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Student Research Symposium

ANVESHAN 2025

**Pioneering the Future of
Business Research**

08 May 2025

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ABOUT THE CONFERENCE

The research symposium provided a platform for young research scholars to explore and shape the evolving business research landscape. With technological advancements, changing geopolitical situations, the rise and fall of economies, and the increasing importance of sustainability, the forum fosters innovation and interdisciplinary collaboration. It allows young researchers to present their key insights to contribute to business transformation. By connecting theoretical frameworks to real-world applications, ANVESHAN 2025 promotes impactful research. It aspires to redefine the future of the business landscape by inspiring novel perspectives and pioneering solutions for emerging socio-economic challenges.

CALL FOR PAPERS

We invite extended abstracts from undergraduate and postgraduate students across a range of areas, including:

Finance and Accounting

HR

Marketing

Business Analytics

Economics

Strategy and Entrepreneurship

Operations Management

Emerging technologies

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Prof. Mithun D J, Co-Ordinator, Business Analytics Programme
Prof. Shoaib Ahmed Khan, Assistant Professor

Details of Presentation Schedule

Venue: 312 Third Floor		Finance Track 1 Session Chairs Dr. Soumya Prof. Pooja	
S.No	Registration Number	Author Name	Title of the Research Paper
1	P18FW23M015001	A C Harsha	The Role of NPCI in Enhancing Ease of Banking in India: A Study on User Experience and Accessibility
2	P18FW23M015002	Abhishek Shetti	Recurring Deposit as an Instrument of Savings: A Study
3	P18FW23M015004	Abhishek S K	Assessing The Financial Literacy of Higher Education Students Regarding Bank Lending in Inflationary Period
4	P18FW23M015005	Adhvi S U	An Analysis of Financial Decision-Making: Exploring Savings and Investment Patterns among Salaried Millennials within Bengaluru City
5	P18FW23M015011	Akshata S Kalaburgi	Market Volatility in India: The Push and Pull Effects of Foreign Institutional Investors
Venue: 312 Third Floor		Finance Track 2 Session Chairs Dr. Soumya Prof. Pooja	
S.No	Registration Number	Author Name	Title of the Research Paper
6	P18FW23M015015	Amrutha B G	A Study on Forecasting Exchange Rate for Indian INR Using Advanced Machine Learning Tools
7	P18FW23M015016	Anjali	Impact of Crypto Currency on Traditional Banking in India
8	P18FW23M015020	Arun Kumar M	Identifying Zombie Firms in the Hospitality Sector of India: A Predictive Study Using Working Capital Metrics and Machine Learning
9	P18FW23M015022	B R Gagan	Need for Digitalisation of Educational Loans
10	P18FW23M015023	Bellary Gayathri	A Study on Macroeconomic Factors Influencing Green Bonds in India
Venue: 312 Third Floor		Finance Track 3 Session Chairs Dr. Soumya Prof. Pooja	
S.No	Registration Number	Author Name	Title of the Research Paper
