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7.3 MRSL - Students' publication in ABDC Journals

ABHILASH K	Dr. Noor Firdoos Jahaan	Marketing	BA	Seeing is Believing: The Impact of Augmented Reality on Customer Shopping Behaviour of Lenskart in Bangalore	Marketing	publication in the proceedings to be published in the Scopus-indexed Springer Book Series "Lecture Notes in Networks and Systems".
AARON GOES	Dr. Noor Firdoos Jahaan	Marketing	Finance			
ADITI.B.KHONA	Dr. Noor Firdoos Jahaan	Finance	BA	Does the Weather Influence Asia's Top Stock Market Returns?	Finance	<i>European Economic Letters (EEL)</i> , 2024, 14(3), 287–297. https://doi.org/10.52783/eel.v14i3.1774 , ABDC Journal falls in C category
SURE SAI NITHYUSHA	Dr. Noor Firdoos Jahaan	Finance	BA			