



## RV INSTITUTE OF MANAGEMENT

### NAAC Criteria 1.3.2 – MRSL: Student Conference Presentations - Cross Cutting Issues

Managerial Research Skills Lab (MRSL) | Course ID: 21MBA841 | Semesters III & IV



| Sl. No. | Name of Faculty & Students                                                         | Title of Paper                                                                                                                                       | Name of Conference                                                                      | Nati / Intl       | Date           | Year | ISBN / ISSN            | Organising Institute                         |
|---------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-------------------|----------------|------|------------------------|----------------------------------------------|
| 1       | Dr. Noor Firdoos Jahan, Deepak Girish Kalyani, Gurubasavraj KM and Chethan Singh M | Perception of Fashion and Sustainability Among Gen Z                                                                                                 | AAC-ICON-2023 – Int'l Conf. on Business, Innovation and Sustainability in Digital Era   | Internati<br>onal | 26-27 May 2023 | 2023 | 978-81-955963-7-9      | Alliance University                          |
| 2       | Dr. Noor Firdoos Jahan, Nikitha Shanbhog, Aishwarya G, Karthik Shetty              | Social Media's Effect on Consumer Purchasing Decisions in Bangalore                                                                                  | AAC-ICON-2023 – Int'l Conf. on Business, Innovation and Sustainability in Digital Era   | Internati<br>onal | 26-27 May 2023 | 2023 | 978-81-955963-7-9      | Alliance University                          |
| 3       | Prof. Anitha BM Dsilva, Abhilash K                                                 | Seeing is Believing: The Impact of Augmented Reality on Customer Shopping Behaviour of Lenskart in Bangalore                                         | AITA 2024 – 2nd Int'l Conf. on Artificial Intelligence: Theory and Applications         | Internati<br>onal | 9-10 Aug 2024  | 2024 | Scopus – Springer LNNS | IBS Bangalore                                |
| 4       | Prof. Anitha BM Dsilva, Megha Joshi, Gagandeep VN, Tejas HP                        | Impact of AI on Banking Sector                                                                                                                       | AAC-ICON-2023 – Int'l Conf. on Business, Innovation and Sustainability in Digital Era   | Internati<br>onal | 26-27 May 2023 | 2023 | 978-81-955963-7-9      | Alliance University                          |
| 5       | Prof. Ankita Shrivastava, Poornima L, Nagaraj Gajana Hegde, S Shreyas              | Customer Experience in Revolutionizing Financial Services: A Comparative Analysis of Traditional Banking Apps and Fintech Apps from Bangalore Region | Agile Business Amid of TUNA World for Sustainability & Innovation                       | National          | 28 Jul 2023    | 2023 |                        | Ballari Institute of Technology & Management |
| 6       | Prof. Ankita Shrivastava, Shivam Anvekar, Varsha                                   | A Study on Comparison of Bankruptcy Prediction Models                                                                                                | Agile Business Amid of TUNA World for Sustainability & Innovation                       | National          | 28 Jul 2023    | 2023 |                        | Ballari Institute of Technology & Management |
| 7       | Prof. Ankita Shrivastava, Pavana Hegde, Srinishi Kommula, Salman Faisal Qadri      | A Study on Youth Perception towards Financial Planning                                                                                               | Agile Business Amid of TUNA World for Sustainability & Innovation                       | National          | 28 Jul 2023    | 2023 |                        | Ballari Institute of Technology & Management |
| 8       | Akhila H and Loyston Crasta                                                        | The Integration of Artificial Intelligence in Human Resource Management                                                                              | National Conference on Industry 5.0 – Challenges and Opportunities                      | National          | 18 Aug 2023    | 2023 |                        | Sri Balaji University, Pune                  |
| 9       | Shubha R, Naveen C and Manoj N S                                                   | Determination of Factors that Influence Indian Stock Market using Machine Learning Algorithm                                                         | Agile Business Amid of TUNA World for Sustainability & Innovation                       | National          | 28 Jul 2023    | 2023 |                        | Ballari Institute of Technology & Management |
| 10      | Divyashree M, Ananya P Hegde                                                       | A Study on the Impact of Foreign Institutional Investors on BSE, NSE                                                                                 | Agile Business Amid of TUNA World for Sustainability & Innovation                       | National          | 28 Jul 2023    | 2023 |                        | Ballari Institute of Technology & Management |