11	P18FW23M015028	Chaitanya S A96	A Study on the Impact of Artificial Intelligence in Transforming Public Banking Operations in India
12	P18FW23M015030	Chirag S M	Evaluating the Impact of Recent Select Geopolitical Conflicts on Exchange Rate Dynamics
13	P18FW23M015033	Dushyanth N	Analyzing the Awareness-Adoption Paradox in Wealth Management: A Study of Indian Nationalized Banks
14	P18FW23M015034	Faizan Khan	Credit – Deposit Ratio Analysis Across Banking Sectors: A Comparative Evaluation of Public, Private, Foreign, RRB's, and SCB Banks
15	P18FW23M015036	Tejishree G P	Cash Reserves as a Catalyst for M&A Activity: An Empirical Analysis of Engagement and Success Rates Among Indian Companies
Venue: 312 Third Floor		Finance Track 4 Session Chairs Dr. Soumya Prof. Pooja	
S.No	Registration Number	Author Name	Title of the Research Paper
16	P18FW23M015039	Harshith G	Examining the Influence of the FIRE (Financial Independence, Retire Early) Movement on Youth Financial Planning and Retirement Aspirations
17	P18FW23M015040	Harshith Prabhu	A study on Investment Awareness and Planning Among Individuals
18	P18FW23M015042	Hrishikesh Ashok Dabade	Financial Literacy and Its Impact on Investment Decisions Among GEN Z Indians
19	P18FW23M015043	Hrithik N	Examining the Impact of Buy Now Pay Later (BNPL) on Consumer Buying Decision
20	P18FW23M015047	Karthik H N	Understanding the Impact of New Tax Regime on Middle Class in Karnataka
Venue: IT Lab Ground Floor		Finance Track 5 Session Chairs Dr. Prakruti Udupa Dr.Srikanth	
S.No	Registration Number	Author Name	Title of the Research Paper
21	P18FW23M015049	Karthik NP	The Impact of Emotions on Investment Performance in Stock Market
22	P18FW23M015052	Kavya M P	Study on Impact of Capital Structure on Profitability of NSE Listed Agricultural Companies in India
23	P18FW23M015054	Kishor	Students Perceptions of Green Finance: A Study on Awareness, Trust and Willingness to Engage in SDGs
24	P18FW23M015055	Kushal Vedanandagouda Patil	The Role of Premiums in M&A Deals: Maximizing or Diluting Shareholder Wealth
25	P18FW23M015056	Lakshmi Muvvala	Leveraging Quantum Computing for Forecasting Financial Market Metrics Using Time Series Analysis
Venue: IT Lab Ground Floor		Finance Track 6 Session Chairs Dr. Prakruti Udupa Dr.Srikanth	
S.No	Registration Number	Author Name	Title of the Research Paper
26	P18FW23M015059	Mamatha S	Behavioral Intention to Use Digital Payments among Rural Women: Extension of UTAUT Model
27	P18FW23M015065	Medha B	Bitcoin Volatility and Returns: Based on US Elections 2016 & 2020
28	P18FW23M015066	Megha Santosh Angadi	The Impact of CSR Disclosure on Sustainable Finance: Empirical Evidence from ESG Ratings, Green Bonds and Financial Performance
29	P18FW23M015068	Mohith M	Examining Awareness and Perceived Benefits of Digital Currency: An Empirical Study with Reference to Banking Employees in Bangalore
30	P18FW23M015072	Namratha M K	Analyzing the Impact of Digital Financial Tools on Personal Financial Management of IT employees in Bengaluru

