



STUDENT PAPER PRESENTATIONS & PUBLICATIONS

Name of Student	Title of the Manuscript/Case	Deatils of presentation	Publication details
AAPTHA SHETTY	Socio-Economic Analysis of Spiritual Tourism in Dakshina Kannada District	International Conference on Beyond Borders: Exploring Global Perspectives in Management (ICEGPM) 2024. The conference will be held in hybrid mode on the 23rd and 24th of August 2024. organised by Indira School of Business Studies, Pune	
ADITHYA M S			
ABHILASH K	Seeing is Believing: The Impact of Augmented Reality on Customer Shopping Behaviour of Lenskart in Bangalore	2nd International Conference on Artificial Intelligence: Theory and Applications (AITA 2024) held on August 09-10, 2024 at IBS, Bangalore, Off-Campus Center of IFHE University and publication in the proceedings to be published in the Scopus-indexed Springer Book Series "Lecture Notes in Networks and Systems".	Publication in the proceedings to be published in the Scopus-indexed Springer Book Series "Lecture Notes in Networks and Systems".
AARON GOES			
ADITI.B.KHONA	Does the Weather Influence Asia's Top Stock Market Returns?		<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			
ABHISHEK HEGDE	Economic Effects of spiritual tourism on the GDP of India	International Conference on Beyond Borders: Exploring Global Perspectives in Management (ICEGPM) 2024. The conference will be held in hybrid mode on the 23rd and 24th of August 2024. organised by Indira School of Business Studies, Pune	
ABHIRAM.K V			
ABH'NAV PRAKASH	THE ROLE OF PSYCHOLOGICAL SAFETY ON EMPLOYEE SATISFACTION AND RETENTION IN IT SECTOR: A SYSTEMATIC LITERATURE REVIEW		International journal of creative research thoughts(ijcrt.org), Volume 12, Issue, 7 July, 2024, Page no. 1-15
ABHISHEK SALAGERI			
ADITHYA P	INFLUENCER IMPACT: UNVEILING CONSUMER PURCHASING BEHAVIOUR IN THE SOCIAL MEDIA ERA.		Paper sent for publication in the Journal of Scientific Research and Technology
AKSHATHA ANANTH SHET			
ADITHYA S HIREMATH	Evaluating Fraud Risk Management and Corporate Governance failure in India's Banking sector	5th International Conference on Sustainability, Leadership and Technology: Towards a Better Tomorrow	
AJAY BHASKAR HEGDE			



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SUSHMITHA	EXTENT OF AWARENESS AND IMPACT OF FINANCIAL LITERACY ON INVESTMENT DECISIONS AMONG YOUTH WITH SPECIAL REFERENCE TO BENGALURU.	5th International Conference on Sustainability, Leadership and Technology: Towards a Better Tomorrow Organised by We School, Bengaluru on 18th & 19th July 2024	
AKSHAY.S.RAIKAR			
AMISHA R MAJALIKAR	A study on influence of macroeconomic indicators on sectoral indices	1st National Level Conference on AI Enhanced Learning: Shaping Tomorrow's Education Landscape Organised by Centre for Management Studies, Jain Deemed to be University, Bengaluru on 2nd and 3rd August 2024	
AKASH M S			
AKHILA KULKARNI	IOT IN LOGISTICS: A SYSTEMATIC LITERATURE REVIEW	5th International Conference on Sustainability, Leadership and Technology: Towards a Better Tomorrow Organised by We School, Bengaluru on 18th & 19th July 2024	
AKASHGOWDA G			
S.R. SREEVARSHA	A literature Analysis on the Impact of Remote Work on Employee Engagement'	Paper accepted for presentation at National Conference on Emerging Research in Commerce, Management, Economics and Technologies to be Organised by Nagarjuna Degree College on 26th & 27th September 2024	
AYISHA SIDDIKHA K	Green Energy Financing in India: The role of Institutional Investor	JAIN conference - 1st National Level Conference on AI - Enhanced Learning Shaping Tomorrow's Education Landscape	
BHUVAN C WANDKAR			
BHARGAVI	Cross borders mergers and acquisitions in India : Long term impact on the shareholders wealth	JAIN conference - 1st National Level Conference on AI - Enhanced Learning Shaping Tomorrow's Education Landscape	
BHARGAVA HEBBAR M L			
P SHASHWATH	Sustainability in Logistics and Supply Chain Management: A bibliometric Analysis and Future research directions	5th International Conference on "Sustainability, Leadership, and Technology: Towards a Better Tomorrow" on 18th & 19th July, 2024 organized by S. P. Mandal's, Prin. L.N. Welingkar Institute of Management Development and Research (WeSchool), Mumbai.	
CHETHAN K N			
CHILAMACHERLA VAJRESH	Food safety knowledge, attitudes and practices of household food handlers in Bengaluru	International Conference on Beyond Borders: Exploring global perspectives in Management, 2024 held on 23rd August 2024 organized by INDIRA	
AYUSHI			



