

Faculty Publications (2024-2025)

Sl No	Name of the Faculty Member	Title of the Paper	Name of the Journal/Publisher & Place of Publication	ISBN/ISSN/SCI	Indexed In	Date
1	Dr. Anand Shankar Raja M	Navigating the Seas of Knowledge: The Impact of Search Strategies on Literature Reviews in Research	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer Reviewed	July 2024
2	Dr.S.Prabakar	Semiconductors, A Biggest Economic Choke-Point of the 21st Century	Journal of Informatics Education and Research	ISSN: 1526-4726	ABDC C	July 2024
3	Dr. Anand Agrawal	Semiconductors, A Biggest Economic Choke-Point of the 21st Century	Journal of Informatics Education and Research	ISSN: 1526-4726	ABDC C	July 2024
4	Rishika Yadav	Intellectual Property Rights and Patent Laws on Pharmaceuticals	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer Reviewed	July 2024
5	Prof. Leonard L	Semiconductors, A Biggest Economic Choke-Point of the 21st Century	Journal of Informatics Education and Research	ISSN: 1526-4726	ABDC C	July 2024
6	Dr. Balachandar. S	Predicting Student Dropout Rates in Massive Open Online Courses Using an Attention-Based GCNN Model	IEEE Xplore	ISBN:979-8-3503-7180-2	Scopus	July 2024

7	Dr.S.Prabakar	Shaping a Culture of Integrity: The Strategic Role of Hr I Promoting Ethics and Compliance	Journal of Informatics Education and Research	ISSN: 1526-4726	ABDC C	July 2024
8	Prof. Veera Shireesha Sangu	Shaping a Culture of Integrity: The Strategic Role of Hr I Promoting Ethics and Compliance	Journal of Informatics Education and Research	ISSN: 1526-4726	ABDC C	July 2024
9	Prof. Leonard L	Shaping a Culture of Integrity: The Strategic Role of Hr I Promoting Ethics and Compliance	Journal of Informatics Education and Research	ISSN: 1526-4726	ABDC C	July 2024
10	Dr. M R Jhansi Rani	Role of Micro Finance Institutions in Promoting Financial Inclusion – A Study In Raichur, Bidar and Chamarajanagar	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer Reviewed	July 2024
11	Dr. Anand Agrawal	Shaping a Culture of Integrity: The Strategic Role of Hr I Promoting Ethics and Compliance	Journal of Informatics Education and Research	ISSN: 1526-4726	ABDC C	July 2024
12	Prof. Visweswara Rao Vempali	Human Resource Management Assisted by Fuzzy Logic System to Solve Problems in Supply Chain Management	IEEE Xplore	ISBN:979-8-3503-6684-6	Scopus	July 2024
13	Dr. Anand Agrawal	Leadership and Change Management in Contemporary Organizations	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer Reviewed	July 2024
14	Dr.LakshmiK.S	Perceived Value and Perceived Risks – Focused Ethnographic Analysis in Collaborative Fashion Consumption	Journal of Informatics Education and Research	ISSN: 1526-4726	ABDC C	July 2024

15	M R Jhansi Rani	Workforce Dynamics in Bengaluru's Private Healthcare Sector: Insights into Job Satisfaction, Retention, And Organizational Strategies	European Economic Letters	ISSN 2323-5233	ABDC C	July 2024
16	Prof. Veera Shireesha Sangu	Chatbots and Virtual Assistants in HRM: Exploring Their Role in Employee Engagement and Support	Journal of Informatics Education and Research	ISSN: 1526-4726	ABDC C	July 2024
17	Ms. Dilpreet Chadha	Leadership and Change Management in Contemporary Organizations	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer Reviewed	July 2024
18	Dr. Naveen Pol	Immersive Experiences and Brand Recall in the Metaverse: A Comparative Analysis of Virtual Reality and 3D Interfaces	Smart Trends in Computing and Communications	978-981-97-1323-3	Scopus	July 2024
19	Dr. Naveen Pol	A Study to Assess the Effectiveness of Advertisements Specifically Focusing on Soft Drinks in the City of Bengaluru	Technology and Business Model Innovation: Challenges and Opportunities	978-3-031-53998-5	Scopus	July 2024
20	Kirron Bindu	Banking Crisis of 2023	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer Reviewed	July 2024
21	Dr.Naveen Pol	Antecedents influencing quality of sleep amidst management students	European Chemical Bulletin	ISSN 2063-5346	SCOPUS	Jul 2024
22	Shiba Daveskar	Antecedents influencing quality of sleep amidst management students	European Chemical Bulletin	ISSN 2063-5346	SCOPUS	Jul 2024

23	Shabista Booshan	Antecedents influencing quality of sleep amidst management students	European Chemical Bulletin	ISSN 2063-5346	SCOPUS	Jul 2024
24	Dr. M R Jhansi Rani	Life Insurance for Wealth Creation of Individual Investors – An Exploratory Study in Bengaluru	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer Reviewed	July 2024
25	Visweswara Rao Vempali	Antecedents influencing quality of sleep amidst management students	European Chemical Bulletin	ISSN 2063-5346	SCOPUS	Jul 2024
26	M R Jhansi Rani	AI in HR: Revolutionizing Recruitment, Retention, And Employee Engagement	Journal of Informatics Education and Research	ISSN: 1526-4726	ABDC C	August, 2024
27	Dr. Narasimha Venkatesh	Transforming HR Operation with AI: Case Studies and Best Practices	Journal of Informatics Education and Research	ISSN: 1526-4726	ABDC C	August, 2024
28	Dr Padma Mahadevan	Personalized Learning Paths: Leveraging Artificial Intelligence and Machine Learning for Student-Centered Education	European Economic Letters	ISSN 2323-5233	ABDC C	August, 2024
29	Dr. Basavaraja M T	The Impact of Emerging Educational Technologies on Modern Learning Environments	Journal of Informatics Education and Research	ISSN: 1526-4726	ABDC C	August, 2024
30	Dr. Naveen Pol	The Impact of Emerging Educational Technologies on Modern Learning Environments	Journal of Informatics Education and Research	ISSN: 1526-4726	ABDC C	August, 2024

