

## Student Publications (2024-2025)

S.No.	Name of the Student	Title of the Paper	Name of the Journal/Publisher & Place of Publication	ISBN/ISSN/SCI/Other Publication details	Indexed	Date
1	Harshitha Taleda	Slim Pickings and Hungry Strays in COVID-19	Sage Publication: Sage Business case Originals	ISBN: 9781529764093	SCOPUS	July 2024
2	Priyashree Muruganandan	Slim Pickings and Hungry Strays in COVID-19	Sage Publication: Sage Business case Originals	ISBN: 9781529764093	SCOPUS	July 2024
3	Siddharth Pattanayak	A Study on Impact of Covid-19 on Job Performance & Job Satisfaction of Employees Engaged in WFH Culture	Sumatera Medical Journal	E-ISSN: 2622-1357	Peer reviewed	July 2024
4	Akash Jain Kuamar	Slim Pickings and Hungry Strays in COVID-19	Sage Publication: Sage Business case Originals	ISBN: 9781529764093	SCOPUS	July 2024
5	Yuvraj Singh	IMPACT OF USER GENERATED CONTENT IN BUILDING BRAND TRUST	RABINDRA BHARATI UNIVERSITY: JOURNAL OF ECONOMICS	ISSN : 0975-802X	UGC	July 2024
6	Shekhar Das	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 2024
7	Shuvasmita Nanda	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	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
9	Prashant Kumar	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 C	October 2024
10	Ms. Kashish Saxena	Redefining Brand Identity: The Rise of Indian Startups	European Economic Letters	ISSN: 2323-5233	ABDC C	December 2024
11	Ms. Shruti	Innovative Marketing Strategies in Product Arrangements for Hypermarkets	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer reviewed	December 2024
12	Ms. Chimata Daydeepya Chowdary	From Evolution to Present: A Comprehensive Analysis of Political Consultancies in India	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer reviewed	December 2024
13	Miss. Namrata Sharma	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
14	Ms. L. Gayatri Patra	Redefining Brand Identity: The Rise of Indian Startups	European Economic Letters	ISSN: 2323-5233	ABDC C	December 2024
15	Mr. Abhinandan Jaiswal	Navigating the Waves: Understanding the Nexus of Bangalore's Water Crisis	ISBR MANAGEMENT JOURNAL	ISSN (Online) : 2456-9062	Peer reviewed	December 2024

16	Ms. Shubhdeep Kaur Vird	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
17	Vidyashree	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: 15054683	ABDC C	January 2025
18	Mohan K	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: 15054683	ABDC C	January 2025
19	Ismayil	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: 15054683	ABDC C	January 2025
20	Angad Chauhan	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: 15054683	ABDC C	January 2025
21	Ms. Shweta Halder	A Study on HCM Practices in IT and ITeS Companies and Their Influence on Employee Intelligence	Journal of Marketing & Social Research	ISSN (Online): 3008-0711	ABDC C	March-2025

22	Ms.Shreya M	A Study on HCM Practices in IT and ITeS Companies and Their Influence on Employee Intelligence	Journal of Marketing & Social Research	ISSN (Online): 3008-0711	ABDC C	March-2025
23	Mr. Shivprakash Varimani	A study on impact of GST on FMCG Companies in India	TIJER	ISSN 2349-9249	Peer Reviewed	Apr- 2025
24	Ms. Madhura Jadhav	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
25	Ms. Tania Chakraborty	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
26	Ms. Khushi Khatri	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
27	Ms. Diya Nair	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
28	Ms. Jyotsana Bharti	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

29	Mr. Debojyoti Das	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
30	Mr. Ashley Alexander	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
31	Mr. Soumya Sinha	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
32	Mr. Abhishek Kashyap	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

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S.No.	Name of the Student	Title of the Paper	Name of the Journal/Publisher & Place of Publication	ISBN/ISSN/SCI/Other Publication details	Indexed	Date
1	Mr. Shivprakash Varimani	Are Recent Tax Policy Changes Hurting or Helping Small Business	IJRAMT	SSN (Online): 2582-7839	Peer Reviewed	Apr-2023
2	Shantanu Paul	A Study on Impact of Covid-19 on the Nutrition & Exercise Regime of Lifestyle Disorder Patients (Non-Communicable Disease)	Sumatera Medical Journal (SUMEJ)	ISSN: 2622-9234	Peer Reviewed	December 2023
3	Anshitha Sharma	A Study on Impact of Covid-19 on the Nutrition & Exercise Regime of Lifestyle Disorder Patients (Non-Communicable Disease)	Sumatera Medical Journal (SUMEJ)	ISSN: 2622-9234	Peer Reviewed	December 2023
4	Shruti Bohra	THE LONG-TERM IMPACT OF COVID 19 ON INDIVIDUAL BEHAVIOR	Journal of Informatics Education and Research	ISSN: 1526-4726	ABDC C	January 2024
5	Avinash Kumar Mishra	Perception of Emotional Marketing Strategies in Shaping Consumer Behaviour	European Economic Letters	ISSN 2323-5233	ABDC C	January 2024