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			SCHOOL OF BUSINESS STUDIES PGDM	
SWATHI C D	Basel III and Bank profitability: Empirical evidence from India		JAIN conference - 1st National Level Conference on AI - Enhanced Learning Shaping Tomorrow's Education Landscape	
BHARATH				
ANUSHRUTH.D	Examining consumer sentiments towards green lifestyle and purchasing sustainable products			International Journal of Research and Analytical Reviews, Vol 11, Issue 3, August 2024
AKSHAYKUMAR HADAGALI				
ANKITHA PR	The Effect of Merger and Acquisition on Financial Performance of Selected Banks in India		JAIN conference - 1st National Level Conference on AI - Enhanced Learning Shaping Tomorrow's Education Landscape	
ANUBHAV JAGANNATHA NAIK				
ARADHANA A HEGDE	A Statistical analysis of Factors Affecting Lead time and Strategies for Improvement		5th International Conference on Sustainability, Leadership and Technology: Towards a better Tomorrow held on the 18th of July '24, organised by WESCHOOL PUNE	
ARVIND SHRINIVAS PAWAR	Impulse Buying Behavior in E-Commerce: Factors Influencing Spontaneous Purchases in Online Retail Environments			International Journal for Multidisciplinary Research, Vol 6, Issue 4, July 2024
SUSHMITHA JOIS				
ANUSHKA BATRA	Emerging developments in the digitization of financial and accounting processes			International Journal of Creative Research Thoughts, Vol 12, Issue 9, sept 2024
AMAL NATH P K	The Impact of Influencer Marketing on Consumer Behavior: Analyzing the effectiveness of influencer marketing strategies on consumer purchasing decisions and brand loyalty.		JAIN conference - 1st National Level Conference on AI - Enhanced Learning Shaping Tomorrow's Education Landscape	
ASHISH.M				
BHAVISHYA	Board gender diversity and financial performance: A sectorial comparison		International Conference on Beyond Borders: Exploring global perspectives in Management, 2024 held on 23rd August 2024 organized by INDIRA SCHOOL OF BUSINESS STUDIES PGDM	
DEVIPRASAD Y				
DEEPAK S IYER	Charged Delivery: Assessing the operational and economic efficiency of electronic vehicles (EV) over for final mile delivery		AVANT GARDE 2024- Multi disciplinary National level conference held on 18th september 2024, organized by Seshadripuram first grade college.	
CHIRANJEEVI RAM.P				



