



ACHARYA INSTITUTE OF GRADUATE STUDIES
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Sl. No.	Title of the paper	Faculty Name	Department	Journal Published by	Month/ Year	National / International	ISBN / ISSN No.	Journal link	Article link
1	Sewing successUnnat Bharat Abhiyan's Tailoring Initiative for women's empowerment	Dr.Mirshad Rahaman T M	SW	National Journal of Professional Social Work (NJPSW)	Jun-24	National	220-8768	Special Issue	
2	Finding the Rebel: A Postmodern Reading of John Milton	Mr.Usha S K Raghupathula, Dr.Yashvanta T S, Mr.Akshay Satish, Ms.Sikha Appu	English	International Research of Humanities, Language & Literature	Jun-24	International	2394-1642	Print journal	Association of Academic Researchers and Faculties
3	Financial Behavior inPersonal Investment: Influence ofPsychological Factors onInvestment Decision	Dr.Lakshmi V	Comm UG	Journal of Informatics Education & Research	May-24	National	ISSN: 1526-4726	https://jier.org/index.php/journal	https://jier.org/index.php/journal/article/view/738/636
7	Enhancement of tensile strength and fracture toughness characteristics of banana fibre reinforced epoxy composites with nano MgO fillers	Dr.Satish Kumar K B	Chemistry	Elsevier	May-24	International	2949-8228	https://www.google.com/search?q=%22Enhancement+of+tensile+strength+and+fracture+toughness+characteristics+of+banana+fibre+reinforced+epoxy+composites+with+nano+MgO+fillers+%22&rlz=1C1CHBD_enN10961N1096&oq=%22Enhancement+of+tensile+strength+and+fracture+toughness+characteristics+of+banana+fibre+reinforced+epoxy+composites+with+nano+MgO+fillers+%22&gs_lcrp=EgZjaHJybWUyBggAEEUYOdIBBzgyOGowajeoAgiwAgE&sourceid=chrome&ie=UTF-8	https://www.sciencedirect.com/science/article/pii/S2949822824001552?via%3Dihub
8	Inhibition of Mild Steel Corrosion by 4-(Benzylidene - amino - antipyrine	Dr.Shakeel Nawaz S	Chemistry	Results in Surfaces & Interfaces	May-24	International	2666-8459	https://www.sciencedirect.com/journal/results-in-surfaces-and-interfaces	https://doi.org/10.1016/j.rsufi.2024.100209
9	M-Polynomial and topological indices of pthalocyanine based metal organic frameworks	Dr.E Lavanya	Mathematics	Advanced Studies in Contemporary Mathematics(Kyungshang)	May-24	International	12293067	https://www.researchgate.net/publication/380486748_M-polynomial_and_topological_indices_of_pthalocyanine_based_metal_organic_frameworks	https://www.researchgate.net/publication/380486748_M-polynomial_and_topological_indices_of_pthalocyanine_based_metal_organic_frameworks
10	AI-Driven Financial Advisory: Transforming wealth Management in Fintech and Banking	Dr. Shaila K	Commerce PG	Acta Scientiae	May-24	International	2178-7727	https://periodicosulbra.org/index.php/acta/article/view/44	https://periodicosulbra.org/index.php/acta/article/view/44
11	Impact of violence due to conflict among kashmiri youth: A psychological perspective	Dr.Akhila K P	SW	Perspectives in SW	Apr-24	National	ISSN: 0974-5114	Print journal	
12	Leveraging artificial intelligence & machine learning in software organizations opportunitites challenges & future directions	Dr.Bhargava N, Dr.Anil B, Dr.Asokan D	MBA	journal of tianjin university science and technology	Apr-24	International	ISSN 0493-2137	https://tianjinxuechubao.com/0493-2137-tju-v57-i04/	https://tianjinxuechubao.com/details.php?id=DOI:10.5281/zenodo.10940919

