

Faculty Paper Presentations 2024- 25

S.No.	Name of the faculty	Event Details Title/Venue/ Date	I/N/S/O	Paper title
1	Mrs Supriya	Presented a Paper at International conference on Global Sustainability for a Resilient Future organized by Patna women's college on 9th & 30th Nov 2024	I	Green Horizons: Understanding Students' Perceptions on Sustainable Transportation Practices
2	Mrs Supriya	Presented a paper at the national conference on Digital Innovation in Arts, Social Science, Research and Technology organized by IIMC college on 9th & 10th January 202	N	Adoption and Effectiveness of Learning Management Systems:A Student-Centric Analysis
3	Mrs Supriya	Presented a paper in 2 day International Conference on Industry 5.0 Business with Purpose on 11th & 12th February 2025	I	Influence of Online reviews on Consumer Purchasing Decisions - A Case Study on Myntra in the Online Fashion retail sector
4	Mrs.Joshna	Presented a paper in 2 day International Conference on Industry 5.0 Business with Purpose on 11th & 12th February 2025	I	Influence of Online reviews on Consumer Purchasing Decisions - A Case Study on Myntra in the Online Fashion retail sector
5	Mrs. Pratibha	Presented a Research paper in International Conference on 'Sustainable Business Management Practices in VUCA World'- Organized by Department of Commerce and International Business, Central University of Kerala on 14th March 2025	I	Impact of L'oreal Company's PR Packages and Influencer Marketing on Generation- Z Purchasing Behaviour
6	Mrs. Meena Shanti	Presented a Research paper in International Conference on 'Sustainable Business	I	E- Banking in India - A Study on Usage of E-Banking among

		Management Practices in VUCA World'- Organized by Department of Commerce and International Business, Central University of Kerala on 14th March 2025		Consumers
7	Mrs. Bhavani	Presented a Research paper in International Conference on 'Sustainable Business Management Practices in VUCA World'- Organized by Department of Commerce and International Business, Central University of Kerala on 14th March 2025	I	The Psychological effect of Social Isolation in Digital Age
8	Mrs. Sunitha nanda	Presented a Research paper in International Conference on 'Sustainable Business Management Practices in VUCA World'- Organized by Department of Commerce and International Business, Central University of Kerala on 14th March 2025	I	A Study of Risk & Return for Investment Avenues in the pharmaceuticals industry
9	Mrs. Naga Suvarchala	Presented a Research paper in International Conference on 'Sustainable Business Management Practices in VUCA World'- Organized by Department of Commerce and International Business, Central University of Kerala on 14th March 2025	I	E- Banking in India - A Study on Usage of E-Banking among Consumers
10	Srilatha	Presented a Research paper in International Conference on 'Sustainable Business Management Practices in VUCA World'- Organized by Department of Commerce and International Business, Central University of Kerala on 14th March 2025	I	An Impact of VUCA for Marketing Employee Sustainability with reference to Pharmaceutical Companies in Hyderabad Region