

Faculty Paper Publications
Index
2024-25

S.No	Date/Venue	Seminar Title	Paper Title	Lecturer	Published	Publication Link
1.	8/02/2025	ICSSR National Conference	A case study on self-help groups in three villages in the Ranga Reddy District of Telangana State—Turmamidi Village, Basarapur Village, and Bopanaram Village.	Ms. Usha Rani		https://drive.google.com/drive/folders/1vOIIAec7ueXSio_GhaWOt49lMH6QtoD?usp=drive_link
2.	19/11/2024 & 20/11/2024	National conference on "Viksit Bharat- "Synergizing Human Intelligence and Artificial intelligence in Commerce and Management for a sustainable and Prosperous India". with ISBN no 978-81-978596-9-	A study on customers preference for using online websites Amazon prime video and Netflix	Ms. Usha Rani		https://drive.google.com/file/d/15QLK2OvGVf-rVQvkLVElwI7sHoz4xZh0/view?usp=drive_link

		4at St.Francis College for Women Begumpet				
3			Unpacking the Pink Tax: Perspective and Insights in India	Dr.V. Vasudha Takur	Elsevier journal	
4.	19/11/2024 & 20/11/2024	National conference on "Viksit Bharat- "Synergizin g Human Intelligence and Artificial intelligence in Commerce and Managemen t for a sustainable and Prosperous India". with ISBN no 978-81- 978596-9- 4at St.Francis College for Women Begumpet	The Role of Artificial Intelligence in shaping payment trends: Exploring Customers insights Towards UPI Adoption in Telangana.	Dr.V. Vasudha Takur Mrs. Dinesha yadav		https://drive.google.com/file/d/15QLK2OvGVf-rVQvkLVElwI7sHoz4xZh0/view?usp=drive_link
5.			"Effectiveness of Artificial Intelligence on online Retail sector in Indian context-	Mrs. N. Suma Reddy	Taylor and Francis Group, London and SCOUPUS Indexed	

			Consumer Behaviour patterns perspective- Published in 2024,			
6.	9/12/2024		2). "Analyzing the Effectiveness of AI powered chatbots; A Smart PLS approach for Evaluating use Engagement and Satisfaction-	Mrs. N. Suma Reddy	Esteemed Emerald Publishing UK.	
7.			"A Review study on Investigating the Effects of AI technology on Customer's Dynamics and AI Enabled Customer's Experience-	Mrs. N. Suma Reddy	Published by Lovely Professional University with ISBN no-978-81-974-339-1-7.	
8.	19/11/2024 & 20/11/2024	National conference on "Viksith Bharat- "Synergizing Human Intelligence and Artificial intelligence in Commerce and Management for a sustainable and Prosperous India". with	A Study On Green Marketing Towards Sustainability National conference on "Viksith Bharat- "Synergizing Human Intelligence and Artificial intelligence in Commerce and Management for a sustainable and Prosperous India". with ISBN no 978-81-978596-9-4at St.Francis College for Women Begumpet	Mrs. K. Pranathi Mrs. S. Santoshi Rupa		https://drive.google.com/file/d/15QLK2OvGVf-rVQvkLVElwI7sHoz4xZh0/view?usp=drive_link