External Track 1 Session Chairs		
Venue: BA Lab Ground Floor		
		Dr. Purushottam Dr. Noor Firdoos Jahan
S.No	Author Name	Title of the Research Paper
1	Agastine A, Prof. Leonard L	Organizational Strategies for Workforce Preparedness in the Age of AI: A Data-Driven Study
2	Supraja S	A Study on Financial Literacy and Investment Decisions of IT employees
3	Asmitha K P, Dr. Lakshmi P	AI Driven Recruitment and Talent Acquisition: A Study on Selected IT Firms in Electronic City, Bangalore
4	Dantuluri Jahnvi	Green Bonds: Financing a Sustainable Future
5	Aishvaryaa A A and Sriji E	Factors Influencing Employee Participation in Fun Friday Engagement Events: A Study on Motivations, Barriers and Its Impact on Workplace Collaboration
External Track 2 Session Chairs		
Venue: BA Lab Ground Floor		
		Dr. Purushottam Dr. Noor Firdoos Jahan
S.No	Author Name	Title of the Research Paper
6	Solanki Manishaben Hiralal	Neo-Banking and Consumer Perception: An Exploratory Study of App Based Financial Services in India
7	Varun S	Macroeconomic Determinants of Consumer Spending in India: A Regression-Based Study of Inflation and GDP Growth (1960–2023)
8	Ms. Sharmila R and Dr. D Janis Bibiyana	The Role of Virtual Reality in Building Emotional Connections with FMCG
9	Pavan Kumar S K, Jayanth S, Dr. P Chandrika Reddy	The Role of Digital Taxation in the Global Economy
10	Sneha A K	Cost of Debt or Cost of Equity? Analysing Financing Decisions in Indian Corporate Capital Structures
External Track 3 Session Chairs		
Venue: BA Lab Ground Floor		
		Dr. Purushottam Dr. Noor Firdoos Jahan
S.No	Author Name	Title of the Research Paper
11	C. Muni Sesi Kiran	The Human Weavers: Crafting Organizational Tapestries of Purpose and Potential
12	Babitha S, Harsh G Chandavar and Geetha C	Empowering Startups with Social Media: Leveraging Platforms for Growth and Community Engagement
13	Prerana and Dr Sri Lakshmi Ramu	The Impact of Artificial Intelligence on Strategic Decision-Making: A Revolution in Management Practices
14	Ms. Ali Bilkish, Ms. Akshya A, Dr. Chandrika Reddy	Blockchain in Supply Chain Management: Enhancing Transparency and Efficiency
15	Nithin R V, Dr. P Chandrika Reddy	Credit Risk Prediction using SQL data and Tableau Visualisations
External Track 4 Session Chairs		
Venue: Emerging Technologies Lab Ground Floor		
		Dr. Ravindra Babu Dr. Anupama K Malagi
S.No	Author Name	Title of the Research Paper
16	Lischitha C, Aishwarya C, Dr. P Chandrika Reddy	The Impact of Artificial Intelligence in Financial Decision Making and Investment Strategies
17	Koushik Mangalamurthi Dixit, Harshith DS	Price vs Quality: What drives consumer choices in buying smartphones among youth
18	Nayana , Shreya, Gangaraju	A Comparative Study on Customer Preferences Between In-store Shopping and Online Shopping
19	Saakshi P, Sachith Shetty, Vishal Ronad	Redefining Retail: The Consumer Shift from E- commerce to Q-commerce
20	N.S Sakshitha Gupta , Tejus B.M, Hemanth S, T Praveen	The Impact of Social Media Influencers on Buying Behaviour of Gen-Z in Urban Bangalore
External Track 5 Session Chairs		
Venue: Emerging Technologies Lab Ground Floor		
		Dr. Ravindra Babu Dr. Anupama K Malagi
S.No	Author Name	Title of the Research Paper
21	Bhuvan Singh HK	The Impact of Technology on HR Practices: A Study on Digital Transformation, AI, and Employee Experience
22	T. Venkata Teja	Customer Intention Towards Circular Fashion Product
23	Ganesh Manjunatha Rao	5G and the Future of Asset Pricing: Financial Implications of Telecom Innovation In India's Equity Markets
24	Hemashri S M, Sriji E	A Study on the Factors Affecting Employee Engagement
25	Agalya Sri S	Understanding the Influence of Awareness and Ecolabelling on GenZ's Willingness to Pay for Sustainable Products
External Track 6 Session Chairs		
Venue: Emerging Technologies Lab Ground Floor		
		Dr. Ravindra Babu Dr. Anupama K Malagi
S.No	Author Name	Title of the Research Paper
26	Austin Kundukulum, Dhruv Khatri, Kevin Manu George, Rudra Das, Rohan Hingorani, Ujjawal Arora	Understanding Repurchase Intentions in E-Commerce: A Study in Delhi NCR
27	Mahabala Sheshananda Adi , Chanchal Kumar R , Sowjanya M Nagaraj , K S Sujith	AI in Higher Education: A Boon or Bane? An Empirical Exploration of Student Perceptions and Learning Outcomes
28	Malabika Purkayastha, Dr. Chandra Sen Mazumdar	Customer Operant Resource and its Mediation Effect on Store Loyalty.An Exploratory Study

