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Student Publication June 2022 to May 2023

Sl. NO.	Title of paper	Student Name	Title of the Proceedings of the Conference	Name of the Publishers	Year of publication
1	Factors Influencing Customers to Buy Apparels on Myntra in Bangalore	Ms. Madhura A Ms. Sutopa Deb Mr. Girish Nashi	On Emerging Trends & New Perspectives Disrupting the Business Landscape	IA School of Management Studies	Jan-23
2	Customer Perception towards Dunzo - Online Delivery Service in Bangalore	Ms. Likhitha L Ms. Chaitanya Kamatagi B	On Emerging Trends & New Perspectives Disrupting the Business Landscape	IA School of Management Studies	Jan-23
3	Imact of AI on Banking Sector	Ms. Megha Joshi Mr. Gagandeep V N Mr. Tejas H P	International Conference on Business, Innovation and Sustainability in Digital Era	Alliance University	May-23
4	A Study on Students Preference Towards Edtech Over Traditional Learning Methods	Ms. Sagi Sapi	Transcending Disciplinary Boundaries Through Innovation	Alliance University	2023
5	A Study on Customer Preferences Towards Electric Vehicles in Karnataka	Ms. Srujana S	Transcending Disciplinary Boundaries Through Innovation	Alliance University	2023
6	Social Media's Effect on Consumer Purchasing Decisions in Bangalore	Ms. Nikitha Shanbhog, Ms. Aishwarya G Mr. Karthik Shetty	Intenational Conference on Business, Innovation and Sustainability in Digital Era	Alliance University	2023
7	Perception of Fashion & Sustainability among Gen Z	Mr. Girish Kalyani Mr. Gurubasavaraj K M Mr. Chetan Singh	Intenational Conference on Business, Innovation and Sustainability in Digital Era	Alliance University	2023
8	Case Study of Touch 'n Go in Malaysia: Are you a user of an e-wallet?	Mr. B S Sushen Ms. Vaishnavi N		International Journal of Accounting & Finance in Asia Pasific (IJAFAP)	Oct-22
9	Customer Satisfaction on Starbucks Malaysia Post-Covid 19 Pandemic	Ms. M Smitha		International Journal of Tourism & Hospitality in Asia Pacific (IJTHAP)	Oct-22

10	Transforming into a Cashless World: Factors Driving Brand Loyalty of Touch 'N Go E-Wallet in Malaysia	Mr. B. Shashank Mr. Rehan Faisal Qadri		International Journal of Accounting & Finance in Asia Pasific (IJAFAP)	Oct-22
11	A case study on Quality Education imparted at the Government Primary Schools in Hosapete, Karnataka	Mr. B. Shashank	Global Entrepreneurship & Management Ummit 'Aarohan 2023'	Atlas Skilltech University	Mar-23
12	A study on the Access for developing Entrepreneurship in Air conditioning amidst the rise Heat Waves in the UK	Mr. Luqman	Global Entrepreneurship & Management Ummit 'Aarohan 2023'	Atlas Skilltech University	Mar-23
13	Quality Education in primary schools special reference to Government Schools in Bengaluru- A case study	Mr. B S Sushen	Global Entrepreneurship & Management Ummit 'Aarohan 2023'	Atlas Skilltech University	Mar-23
14	A study on imparting Quality Computer Education with reference to DKZP Govt. Higher Primary School	Ms. Ankita Gajanan Naik	Global Entrepreneurship & Management Ummit 'Aarohan 2023'	Atlas Skilltech University	Mar-23
15	Holistic Education in primary education sector with reference to Government Higher Primary School, Mallepura in Bengaluru- A case study	Ms. Prajwala	Global Entrepreneurship & Management Ummit 'Aarohan 2023'	Atlas Skilltech University	Mar-23
16	An Analytical study of impact of Merger & Acquisition on financial performance of Corporate Sector in India	Mr. Rahul Yalvatti	Global Entrepreneurship & Management Ummit 'Aarohan 2023'	Atlas Skilltech University	Mar-23

