

| <u>S.No</u> | Name of the faculty | Title of the paper | Name of the journal | Year of Publication |
|--------------------|-------------------------------------|--|---|----------------------------|
| 1 | Dr Anitha Ramachander | Article on "Nurturing resilience" | News Paper - Deccan Herald | 2024 |
| 2 | Dr Anitha Ramachander | Article on "Guiding students towards right career paths" | News Paper - Deccan Herald | 2024 |
| 3 | Dr Anitha Ramachander | Digital Agriculture: Transforming Farming Practices and Food Systems for a Sustainable Future (Pages: 145-160) | Wiley Online Library | 2024 |
| 4 | Dr Anitha Ramachander | Essential skills for success at workplace | News Paper - Deccan Herald | 2024 |
| 5 | Dr Anitha Ramachander | Trust the process | News Paper - Deccan Herald | 2024 |
| 6 | Dr Sreenivasulu Sunkara | Exploring the Opportunities of Fintech Services | Communications on Applied Nonlinear Analysis (Scopus) | 2024 |
| 7 | Dr Sreenivasulu Sunkara | A Study on Customer Segmentation for Banking Sector Through Cluster Analysis: Ethical Implications | Communications on Applied Nonlinear Analysis (Scopus) | 2024 |
| 8 | Dr.M.Kathiravan | Weathering the Storm: The Impact of Artificial Intelligence in the IT Industry Post-COVID-19 Epidemic and the Role that Employee Learning and Development Plays in Enhancing Employee Performance-A Mediation Approach | Proceedings of the 3rd International Conference on Reinventing Business Practices, Start-ups and Sustainability (ICRBSS 2023) (WoS) | 2024 |
| 9 | Dr Sahana A & Dr V Lakshmi Suneetha | A Study on Effect of Job Satisfaction, Stress and Emotional Intelligence on Job Performance among HEI Faculty Members | Proceedings of the 3rd International Conference on Reinventing Business Practices, Start-ups and Sustainability (ICRBSS 2023) (WoS) | 2024 |
| 10 | Dr Praveen Kumar Sinha | An Impact Analysis of Capital Expenditure on Financial Efficiency and Performance Analysis at Selected Companies | Journal of Informatics Education and Research(ABDC) | 2024 |
| 11 | Dr. Taraka Rami Reddy | An Impact Analysis of Capital Expenditure on Financial Efficiency and Performance Analysis at Selected | Journal of Informatics Education and Research(ABDC) | 2024 |

| | | Companies | | |
|----|--------------------------|--|--|------|
| 12 | Dr. Sahana A | An Impact Analysis of Capital Expenditure on Financial Efficiency and Performance Analysis at Selected Companies | Journal of Informatics Education and Research(ABDC) | 2024 |
| 13 | Dr M.Kathiravan | A Study on Rainbow Marketing Theme Based Approach-Critical Review | Journal of Informatics Education and Research(ABDC) | 2024 |
| 14 | Dr.Harish N | Modern Banking and Finance Systems Using Artificial Intelligence: A View From Citizen's Perspective (Book Chapter Name) | Convergence of Technology and Operations Management in Modern Businesses(Book Name) | 2024 |
| 15 | Dr. K Tharaka Rami Reddy | Balancing Work & Life To Reduce Doctors Stress | International Journal of Scientific Research in Engineering and Management (UGC CARE) | 2024 |
| 16 | Dr. K Tharaka Rami Reddy | Stress Management Strategies for Enhancing Employee Well-Being: A Comprehensive Study | Journal of Emerging Technologies and Innovative Research | 2024 |
| 17 | Dr. K Tharaka Rami Reddy | AI in HR Analytics: Transforming Higher Education Workforce Management | International Journal of Cultural Studies and Social Sciences (UGC CARE) | 2024 |
| 18 | Dr V Lakshmi Suneetha | A Sectoral Analysis of BSE-Listed Indian Pharma Companies | International Journal of Case Studies in Business, IT and Education | 2024 |
| 19 | Dr V Lakshmi Suneetha | A Financial Performance Analysis of Indian Oil Exploration & Drilling Sector | International Journal of Applied Engineering and Management Letters | 2024 |
| 20 | Dr V Lakshmi Suneetha | Quantitative ABCD Analysis: Indian Household and Personal Care Sector | International Journal of Case Studies in Business, IT and Education | 2024 |
| 21 | Dr V Lakshmi Suneetha | Unlocking Potential in the Chemical Industry Sector: An Innovative SWOT Analysis Study | International Journal of Case Studies in Business, IT and Education | 2024 |
| 22 | Dr V Lakshmi Suneetha | Revvng Up or Stalling Out? A Comprehensive SWOC Analysis of BSE listed India's Auto Sector | International Journal of Management, Technology and Social Sciences | 2024 |
| | Dr.Harish N | Risk–Return Analysis of Selected Equity Stocks Listed | 3rd International Conference on Reinventing Business | 2023 |

