



**PAPER PUBLICATIONS**  
**2020-21**

<b>Name of the Author(s)</b>	<b>Title of the Paper</b>	<b>Name of the Journal</b>	<b>Month and Year of publication</b>	<b>ISSN</b>	<b>Link to the notification in UGC enlistment of the Journal</b>
J.Saujanya & Supriya	Role of Social Media Marketing Communication – A Case Study on Instagram Marketing	Alochan a chakra	June 2020-21	2231-3990	
J.Saujanya & Supriya	Impact of Mobile games- A Case Study on PUBG	Pramana Research Journal	June 2020 - 2021	2249-2976	
K. Pranathi	A study on Technological Innovations in Indian Banking	Mukt Shabd Journal. (Volume IX, Issue V, July2020 )	July 2020	2347-3150	<a href="http://www.shabdbooks.com/Current-Issue/">http://www.shabdbooks.com/Current-Issue/</a>