| 11      | Bharath KS, Shubham Rajendra Revankar                                              | Modern Methods of Business Valuation for Unlisted Companies                                                                                          | National Conference on Industry 5.0 – Challenges and Opportunities                      | National          | 18 Aug 2023    | 2023 |                        | Sri Balaji University, Pune                  |
| 12      | Sheebal M S, Pramod K L, M Praneet Kumar Reddy                                     | Predicting Customer Churn in Banking: An SQL Based Approach for Cohorting Customers and ML Algorithms for Data Visualization                         | Agile Business Amid of TUNA World for Sustainability & Innovation                       | National          | 28 Jul 2023    | 2023 |                        | Ballari Institute of Technology & Management |
| 13      | Basavraj Poddar, Supriya Govind Belsare, Amith Bhat                                | Study on Volatility of Gold Prices in India using ARCH and GARCH Model                                                                               | Agile Business Amid of TUNA World for Sustainability & Innovation                       | Internati<br>onal | 27-28 Jul 2023 | 2023 |                        | Ballari Institute of Technology & Management |
| 14      | Prof. N. Nagasubba Reddy, Sachith B K, Alasani Varshitha, Saahil Srikanth Kulloli  | Analysing Customer Churn in Subscription Based Services: A Survival Analysis Approach                                                                | Agile Business Amid of TUNA World for Sustainability & Innovation                       | Internati<br>onal | 28 Jul 2023    | 2023 | IC-<br>MBA@BITM/101    | Ballari Institute of Management              |
| 15      | Prof. N. Nagasubba Reddy, B S Sushen, P T Kirti                                    | Predictive Analytics for Demand Forecasting in Supply Chain Management                                                                               | Agile Business Amid of TUNA World for Sustainability & Innovation                       | Internati<br>onal | 28 Jul 2023    | 2023 | IC-<br>MBA@BITM/065    | Ballari Institute of Management              |
| 16      | Prof. N. Nagasubba Reddy, Aniket Sanjay Revankar, Prajwala H                       | A Paper on the Impact of Financial Risk on the Profitability of Public and Private Sector Banks in India                                             | Agile Business Amid of TUNA World for Sustainability & Innovation                       | Internati<br>onal | 28 Jul 2023    | 2023 | IC-<br>MBA@BITM/091    | Ballari Institute of Management              |
| 17      | Prof. N. Nagasubba Reddy, Pavan Kumar M, Mahanth Gowda K C                         | Analysing the Impact of Different Pricing Strategies on OTT Platform Subscriptions                                                                   | Agile Business Amid of TUNA World for Sustainability & Innovation                       | Internati<br>onal | 28 Jul 2023    | 2023 | IC-<br>MBA@BITM/101    | Ballari Institute of Management              |
| 18      | Dr. Padmalini Singh, Rakshit R T, Muchel Subbaraju, Vishal Shivraj                 | Leveraging AI in E-Commerce to Improve Customer Experience                                                                                           | Int'l Conference on Service Marketing – Digitization and Management                     | Internati<br>onal | 22-23 Jun 2023 | 2023 |                        | NSB Business School Academy                  |
| 19      | Dr. Padmalini Singh, Sujana S, Sanket Shirsat, Anjana                              | Consumer Behaviour towards Luxury Fashion Brand Consumption in India                                                                                 | Future Trends in Business: Knowledge, Skills, Sustainability, Innovation and Technology | Internati<br>onal | 29 Jul 2023    | 2023 |                        | IILM University, Lucknow                     |
| 20      | MM Jabez, Jatin Desai                                                              | Impact of EV Policies in Promoting Electric Vehicle Adoption in India                                                                                | National Conference on Industry 5.0 – Challenges and Opportunities                      | National          | 18-19 Aug 2023 | 2023 |                        | Sri Balaji University, Pune                  |

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| 21 | Amogha G, Dhiraj Kumar Belavadi                                                | The Relationship between Cryptocurrency and Sectors of Indian Stock Market                                       | Int'l Conference on Global Research Trends in Higher Education                                          | International | 19-20 Aug 2023 | 2023 |  | Warsaw University of Life Sciences, Poland   |
| 22 | Dr. Tamizharasi, Sagi Sampi, Saurabh Bhupali, Bhaskar Prabhu                   | Impact of Fills and Dills on BSE Pre and Post COVID-19                                                           | Agile Business Amid of TUNA World for Sustainability & Innovation                                       | International | 28 Jul 2023    | 2023 |  | Ballari Institute of Technology & Management |
| 23 | Dr. Tamizharasi, Akash RK, Gururavun, Neha HV                                  | Selectivity and Market Timings of Mutual Funds in India                                                          | Agile Business Amid of TUNA World for Sustainability & Innovation                                       | International | 28 Jul 2023    | 2023 |  | Ballari Institute of Technology & Management |