Venue: Media Centre (Morning)
Ground Floor

HR Track - 2

Session Chairs

Dr. Chandrika Reddy Dr.Sunitha Parameshwaran

S.No	Registration Number	Author Name	Title of the Research Paper
6	P18FW23M015085	Pavithra G	A Study on the Impact of Automation on Job Satisfaction Among Mid-level Managers in the Manufacturing Industry
7	P18FW23M015087	Pragati Raj	A Study on Employee Job Satisfaction while Moonlighting-A study among Non-IT Employees
8	P18FW23M015104	Ramya Vishwanath Acharya	Examining Bias in AI-Powered Performance Evaluation Tools and Mitigation Strategies
9	P18FW23M015111	Sadana V	An Evaluation of the Long-term Effects of AI-Integrated Training on Workforce Upskilling and Technological Preparedness in the IT Sector
10	P18FW23M015128	Shivani TN	Navigating the Future: Essential Skills for Young Professionals in India's Evolving Workplace

HR Track - 3

Session Chairs

Dr. Chandrika Reddy Dr.Sunitha Parameshwaran

S.No	Registration Number	Author Name	Title of the Research Paper
11	P18FW23M015167	Sujay Dutta	A Study on Role of Online Training on Motivating Students with Special Focus on Goal-Setting Theory
12	P18FW23M015173	P Ashritha	Emotional Intelligence of Women in Banks as a Key Driver for Change Management: Behavioral Approach

BA Track - 1

Session Chairs

Dr. Chandrika Reddy Prof. Mithun D J

S.No	Registration Number	Author Name	Title of the Research Paper
1	P18FW23M015017	Apeksha Siddannavar	Analysis of Psychological Factors Affecting Customer Lifetime Value on SaaS Platforms
2	P18FW23M015025	Bhagyalakshmi P R	An Artificial Neural Network Approach for Preference of Logistics Partner for Quick- Commerce Industry in Bengaluru
3	P18FW23M015038	Harshad Narayana M S	Analyzing Seasonal Tourism Demand in India: Trends, Preferences, and Forecasting Insights
4	P18FW23M015050	Karthik S	Predictive Modeling of Survival and Treatment Delay and Risk Stratification in Cancer Care: A Machine Learning Approach Using SEER Data
5	P18FW23M015053	Keerthana Prabhu B	Voice of the Customer: A Comparative Study of Sentiment Across Countries for Samsung Galaxy Buds Pro

BA Track - 2

Session Chairs

Dr. Chandrika Reddy Prof. Mithun D J

S.No	Registration Number	Author Name	Title of the Research Paper
6	P18FW23M015061	Manoj M	Application of Machine Learning Models to Predict Customer Loyalty in Quick Commerce Companies
7	P18FW23M015100	Rajashree S S	Digital Payment Adoption and its Impact on Profitability in Indian Public Sector Banks: A Machine Learning Approach

General Management Track - 1

Session Chairs

Dr. Chandrika Reddy Prof. Mithun D J

S.No	Registration Number	Author Name	Title of the Research Paper
1	P18FW23M015048	Karthik Hatwar G	The Role of Personality Factors in Enabling Entrepreneurial Resilience: A Study through the Lens of Social Cognitive Theory
2	P18FW23M015107	Rohith Yadav	Youth Climate Anxiety: Exploring the Psychological Impact of Climate Change on Young People

