

Faculty Research Work (2024-25)

Paper Publications:

S.No	Title	Author	Journal	Year
1	Analysis of financial burden, Medication Adherence and health outcomes in Patients with Hypertension	Prof.K.S.Bose	Assam Journal of internal Medicine	2025
2	“Development of an AI and ML Driven voice activated mobile application for sickle cell disease management and eradication”	Prof.K.S.Bose	Industrial engineering Journal, ISSN: 09702555, 3Volume 54, Issue 2, No3,	Feb2025
3	ai-driven nlp approach for domiciliary fiscal administration in ijisae (intelligent systems and applications in engineering)	Prof.S.Rajani	issn: 2147-6799. (scopus indexed)	March 2024
4	“impact of diversity, inclusivity and belonging on organizational excellence: a case of it/ ites companies”	Dr.M.S.R. Seshagiri:	annals of the bhandarkar oriental research institute, issn: 0378-1143, volume-ci, issue-1, pp: 46-58	2024
5	“A STUDY ON DIGITAL LITERACY IN RURAL AREAS OF VISAKHAPATNAM DISTRICT”	K. Gowri Sankar	JOURNAL OF COMMERCE AND BUSINESS STUDIES, UGC CARE Listed Journal	2025
6	g-tri-bal’s roadmap for eradication of sickle cell anemia in asr district, andhra pradesh : a management model	Prof.S.Rajani	international journal of cultural studies and social sciences, issn: 2347-4777 (ugc care)	2024
7	A study on candlestick patterns and volume analysis on market indexes with reference to Nifty 50 and Sensex.	Dr.Ashok Botta	Asian J Manage Commerce	2025
8	A Study on Price Action Patterns and Volume analysis on selected Automobile Sector Shares with specified time frame with reference to NIFTY AUTO	Dr.Ashok Botta	International Journal For Multidisciplinary Research	2025
9	“Expiration Day Effect on the Nifty Futures volume and price: an empirical evidence”	Dr.Ashok Botta	International Journal of Intelligent Enterprise	2024
10	“Deep Learning for Sentiment Analysis in Financial Markets”	Dr.Ashok Botta	IEEE Xplore	2024
11	Empowering Rural Economies: A Study of Digital Financial Literacy In North Coastal Andhra Pradesh.”	Dr.Ashok Botta	Anvesak	2024

12	“Exploring the Investment Habits of Millennials: A Case Study of Young Professionals with Reference to Visakhapatnam City”	Dr.Ashok Botta	“Ties 2024- Business Beyond Borders	2024
13	Enhanced Retail Shopper Behavioural Analysis using Human Machine Interaction and Model Validation	Mr. B Mahendra Reddy	IEEE International Conference on Computing, Power and Communication Technologies	2024
14	Measuring Customer Perception on Promotion of Tourism Destinations Using AR and VR Applications: Model Testing and Validation	Mr. B Mahendra Reddy	Innovations in Information and Decision Sciences : International Conference on Frontiers of Intelligent Computing: Theory and Applications	2025
15	Impact of Digital Wallets Usage on Digital Banking Experience	Mr. B Mahendra Reddy	Innovations in Information and Decision Sciences : International Conference on Frontiers of Intelligent Computing: Theory and Applications	2025
16	A study on investment planning and management process’,.	Prof P.V.Mohini	mukth shabdh journal with issn no:22347-3150, volume-xiii, issue-viii	August,2024
17	an empirical study on the review of literature on factors determining lapsation of insurance policies’	Prof P.V.Mohini	journal of economic sciences	es (2024)20(1), pg164-170 with issn:1505-4683
18	‘Empowering rural economies: a study of digital financial literacy in north coastal andhra pradesh’	Prof P.V.Mohini	‘anvesak’, a ugc care group-1, peer reviewed bi-annual journal	issn no: 0378-4568, vol-54, n0. 01 (viii): january-june:2024
19	Sustainable IT Governance Models Using Blockchain for Transparent Decision-Making.	Dr.M.Satyavathi	IEEE	2024
20	Optimising investment decisions: a study of options trading strategies in India's power sector	Dr.M.Satyavathi	Perspectives in social work	2025
21	Evaluating the role of Fintech in advancing financial inclusion programs	Dr.M.Satyavathi	Rabindra Bharati University journal of economics	225