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CHINTHAN.B.K	Examining the impact of deepfakes on social media user engagement	5th International Conference on "Sustainability, Leadership, and Technology: Towards a Better Tomorrow" to be held on July 18-19, 2024, organized by Prin. L. N. Welingkar Institute of Management Development and Research (WeSchool), Mumbai.	
BIRADAR ANUPAMA BASAVARAJ		Avant Garde 2024 Multidisciplinary National Conference	
VAISHAVI.N.NAIDU	Parental attitude towards pre-owned baby products	International Conference on Beyond Borders: Exploring global perspectives in Management, 2024 held on 23rd August 2024 organized by INDIRA SCHOOL OF BUSINESS STUDIES PGDM	
DHRUVA ADITHYA H	Effect of financial decision making empowerment on the financial well-being of women		
CHANDANA KR	Financial literacy among undergraduate and post-graduate students: A comparative study	5th International Conference on Sustainability, Leadership and Technology: Towards a better Tomorrow held on the 18th of July '24, organised by WESCHOOL PUNE	
DHANUSH S AN EPLA			
DINESH G	A Comparative Study of Non-Performing Assets of Selected Public and Private Sector Banks	1st National Level Conference on AI enhanced Learning: Shaping Tomorrows Education Landscape	
DEEPIKA S MANJALKAR			
DISHANTH	Social Marketing for Sustainable Development Goals (SDGs): A Comprehensive Review of Strategies, Impacts and Challenges	5th International Conference on Sustainability, Leadership and Technology: Towards a better Tomorrow held on the 18th of July '24, organised by WESCHOOL PUNE	
VENU KUMARI G M			
CHINMAY BALACHANDRA NAIK	Understanding the Dynamics of Online Shopping: Factors Influencing Customer Satisfaction and the Role of Emerging Technologies using Machine Learning Approach	5th International Conference on Sustainability, Leadership and Technology: Towards a better Tomorrow held on the 18th of July '24, organised by WESCHOOL PUNE	
D.BHAVYA			
DIBYA SAI DALAI	Exploring the Dynamics of Digital Payment Adoption: A Comprehensive Analysis of Factors, Patterns and Consumer Satisfaction in Indian Context	1st National Level Conference on AI enhanced Learning: Shaping Tomorrows Education Landscape	
G BASAN GOUDA			
DUSHYANTH		5th International Conference on	



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G UDAYA KUMAR	Measuring the Influence of Monetary Policies on Indian Economy	Sustainability, Leadership, and Technology: Towards a Better Tomorrow, 18th & 19th July 2024, Prin. L. N. Welingkar Institute of Management Development and Research (PGDM), Mumbai	
SHARATH M N	A Study On Analysis Of The Relationship Between Forex And Financial Assets And Forecasting Future Trends Using ARIMA: A Comparative Study Of Stock Market, REIT, 10 Year Bond Yield, T-Bills interest rates And Gold Rates	5th International Conference on Sustainability, Leadership, and Technology: Towards a Better Tomorrow, 18th & 19th July 2024, Prin. L. N. Welingkar Institute of Management Development and Research (PGDM), Mumbai	
GAURAV	Role of Real Estate Investment Trusts (REITs) in Indian Market	5th International Conference on Sustainability, Leadership, and Technology: Towards a Better Tomorrow, 18th & 19th July 2024, Prin. L. N. Welingkar Institute of Management Development and Research (PGDM), Mumbai	
GURU PRASAD			
DEEPIKA.K.SHETTY	A STUDY ON INVESTOR ATTITUDE TOWARDS MUTUAL FUND INVESTMENT	Mrd 2.0 2024 Conference, Eudoxia Research University, Feb 20 and 21	
GAUTHAM SHETTY			
DHANUSHREE K T	Fintech Innovation in Sustainable Finance : Unveiling the Role of Blockchain, AI and Digital Platforms	5th International Conference on Sustainability, Leadership, and Technology: Towards a Better Tomorrow, 18th & 19th July 2024, Prin. L. N. Welingkar Institute of Management Development and Research (PGDM), Mumbai	
GUNJAN RAJU CHAUDHARI			
GIRISHA ADITYA	BANK'S INVESTMENT IN FINTECH AND ITS IMPACT ON PROFITABILITY	5th International Conference on Sustainability, Leadership, and Technology: Towards a Better Tomorrow, 18th & 19th July 2024, Prin. L. N. Welingkar Institute of Management Development and Research (PGDM), Mumbai	
HRISHIKESH.V.KATTISHETTI			
VIBHA SHANKARNARAYAN BHAT	Impact of yield on financial performance of selected green bonds	1st National Level Conference on AI enhanced Learning: Shaping Tomorrows Education Landscape	
JAGPAL REDDY			
K.S.RAKSHITA	Why are people not aware of e-rupee and not being used in the mainstream?	1st National Level Conference on AI enhanced Learning: Shaping Tomorrows Education Landscape	
IAXMIPRASAD KARNIK S			