Venue: Conference Hall First Floor			
Finance Track 12 Session Chairs Dr. Tabreez Pasha Prof. Anitha D'silvaB M			
S.No	Registration Number	Author Name	Title of the Research Paper
56	P18FW23M015132	Shreya S H	Sustainable Growth and Labour Challenges in Rural Enterprises: A Case Study on Shreya Enterprise
57	P18FW23M015133	Shrinidhi V	Analyzing the Effect of Exchange Rate and Inflation Rate on Exports and Imports of India and Modelling the Effect Through Machine Learning
58	P18FW23M015136	Spoorthi Ganapati Naik	A Study on Impact of UPI Digital Payment Platforms on the Financial Inclusions of Stree Vendors in Urban India
59	P18FW23M015137	Steffi Fatima Dsouza	Perceived Effect of App Based Lending Service on Lending Behavior of Banks: An Empirical Study in Bangalore
60	P18FW23M015138	SUDEEP THOLAR	AI Intelligence In Financial Analysis
Venue: 310 Third Floor			
Finance Track 13 Session Chairs Dr. Leela Prof. Ankita Shrivastava			
S.No	Registration Number	Author Name	Title of the Research Paper
61	P18FW23M015140	Sujan J	Inflation-Adjusted Return Comparison of Sovereign Gold Bonds with Alternative Investment Avenues: A Decadal Analysis (2015–2024)
62	P18FW23M015144	Sushanth Shetty	A Study on Risk and Return Analysis of Selected 5 stocks in Nifty Index
63	P18FW23M015145	Sushmitha	Karnataka's Gruha Lakshmi Yojana: Impact on Socio-Economic Conditions among Beneficiary Women
64	P18FW23M015147	Swathi	Impact of Credit Card Usage Trend on Debt Management among Urban Consumers
65	P18FW23M015152	V Varaprasad	Investigating the Interdependence of Indian and US Stock Indices through Cointegration and Granger Causality
Venue: 310 Third Floor			
Finance Track 14 Session Chairs Dr. Leela Prof. Ankita Shrivastava			
S.No	Registration Number	Author Name	Title of the Research Paper
66	P18FW23M015154	VARSHA SHARADA Y	Evaluating the Impact of Acquisitions on the Financial Performance of the Tech Sector
67	P18FW23M015159	Vindhya Rajendra Hegde	Impact of Investment Habits on Financial Wellbeing among University Students of Bengaluru: An Exploratory Study
68	P18FW23M015160	Vishal Hanumanth Dhage	Impact of Risk Perceptions and Emotional Influence on Gen Z Decision Making in Life Insurance Policy Purchasing Intent
69	P18FW23M015161	Vithesh S Suvarna	Analyzing Cognitive Biases, Fear of Losses, and Overconfidence on Investment Choices among Investors
70	P18FW23M015166	Shivanand Medar	Impact of GST on Financial Services with Special Reference to Health and Life Insurance Policy
Venue: 310 Third Floor			
Finance Track 15 Session Chairs Dr. Leela Prof. Ankita Shrivastava			
S.No	Registration Number	Author Name	Title of the Research Paper
71	P18FW23M015172	Supritha T	Adoption of Digital Payments and Their Impact on Business Success Among Women Micro-Entrepreneur
72	P18FW23M015175	Sujayeendra Vittal	Critical Evaluation of Funding Patterns of Unicorns
73	P18FW23M015176	Keerthi Saboo	Impact of Fintech on Traditional Banking
Venue: 311 Third Floor			
Marketing Track 1 Session Chairs Dr. Jayanti Dr. Uma Sharma			
S.No	Registration Number	Author Name	Title of the Research Paper
1	P18FW23M015003	Abhishek Hosmani	Impact of AI on Sustainable Circular Economy
2	P18FW23M015006	Adithya N Shetty	Impact of AI and Machine Learning on Consumer Engagement in Digital Marketing
3	P18FW23M015007	Aishwarya D Warkar	Behavioral Biases in Gen Z's Investment Decisions: Influence of Finfluencer Narratives
4	P18FW23M015008	Aishwarya Narayanan	Understand the Readiness of AI Driven Marketing Strategies of Educational Institutions in Bangalore: Integrating Theory of Planned Behavior and Resource Based View
5	P18FW23M015009	Aishwarya T S	Impact of Social Media Marketing on Consumer Purchase Behaviour

Venue: Workshop Hall
Second Floor

Marketing Track 10
Session Chairs
Dr. Manoharan Dr. Santhosh M

S.No	Registration Number	Author Name	Title of the Research Paper
47	P18FW23M015149	Thanuj A Murthy	Emotional Triggers in Advertising and their Effect on Consumer Behaviour
48	P18FW23M015150	Tulsi R Koradiya	The Power of Customer Voices: How Reviews Drive Revenue Success
49	P18FW23M015151	V Rashmi	Role of Peer Recommendation on College Students' Fashion Apparel
50	P18FW23M015156	Veeresh Gorawar	The Impact of Celebrity Endorsement on Consumer Purchase Decisions: A Study of Urban Consumers in Bengaluru
51	P18FW23M015157	Venkatesh Gouripur	Spontaneous Purchase Patterns in E-Commerce: Determinants of Instant Buying Decisions in Virtual Retail Spaces

Venue: Workshop Hall
Second Floor

Marketing Track 11
Session Chairs
Dr. Manoharan Prof. Nagasubba Reddy

S.No	Registration Number	Author Name	Title of the Research Paper
52	P18FW23M015158	Vinay R Gowda	The Influence of Physical Evidence on Brand Perception in Healthcare: A Comparative Study of Private and Public Hospitals in India
53	P18FW23M015162	Y Veda Reddy	Marketing to Generation Z: Understanding Preferences and Values of the Digital-First Generation
54	P18FW23M015170	ShivKumar S	Factors Influencing Consumer Buying Behaviour towards Packaged Ready-to-Eat Food in Bangalore City
55	P18FW23M015171	Sammed Chougale	Luxury vs. Budget Travel: How Marketing Strategies Shape Consumer Behavior
56	P18FW23M015174	A N Chandan	The Impact of Ecofriendly Product Attributes on Consumers Decision