| 24 | Dr. Tamizharasi, Nuthana U, Sravani M, Poornaprajnya                           | Impact of the Stock Index Futures Trading on Spot Price Volatility: Evidence from Mature and Emerging Markets    | Agile Business Amid of TUNA World for Sustainability & Innovation                                       | International | 28 Jul 2023    | 2023 |  | Ballari Institute of Technology & Management |
| 25 | Dr. Tamizharasi, Smitha M, Aditi Rani, Yashwanth R                             | Empirical Analysis on Feedback Trading in Developed and Developing Stock Markets                                 | Agile Business Amid of TUNA World for Sustainability & Innovation                                       | International | 28 Jul 2023    | 2023 |  | Ballari Institute of Technology & Management |
| 26 | Dr. Anupama K Malagi, Namratha, Trupthi Shetty, Sathya B Nayaka                | Usage and Implementation of AI for Talent Management in IT Sector                                                | Agile Business Amid of TUNA World for Sustainability & Innovation                                       | International | 28 Jul 2023    | 2023 |  | Ballari Institute of Technology & Management |
| 27 | Dr. Anupama K Malagi, Harshitha Srinivas, Vinayak Gaikwad                      | The Effect of Financial Regulations and Policy on Money Market [BEST PAPER AWARD]                                | Int'l Conf. on Sustainable Development: Challenges and Strategies for Indian Economy & Business         | National      | 28 Jul 2023    | 2023 |  | MLA Academy of Higher Learning               |
| 28 | Dr. Anupama K Malagi, Deepak Gopalakrishnan, Amith C                           | A Case Study on Forensic Accounting                                                                              | National Conference on Sustainable Development: Challenges and Strategies for Indian Economy & Business | National      | 28 Jul 2023    | 2023 |  | MLA Academy of Higher Learning               |
| 29 | Dr. Anupama K Malagi, Sneha U, Suriya Priyasree                                | Ethical Implications of Employee Device Tracking at Workplace                                                    | Int'l Conference on Data Driven Sustainable Business Practices During Turbulent Time                    | International | 4 Aug 2023     | 2023 |  | Mount Carmel College, Bengaluru              |
| 30 | Dr. Anupama K Malagi, Agamya Kinhal, Anusha Prakash, Sankalp V                 | A Comparative Study on Employee Performance Appraisal – Pre COVID & Post COVID                                   | Int'l Conference on Data Driven Sustainable Business Practices During Turbulent Time                    | International | 4 Aug 2023     | 2023 |  | Mount Carmel College, Bengaluru              |
| 31 | Prof. Pooja Ravindra Takalkar, Anusha, Chethan Kumar V A, Lkitha A             | Impact of CSR on Financial Performance of FMCG Companies                                                         | Agile Business Amid of TUNA World for Sustainability & Innovation                                       | International | 28 Jul 2023    | 2023 |  | Ballari Institute of Technology & Management |
| 32 | Prof. Pooja Takalkar, Shubham Singh, Abhishek Shenoy Swami, Samiksha Pushparaj | The Impact of Increase in Non-Performing Assets in Indian Nationalized Banks on the Indian Economy               | Industry 5.0 – Challenges and Opportunities                                                             | National      | 18-19 Aug 2023 | 2023 |  | Balaji Institute of Management and HRD, Pune |
| 33 | Dr. Vinay K S, Ritish M, Shreyas G A, Syed Raihan                              | Consumer Perspectives on Godrej Consumer Products: A Comprehensive Analysis                                      | Agile Business Amid of TUNA World for Sustainability & Innovation                                       | International | 28 Jul 2023    | 2023 |  | Ballari Institute of Technology & Management |
| 34 | Dr. Vinay K S, B Shashank, Shubiksha S                                         | Comparative Study Between Logistic Regression and Neural Network to Predict Market Trend using BSE Sensex Data   | Agile Business Amid of TUNA World for Sustainability & Innovation                                       | International | 28 Jul 2023    | 2023 |  | Ballari Institute of Technology & Management |
| 35 | Dr. Vinay K S, Abhijeeth Mashetty, Jagadish Shenoy, Bernard Fernandes          | A Study of Financial Market Based on Behavioral Decision Making                                                  | Agile Business Amid of TUNA World for Sustainability & Innovation                                       | International | 28 Jul 2023    | 2023 |  | Ballari Institute of Technology & Management |
| 36 | Dr. Vinay K S, Simranjit Kaur, Akanksh P, Vishnu Kumar                         | The Function of Business Analytics Capabilities in Enhancing Businesses' Performance using Predictive Analytics  | Agile Business Amid of TUNA World for Sustainability & Innovation                                       | International | 28 Jul 2023    | 2023 |  | Ballari Institute of Technology & Management |