22	Financial literacy and capacity building: Keys to financial inclusion	Dr.M.Satyavathi	IPE journal of management	2025
23	Option Greek analysis for informed investment decisions: a study of India's It sector	Dr.M.Satyavathi	Annals of the bhandarkar orientation research	2025
24	'Option Greeks Analysis For Informed Investment Decisions: A Study Of India's It Sector'	Dr. N.Vijaya Jyothi	Annals of the Bhandarkar Oriental Research Institute ISSN: 0378-1143 Volume-CII, Issue-1, (UGC Care Listed Group-I Journal) pages 79-95	2025
25	The Role of Disaster affected people on Natural Disaster Management in Godavari Districts of Andhra Pradesh- An Overview, Print version ISSN 0970 1052	Dr K.V.Nagaraj	Library Progress International Vol.44 No.3, P.13806-13813	Jul-Dec 2024:
26	"Gamification and Organisational Effectiveness A Bibliometric Analysis of Digital Technologies and Performance Enhancement	Dr. K.V.Nagaraj	International Journal of Multidisciplinary Educational Research, ISSN: 2277-7881, Volume Number: 14, Issue Number: 5(4), Impact Factor: 9.014	May 2025
27	An investigation of investors' exposure towards stock market and preferred investment avenues: A study in Krishna District	Dr. K.V.Nagaraj	Journal of Business Management 2 (2024) 36–42	2024
28	Investment Awareness and Behavioral Perception towards Selection of Investment Avenues among Teaching Professionals in Andhra Pradesh State	Dr. K.V.Nagaraj	2025 IJRTI Volume 10, Issue 5 May 2025 ISSN: 2456-3315	
29	The Role of Disaster affected people on Natural Disaster Management in Godavari Districts of Andhra Pradesh- An Overview	Dr S Varalakshmi	Library Progress International Vol.44 No.3, P.13806-13813	Jul-Dec 2024:
30	A Study On Impact Of Digital Marketing Practices On Consumer Purchase Decisions –Visakhapatnam City	Dr S Varalakshmi	IPE Journal of Management :: ISSN 2249-9040 with IF=7.138, Vol-15, No-10 Peer Reviewed, UGC CARE Listed Journal	January - June: 2025

31	Gamification and Organisational Effectiveness A Bibliometric Analysis of Digital Technologies and Performance Enhancement	Dr. MVS. Ramalakshmi	International Journal of Multidisciplinary Educational Research, ISSN: 2277-7881,	May 2025
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INTERNATIONAL CONFERENCES PAPER PRESENTATIONS-

S.No	Title of the Conference	Name of the Faculty	Title of the paper	Organizing Institute	Date of the Conference
1	The hr conclave – the new age vc	Prof.S.Rajani	“building values and institutions through values & culture”	cii (confederation of indian industry, visakhapatnam),	18th july 2025.
2	8 th international conference on “role of technology and artificial intelligence in higher education”	Mrs K Gouthami	podcasts integration in entrepreneurship education	K.S.R.college of arts and science for women	30 th January 2025
3	international conference on “global conference on information systems, management, and marketing 2025” (gcismm-25)	Mrs.K.Gouthami	the future of work: how artificial intelligence is transforming employee engagement and experience.(hybrid mode)	confab 360 degree in collaboration with vijay patil school of management and cursos internacionales, university of salamanca	10th and 11 th June 2025
4	international conference on “next gen computing and business innovations –(icsdg-2k25) (hybrid mode)	Mrs.K.Gouthami	Participated	sambhram academy of management studies banglore in collaboration with sabhram university, jizzax, uzbekistan	august 12 th and 13 th 2025
5	international conference on data science and artificial intelligence (online mode)	Prof.S.Rajani	A Comprehensive Study on Financial Literacy Among Women of Different Age Groups	california state university, iaesse, liet and mother theresa institute of engineering and technology	29 th -30 th may 2024
6	five-day international conference “ties 2024-business beyond borders	Dr. B.Ashok	exploring the investment habits of millennials: a case study of young professionals with reference to visakhapatnam city	vivekananda education society's institute of management studies and research, mumbai, maharashtra, india	2 nd & 6 th april 2024
7	5th international conference on recent trends in computer science and technology(icrtcst)	Prof P.V.Mohini	‘deep learning for sentiment analysis in financial markets’ in ieee explore -2024	isbn:979-8-3503-5138-5.doi-10.1109/icrtcst 61793.2024.10578522.pu blished by ieee (indexed in scopus).	15-16 april,2024