Venue: Workshop Hall
Second Floor

Marketing Track 12
Session Chairs
Dr. Manoharan Prof. Nagasubba Reddy

S.No	Registration Number	Author Name	Title of the Research Paper
57	P18FW23M015177	Samarth Aithal	The Role of Mobile Marketing in Driving Consumer Engagement and Brand Awareness
57	P18FW23M015179	S M Shashank	The Role of AI-Driven Personalization on Customer Retention in Amazon's Marketplace
59	P18FW23M015180	Mohan D K	A Study on Guerilla Marketing and Brand Image in the Social Media Age
60	P18FW23M015041	Hithen AS	Consumer Perceptions on Circular Economy in Fashion and Apparel Industry
61	P18FW23M015037	Gajendra G S	The Impact of Subscription-Based Models on Consumer Behavior: A Comparative Study of Netflix and Spotify

Venue: 209
Second Floor

Supply Chain Track 1
Session Chairs
Dr. Veena Prof. Venkatesh

S.No	Registration Number	Author Name	Title of the Research Paper
1	P18FW23M015010	Ajeya K	Analyzing Consumer Perceptions and Behavioral Drivers in Quick Commerce: A Study on Last-Mile Delivery Efficiency
2	P18FW23M015012	Akshay Kumar S	A Study on Challenges Faced by the Cold Chain Service Providers with reference to Frozen Food Products
3	P18FW23M015013	Akshaykumar Pol	Hydrogen-DRI and Scrap in India's Circular Steel Transition: A Thematic Analysis
4	P18FW23M015024	BGS Mayur Shankar	Antecedents of Total Quality Management (TQM) Practices in the Indian Banking Sector: An Empirical Study of Bangalore Banks
5	P18FW23M015045	Karthik Kamath	Assessment of Performance Drivers in Inventory Management in a Manufacturing Company

Venue: 311
Third Floor

Marketing Track 2
Session Chairs
Dr. Jayanti Dr. Uma Sharma

S.No	Registration Number	Author Name	Title of the Research Paper
6	P18FW23M015014	Amogharaj Kulkarni	Customer Perception of Aloweda Wellness Products: An Integrative Study on Ayurveda-Allopathy Hybrid Solutions
7	P18FW23M015019	Arun Madev Biradar	Study on Impact of Buy Now Pay Later (BNPL) Services on Young Generation's Spending Habits
8	P18FW23M015021	B N Satya Praneeth	Creator Economy and Creatorpreneur: Navigating the Future Content
9	P18FW23M015026	Bishan Bopanna KB	Impact of Instant Digital Transactions on Consumer Spending Behaviour
10	P18FW23M015027	C Bhargavi	The Impact of Social Media on Consumer Purchase Intention and Sustainable Fashion Apparels

Venue: 311
Third Floor

Marketing Track 3
Session Chairs
Dr. Jayanti Dr. Uma Sharma

S.No	Registration Number	Author Name	Title of the Research Paper
11	P18FW23M015029	Charupriya C	The Role of Social Media Engagement in Building Brand Loyalty: A Study on Consumers Preference Across Different Platforms
12	P18FW23M015031	Dhruthi B	Antecedents of Gen Z Customer Purchase Decision in E-Commerce Platforms: An In-depth Investigation of the Process
13	P18FW23M015032	Dinesh M	Customer Willingness to Trade Convenience for Sustainability in Quick Commerce
14	P18FW23M015044	Indresh N	A Study on Customer Satisfaction on Green Banking Initiatives with Special Reference to Mysuru
15	P18FW23M015046	Karthik G R	From Likes to Loyalty: Examining the Impact of Content Strategy on Consumer Engagement Across Social Platforms

