



## Faculty Paper Publications 2023-24

Name of the Author(s)	Title of the Paper	Name of the Journal	Month and Year of publication	ISSN	Link to the notification in UGC enlistment of the Journal
Mrs.J. Saujanya	Consumer Perception towards Street food , Post COVID - 19  Paper ID 527626	International Journal of Emerging Technologies and Innovative Research	November 2023	2349-5162	<a href="https://acrobat.adobe.com/id/urn:aaid:s:c:AP:77590ddb-ac6b-4999-90a2-bccc424a1bdd">https://acrobat.adobe.com/id/urn:aaid:s:c:AP:77590ddb-ac6b-4999-90a2-bccc424a1bdd</a>
Mrs. Suma Reddy	“A Catastrophe to Migrants in Telangana State”- Mobility and Pattern during COVID-19”	History Research Multidisciplinary Journal Arts and Humanities  (UGC care approved Group I peer reviewed Referred Journal) IF=7.86	November 2023	ISSN:0976-5425 (P)  Vol, Issue 0, No.5  Impact factor: 7.86  Published by Marathwada itihas parishad, Aurangabad	
Mrs. Suma Reddy	“Effectiveness of Artificial Intelligence on Online Retail Sector in Telangana region; Consumer behavior patterns perspectives”	Taylor and Francis, In Process	Submitted in December 2023		



Mrs. Suma Reddy	The Role of Artificial Intelligence in Reimagining The Customer Experience in Retail Sector- NVIVO Analysis for customer Journey Mapping”	International Journal of Intelligent Systems and Applications in Engineering	February 2024	ISSN: 2147-6799  Published by ELSEVIER  Vol No 12.45	<a href="https://www.ijisae.org/index.php/IJISAE/article/view/3828">https://www.ijisae.org/index.php/IJISAE/article/view/3828</a>
Mrs. Suma Reddy	“Exploring the Impact of Blockchain on Digital Advertising and Fraud Prevention”	Sustainability and Innovation in Business Research and Economic Reforms- Management , Accounting and Finance, Economics and Tourism	March 2024  Published by Vyusta ventures LLP, New Delhi	ISBN:978-93-5911-227-5	
Mrs. Suma Reddy	“Identifying Key Challenges towards Sustainability-Smart PLS Model”	“India’s path to sustainability perspectives from diverse sectors and stakeholders’	2023  Published by RP Publications, New Delhi	ISBN:978-93-91580-78-0	
Mrs. Suma Reddy	“Analyzing the Effectiveness of AI-powered chatbots; A Smart PLS Approach for Evaluating user Engagement and Satisfaction	‘Augmentin g retail reality; Blockchain, AR,VR and Beyond	January 2024  Published by Emerald Publications, UK	Acceptance Letter Received	



Mrs.Suma Reddy	“Evolving landscape of Sustainability Reporting-A Comprehensive Review”	“Diversity, Equity and Inclusion-creating value based sustainable organizations	February 2024  Published by  Taylor and Francis, SCOPUS indexed, Routledge Publications, New York	ISBN:9781032782874 (pbk)  ISBN: 9781003487180 (ebk)  DOI: 10.4324/9781003487180	
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