-0.08	0.20	-0.13	0.83				
Convenience	3.19	1.54	0.33	0.22	0.17	0.09	0.35	-0.03	0.23	0.85			
Cost	2.75	1.17	0.27	0.16	-0.05	0.00	0.15	-0.26	0.45	0.04	0.78		
Distance	2.54	1.13	0.09	0.24	0.06	0.24	0.10	0.08	0.02	0.25	-0.19	0.81	
Traffic	3.39	1.16	0.12	0.24	0.39	0.04	0.40	-0.05	0.18	0.25	0.21	0.02	0.72

Hypothesis testing: For hypothesis testing, the covariance-based structural equation model (SEM) using AMOS 23 was carried out to analyze the direct effects hypothesis i.e. H1-H10 (tabulated in Table 4). Since variance inflation factor (VIF) ≤ 0.5 and tolerance values ≤ 0.2 for all constructs, there is no multicollinearity (Hair et al., 2017). The results from path analysis show that traffic ($\beta=0.327$, $p < 0.001$), convenience ($\beta=0.294$, $p < 0.001$), safety ($\beta=0.191$, $p < 0.01$) and self-efficacy ($\beta=0.575$, $p < 0.05$) had a significant direct effect on the shared mobility i.e. H1, H4, H6 and H7 have been accepted. The direct effect of the variables distance ($\beta = 0.021$, $p=0.935$), cost ($\beta = 0.052$, $p=0.454$) and availability of alternatives ($\beta = 0.006$, $p=0.906$) on shared mobility was insignificant ($p>0.05$) i.e. H3, H4 and H5 are rejected. It was also found that the shared mobility ($\beta = 0.564$, $p<0.001$) has a significant direct impact on the vehicle buying behavior confirming H10. The mediation effects of the utility value (H9) were examined through non-parametric bootstrapping method (5000 resamples and 95% confidence interval) (Preacher and Hayes, 2008) using PROCESS macro.

Table 4. Path analysis of Direct effects (Note: * $p < 0.001$; ** $p < 0.01$; * $p < 0.05$)**

			beta	S.E.	C.R.	P
shared mobility	<---	traffic	0.327	0.075	3.846	***
shared mobility	<---	distance	0.021	0.034	0.081	0.935
shared mobility	<---	cost	0.052	0.056	0.749	0.454
shared mobility	<---	convenience	0.294	0.04	3.826	***
shared mobility	<---	alternatives	0.006	0.056	0.118	0.906
shared mobility	<---	safety	0.191	0.05	2.595	0.009
shared mobility	<---	self-efficacy	-0.575	0.172	-2.006	0.045
utility value	<---	traffic	0.371	0.079	4.699	***
utility value	<---	distance	-0.004	0.043	-0.081	0.935
utility value	<---	cost	-0.057	0.052	-1.082	0.279
utility value	<---	convenience	0.037	0.034	1.1	0.272
utility value	<---	alternatives	0.297	0.068	4.351	***
utility value	<---	safety	-0.042	0.044	-0.946	0.344
utility value	<---	self-efficacy	-0.088	0.096	-0.948	0.343
shared mobility	<---	utility value	-0.298	0.089	-3.36	***
automobile buying behaviour	<---	shared mobility	0.761	0.135	5.65	***

Under this method, there are two different kinds of mediation effects that can be observed namely partial mediation (both direct and indirect effects are significant) and full mediation (only indirect effect is significant). The mediation results (tabulated in Table 5) depict that the utility value partially mediates the impact of traffic (indirect effect = 0.080, direct effect = 0.327) and convenience (indirect effect = 0.035, direct effect = 0.294) on shared mobility. It also shows that utility value shows full mediation on the variable availability of alternatives (indirect effect = 0.066, direct effect = 0.006). For distance, cost, safety and self-efficacy there is no significant mediation effect seen. Thus H9a, H9d and H9e are accepted whereas H9b, H9c, H9f and H9g are rejected.