Venue: 311
Third Floor

Marketing Track 4
Session Chairs
Dr. Jayanti Dr. Uma Sharma

S.No	Registration Number	Author Name	Title of the Research Paper
16	P18FW23M015051	Kavya D	Consumer Behaviour towards Sustainable Products: Consumer Preferences and Willingness
17	P18FW23M015058	Likhith E.L	Sustainable Food Habits Among Generation X and Generation Y: Exploring Generational Differences
18	P18FW23M015060	Manjunath D Neelgund	Digital Platforms and Farmer Networks for Improving Bargaining Power and Direct Access in Corporate Partnerships
19	P18FW23M015062	Mark Dakshin Kennedy	The Study towards Public Awareness of Generic Drugs for Safety and Affordability in Health Care
20	P18FW23M015063	Maryam Fatima	The Impact of Social Media Influencer on the Buying Behaviour of Gen Z in India

Venue: Seminar Hall
Third Floor

Marketing Track 5
Session Chairs
Dr. Pratima Dr. Vinay K S

S.No	Registration Number	Author Name	Title of the Research Paper
21	P18FW23M015064	Md.Ismail Hussain	The Impact of Net Promoter Score and Digital Literacy in Enhancing Brand Loyalty: An Empirical Study
22	P18FW23M015069	Moulyagowda D N	Evaluating the Effectiveness of Instagram Reels on Gen Z: Analyzing Engagement and the Role of Instagram Usage in Shaping Purchase Intent
23	P18FW23M015070	N Vinay Kumar Reddy	The Role of Micro-Video Content towards Generating Brand Awareness among Gen-Z: A Study using Technology Acceptance Model (TAM)
24	P18FW23M015075	Narendra	A Comparative Study of Traditional Vs Digital Advertising Effectiveness
25	P18FW23M015082	P Uttara	How Neuroscience is Redefining Advertisements: Measuring Emotional Triggers in Ad Campaigns
26	P18FW23M015084	Pooja R Belakere	Virtual Shopping Experience among Youngsters: An Exploratory Study

Venue: Seminar Hall Third Floor				Marketing Track 6 Session Chairs Dr. Pratima Dr. Vinay K S
S.No	Registration Number	Author Name	Title of the Research Paper	
27	P18FW23M015090	Pranam	The Impact of Online Community Platforms on Payment Banks: A Study in Payment Banking	
28	P18FW23M015091	Prashant Pawar	The Role of Personalized Follow-up Strategies in Boosting Lead Conversion Rates in the Automobile Industry	
29	P18FW23M015099	Purvi Vyas	A Study on Impact of Social Media Influencers on Consumer Purchase Decision in Fashion and Beauty Industry	
30	P18FW23M015108	Roshan S	Analysing the Influence of Customer Feedback and Review on Purchase Intent in E-Commerce Platforms through Sentiment Analysis	
31	P18FW23M015109	Rudraprasad. N	Impact of Refurbished Product Offerings on Post-Purchase Satisfaction in E-Commerce	
Venue: Seminar Hall Third Floor				Marketing Track 7 Session Chairs Dr. Pratima Dr. Vinay K S
S.No	Registration Number	Author Name	Title of the Research Paper	
32	P18FW23M015110	Rutuja V Pawar	The Impact of Physical Evidence on Consumer Behavior: A Comparative Study of Leading Clothing Retail Brands in Karnataka	
33	P18FW23M015115	S Saikiran	The Impact of Customer Reviews on Online Purchasing Decisions: An Exploratory Study	
34	P18FW23M015116	Sakshi B Malipatil	A Study in QR Code Usage among Food Ordering Apps - Is Personalization Increasing its Usage: A Study in Bangalore City	
35	P18FW23M015117	Samarth N D	The Impact of Social Media Influencer on Consumer Behavior	
36	P18FW23M015120	SANTOSH L	A Study on the Impact of Last-Mile Delivery Efficiency on Customer Satisfaction and Cost Optimization in Quick Commerce (Q-Commerce).	
Venue: Seminar Hall Third Floor				Marketing Track 8 Session Chairs Dr. Pratima Dr. Vinay K S
S.No	Registration Number	Author Name	Title of the Research Paper	
37	P18FW23M015121	Sarvashri Gaonkar	The Role of Influencer Marketing and Live Streaming in Driving Enhanced Brand Connections in the Digital Era	
38	P18FW23M015123	SAYED AWAISE	The Effectiveness of Targeted Audiences in the Digital Age	
39	P18FW23M015124	Sharat K U	A Study Influence of Demographic Factors in Savings & Investment Behaviour with special reference to Bangalore	
40	P18FW23M015125	Sharath Kumar S	The Role of Influencers in Shaping Consumer Attitudes towards Brands	
41	P18FW23M015127	Shilpa. R	The Influence of Virtual Reality (VR) and Augmented Reality (AR) on Consumer Experience and Purchase Decisions	
Venue: Workshop Hall Second Floor				Marketing Track 9 Session Chairs Dr. Manoharan Dr. Santhosh M
S.No	Registration Number	Author Name	Title of the Research Paper	
42	P18FW23M015130	Shivshankar Kamble	A SEM-Neural Network Approach to Predict Customers' Intention to Purchase Battery Electric Vehicles in India's Bangalore Province	
43	P18FW23M015131	Shree Prasad.M	Economic Benefits of Agritourism Development in India — An Empirical Study	
44	P18FW23M015135	Sowjanya Shetty	A Study on Resistance for Change among the Middle Level Managers with special reference to IT - ITES Sector	
45	P18FW23M015143	Surajsing A. Jayaramanavar	Impact of Inflation on Consumer Spending: An Exploratory Study	
46	P18FW23M015146	Suvin V Suvarna	The Effect of Limited-Time Discounts on Consumer Urgency and Purchase Behavior: An Exploratory Study	