31	Dr. Nila A Chotai	The Impact of Emerging Educational Technologies on Modern Learning Environments	Journal of Informatics Education and Research	ISSN: 1526-4726	ABDC C	August, 2024
32	Dr. Naveen Pol	Unveiling the Power of Neuromarketing: Crafting Brand Connections in the Minds of Retail Consumers	Lecture Notes in Networks and Systems	978-3-031-67443-3	Scopus	August 2024
33	Dr. Shiba Daveshar	Unveiling the Power of Neuromarketing: Crafting Brand Connections in the Minds of Retail Consumers	Lecture Notes in Networks and Systems	978-3-031-67443-4	Scopus	August 2024
34	Sippee Bharadwaj	A Review and Threat Analysis of Machine Learning in Relation to Fog and Edge Computing	IEEE Xplore	ISSN: 2996-5357	Scopus	August 2024
35	Dr. A. Narasima Venkatesh	Integrating AI into HR Practices: Current Trends and Future Directions	Journal of Informatics Education and Research	ISSN: 1526-4726	ABDC C	August 2024
36	Dr. Naveen Pol	Unveiling the Digital Echo: How Online Reviews Shape Consumer Purchase Decisions	Anticipating Future Business Trends: Navigating Artificial Intelligence Innovations	978-3-031-63402-4	Scopus	September 2024
37	Prof. Madan Gowda	Augmented and Virtual Reality and Consumer Engagement in Education Sector: An Empirical Analysis	European Economic Letters	ISSN 2323-5233	ABDC C	September 2024
38	Dr. Nila A Chotai	Augmented and Virtual Reality and Consumer Engagement in Education Sector: An Empirical Analysis	European Economic Letters	ISSN 2323-5233	ABDC C	September 2024

39	Dr. Narasima Venkatesh	THE EFFECT OF REMOTE WORK ON TALENT MANAGEMENT AND EMPLOYEE RETENTION IN THE IT SECTOR IN BANGALORE DURING COVID-19	JIER	ISSN: 1526-4726	ABDC - C	September 2024
40	Prof. Leonard L	Augmented and Virtual Reality and Consumer Engagement in Education Sector: An Empirical Analysis	European Economic Letters	ISSN 2323-5233	ABDC C	September 2024
41	Shruti Sharma	Augmented and Virtual Reality and Consumer Engagement in Education Sector: An Empirical Analysis	European Economic Letters	ISSN 2323-5233	ABDC C	September 2024
42	Prof. Vempali Visweswara Rao	IoT Activity Symphony: Harmonizing DBSCAN Clustering and t-SNE Visualization for Enhanced Recognition.	IEEE Xplore	ISBN:979-8-3503-7281-6	Scopus	September 2024
43	Dr Padma Mahadevan	Exploring the Potential of Smart Industries to Transform the Gig Economy	IGI Global	9.79837E+12	scopus	September 2024
44	Dr Padma Mahadevan	The Impact of Fintech Lending on Debt Heterogeneity: Evidence from Emerging Markets	European Economic Letters	ISSN 2323-5233	ABDC C	October 2024
45	Prof. Leonard L	An Analysis of the Decline in Face-to-Face Communication Due to Technology	IEEE Xplore	ISSN: 2996-5357	Scopus	November 2024

46	Dr. Manish Kothari	An Analysis of the Decline in Face-to-Face Communication Due to Technology	IEEE Xplore	ISSN: 2996-5358	Scopus	November 2024
47	Dr. Anand Agrawal	An Analysis of the Decline in Face-to-Face Communication Due to Technology	IEEE Xplore	ISSN: 2996-5359	Scopus	November 2024
48	Balachandar. S	Strategic Integration for Future Selection-LSTM Stock Prediction Algorithm based on the Internet of Things (IoT)	IEEE Xplore	ISBN:979-8-3503-6773-7	Scopus	November 2024
49	S. Prabakar	Strategic Integration for Future Selection-LSTM Stock Prediction Algorithm based on the Internet of Things (IoT)	IEEE Xplore	ISBN:979-8-3503-6773-7	Scopus	November 2024
50	Dr. Kanagaraj K.	Examining the Impact of Financial Literacy on Investment Behaviour and Demographic Factors in Bangalore	Economic Sciences	ISSN:1505-4682	ABDC C	November 2024
51	Dr. M. R. Jhansi Rani	Examining the Impact of Financial Literacy on Investment Behaviour and Demographic Factors in Bangalore	Economic Sciences	ISSN:1505-4683	ABDC C	November 2024
52	Dr. Richa Bhalla	Ethical Implications of AI Adoption in HRM: Balancing Automation with Human Values	Journal of Informatics Education and Research	ISSN: 1526-4726	ABDC C	November 2024
53	Prof. Leonard L	Bridging the Gap: Exploring the Convergence of Human Element and Financial Metrics in Mergers and Acquisitions	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer reviewed	December 2024

54	Mr. Agastine A	Bridging the Gap: Exploring the Convergence of Human Element and Financial Metrics in Mergers and Acquisitions	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer reviewed	December 2024
55	Dr. Bharathi T	A Gender-Based Analysis on Online Shopping Decision-Making	Journal of Informatics Education and Research	ISSN: 1526-4726	ABDC C	December 2024
56	Dr. Anand Shankar Raja M	Bandwagon Effect in Consumer Purchase Decisions and Post-purchase Sentiments: Creating Value or Guilt?	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer reviewed	December 2024
57	Mr. Agastine A	A Comprehensive Review of Organic Farming's Role in Advancing Sustainable Agriculture: Environmental, Socio-Economic, and Policy Dimensions	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer reviewed	December 2024
58	Dr. Nila A Chotai	A Comprehensive Review of Organic Farming's Role in Advancing Sustainable Agriculture: Environmental, Socio-Economic, and Policy Dimensions	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer reviewed	December 2024
59	Dr. Naveen Pol	Comparative analysis of machine learning classifiers for enhancing business revenue and customer satisfaction: An empirical study	AIP Conference Proceedings	ISSN: 11551-7616	SCOPUS	December 2024