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KUMAR RAGHAVENDRA M D	Analyzing the influence of green product labeling and certification on consumer trust and willingness to pay a premium		International Journal of Novel Research and Development (IJNRD) UGC Care. ISSN - 2456 - 4184
KOUSHIK KUMARA R			
KAVITA HEMANT	A study of Understanding the Impact of Artificial Intelligence and Automation on Job Displacement in Micro, Small, and Medium Enterprises: A Global Perspective	1st National Level Conference on AI enhanced Learning: Shaping Tomorrows Education Landscape	
KAVYA B KULKARNI			
MANOJ B J	A study on perception and attitude towards digital payment in urban areas	5th International Conference on Sustainability, Leadership, and Technology: Towards a Better Tomorrow, 18th & 19th July 2024, Prin. L. N. Welingkar Institute of Management Development and Research (PGDM), Mumbai	
MANOJ D			
KRUTHIKANANDA H S	Sustainable Growth: Harnessing the Power of Green Finance for Economic Development in India	International Journal of Innovative Science and Research Technology	
MAHESH S HEGDE			
SHASHANK A SHETTY	A Study on How social media affect consumer decision to buy	5th International Conference on Sustainability, Leadership, and Technology: Towards a Better Tomorrow, 18th & 19th July 2024, Prin. L. N. Welingkar Institute of Management Development and Research (PGDM), Mumbai	
SUHAS K S			
SHAMANTH U	Impact of Big Data in Supply Chain Management	5th International Conference on Sustainability, Leadership, and Technology: Towards a Better Tomorrow, 18th & 19th July 2024, Prin. L. N. Welingkar Institute of Management Development and Research (PGDM), Mumbai	
HARSHITHA S L	Impact of global currency movements on NIFTY: An empirical analysis	5th International Conference on "Sustainability, Leadership, and Technology: Towards a Better Tomorrow" to be held on July 18-19, 2024, organized by Prin. L. N. Welingkar Institute of Management Development and Research (WeSchool), Mumbai.	
KARTHIK G BHARADWAJ	Factors influencing click intentions on personalized mobile aps	1st National Level Conference on AI enhanced Learning: Shaping Tomorrows Education Landscape	



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KISHAN KUMAR R		International conference on ADOPTION OF ARTIFICIAL INTELLIGENCE: OPPORTUNITIES AND CHALLENGES IN BUSINESS AND MANAGEMENT, Manel Srinivas Nayak Institute of Management, MSNIM Besant Campus, Bondel, Mangaluru	
HARI CHANDANA SRI MAREMALLA	Implications of AI technology in Supply chain management. A case study of E- commerce companies	1st National Level Conference on AI enhanced Learning: Shaping Tomorrows Education Landscape	
YOGESHWARI D			
JAYRAJ S K	Customer satisfaction towards practices adopted by banks to enhance their engagement: An empirical analysis	5th International Conference on "Sustainability, Leadership, and Technology: Towards a Better Tomorrow" to be held on July 18-19, 2024, organized by Prin. L. N. Welingkar Institute of Management Development and Research (WeSchool), Mumbai.	
KARTHIKEYA-NS			
KIRAN.DSHIRAHATTI	Understanding the barriers and drivers of Fintech adoption among consumers in India	5th International Conference on "Sustainability, Leadership, and Technology: Towards a Better Tomorrow" to be held on July 18-19, 2024, organized by Prin. L. N. Welingkar Institute of Management Development and Research (WeSchool), Mumbai.	
KRISTAM PREETHIKA	The Surge of Financial Transactions Within Fintech Start-Ups has Substantially Influenced India's Banking Landscape	5th International Conference on "Sustainability, Leadership, and Technology: Towards a Better Tomorrow" to be held on July 18-19, 2024, organized by Prin. L. N. Welingkar Institute of Management Development and Research (WeSchool), Mumbai.	
M R S JAYASREE			
MOHAMMAD MUZAMEEL SAMAD	The Timing of Mutual Funds in India's Market and their selectivity	5th International Conference on "Sustainability, Leadership, and Technology: Towards a Better Tomorrow" to be held on July 18-19, 2024, organized by Prin. L. N. Welingkar Institute of Management Development and Research (WeSchool), Mumbai.	
PAVAN KUMAR J			
NIKHIL.D.HEGDE	Affect on Consumer Buying Behaviour by the use of AR & VR		International Journal of Research and Analytical Reviews (IJRAR.ORG), ISSN Approved Journal No: E-ISSN 2348- 1269, P- ISSN 2349-5138 , http://doi.org/10.1729/Journal.41068
NITISH MALLANAGOWDA PATIL			