6	Chandra SS Nanduri	Perception of Emotional Marketing Strategies in Shaping Consumer Behaviour	European Economic Letters	ISSN 2323-5233	ABDC C	January 2024
7	Krishna Mohan	Perception of Emotional Marketing Strategies in Shaping Consumer Behaviour	European Economic Letters	ISSN 2323-5233	ABDC C	January 2024
8	Sumedha Rawat	OYO: A Journey Through the Hotel Chain's First Ten Years	Sage Business Cases	ISBN: 9781071946299	Peer Reviewed	July 2024
9	Susmita Pradhan	OYO: A Journey Through the Hotel Chain's First Ten Years	Sage Business Cases	ISBN: 9781071946299	Peer Reviewed	October 2024
10	Swarnava Sharma	OYO: A Journey Through the Hotel Chain's First Ten Years	Sage Business Cases	ISBN: 9781071946299	Peer Reviewed	October 2024
11	Tanushree Singh	OYO: A Journey Through the Hotel Chain's First Ten Years	Sage Business Cases	ISBN: 9781071946299	Peer Reviewed	July 2024
12	Vidyasree A	The Gig Economy and Sustainable Work Practices in Startups	European Economic Letters	ISSN 2323-5233	ABDC C	March, 2024
13	M. Thouyangba Meetei	Impact of Product Placement of Movies on Consumers Buying Behaviour	Journal of Informatics Education and Research	ISSN: 1526-4726	ABDC C	March 2024
14	HemanshuYadav	Understanding Consumer Behavior in Online Shopping: A Study in Lucknow City	Journal of Informatics Education and Research	ISSN: 1526-4726	ABDC C	March 2024
15	Sandiya C	The Role of Value-Added Services in Enhancing Investor's Investment Decision: A Study On Stockbrokers	Migration Letters	ISSN: 1741-8984	SCOPUS	March 2024
16	PAPIYA GAYEN	BEYOND THE HYPE: EXPLORING THE ETHICS, RELIABILITY, AND STRATEGIES OF INFLUENCER MARKETING	IJoM		Peer Reviewed	April 2024

17	Agnidipta Sarkar	Comprehending and Analyzing the Elements that Play into Choosing a Business School	European Economic Letters	ISSN 2323-5233	ABDC C	April 2024
18	Sanjeet	Comprehending and Analyzing the Elements that Play into Choosing a Business School	European Economic Letters	ISSN 2323-5233	ABDC C	April 2024
19	Sachin Kumar Sahu	Analysing The Impact Of Virtual Reality On Consumer Buying Behaviour	Tec Empresarial	ISSN:1659-2395	SCOPUS	2024
20	Sachin Kumar Sahu	Consumer Buying Behavior of Spurious Products: Inevitable Acceptance of Fakes unassumingly	Eureka Publications	ISBN: 978-93-5810-961-0	Peer Reviewed	2023
21	Arpit Kolge	Analysing The Impact Of Virtual Reality On Consumer Buying Behaviour	Tec Empresarial	ISSN:1659-2395	SCOPUS	2024
22	Hritika Agarwal	Analysing The Impact Of Virtual Reality On Consumer Buying Behaviour	Tec Empresarial	ISSN:1659-2395	SCOPUS	2024
23	Siva Hari Krishnan	Article Mobile Payment And Banking Services –A Study On Retailer’s Perspective	Educational Administration: Theory and Practice	ISSN:2148-2403	SCOPUS	April 2024
24	Gargee Kakati	The Art of Personal Brand Touch in Professional Branding	Madhya Pradesh Journal of Social Science	ISSN: 0973-855	UGC	April 2024
25	Sreeram S	The Impact of Fintech on Banking Services in the Rural Sector	Journal of Informatics Education and Research	ISSN: 1526-4726	ABDC	May 2024



26	Kamalesh Kaldate	Effects of Food Service Aggregators on Online Consumer Experience	Rabindra Bharathi University : Journal of Economics	0975-802X	UGC	May 2024
27	Manisha Kriti	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
28	Sakshi Yadav	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