60	Shiba Daveshar	Comparative analysis of machine learning classifiers for enhancing business revenue and customer satisfaction: An empirical study	AIP Conference Proceedings	ISSN: 11551-7616	SCOPUS	December 2024
61	Dr. K.S Lakshmi	Exploring the Potentials and Challenges of Ayurveda Tourism in Kerala – An Overview	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer reviewed	December 2024
62	Dr. S. Prabakar	Redefining Brand Identity: The Rise of Indian Startups	European Economic Letters	ISSN: 2323-5233	ABDC C	December 2024
63	Dr. A. Nila Chotai	Redefining Brand Identity: The Rise of Indian Startups	European Economic Letters	ISSN: 2323-5233	ABDC C	December 2024
64	Dr Kanagaraj K	A STUDY ON IT EMPLOYEES FINANCIAL KNOWLEDGE AND INVESTMENT PRACTICES OF IT Employees	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer reviewed	December 2024
65	Dr M.R Jhansi Rani	A STUDY ON IT EMPLOYEES FINANCIAL KNOWLEDGE AND INVESTMENT PRACTICES OF IT Employees	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer reviewed	December 2024
66	Karpagavalli. G	Redefining Brand Identity: The Rise of Indian Startups	European Economic Letters	ISSN: 2323-5235	ABDC C	December 2024

67	Mr. Badhri Narayanaa P	From Evolution to Present: A Comprehensive Analysis of Political Consultancies in India	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer reviewed	December 2024
68	Dr. Anand Shankar Raja M	Reflecting on Dunkin' Donuts: A Competitive Analysis with Krispy Kreme; A Bird's Eye View	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer reviewed	December 2024
69	Dr. M.R. Jhansi Rani	Case Study: Transforming Apex Innovations: A Journey in Organizational Development and Effectiveness	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer reviewed	December 2024
70	Dr. M. R. Jhansi Rani	THE PSYCHOLOGY BEHIND SOCIAL MEDIA PURCHASES: INSIGHTS FROM QUALITATIVE RESEARCH	Journal Of the Oriental Institute	ISSN: 0030-5324	UGC	December 2024
71	Prof. Leonard L	Navigating the Waves: Understanding the Nexus of Bangalore's Water Crisis	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer reviewed	December 2024
72	Dr. Richa Bhalla	Frameworks for Circular Economy in Construction Sector: A Review	Nanotechnology Perceptions	ISSN 1660-6795	SCOPUS	January 2025
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74	Dr. Nila A Chotai	Analysing the mediating effects of Technology Adoption in Supply Chain Operations and its impact in Supply Chain Efficiency leveraging towards Sustainable Development	Economic Sciences	ISSN:1505-4683	ABDC C	January 2025
75	Dr. A Venkatesh Narasimha	“A Study on Talent Management Strategies and Its Impact on Retention of Employees Working in It and ITES Companies in Bangalore During Covid-19 Pandemic”	Accountancy Business & the Public Interest	ISSN: 1745-7718	ABDC - B	January 2025
76	Dr. Presth Bhardwaj	Exploring the Influence of Circular Economy Paradigm on Convergence of Sustainability and Luxury Apparel: A Systematic Review	Circular Economy and Sustainability	ISSN2730-5988	SCOPUS	February 2025
77	P.S. Priya	Exploring the Influence of Circular Economy Paradigm on Convergence of Sustainability and Luxury Apparel: A Systematic Review	Circular Economy and Sustainability	ISSN2730-5988	SCOPUS	February 2025
78	Shruthi Sharma	Exploring the Influence of Circular Economy Paradigm on Convergence of Sustainability and Luxury Apparel: A Systematic Review	Circular Economy and Sustainability	ISSN2730-5988	SCOPUS	February 2025
79	Dr. Richa Bhalla	Empowering Small and Medium Enterprises Through Smart Technology and Talent Management	IGI Global	ISBN: 9798369354988	SCOPUS	February 2025
80	Dr. Padma Mahadevan	Green Manufacturing: An Analysis of Sustainable Manufacturing Techniques	IGI Global	9.79837E+12	SCOPUS	February 2025

81	Dr. Sippee Bharadwaj	Driver Facial Emotions and Drowsiness Detection for Enhanced Advanced Driver Assistance Systems(ADAS): Safety Management	IEEE Xplore	ISBN: 979-8-3503-6917-5	SCOPUS	February 2025
82	Dr. Nila A. Chotai	Driver Facial Emotions and Drowsiness Detection for Enhanced Advanced Driver Assistance Systems(ADAS): Safety Management	IEEE Xplore	ISBN: 979-8-3503-6917-5	SCOPUS	February 2025
83	Dr. Nila A Chotai	THE ROLE OF HIGHER EDUCATION IN WOMEN'S EMPOWERMENT: A REVIEW OF LITERATURE	JIER	ISSN: 1526-4726	ABDC-C	March 2025
84	Dr. Nila A Chotai	The Role of Education in Socio-Economic Development: A Gender Perspective in India	Journal of Marketing & Social Research	ISSN : 3008-0711	ABDC-C	March 2025
85	Dr. S. Balaji	Exploring the Validity of Capital Asset Pricing Model (CAPM) in the Indian Market: An Empirical Study Using Nifty 500 Index Companies	Journal of Marketing & Social Research	ISSN : 3008-0711	ABDC-C	March- 2025
86	Dr. Kanagaraj K.	A Study on HCM Practices in IT and ITeS Companies and Their Influence on Employee Intelligence	Journal of Marketing & Social Research	ISSN : 3008-0711	ABDC-C	March- 2025
87	Prof. Leonard L	A Study on HCM Practices in IT and ITeS Companies and Their Influence on Employee Intelligence	Journal of Marketing & Social Research	ISSN : 3008-0711	ABDC-C	March- 2025
88	Dr. Sonu Chowdhury	A Study on HCM Practices in IT and ITeS Companies and Their Influence on Employee Intelligence	Journal of Marketing & Social Research	ISSN : 3008-0711	ABDC-C	March- 2025