15	AI applications in personalised marketing and customer engagement in the retail banking industry	Dr.Dhanalakshmi K	MBA	Academy of Marketing Studies Journal	Apr-24	International	1528-2678-28-2-148	https://www.abacademies.org/journals/academy-of-marketing-studies-journal-home.html	https://www.abacademies.org/articles/ai-applications-in-personalized-marketing-and-customer-engagement-in-the-retail-banking-industry-16436.html
16	Exploring the Influence of Behavioural Biases on Investment Objectives: A case study of individual investors	Abrar Hussain	Management	Trends in Finance & Economics	Mar-24	International	ISSN : 2583-9721	https://restpublisher.com/journals/tfe/	https://restpublisher.com/wp-content/uploads/2024/04/Exploring-the-Influence-of-Behavioural-Biases-on-Investment-Objectives-A-Case-Study-of-Individual-Investors.pdf
17	Exploring the Influence of Behavioural Biases on Investment Objectives: A case study of individual investors	Manoj B N	Management	Trends in Finance & Economics	Mar-24	International	ISSN : 2583-9721	https://restpublisher.com/journals/tfe/	https://restpublisher.com/wp-content/uploads/2024/04/Exploring-the-Influence-of-Behavioural-Biases-on-Investment-Objectives-A-Case-Study-of-Individual-Investors.pdf
18	Selective N-Alkylation of Amines With Alcohols via Hydrogen Transfer Catalyzed by Copper Complex in an Ionic Liquid Media	Dr.Shakeel Nawaz S	Chemistry	Chemical Engineering Journal Advances (Elsevier)	Mar-24	International	2666-8211	https://www.sciencedirect.com/journal/chemical-engineering-journal-advances	https://doi.org/10.1016/j.ccej.2024.100585
19	A Study On Consumer Awareness About Clean Beauty Greenwashing	Lakshmi C, Muddasir Ahamed Khan N, Kruthika N S	Commerce UG & Management	Trends in Finance & Economics	Mar-24	International	ISSN : 2583-9721	https://restpublisher.com/journals/tfe/	https://doi.org/10.46632/tfe/2/1/4
22	Analysis and Optimization of Neural Networks for Image and Speech Recognition	Mrs.Yamuna P	BCA	IEEE Xplore	Mar-24	National	DOI: 10.1109/ICSES6003 4.2023.10465332	https://ieeexplore.ieee.org/Xplore/home.jsp	https://ieeexplore.ieee.org/document/10465332
23	A study on Role and Impact of HR Planning in Recruitment and Selection	Mr. Abrar Hussain, Mr.Ashwini T G, Dr. Muddasir Ahamed Khan	BBA & Comm UG	REST Publisher	Mar-24	International	2278-0742	https://www.google.com/search?q=A+study+on+Role+and+Impact+of+HR+Planning+in+Recruitment+and+Selection+abrar+hussain&rlz=1C1CHBD_enIN1096IN1096&oq=A+study+on+Role+and+Impact+of+HR+Planning+in+Recruitment+and+Selection+abrar+hussain&gs_lcrp=EgZjaHJvbWUyBggAEEUYODBCDgwMDlqMGo3qAllsAIB&sourceid=chrome&ie=UTF-8	https://restpublisher.com/wp-content/uploads/2024/04/A-STUDY-ON-ROLE-AND-IMPACT-OF-HR-PLANNING-IN-RECUITMENT-AND-SELECTION.pdf
26	Integrated Approaches to Organizational Success: A Comprehensive Study of Management, Finance, Education. Social Science & Marketing Strategies	Dr.Akhila K P	SW	Migration Letters	Feb-24	International	1741-8992 1741-8984	https://migrationletters.com/index.php/ml	https://migrationletters.com/index.php/ml/article/view/8551/5513
27	Impact of Data Centers on Power Consumption, Climate Change & Sustainability	Dr.Bharath Booshan M S, Dr. Mudassir Ahmad Khan	Management	IGI Global	Feb-24	International	DOI:10.4018/979-8-3693-1552-1.ch004	https://www.researchgate.net/publication/378597789_Impact_of_Data_Centers_on_Power_Consumption_Climate_Change_and_Sustainability	https://www.researchgate.net/publication/378597789_Impact_of_Data_Centers_on_Power_Consumption_Climate_Change_and_Sustainability#:~:text=Data%20centers%20consume%20more%20electricity,14%25%20of%20the%20world's%20emissions.