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P. PRANAY Nilanjan R A	Risk-Return Dynamics: A Comparative Study of SIP and Lump Sum Investments in Mid Cap Mutual Funds	International conference on ADOPTION OF ARTIFICIAL INTELLIGENCE: OPPORTUNITIES AND CHALLENGES IN BUSINESS AND MANAGEMENT, Manel Srinivas Nayak Institute of Management, MSNIM Besant Campus, Bondel,Mangaluru	Proceedings of the International Conference, Manel Srinivas Nayak Institute of Management, MSNIM Besant Campus, Bondel,Mangaluru. First Published: 2024 ISBN: 978-93-340-6087-4
PAUL ABY	Content marketing unleashed: Quality and relevant content in social media for consumer engagement		
SHASHWATH S SHITTY RIYA BILLAVA	Analyzing the Effects of Mergers in the Indian Banking Sector: A Comparative Study of Pre- and Post-Merger Outcomes	International conference on ADOPTION OF ARTIFICIAL INTELLIGENCE: OPPORTUNITIES AND CHALLENGES IN BUSINESS AND MANAGEMENT, Manel Srinivas Nayak Institute of Management, MSNIM Besant Campus, Bondel,Mangaluru	Proceedings of the International Conference, Manel Srinivas Nayak Institute of Management, MSNIM Besant Campus, Bondel,Mangaluru. First Published: 2024 ISBN: 978-93-340-6087-4
SRUJAN RAJ GB	Exploring Consumer Perception of Green Consumption in India		International Journal of Novel Research and Development (IJNRD), ISSN 2456- 4184. https://doi.org/10.1729/journal.41476
NAGBHUSHAN SHIRALIKAR NAVEEN KUMAR G	Assessing the Effectiveness of Influencer Marketing in Promoting Consumer Electronic Products on social media	1st National Level Conference on AI-Enhanced Learning: Shaping Tomorrow's Education Landscape , scheduled to take place on 2nd and 3rd August,2024 at JAIN (Deemed-to-be University) - Center for Management Studies, Lalbagh Road, Bangalore.	
KEERTHANAN.G MAYUR .D. NAIK	Impact of AI Powered Chatbots on online customer services and engagement	1st National Level Conference on AI-Enhanced Learning: Shaping Tomorrow's Education Landscape , scheduled to take place on 2nd and 3rd August,2024 at JAIN (Deemed-to-be University) - Center for Management Studies, Lalbagh Road, Bangalore.	
NAVNEETH.S KEERTt MANOHARA BAGEWAD!	Evaluating the effectiveness of performance appraisal systems in enhancing employee performance & motivation	1st National Level Conference on AI-Enhanced Learning: Shaping Tomorrow's Education Landscape , scheduled to take place on 2nd and 3rd August,2024 at JAIN (Deemed-to-be University) - Center for Management	