89	M.R.Jhansi Rani	A QUALITATIVE STUDY ON THE SOCIO-CULTURAL AND INSTITUTIONAL THREATS FACED BY WORKING WOMEN IN JORDAN	JIER	ISSN: 1526-4726	ABDC-C	April 2025
90	Dr. Shabista Booshan	Transformative Impact of B5G and 6G Networks on Social Inclusion and Community Empowerment in Rural India	IGI Global	9.79837E+12	Scopus	April 2025
91	Dr.S. Prabakar	Catalysts of Change: The Transformative Journey from HR 1.0 to HR 5.0 – Innovations, Challenges, and Strategies in Human Resource Management with Technology and Data-Driven Integration	Indian Journal of Information Sources and Services	ISSN: 2231-6094	Scopus	April 2025
92	Dr. Padma Mahadevan	AI-based Analytics for Human Resource Data Insights	IEEE Xplore	979-8-3315-0967-5	Scopus	April 2025
93	Dr. Anand Shankar Raja M	"Navigating the Digital Paradox: Balancing Opportunities and Risks in Generation Alpha's Development"	International Journal for Multidisciplinary Research (IJFMR)	2582-2160	UGC	April 2025
94	Prof. Leonard L	Consumer Behavior in The Age of Artificial Intelligence: An Empirical Study Using Structural Equation Modeling	Journal of Marketing & Social Research	ISSN (Online): 3008-0711	ABDC-C	May 2025

95	Dr. Naveen Pol	Consumer Behavior in The Age of Artificial Intelligence: An Empirical Study Using Structural Equation Modeling	Journal of Marketing & Social Research	ISSN (Online): 3008-0711	ABDC-C	May 2025
96	Dr. Sippee Bharadwaj	A Critical Analysis of the Emotive Content in Customer Speech for a Robust CRM	IGI Global	9.79834E+12	SCOPUS	May 2025
97	Dr. Nila Chotai	A Critical Analysis of the Emotive Content in Customer Speech for a Robust CRM	IGI Global	9.79834E+12	SCOPUS	May 2025
98	Dr. Manish Kothari	A Critical Analysis of the Emotive Content in Customer Speech for a Robust CRM	IGI Global	9.79834E+12	SCOPUS	May 2025
99	Dr. T. Bharathi	Unlocking the Potential of Blockchain Technology in Services	IGI Global	9.79837E+12	SCOPUS	May 2025
100	Dr. Nila A Chotai	An Economic Analysis of Micro-Irrigation Development in India	Journal of Marketing & Social Research	ISSN (Online): 3008-0711	ABDC-C	May 2025
101	Vennela Maratha	An Economic Analysis of Micro-Irrigation Development in India	Journal of Marketing & Social Research	ISSN (Online): 3008-0711	ABDC-C	May 2025
102	Prof. Leonard L	An Economic Analysis of Micro-Irrigation Development in India	Journal of Marketing & Social Research	ISSN (Online): 3008-0711	ABDC-C	May 2025

103	Mr. Agastine A	An Economic Analysis of Micro-Irrigation Development in India	Journal of Marketing & Social Research	ISSN (Online): 3008-0711	ABDC-C	May 2025
104	Mr. Agastine A	Exploring the Adoption of AI Tools in the Workplace: An Employee-Centric Perspective	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer Reviewed	June 2025
105	Mr. Badhri Narayanaa P	Exploring the Adoption of AI Tools in the Workplace: An Employee-Centric Perspective	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer Reviewed	June 2025
106	Prof. Leonard L	Impact of Recent U.S. Government Regulations and Supreme Court Rulings on Corporate DEI Hiring and Promotion Policies	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer Reviewed	June 2025
107	Dr. Nila A. Chotai	Comparing the effectiveness of Traditional Marketing and AI-Driven Marketing in Shaping Consumer Purchase Intentions	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer Reviewed	June 2025
108	Dr. M R Jhansi Rani	Digital Leadership in Bangalore Educational Institutions: Trends, Practices, and Future Directions	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer Reviewed	June 2025
109	Dr. Anand Shankar Raja M	Digital Leadership in Bangalore Educational Institutions: Trends, Practices, and Future Directions	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer Reviewed	June 2025
110	Prof. Leonard L	Evaluating Start-up Success Factors in Modern versus Traditional Industries in India: Insights from Poisson and Machine learning Models	IEEE Xplore	ISBN: 979-8-3315-1836-3	Scopus	July 2025