		ISBN no 978-81- 978596-9- 4at St.Francis College for Women Begumpet				
9.	11/02/2025 & 12/02/2025	SAMAROH -2025	Influence Of Online Reviews On Consumer Purchasing Decisions: A Case Study On Myntra In The Online Fashion Retail Sector	Mrs. N.Supriya Mrs. P. Joshna Yadav		
10.	12/11/2024		Internal Factors Influencing Investment decisions of Individual Investors in Investment Companies in Hyderabad Region of Telangana state- An Event Analysis.	Mrs. S.Santoshi Rupa Mrs.D.Sujatha	African Journal of Bio Medical Research	https://africanjournalof biomedicalresearch.com /index.php/AJBR/article/ view/3642
11.	31/07/2024		Investment Behaviour in Predictability- A Case study of Ranga Reddy District of Telangana state	Mrs. D.Sujatha Mrs.M. Prathibha	Journal name: Library Progress International ISSN : 2320 317X,	https://bpasjournals.co m/library- science/index.php/journ al/article/view/927
12.	3,Jul-Dec 2024:		Impact of psychological factors on Individual investment decisions: A Case study of Women	Mrs. D.Sujatha Mrs. A.Neha	Library Progress International Vol.44No.P.58 83-5893,Print version ISSN 0970 1052	https://bpasjournals.co m/library- science/index.php/journ al/article/view/1540/97 4

			Investors in Twin Cities of Telangana-		OnlineversionI SSN2320317X	
13.	October 2024		A case study of female investors in Telangana's Twin Cities examined the influence of socioeconomic factors on individual investing decisions,	Mrs. D.Sujatha Mrs.Sunitha Nanda Kumar	African Journal Biomed. Res. Vol. 27(3s) (October); 2934-2945	https://africanjournalofbiomedicalresearch.com/index.php/AJBR/article/view/2855/2208
14.	09/01/2025 & 10/01/2025	A two day Multi disciplinary National Conference on Digital Innovations in Arts, Social Sciences, Research & Technology.	Adoption & Effectiveness of Learning Management Systems - A student Centric analysis	Mrs. N. Supriya	Published by Indian Institute of Management & Commerce. ISBN:978-81-981638-7-5	
15	19/11/2024 & 20/11/2024	National conference on "Viksit Bharat- "Synergizing Human Intelligence and Artificial intelligence in Commerce and Management for a sustainable and	A study on Green Entrepreneurship: Platform for Green practices and Sustainable Development National conference on "Viksit Bharat- "Synergizing Human Intelligence and Artificial intelligence in Commerce and Management for a sustainable and Prosperous India". with ISBN no 978-	Mrs.T.Bhavani Mrs.M.Prathibha		https://drive.google.com/file/d/15QLK2OvGVf-rVQvkLVElwi7sHoz4xZh0/view?usp=drive_link

		Prosperous India".	81-978596-9-4at St.Francis College for Women Begumpet			
16	8/02/2025	ICSSR National Conference	A Study on Empowering rural women entrepreneurs in India:Challenges and opportunities for sustainable growth	Ms. Dinesha Yadav	ISBN No:- 978-81-982191-0-7	https://drive.google.com/file/d/1V6dKkHCq07WQ_bcgNPSpy5Y19CIBWdJw/view?usp=drivesdk
17	14/3/25	International conference	A Study of risk and return for investment avenues in pharmaceutical Industry	Sunitha Nanda		Publication In Process
18	14/3/25	International Conference	E-Banking In India- A Study on Usage of E-banking among Consumers	Ms.R.Meena Shanthi & Ms.Naga Suvarchala.Ch		Publication In Process
19	14/3/2025	International Conference	An impact of VUCA for marketing employee sustainability with reference to pharmaceutical companies in Hyderabad region	Mrs.G.Srilatha		Publication in process
20.	14/3/2025	International Conference	Impact of Loreal company's PR packages and Influencer marketing on generation -Z's purchasing behaviour	Mrs.M.Prathibha		Publication in process

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21.	14/3/2025	International Conference	The psychological effect of social isolation in the Digital age.	Mrs.T.Bhavani		Publication in process
22.	21/11/2024	International Conference	The Contribution of strategic business leadership to the effectiveness of product marketing: Perspectives from developing markets	Mrs.G.Srilatha Mrs.D Sujatha Mrs.A.Neha		Publication in process
23.	26/12/24	International Conference	Internal Drivers of Investment decision-Making among individual investors in Asset Management firms	Mrs.G.Srilatha Mrs.D Sujatha		Publication in process

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