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|----|--------------------------|--|---|------|
| | | in Bombay Stock Exchange Using Capital Asset Pricing Model | Practices, Start-ups and Sustainability (ICRBSS 2023), Advances in Economics, Business and Management Research 277, WoS | |
| 23 | Dr. K Tharaka Rami Reddy | HR Analytics- Is a Business Opportunity or a challenge | South India Journal of Social Sciences, (UGC CARE) | 2023 |
| 24 | Dr. K Tharaka Rami Reddy | Employee Stress- Strategies for Mnagaing Stress at Work place | Utkal Historical Research Journal (UC CARE) | 2023 |
| 25 | Dr V Lakshmi Suneetha | A Comparative Study of BSE Listed Sectoral Indices of Real Estate and Banking Industry | International Journal of Management, Technology and Social Sciences (IJMTS ... | 2023 |
| 26 | Dr. K Tharaka Rami Reddy | Development Of an Evaluation Model for Measuring the Competencies of Business School Faculty Members | Journal of Positive Psychology & Wellbeing | 2021 |
| 27 | Dr. K Tharaka Rami Reddy | A Study on Quality of Care And Patient Satisfaction With Reference to Eye Care Clinics In Bangalore | JOURNAL OF EDUCATION: RABINDRABHARATI UNIVERSITY | 2021 |

Patents and Research Grants

| <u>S.No</u> | Name of the faculty | Title of the patent | Patent Grant/Application No. | Year of Publication |
|-------------|----------------------------|--|-------------------------------------|----------------------------|
| 1 | Dr.M.Kathiravan | A PREDICTIVE MACHINE LEARNING FRAMEWORK FOR ENHANCING SALES THROUGH CUSTOMER BEHAVIOR ANALYSIS IN E-COMMERCE | 202421074889 A | 2024 |
| 2 | Dr Praveen Kumar Sinha | DYNAMIC CONSUMER BEHAVIOR IN THE DIGITAL ERA: A MACHINE LEARNING APPROACH TO MARKETING MANAGEMENT STRATEGIES | 202421072983 A | 2024 |
| 3 | Dr. K Tharaka Rami Reddy | DYNAMIC CONSUMER BEHAVIOR IN THE DIGITAL ERA: A MACHINE LEARNING APPROACH TO MARKETING MANAGEMENT STRATEGIES | 202421072983 A | 2024 |
| 4 | Dr. Harish N | MACHINE LEARNING-BASED | 202421074889 A | 2024 |

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| | | APPROACHES FOR ANALYSING THE INFLUENCE OF SOCIAL MEDIA ADDICTION ON ACADEMIC RESILIENCE AND MENTAL HEALTH IN HIGHER EDUCATION STUDENTS | | |
| 5 | Dr.M.Kathiravan | Drone For Determining Crop Yield | Design No 6395680 | 2024 |