| 37 | Prof. Sowmya D S, Anyith Kumar, Girish N Nashi, Soumya Ganapati Hegde          | Impact of Cyber Crime on Digital Banking Sector in India                                                         | Agile Business Amid of TUNA World for Sustainability & Innovation                                       | International | 28 Jul 2023    | 2023 |  | Ballari Institute of Technology & Management |
| 38 | Prof. Sowmya D S, Suchitra G, Chavi Jagadeesh                                  | Impact of Virtual Work Environment on Employee Well-being                                                        | Agile Business Amid of TUNA World for Sustainability & Innovation                                       | International | 28 Jul 2023    | 2023 |  | Ballari Institute of Technology & Management |
| 39 | Prof. Sowmya D S, Aishwarya P, Kshitij P L                                     | A Study on Payments Digitalization to Examine the Effect of Digital Payment Adoption on Financial Inclusion      | Agile Business Amid of TUNA World for Sustainability & Innovation                                       | International | 28 Jul 2023    | 2023 |  | Ballari Institute of Technology & Management |
| 40 | Prof. Sowmya D S, R Anand Kumar, Syed Mussaveerulla                            | Impact of Diversity, Equity and Inclusion on Employee Competencies towards Sustainable Organisation in IT Sector | Agile Business Amid of TUNA World for Sustainability & Innovation                                       | International | 28 Jul 2023    | 2023 |  | Ballari Institute of Technology & Management |
| 41 | Prof. Ramya S, Mallesh S, Amit Kamadollishettaru, Prajwala                     | Reasons for the Surge in Demat Account Openings by Millennials and GenZ in the Stock Market Post-Covid-19        | Agile Business Amid of TUNA World for Sustainability & Innovation                                       | International | 27-28 Jul 2023 | 2023 |  | Ballari Institute of Technology & Management |
| 42 | Prof. Ramya S, Sameeksha MP, Vinit Siddharth                                   | Organisational Citizenship Behavior – Performance Punishment and Rewards                                         | Agile Business Amid of TUNA World for Sustainability & Innovation                                       | International | 27-28 Jul 2023 | 2023 |  | Ballari Institute of Technology & Management |

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|--------------------------------|------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|---------------|----------------|------|----------------------------|----------------------------------------------|----|
| 43                             | Prof. Ramya S, Hema C, Yashaswini P, Nayana GC | GenZ Career Development and Engagement – A Perceptual Analysis                                                                | Int'l Conference on Data Driven Sustainable Business Practices During Turbulent Times         | International | 4 Aug 2023     | 2023 |                            | Mount Carmel College, Autonomous             |    |
| 44                             | Sachin VN                                      | A Comparative Study of Green and Conventional Mutual Fund Performance in the Indian Market: A Return & Risk Adjusted Approach | 5th Int'l Conference on Sustainability, Leadership and Technology: Towards a Better Tomorrow  | International | 18-19 Jul 2024 | 2024 | WIC24.5.172                | WeSchool, Mumbai                             |    |
| 45                             | Rudresh HR                                     | Navigating Budget-Mindfulness Among Generation Z in the UPI Era                                                               | Int'l Conference on Beyond Borders: Exploring Global Perspectives in Management (ICEGPM-2024) | International | 23-24 Aug 2024 | 2024 |                            | Indira School of Business Studies PGDM, Pune |    |
| 46                             | Gunjan Raju Chaudhari                          | Presented at MRD 2.0-2024 (Advanced Research Methods, Tools and Techniques for Multidisciplinary Research)                    | Second Int'l Conference on Advanced Research Methods, Tools and Techniques (MRD 2.0-2024)     | International | 20-21 Feb 2024 | 2024 | EDX/IC/MRD/2024/REG/02/513 | Eudoxia Research University, USA             |    |
| 47                             | Deepka K Shetty                                | A Study on Investor's Attitude Towards Mutual Fund Investment                                                                 | 5th Int'l Conference on Sustainability, Leadership and Technology: Towards a Better Tomorrow  | International | 18-19 Jul 2024 | 2024 | WIC24.5.294                | WeSchool, Mumbai                             |    |
| 48                             | Guruprasad                                     | Role of Real Estate Investment Trusts (REITs) in India Market                                                                 | 5th Int'l Conference on Sustainability, Leadership and Technology: Towards a Better Tomorrow  | International | 18-19 Jul 2024 | 2024 | WIC24.5.303                | WeSchool, Mumbai                             |    |
| TOTAL CONFERENCE PRESENTATIONS |                                                |                                                                                                                               |                                                                                               |               |                |      |                            |                                              | 48 |