111	Dr. Nila A Chotai	Evaluating Start-up Success Factors in Modern versus Traditional Industries in India: Insights from Poisson and Machine learning Models	IEEE Xplore	ISBN: 979-8-3315-1836-3	Scopus	July 2025
112	Amit Kanchanbaras	Evaluating Start-up Success Factors in Modern versus Traditional Industries in India: Insights from Poisson and Machine learning Models	IEEE Xplore	ISBN: 979-8-3315-1836-3	Scopus	July 2025
113	Veena Shenoy	Evaluating Start-up Success Factors in Modern versus Traditional Industries in India: Insights from Poisson and Machine learning Models	IEEE Xplore	ISBN: 979-8-3315-1836-3	Scopus	July 2025
114	Manish Kothari	Evaluating Start-up Success Factors in Modern versus Traditional Industries in India: Insights from Poisson and Machine learning Models	IEEE Xplore	ISBN: 979-8-3315-1836-3	Scopus	July 2025
115	Madan Gowda K J	Evaluating Start-up Success Factors in Modern versus Traditional Industries in India: Insights from Poisson and Machine learning Models	IEEE Xplore	ISBN: 979-8-3315-1836-3	Scopus	July 2025
116	Dr. Basavaraja M. T.	Exploring Gamification in Education: A Network Visualization of Co-authorship, Co-citations, and Keyword Co-occurrence	Economic Sciences	ISSN:1505-4683	ABDC-C	July 2025
117	Dr. Bharathi. T	Exploring Gamification in Education: A Network Visualization of Co-authorship, Co-citations, and Keyword Co-occurrence	Economic Sciences	ISSN:1505-4683	ABDC-C	July 2025

118	Prof. Leonard L	Restoration of Remote Sensing Imagery via Unified Denoising and Dehazing Approaches	IEEE Xplore	979-8-3503-9165-7	Scopus	July 2025
119	Dr. M R Jhansi Rani	Workforce Resilience: Ensuring Well-being Amidst Uncertainty and Change	Journal of Informatics Education and Research	1526-4726	ABDC-C	July 2025
120	Dr. M R Jhansi Rani	Reengineering for Carbon Neutrality: Corporate Sustainability Models in the Bengaluru Automotive Industry	Journal of Marketing & Social Research	3008-0711	ABDC-C	July 2025
121	Dr. T. Bharathi	Unlocking the Potential of Blockchain Technology in Services: A Comprehensive Overview	IEEE Xplore	9.79837E+12	Scopus	July 2025
122	Dr. M R Jhansi Rani	Assessing the impact of sustainability indicators on corporate governance: An empirical analysis of esg performance, value creation, reporting quality, and financial outcomes	European Economic Letters	ISSN2323-5233	ABDC-C	July 2025
123	Dr. J. Shanthilakshmi	Emotional Intelligence and Automobile Sales Performance	Advances in Consumer Research	ISSN: 0098-9258	ABDC-C	July 2025

Faculty Publication (2023-2024)

SI No	Name of the Faculty Member	Title of the Paper	Name of the Journal/Publisher & Place of Publication	ISBN/ISSN/SCI	Indexed In	Date
1	Dr. M.R. Jhansi Rani	A review of stree shakthi scheme in rural women empowerment	Education and Society	ISSN: 2278-6864	UGC	July 2023
2	Dr. Ravichandra Reddy	A review of stree shakthi scheme in rural women empowerment	Education and Society	ISSN: 2278-6864	UGC	July 2023
3	Dr. Anand Shankar Raja	A Study on the Impact of COVID-19 on the Stock Market in BRIC Countries	Emerald Publishing Limited	ISSN: 1569-3759	Peer reviewed	July 2023
4	Dr K .S Lakshmi	Exploring the Perceptions of Generations of X, Y and Z about Online Platforms and Digital Marketing Activities – A Focus-Group Discussion based Study,	International Journal of Professional Business Review,	ISSN: 2278-6865	Peer Reviewed	July 2023
5	Dr. Padma Mahadevan	The Influence of Smartphone Addiction on Mental Health and Academic Performance of Students in Bengaluru.	International Journal of Creative Research Thoughts	ISSN: 2320-2882	UGC	July 2023
6	Dr. Padma Mahadevan	COVID-19 Impacts on Indian Financial Markets	International Journal of Recent Advances in Multidisciplinary Topics	ISSN : 2582-7839	UGC	July 2023

7	Dr. M.R. Jhansi Rani	Employee Empowerment as a tool for quality improvement resulting in organisational productivity and performance- A study	Eur. Chem. Bull.	DOI: 10.31838/ecb/2023.12. si6.089	Peer Reviewed	July 2023
8	Dr. Anand Shankar Raja	“A study on the investor's preference towards four quadrants return model by working individuals with reference to cockroach portfolio” A Covid-19 wakeup call	IJMCER	ISSN: 2581-7027	Peer Reviewed	July 2023
9	Dr. Supriya Lamba Sahdev	Promoting Sustainable Management Through Technological Innovation	IGI Global	ISBN-10 : 1668499797	SCOPUS	October 2023
10	Dr.S Prabakar,	The Role of Human resource Management in Talent Acquisition and Retention in the Healthcare Sector	Journal of Informatics Education and Research	ISSN :1526-4726	ABDC C	October 2023
11	Prof. Prabakar S	The Role of Human resource Management in Talent Acquisition and Retention in the Healthcare Sector	Journal of Informatics Education and Research	ISSN :1526-4727	ABDC C	November 2023
12	Dr. M.R. Jhansi Rani	A investigation on the factors of staff attrition and retention in private health care businesses	Journal of Fundamental & Comparative Research	ISSN: 2277-7067	UGC	November 2023
13	Vishnu Priya L V	A investigation on the factors of staff attrition and retention in private health care businesses	Journal of Fundamental & Comparative Research	ISSN: 2277-7067	UGC	November 2023