8	National Conference on “EMBRACING CHANGE & TRANSFORMATION: BREAKTHROUGH INNOVATION & CREATIVITY IN BUSINESS AND MANAGEMENT”	Dr MVS Ramalakshmi	“EMBRACING CHANGE & TRANSFORMATION: BREAKTHROUGH INNOVATION & CREATIVITY IN BUSINESS AND MANAGEMENT”	Department of Management Studies at SANSKRITHI SCHOOL OF BUSINESS	Dec 13th & 14 th 2024.
9	5th international conference on recent trends in computer science and technology(icrtcst)	Dr A Nooka Raju	‘deep learning for sentiment analysis in financial markets’ in ieeexplore -2024	isbn:979-8-3503-5138-5.doi-10.1109/icrtcst61793.2024.10578522.published by ieeexplore (indexed in scopus).	15-16 april,2024
10	National Conference on Unlocking Banking Technology for the New Millennium: Opportunities & Challenges, ISBN: 978-80-93543-35-2.	A.Nooka Raju	"Digital Banking: An Insight into Financial Fraud and Mitigation Techniques"		2004
11	International Conference on Sustainable Development Goals: Next-Gen Computing and Business Innovation (ICSDG-2K25)	Dr M Satyavathi	A Study on OTT Advertising and Its Influence on the Financial Choices of College Students	collaboration with Sambhram University, Uzbekistan (Hybrid Mode)	August 2025
12	Global Conference on Information Systems, Management, and Marketing 2025 (GCISMM-25),	Dr M Satyavathi	Employee Engagement and Experience: The Future of Work – How Artificial Intelligence is Transforming	Confab 360 Degree in collaboration with Vijay Patil School of Management and Cursos Internacionales, University of Salamanca, Spain (June 2025).	
13	Global Conference in Emerging Technology (GINOTECH), EISBN 979-8-3315-0775-6,	Dr A.Nooka Raju	“Profit Prediction with Financial Accounting Systems using a Reinforced Hybrid GRU-LSTM Model”	Pune, India,	May 2025

14	National Conference on Convergence of New Age Technologies & Management Practices	Dr M Satyavathi	'Assessing the Effectiveness of FinTech in Promoting Financial Inclusion'	(NCCNTMP-2025), Berhampur University, Odisha.	March 2025
15	Two-Day National Conference on "Embracing Change & Transformation: Breakthrough Innovation & Creativity in Business and Management",	Dr M Satyavathi	An Assessment of Market Efficiency of Cryptocurrency Exchanges with Special Reference to Bitfinex and Binance	Department of Management Studies at Sanskriti School of Business	13th and 14th December 2024
16	Two-Day National Seminar on Financial Inclusion & Social Equity: A Roadmap Towards Developed India by 2047	Dr M Satyavathi	Financial Inclusion through Financial Literacy and Capacity Building"	Department of Commerce and Management Studies in association with the Centre for Study of Social Inclusion (CSSI) at Andhra University	3rd and 4th April 2024