Venue: 209 Second Floor		Supply Chain Track 2 Session Chairs Dr. Veena Prof. Venkatesh	
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6	P18FW23M015096	PRUTHVIJA T H	The Role of Traffic Management on Effective Supply of Dairy Products with respect to Bengaluru
7	P18FW23M015098	Puneeth Y M	Transportation Route Optimization
8	P18FW23M015103	Rakshitha P	Impact of Adoption of Green Supply Chain Practices on Performance of Companies
9	P18FW23M015106	Reshmi S	Assessment of the Functioning of the FIFO Model in College and University Cafeterias at Bangalore
10	P18FW23M015134	SOMANATH ITAGI	Exploring the Role Internet of Things in Transforming Traditional Supply Chain Methods and Improving Transparency, Efficiency, and Decision-Making
Venue: 209 Second Floor		Supply Chain Track 3 Session Chairs Dr. Veena Prof. Venkatesh	
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12	P18FW23M015142	SUMANTH S A	A Study on Influence of Payment Method (COD vs. Online Payment) on Order Fulfillment
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14	P18FW23M015155	Varun.R	Green Consumerism – A Study among College Students of Urban Bangalore
15	P18FW23M015163	Yaswanth Gowda B A	Industry 4.0 and Supply Chain Sustainability: An Overview on the Pharmaceutical Industry
Venue: 209 Second Floor		Supply Chain Track 4 Session Chairs Dr. Veena Prof. Venkatesh	
S.No	Registration Number	Author Name	Title of the Research Paper
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17	P18FW23M015168	Chaitra M S	Impact of Smart Packaging on E-Commerce Customer Purchase Decisions: An Exploratory Study
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19	P18FW23M015178	Amogh G	A Study on Public Preferences for Delivery Time Slots
Venue: Media Centre (Morning) Ground Floor		HR Track - 1 Session Chairs Dr. Chandrika Reddy Dr.Sunitha Parameshwaran	
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Venue: IT Lab Ground Floor			
Finance Track 7 Session Chairs Dr. Prakruti Udupa Dr. Rashmi Shetty			
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Finance Track 8 Session Chairs Dr. Prakruti Udupa Dr. Rashmi Shetty			
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Venue: Conference Hall First Floor			
Finance Track 9 Session Chairs Dr. Tabreez Pasha Prof. Anitha D'silvaB M			
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Finance Track 10 Session Chairs Dr. Tabreez Pasha Prof. Anitha D'silvaB M			
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Venue: Conference Hall First Floor			
Finance Track 11 Session Chairs Dr. Tabreez Pasha Prof. Anitha D'silvaB M			
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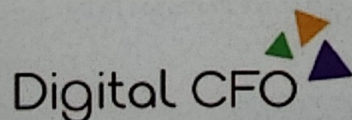
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