14	Dr. M.R. Jhansi Rani	The Role Of Life Insurance In Wealth Creation For Individual Investors In Bangalore	Journal of Informatics Education and Research	ISSN:1526-4726	ABDC C	November 2023
15	Dr.S Prabakar,	Emotional Intelligence Leadership and Organizational Sustainability	Korea Review of International Studies	ISSN:1226-4741	ABDC C	November 2023
16	Prof. Dr S. Prabakar	Emotional Intelligence Leadership and Organizational Sustainability	Korea Review of International Studies	ISSN:1226-4741	ABDC C	November 2023
17	Dr A Narasima Venkatesh	The Impact of Gamification Elements on Employee Engagement and Employee Performance in the Service Sector in Bangalore.	Journal of Contemporary Issues in Business and Government	E-ISSN: 1323-6903	ABDC C	November 2023
18	Dr A Narasima Venkatesh	Hrm Re-Engineering Process as a Driver to Employee Engagement and its Impact on Organizational Performance	World Journal of Management and Economics	ISSN: 1819-8643	ABDC C	November 2023
19	Dr A Narasima Venkatesh	Perception Towards Green Human Resource Management Practices and Implementation in Financial Institutions in Kerala	World Journal of Management and Economics	ISSN: 1819-8643	ABDC C	November 2023
20	Dr A Narasima Venkatesh	The Impact of Job Enrichment on Work Motivation of Non Teaching Staff in Private Higher Education Institutions of Punjab	European Economic Letters	ISSN:2323-5233	ABDC C	November 2023

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22	Dr. Nila A Chotai	Analyzing availability of doctor per population for coming 10 years: indian health care view	World Journal of Management and Economics	ISSN: 1819-8643	ABDC C	December 2023
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25	Prof.Shireesha Sangu	Making the Impossible Possible: Tata Nano and AI in E-Commerce	Sustainable Technology for Society 5.0: Case Studies, Examples, and Advanced Research Findings,	ISBN-9781003365525	SCOPUS	December 2023
26	Dr. Sheetal Mahendher	Perception on Covid -19 Vaccination - A Study	Journal of Informatics Education and Research	ISSN:1526-4726	ABDC C	December 2023
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29	Dr. Sheetal Mahendher	Influence of New Offers, Discounts, Big Billion Days in Sales of E-Products	BIMTECH	978-81-935730-8-2	Peer Reviewed	December 2023
30	Prof Leonard	Influence of New Offers, Discounts, Big Billion Days in Sales of E-Products	BIMTECH	978-81-935730-8-2	Peer Reviewed	December 2023
31	Prof Leonard	A Study on Impact of Covid-19 on the Nutrition & Exercise Regime of Lifestyle Disorder Patients (Non-Communicable Disease)	SUMATERA MEDICAL JOURNAL	ISSN(Paper) 2622-9234	Peer Reviewed	December 2023
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35	Dr. Sheetal Mahendher	The long-term Impact of covid 19 on Individual Behavior	Journal of Informatics Education and Research	ISSN: 1526-4726	ABDC C	Jan 2024
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39	Dr. Nila A Chotai	Importance of Employee Motivation and Satisfaction in the Workplace based on BiLSTM and ANN Approach	IEEE	979-8-3503-4023-5	SCOPUS	Jan 2024
40	Dr.Naveen Pol	Emotional Appeal in Television Advertising and Its Impact on Buying Behaviour	IGI Global	2198-4182	SCOPUS	Jan 2024
41	Dr Richa Bhalla	OYO: A Journey Through the Hotel Chain's First Ten Years	Sage Business Cases	ISBN: 9781071946299	Peer Reviewed	Jan 2024
42	Shabista Booshan	Importance of Sustainable Marketing Initiatives for Supporting the Sustainable Development Goals	IGI Global	ISBN13: 9781668486818	SCOPUS	Jan 2024
43	Dr.Naveen Pol	Importance of Sustainable Marketing Initiatives for Supporting the Sustainable Development Goals	IGI Global	ISBN13: 9781668486818	SCOPUS	Jan 2024
44	Dr. Anand Agrawal	Perception of Emotional Marketing Strategies in Shaping Consumer Behaviour	European Economic Letters	ISSN 2323-5233	ABDC C	Jan 2024