Table 5. Mediation effects

Hypothesis	Indirect effect	Bootstrap 95% CIs		Result
		Lower	Upper	
traffic → utility value → shared mobility	0.080	0.026	0.144	Mediation
distance → utility value → shared mobility	0.005	-0.034	0.052	No Mediation
cost → utility value → shared mobility	0.007	-0.031	0.054	No Mediation
convenience → utility value → shared mobility	0.035	0.005	0.080	Mediation
availability of alternatives → utility value → shared mobility	0.066	0.017	0.130	Mediation
safety → utility value → shared mobility	-0.003	-0.042	0.035	No Mediation
self-efficacy → utility value → shared mobility	0.029	-0.067	0.052	No Mediation

Moderation effects of the environmental concerns on the relationship between shared mobility and vehicle behavior (shown in Table 6) came out to be insignificant and thus H10 has been rejected.

Table 6. Moderation effects

Paths	Perceived environment concerns result	β	Bootstrap 95% CIs		
			SE	Lower	Upper
Shared mobility → Automobile Buying behaviour	Not significant	-0.0941	0.068	-0.2273	0.039

DISCUSSION

The results show that traffic, convenience, safety, self-efficacy and utility value are the constructs that are affect the customers most in their vehicle buying consumer behaviour. Results indicate that, when the consumers are staying in the places where traffic is more, their tendency to buy a new vehicle is reducing. Similarly, when they are having alternatives that provide the same utility value, the consumers tend to delay their buying decision. Results also indicate that, consumers tend to delay the thought of owning a car if there is moderately less daily usage. The convenience factor is affecting the vehicle buying consumer behaviour in a positive way as consumers feel owing a vehicle is much better than travelling with a stranger. Distance and the environmental concerns are

the other factors which are having a minimal effect on vehicle buying consumer behaviour.

Implications

Theoretical Implications: The study carries various theoretical and managerial implications. Theoretically, the study discusses the consumer consumer behaviour, specially focussing on factors effecting the buying consumer behaviour of the vehicle especially in the presence of alternatives like taxi aggregators. As the number of taxi aggregators are increasing with new features and services to meet consumer needs is affecting the decision of vehicle buying decision of the consumers in tier 1 and tier 2 cities. We studied various direct and indirect factors and investigated the effects of each factor and how the factors are affecting the consumer’s buying consumer behaviour. This study will provide a base for the future studies in the field of vehicle buying consumer behaviour. The proposed model can be further extended and provides a direction to other researchers to find further determinants in the industry. The research work also studies the mediating effects of the hedonic values and perceived utilitarian values between factors of buying decision and the intention of buying of vehicle.

Managerial Implications: Taxi aggregators are one of cost-effective form of transportation and goes well with the environment and serves all needs of the consumers by providing convenience to the customers in numerous ways like available at anytime and anywhere, easy payment access etc. Hence, various players of vehicle industry are trying to figure out ways to market their products to increase their sales¹. As they know there might be an effect of taxi aggregators on the buying consumer behaviour of consumers, they are interested in understanding the nature of these effects and the factors involved. This study gives insights to the taxi aggregators industry too. An understanding about the consumer behaviour of the consumers and reasons of their usage of services by taxi aggregators through this study. This will also give insights about the customer consumer behaviour towards the usage of the taxi aggregators.

Limitations and future research directions: The research was conducted on a sample of people living in metropolitan cities only. The research could be extended to all cities in which taxi aggregators are prevailing and can predict the change in buying consumer behaviour of vehicle s. A comparison between various will help in formulating the business plan for both taxi aggregators and vehicle companies. The findings of the study will be applicable to metropolitan cities. But, due to the variations in geography in different parts of Karnataka, the results of the study may differ. These geographic variations will also influence the demography in different parts of the country. In future, the research could be done for a larger sample set with more inclusivity. The model could include the market changes and new policy changes by the government in finding the influence of taxi aggregators on sale of vehicle s.