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			Studies, Lalbagh Road, Bangalore.	
KAVYA NANDKUMAR JOGLEKAR	Impact of Bitcon on stock market : Analysis using R Programming and Excel	AVANT-GRADE 2024 , Multi-displanary National level conference		
MANORANJAN C M				
NAVEEN.S.KUMBAR	Cyber attacks targeting India's Retial Banking system: An Exploratory study	5th International Conference on "Sustainability, Leadership, and Technology: Towards a Better Tomorrow" to be held on July 18-19, 2024, organized by Prin. L. N. Welingkar Institute of Management Development and Research (WeSchool), Mumbai.		
NAVEENAKUMARA K A				
NAMANA T.G	Impact of Personalised Financial Education based on Behavioural biases on spending habits and Investment choices of young adults	5th International Conference on Sustainability, Leadership and Technology: Towards a Better Tomorrow		
PRAVEEN PRABHAKAR HEGDE				
MYTHRI.R	Introduction of Financial Literacy in 12th and UG Curriculum	5th International Conference on Sustainability, Leadership and Technology: Towards a Better Tomorrow		
PRASHANTA KUMAR				
PRUTHVIRAJ GOWDA P	Assess and improve Supplier Performance in Supply Chain Management	5th International Conference on Sustainability, Leadership and Technology: Towards a Better Tomorrow		
NIKHITA VINOD KALMANE	The Study on the Impact of adopting IoT in improving the efficiency of Food Supply Chain Management	5th International Conference on Sustainability, Leadership and Technology: Towards a Better Tomorrow		
PRAMOD NADAGERI				
PRAVEEN S RAJ				
PRADYUMNA K P	A Study on Buying Behaviour of OTT Subscription among students in India		Paper Published in Samvad:SIBM Pune Research Journal ,June'24	
PRITHVI S				
PRIYANKA M S	Ayodhya: A study on Spiritual tourism in India and the influence of social media marketing		Paper Published in Samvad:SIBM Pune Research Journal ,June'24	
SAIGANESH VENKATESH				
ROHAN R HUNNARAGI				
PRIYANKA. MALLYA. U	Navigating Budget- Mindfulness Among Generation Z in the UPI Era-A Study in Bangalore City	5th Internatioanl Conference on Sustainability,Leadership and Technology:Towards a better Tommorow held on the18th of July'24.organised by WESCHOOL PUNE		
PRAJNA RANI N R				
RUDRESH H R				
SACHIN V N				



RAKESH DANDU	Comparative Study of Green and Conventional Mutual Fund Performance in the Indian Market-A return and Risk Adjusted Approach	5th Internaitonal Conference on 'Sustainability,Leadership and Technology:Towards a better tomorrow"	
RANJITH K	Resale Value of PreOwned Luxury Cars in the Indian Market -A Study on Factors affecting Resale value and methods of predicting resale value	They will present their paper in the International conference organsied by Indira school of business studies on 23rd of aug 2024.	
RISHI SAGAR B K			
NIK'THA RAJ N	Perception of consumers in reverse logistics-A study on E commerce returns	Presented the paper entitled"Perception of Consumers in Reverse Logistics-A study on e commerce Returns at the International confrence Organised by Indira school of business studies,Pune on 23rd to 24th aug 2024	
RAKESH A			
PRAJNA N BHAT	Analyzing Generation Z's Perception and Motivation towards Socially Responsible Investing	Presented the papere entitled"Analyzing Generation Z's Perception and Motivation towards Socially Responsible Investing"ln the 5th International conference organised by Weschool,Mumbai on18th,19th july 2024.	
RAJESH			
RAHUL R	Sustainable Finance: Integrating Environmental, Social, and Governance (ESG) Factors into Investment Decision-Making	Presented a paper entitled "Sustainable Finance:Integrating Evvironmental, social and governance factors into investment decision making in the national conference organised by Jain college of Management studues" on 2nd and 3rd aug 2024.	
RAJATH K L			
RAJKUMAR	Unravelling the social media Influen: Exploring Gen z's shopping Behaviour in the digital Age	Presented a paper entitled" Unravelling the social media influence exploring Gen Z's shopping behaviour in Digiral age' in then ational conference organised by Jain college of Management studues" on 2nd and 3rd aug 2024.	
RAHIL M			
PEARL JOVITA MARTIS	Analysing the Dynamics of Fintech Adoption: A Comprehensive Study of Customer Behaviour and Decision-Making	Presented a paper entitled"Analysing the dynamics of Fintech Adoption: A comprehensive study of customer behaviour	
RAHUL RAJENDRA JAWALI	A Study on Challenges and Optimiztion of Last Mile Delivery and its Impact on Customer Satisfaction		Published his paper in a peer review journal "International journal for Multidisciplinary research".Paper title- A study on challenges and optimization of lastmile delivery and its impact on customer satisfaction"vol ,issue 4,pp 1-9.9E-ISSN: -2582-2160.