45	Dr. Sheetal Mahendher	Taking a Leap of Faith: Adidas Ventures into the Realm of Indian Cricket	Sage Business Cases	ISBN: 9781071946428	Peer Reviewed	January 2024
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47	Dr. Naveen Pol	Enhancing Demand Forecasting Accuracy Through Market Trend Analysis: Leveraging NLP Algorithms for Data-Driven Insights	IEEE	ISBN:979-8-3503-5875-9	SCOPUS	January, 2024
48	Dr. Anand Agrawal	Effect of E-Loyalty Cues on Repurchase Behavioural Intentions Among Online Shoppers	European Economic Letters	ISSN 2323-5233	ABDC C	Feb 2024
49	Dr.Naveen Pol	Consumption Patterns Among Employees of IT and ITES Sectors	SSDC	ISSN:1539-1590	SCOPUS	Feb 2024
50	Avinash Kumar Mishra	Perception of Emotional Marketing Strategies in Shaping Consumer Behaviour	European Economic Letters	ISSN 2323-5233	ABDC C	Feb 2024
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54	Dr. Nila A Chotai	Understanding Consumer Behavior in Online Shopping: A Study in Lucknow City	Journal of Informatics Education and Research	ISSN: 1526-4726	ABDC C	March 2024
55	Dr. Richa Bhalla	The Gig Economy and Sustainable Work Practices in Startups	European Economic Letters	ISSN 2323-5233	ABDC C	March, 2024
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61	Dr. Sheetal Mahendher	Impact of Product Placement of Movies on Consumers Buying Behaviour	Journal of Informatics Education and Research	ISSN: 1526-4726	ABDC C	March 2024
62	Dr. Nila A Chotai	Impact of Product Placement of Movies on Consumers Buying Behaviour	Journal of Informatics Education and Research	ISSN: 1526-4726	ABDC C	March 2024
63	Leonard L	Impact of Product Placement of Movies on Consumers Buying Behaviour	Journal of Informatics Education and Research	ISSN: 1526-4726	ABDC C	March 2024
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65	Dr. Karpagam T	Customer relationship management in tourism – a literature review	International Journal of Management and Social Science Research Review	ISSN-23496738	Peer Reviewed	March 2024
66	Dr Naveen Pol	Strategies to Achieve Carbon Neutrality and Foster Sustainability in Data Centers	IGI Global	ISBN13: 9798369315521	SCOPUS	March 2024
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72	Leonard L	The Role of Value-Added Services in Enhancing Investor's Investment Decision: A Study On Stockbrokers	Migration Letters	ISSN: 1741-8984	SCOPUS	March 2024
73	Dr. Sheetal Mahendher	Comprehending and Analyzing the Elements that Play into Choosing a Business School	European Economic Letters	ISSN 2323-5233	ABDC C	April 2024
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75	Leonard L	Comprehending and Analyzing the Elements that Play into Choosing a Business School	European Economic Letters	ISSN 2323-5233	ABDC C	April 2024
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77	Dr Sippee Bharadwaj	An Extensive Analysis of the Hurdles in Embracing AI Among People with Special Needs Using AHP	International Journal of the Analytic Hierarchy Process	ISSN 1936-6744	SCOPUS	April 2024
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80	Dr. Padma Mahadevan	Influence of Globalization of SMEs on Digitalization: The Moderating Effect of Marketing and Entrepreneurial Behavior	Taylor & Francis Group	ISBN 978-1-032-70828-7	Peer Reviewed	2024
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84	Dr. Sheetal Mahendher	Strengthening Customer Data Protection in Healthcare: An Empirical Analysis of Data Privacy and Security Measures for Ensuring Customer Information Security	European Economic Letters	ISSN 2323-5233	ABDC	2024
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92	Dr. S. Prabakar	HR Analytics: Leveraging Big Data And Artificial Intelligence For Decision-Making In Human Resource Management	EducationalAdministration: Theory andPractice	ISSN:2148-2403	SCOPUS	2024
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94	Prof. Leonard L	Analysing The Impact Of Virtual Reality On Consumer Buying Behaviour	Tec Empresarial	ISSN:1659-2395	Web of Science	April 2024
95	Dr. Sheetal Mahendher	Mobile Payment And Banking Services –A Study On Retailer’s Perspective	Educational Administration: Theory and Practice	ISSN:2148-2403	SCOPUS	April 2024
96	Prof. Leonard L	Mobile Payment And Banking Services –A Study On Retailer’s Perspective	Educational Administration: Theory and Practice	ISSN:2148-2403	SCOPUS	April 2024
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106	Sheetal Mahendher	The Impact of Fintech on Banking Services in the Rural Sector	Journal of Informatics Education and Research	ISSN: 1526-4726	ABDC	May 2024
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115	Dr. M.R. Jhansi Rani	Empowering Lives: A Study on the Adoption and Impact of Assistive Technologies for People with Disabilities in India	European Economic Letters	ISSN 2323-5233	ABDC	May 2024

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119	Dr. Nila A Chotai	Examining the Cybersecurity Challenges Faced by Individuals and the Regulatory Measures to Ensure Data Protection and Their Financial Stability	Asian And Pacific Economic Review	ISSN: 1000-6052	ABDC	May 2024
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121	Dr. Sheetal Mahendher	Effects of Food Service Aggregators on Online Consumer Experience	Rabindra Bharathi University : Journal of Economics	0975-802X	UGC	May 2024
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124	Prof Leonard	Navigating the Metaverse: A Study on Exploring the Implications of Virtual Environments on Online Shopping Experiences	Rabindra Bharathi University : Journal of Economics	ISSN : 0975-802X	UGC	May 2024
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126	Dr. Nila A Chotai	A Study on the Influence of Childhood Nostalgia Marketing and Brand Attachment on Brand Loyalty in the Indian Confectionery Market	Annals of the Bhandarkar Oriental Research Institute	ISSN: 0378-1143	UGC	May 2024
127	Shruti Sharma	A Study on the Influence of Childhood Nostalgia Marketing and Brand Attachment on Brand Loyalty in the Indian Confectionery Market	Annals of the Bhandarkar Oriental Research Institute	ISSN: 0378-1143	UGC	May 2024
128	Dr. Padma Mahadevan	BLOCKCHAIN AND AI FOR ENGINEERING SUPPLY CHAIN OPTIMIZATION AND TRANSPARENCY	Acta Scientiae	ISSN: 2178-7727	peer reviewed	June, 2024

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SI No	Name of the Faculty Member	Title of the Paper	Name of the Journal/Publisher & Place of Publication	ISBN/ISSN/SCI	Indexed In	Date
1	Dr A Narasima Venkatesh	The Future of Blockchain Technology and the Internet of Things in Healthcare	IEEE	978-166547413-9	Scopus	July 2022
2	Dr Y Lakshman Kumar	Impact of storytelling advertising on Word of Mouth and Customer engagement	KOREA REVIEW OF INTERNATIONAL STUDIES	ISSN: 1226-4740	ABDC	July 2022
3	, Dr Guru Basava Aradhya S,	Impact of storytelling advertising on Word of Mouth and Customer engagement	KOREA REVIEW OF INTERNATIONAL STUDIES	ISSN: 1226-4741	ABDC	July 2022
4	Mr Madan Gowda KJ	Impact of storytelling advertising on Word of Mouth and Customer engagement	KOREA REVIEW OF INTERNATIONAL STUDIES	ISSN: 1226-4742	ABDC	July 2022
5	Dr. Jhansi Rani	"Sustainable Leadership - A Vital Determinant in VUCA World"	Advancing Research for Innovation, Sustainability and Enhancement	ISBN 978-93-91303-22-8	Peer Reviewed	July 2022
6	Dr. Nila Chotai	Factors Influencing the Level of Benefits Derived from Social Group Participation: A Study in Eastern Wollega Zone, Oromia, Ethiopia	Society and Sustainability	ISSN: 2690-6767	Peer Reviewed	July 2022