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S.No.	Name of the Student	Title of the Paper	Name of the Journal/Publisher & Place of Publication	ISBN/ISSN/SCI/Other Publication details	Indexed	Date
1	Hemanshu Yadav	Making the Impossible Possible: Tata Nano.	Sustainable Technology for Society 5.0 book by Taylor & Francis.	ISBN9781003365525	Scopus	Sep-22
2	Kirubha Gowri S,	A Study on the Prediction of Purchase Decisionthrough Social Media Engagement	Entrepreneurship, Innovation and Start-Ups	ISBN: 978-81-959613-2-0	Peer Reviewed	Nov-22
3	Avijit Saha	A Study on the Prediction of Purchase Decisionthrough Social Media Engagement	Entrepreneurship, Innovation and Start-Ups	ISBN: 978-81-959613-2-1	Peer Reviewed	Nov-22
4	Amisha Sinha	A Study on the Prediction of Purchase Decisionthrough Social Media Engagement	Entrepreneurship, Innovation and Start-Ups	ISBN: 978-81-959613-2-2	Peer Reviewed	Nov-22
5	Eshant Gupta	A study on the effectiveness of the employee development program in an organization	Entrepreneurship, Innovation and Start-Ups	ISBN: 978-81-959613-2-3	Peer Reviewed	Nov-22

6	Shriram B. Lalgudi	An Organisational Study On Discerning The Association Between Various Marketing Strategies And Calculating The Conversion Rate In An Ebook Platform	Entrepreneurship, Innovation and Start-Ups	ISBN: 978-81-959613-2-4	Peer Reviewed	Nov-22
7	Sivaram B. Lalgudi	An Organisational Study On Discerning The Association Between Various Marketing Strategies And Calculating The Conversion Rate In An Ebook Platform	Entrepreneurship, Innovation and Start-Ups	ISBN: 978-81-959613-2-5	Peer Reviewed	Nov-22
8	Eakesh Goswami	The Power of Engagement “Understanding the role of CEM (Customer Experience Management) in orchestrating end to end Customer Journey.”	Entrepreneurship, Innovation and Start-Ups	ISBN: 978-81-959613-2-6	Peer Reviewed	Jan-23
9	Harsh Lala	The Power of Engagement “Understanding the role of CEM (Customer Experience Management) in orchestrating end to end Customer Journey.”	Entrepreneurship, Innovation and Start-Ups	ISBN: 978-81-959613-2-7	Peer Reviewed	Jan-23
10	Urmila Jain	The Power of Engagement “Understanding the role of CEM (Customer Experience Management) in orchestrating end to end Customer Journey.”	Entrepreneurship, Innovation and Start-Ups	ISBN: 978-81-959613-2-8	Peer Reviewed	Jan-23
11	Watan Singh	A Comparative Study On Supermarkets In France And India	Entrepreneurship, Innovation and Start-Ups	ISBN: 978-81-959613-2-9	Peer Reviewed	Mar-23
12	Ananya Singh	A Comparative Study On Supermarkets In France And India	Entrepreneurship, Innovation and Start-Ups	ISBN: 978-81-959613-2-10	Peer Reviewed	Mar-23

13	Anshukumar	An Exploratory Study of VDO.AI's Growth Strategy and Publisher Expectations for the APAC Region	Entrepreneurship, Innovation and Start-Ups	ISBN: 978-81-959613-2-11	Peer Reviewed	Mar-23
14	Eshant Gupta	A study on the satisfaction level of employees with the recruitment and selection process in an organization	K J Somaiya Institute of Management   10th International HR Conference	ISBN: 9788195778232	Peer Reviewed	Mar-23
15	Shivam Singhal	Using machine learning to comprehend and forecast Post-COVID-19 pharmaceutical sales	IEEE	ISBN:979-8-3503-9844-1	SCOPUS	May-23
16	Jovita Devaraj	Using machine learning to comprehend and forecast Post-COVID-19 pharmaceutical sales	IEEE	ISBN:979-8-3503-9844-2	SCOPUS	May-23
17	Prajwal Markandey	Using machine learning to comprehend and forecast Post-COVID-19 pharmaceutical sales	IEEE	ISBN:979-8-3503-9844-3	SCOPUS	May-23
18	Ms.Upasana Bhattacharyya	Financial Mastery: Navigating Personal Finance with Limited Resources'	Kindle Edition	ASIN : B0C7RHFS5X	Peer Reviewed	May-23
19	Siva Harish	Influence of New Offers, Discounts, Big Billion Days in Sales of E-Products	PRISM BIMTECH	E-ISBN: 978-81-935730-8-2	Peer Reviewed	May-23
20	Prashanth P.	Tourist perception on HampiUtsav – Descriptive Analysis of Domestic Travellers	South India Journal of Social Sciences	ISSN – 0972 – 8945,	Peer reviewed	May-23