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PUSHPA HIREGOUDAR	Impact of digital transactions in uplifting rural women	5th International Conference on "Sustainability, Leadership, and Technology: Towards a Better Tomorrow" to be held on July 18-19, 2024, organized by Prin. L. N. Welingkar Institute of Management Development and Research (WeSchool), Mumbai.	
RASHMI M	A study on Artificial intelligence revolutionizing the banking landscape in India	International Conference - Symbicon 2024 on 'Impact of AI & Emerging Technology on Business' - held on 20th April 2024 Organised by SIBM Nagpur	
SANJAN CS	A study on Artificial intelligence revolutionizing the banking landscape in India	International Conference - Symbicon 2024 on 'Impact of AI & Emerging Technology on Business' - held on 20th April 2024 Organised by SIBM Nagpur	
SAIJAN S GOWDA	Customer Perspectives on Sustainable Supply Chain Practices: A Study of Green Logistics	5th International Conference on "Sustainability, Leadership, and Technology: Towards a Better Tomorrow" to be held on July 18-19, 2024, organized by Prin. L. N. Welingkar Institute of Management Development and Research (WeSchool), Mumbai.	
SANTHOSH J			
SATYAKI ADAK	Impact of Influencer Marketing on Consumer Engagement and Shopping Behaviour in Fashion E-commerce Platforms	1 st National Level Conference on AI-Enhanced Learning: Shaping Tomorrow's Education Landscape organised by JAIN (Deemed-to-be University), Center for Management Studies on 2 and 3 August 2024 at Bengaluru, India	
SANA UR RAHMAN			
SATHVIK NARASIMHA SHASTRI	A Study on Performance of Mainline IPO of Selected Companies Listed on National Stock Exchange (NSE) in the year 2023.	5th International Conference on "Sustainability, Leadership, and Technology: Towards a Better Tomorrow" to be held on July 18-19, 2024, organized by Prin. L. N. Welingkar Institute of Management Development and Research (WeSchool), Mumbai.	
SANJAYA M			
RESHMA	Impact of digital transactions in uplifting rural women	5th International Conference on "Sustainability, Leadership, and Technology: Towards a Better Tomorrow" to be held on July 18-19, 2024, organized by Prin. L. N. Welingkar Institute of Management Development and Research (WeSchool), Mumbai.	



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SHASHANK KALLESH CHOWDRY K S	Analysing Financial Decision making: A study on the Savings and Investment patterns among millennials within Bengaluru city	5th International Conference on "Sustainability, Leadership, and Technology: Towards a Better Tomorrow" to be held on July 18-19, 2024, organized by Prin. L. N. Welingkar Institute of Management Development and Research (WeSchool), Mumbai.	
SAHANA PATIL			
SOWJANYA N M	Multi-Modal Data Fusion for Market Segmentation of Electric Vehicles Using AI	A day conference on Neo Nexus between Economics, Commerce and Technology organized by IQAC and Research Development Cell of BGS School of Management, Bangalore, 20th September 2024	
SUPRITI PRAKASH	Unveiling Future Spending Behaviour of Credit Card Holders: A Detailed Segmentation and Analysis Study	5th International Conference on "Sustainability, Leadership and Technology: Towards a better tomorrow Welingkar Institute of Management.	
VISHAL S	Predictive Modeling of Employee Attrition Using Integrated Machine Learning and Deep Learning Approaches: A Case Study on Organizational Retention Strategies	5th International Conference on "Sustainability, Leadership and Technology: Towards a better tomorrow Welingkar Institute of Management.	
SRISHTI JOSHI	COGNITIVE COMPUTING FOR REAL-TIME FRAUD RESPONSE: AN AI- CENTRIC APPROACH TO FINANCIAL SECURITY	A day conference on Neo Nexus between Economics, Commerce and Technology organized by IQAC and Research Development Cell of BGS School of Management, Bangalore, 20th September 2024	
VARUN N	AI-Driven Customer Response Prediction in Market Campaign	A day conference on Neo Nexus between Economics, Commerce and Technology organized by IQAC and Research Development Cell of BGS School of Management, Bangalore, 20th September 2024	
VIKRAM BORKAR	ENHANCING RISK MANAGEMENT IN BANKING: ANOMALY DETECTION FOR NON- PERFORMING ASSETS NPA	5th International Conference on "Sustainability, Leadership and Technology: Towards a better tomorrow Welingkar Institute of Management.	
VINAYKUMAR	Studying the impact of financial ratios on credit ratings of the company	International Conference on Beyond Borders: Exploring Global Perspectives in Management organised by Indira School of Business Studies PGDM, Pune	



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