7	Dr.Priyanka Khanzode	, "Comparative study on the reaction of two stock market during Covid -19 pandemic"	Journal of Fundamental & Comparative Research		UGC	Jul-22
8	Dr. Anju Kumar	UNDERSTANDING THE ASSOCIATION BETWEEN PANDEMIC PROTOCOL ADHERENCE AND NEED FOR PROTOCOL IMPROVEMENT IN THE HIGHER EDUCATION SYSTEM	International journal of Human Resources and Management Research, IJHRMR	2249-6874	Peer Reviewed	Jul-22
9	Dr.A.Narasima Venkatesh	A Study on Employee Engagement Level of Private Sector Nurses of Hospitals in Coimbatore	Empirical Economics Letters	SSN 1681 -8997, Vol 21, Special Issue 5, April 2022	ABDC C	2022
10	Dr. Guru Basava Aradhya,	A synthesis of emotional quotient in dealer management in the electric car distribution channel in Bangalore	Journal of Contemporary Issues in Business and Government	Print ISSN: 2204-1990 Online ISSN: 1323-6903	ABDC C	2022
11	Mr Madan Gowda KJ,	A synthesis of emotional quotient in dealer management in the electric car distribution channel in Bangalore	Journal of Contemporary Issues in Business and Government	Print ISSN: 2204-1990 Online ISSN: 1323-6903	ABDC C	2022
12	Dr. Guru Basava Aradhya	Gurukula System: India's Paradigm Shift for Sustainable Institutional Development	ICBM 2021	ISSN: 2790-4539	Copernicus	2022

13	Dr.Priyanka Khanzode	Unravelling Green Bond Drive in Indian Financial Market: An Overview	International Journal for Research in Engineering Application & Management	ISSN : 2454-9150	UGC	2022
14	Dr.A.Narasima Venkatesh	A Supervised Learning Identification System for Prognosis of Breast Cancer	Hindawi Limited	ISSN: 1024123X	Scopus	2022
15	Rajesh Krishnamurthy Rao,	Quality Management Systems - Need and Implementation Barriers for MSMEs in India	Drishtikon: A Management Journal	ISSN Number: 0975-7848	Proquest	2022
16	Veena Shenoy	Quality Management Systems - Need and Implementation Barriers for MSMEs in India	Drishtikon: A Management Journal	ISSN Number: 0975-7849	Proquest	Aug 2022
17	Manish Kothari,	Quality Management Systems - Need and Implementation Barriers for MSMEs in India	Drishtikon: A Management Journal	ISSN Number: 0975-7850	Proquest	Aug 2022
18	Dr. Guru Basava Aradhya	A STUDY ON THE ANTECEDENTS OF LUXURY APPAREL PURCHASE DECISION	SHODHA PRABHA	ISSN: 0974-8946	UGC	Aug 2022
19	Ravi. T	Open access Learning Resource Basket for Effective Researchers	DRTC, ISI Bangalore	9.78936E+12	Peer Reviewed	Aug 2022
20	Dr Guru basava aradhya,	A study on the determinants of customer buying pattern adopted in institutional buyers in, Bangalore	SHODHA PRABHA	ISSN: 0974-8946	UGC	Aug 2022

21	Dr Guru basava aradhya. S,	Marketing sustainability: A study on dynamics of contemporary supply chain practices	Building Resilient Organizations- Predicaments & Prospects	ISBN: 9781032322667	Scopus	Sep 2022
22	Dr. Anju	HRM and Gig workers- Challenges and opportunities	International Journal of Early Childhood Special Education (INT-JECSE)	ISSN:1308-5581	Peer Reviewed	Sep 2022
23	M.R.Jhansi Rani	A STUDY ON WOMEN ENTREPRENEURSHIP WITH SPECIAL REFERENCE TO RURAL KARNATAKA DISTRICT	Madhya Bharti	ISSN: 0974-0066	UGC	Sep 2022
24	M.R.Jhansi Rani	Financial Inclusion Provided by Rbi on Economic Growth in India- Theoretical Study	Neuroquantology	eISSN 1303-5150	Scopus	Oct 2022
25	Dr. Supriya Lamba Sahdev	Driving through sustainable systems: a Study of Air Quality Index of Delhi during COVID-19 Pandemic.	IOP Conference Series: Earth and Environmental Science	doi:10.1088/1755-1315/1084/1/012018	Scopus	October 2022
26	Dr. Supriya Lamba Sahdev	"Impact of AI &IOT in Sustainable &Green practices adopted in Hotel Industry and measuring hotel guests' satisfaction"	IEEE 10th INTERNATIONAL CONFERENCE ON RELIABILITY, INFOCOM TECHNOLOGIES AND OPTIMIZATION (ICRITO'2022)	IEEE	Scopus	October 2022

27	Dr. Supriya Lamba Sahdev	The Era of Artificial Intelligence Reforming Tourism Industry in Society 5.0	AMITY	IEEE	Scopus	October 2022
28	Dr. Anju Kumar	A STUDY OF ENTREPRENEURSHIP AS A SOURCE OF LIVELIHOOD AMONG PEOPLE WITH DISABILITIES	IJCRT	ISSN: 2320-2882	Peer Reviewed	November 2022
29	Dr. M.R. Jhansi Rani,	EMPLOYEE EMPOWERMENT – A BOON TO ORGANISATIONAL PERFORMANCE IN IT FIRMS – A CONCEPTUAL STUDY	Madhya Bharti	ISSN: 0974-0066	UGC	December 2022
30	Dr. M.R. Jhansi Rani	Green buildings: a Real Estate reality or Marketing Fad	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer Reviewed	December 2022
31	Ar. Kaninika D Sarkar	Green buildings: a Real Estate reality or Marketing Fad	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer Reviewed	December 2022
32	Dr. Sheetal Mahendher	A Study on the Prediction of Purchase Decision through Social Media Engagement	Entrepreneurship, Innovation and Start-Ups	ISBN: 978-81-959613-2-0	Peer Reviewed	Dec 2022
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