REFERENCES

Amit Jain, Partner, BMR & Associates LLP (with inputs from Dhiraj Agarwal and Gaurav Mittal), (14 December 2015)

¹ <https://economictimes.karnatakatimes.com/industry/auto/auto-news/ride-to-future-how-auto-firms-are-crafting-new-strategies-to-stay-on-track/articleshow/69075588.cms?from=mdr>

- Kothari, S. S., Jain, S. V., & Venkateshwar, A. (2018). The impact of IOT in supply chain management. *International Research Journal of Engineering and Technology*, 5(8), 257-259.
- Purohit, N., Adesara, D., Kedia, S., & Venkateshwar, A. (2019). Effect of Financial Globalization on Developing Countries. *International Journal of Management*, 10(4).
- Tiwari, P., Malik, S. W., Madhogaria, Y., & Venkateshwar, A. (2020). A Study of the Universal Basic Income for Developing Countries. *International Journal of Management*, 11(5).
- Venkateshwar, A., & Warriar, D. U. (2017). The Effect of Birth order in the Emotional Intelligence of Net Generation Students. *International Journal of Management*, 8(6).
- Warriar, U., & Venkateshwar, A. (2020). Birth order as a Catalyst in the Emotional Intelligence of Students. *Journal of Engineering Science*, 11, 263-268.
- Singh, A. K., Agrawal, N., Prakash, S., & Venkateshwar, A. (2019). The Rise of NPA's in the Indian Banking Sector.
- Krishna, M. S. S., Rokkam, R. A., & Venkateshwar, A. (2020). The client perception of electric vehicles and its impact on sales. *IJAR*, 6(10), 735-739.
- Kandoi, C. S., Jain, S. V., & Venkateshwar, A. (2019). Crowd funding in India. *IITM Journal of Management and IT*, 10(2), 53-56.
- Venkateshwar, A., & Warriar, U. (2019). The effect of family type on the academic performance of engineering students in India. *Journal Homepage: <http://ijmr.net.in>*, 7(02).
- Venkateshwar, A., & Warriar, U. (2019). The effect of family type on the academic performance of engineering students in India. *Journal Homepage: <http://ijmr.net.in>*, 7(02).
- Venkateshwar, A., & Warriar, U. The Role of Values, Attitudes and Beliefs in the Emotional Intelligence of Net Generation Students.
- Venkateshwar, A., & Warriar, U. (2018). The Impact of Family Type on The Emotional Intelligence of Net Generation Students.
- Bharadwaj, D. S., Sayeed, F., & Venkateshwar, A. The Effect of Covid19 on Global Economy.
- Haneesh, G. R., & Venkateshwar, A. (2021). THE IMPACT OF COVID-19 ON THE AUTOMOTIVE INDUSTRY IN INDIA. *International Journal of Management (IJM)*, 12(4).
- Bajaj, M., Venkateshwar, A., Asha, S., & Likitha, V. S. (2021). THE INFLUENCE OF COVID-19 PANDEMIC ON THE GLOBAL ECONOMY. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 18(08), 76-84.
- Venkateshwar, P. R. P. A. (2019). The Influence of Globalisation in India.
- Venkateshwar, A., & Warriar, U. (2017). The Relationship between Emotional Intelligence and Academic performance of net generation students. *IJAR*, 3(4), 782-787.
- Jallan, R., & Venkateshwar, A. APPLICATION OF ETHICS AND PROFESSIONALISM IN REAL TIME BUSINESS.
- Venkateshwar, A., & Warriar, U. THE EFFECT OF BIRTH ORDER IN THE ACADEMIC PERFORMANCE OF NET GENERATION STUDENTS. *Dr. Easwaran Iyer*, 11.
- Hebbur, A., Gupta, T., & Venkateshwar, A. The Impact of Education in Finland.
- Jain, R., & Venkateshwar, A. The Relationship between Lockdown and Economic Growth in India.
- Venkateshwar, A., Agarwal, N., & Singhvee, N. (2017). The effectiveness and efficiency of the various graduate recruitment methods. *IOSR Journal of Business and Management*, 19(1), 26-31.