29	A Study on Corporate Greenwashing on Manufacturing of Lithium EV	Mr. R Venkatesh Kumar, Mr. C. Suresh	Commerce	Shanlax International Journal of Arts, Science & Humanities	Feb-24	International	E-ISSN: 2582-0397	https://www.shanlaxjournals.in/journals/index.php/sijash/article/view/7235	https://www.shanlaxjournals.in/journals/index.php/sijash/article/view/7235/6441
31	Progress of Forensic Science and Criminal Prosecution in India	Dr. Theju Kumar C	Criminology	Journal of Emerging Technologies and Innovative Research	Feb-24	International	2349-5162	https://www.jetir.org/view?paper=JETIR2402263	https://www.jetir.org/papers/JETIR2402263.pdf

32	A Study on awareness of Greenwashing among the Generational differences	Veena N M	Comm UG	SHANLAX	Feb-24	International	2582-0397	https://www.google.com/search?q=A+Study+on+awareness+of+Greenwashing+among+the+Generational+differences+veena+n+m&rlz=1C1CHBD_enIN1096IN1096&oq=A+Study+on+awareness+of+Greenwashing+among+the+Generational+differences+veena+n+m&gs_lcrp=EgZjaHJvbWUyBggAEUUYOTIHCAEQIRiPAjIHCAIQIRiPAjIHCAIQIRiPAjIBCDUyMDIqMGo3qAllsAIB&sourceid=chrome&ie=UTF-8	file:///C:/Users/Admin-IQAC/Downloads/7234-Article%20Text-12694-1-10-20240228%20(1).pdf
33	A Study On Consumer's Perception on Green Home Appliances	Dr. Shaila K	Commerce PG	International Journal of Art, Science and Humanities	Feb-24	International	2321-788X	https://www.google.com/search?q=A+Study+On+Consumer%27s+Perception+on+Green+Home+Appliances+shaila+k&rlz=1C1CHBD_enIN1096IN1096&oq=A+Study+On+Consumer%27s+Perception+on+Green+Home+Appliances+shaila+k&gs_lcrp=EgZjaHJvbWUyBggAEUUYOTIHCAEQIRiPAjIHCAIQIRiPAjIBCDM0OTVqMGo3qAllsAIB&sourceid=chrome&ie=UTF-8	https://www.google.com/search?q=A+Study+On+Consumer%27s+Perception+on+Green+Home+Appliances+shaila+k&rlz=1C1CHBD_enIN1096IN1096&oq=A+Study+On+Consumer%27s+Perception+on+Green+Home+Appliances+shaila+k&gs_lcrp=EgZjaHJvbWUyBggAEUUYOTIHCAEQIRiPAjIHCAIQIRiPAjIBCDM0OTVqMGo3qAllsAIB&sourceid=chrome&ie=UTF-8
34	Uncaging the Self: Navigating Emancipation in Shashi Deshpande's That Long Silence	Dr.Subhalaxmi Mohanty	English	International Journal of English: Literature, Language & Skills	Jan-24	International	2278-0742	https://ijells.com/volume-12-issue-4-2/	https://ijells.com/volume-12-issue-4-2/
35	Revolutionizing Magnetic Resonance Imaging Image Reconstruction: A Unified Approach Integrating Deep Residual Networks and Generative Adversarial Networks	Dr M Balamurugan	MCA	International Journal of Advanced Computer Science and Applications	Jan-24	International	E-ISSN: 2156-5570	https://thesai.org/Publications/IJACSA	https://thesai.org/Downloads/Volume15No1/Paper_39-Revolutionizing_Magnetic_Resonance_Imaging.pdf
36	Navigating the Labyrinth: Struggles and Triumphs of the Indian Women's Movement	Dr.Subhalaxmi Mohanty	English	International Journal of English Literature and Social Sciences	Jan-24	International	2456-7620	https://dx.doi.org/10.22161/ijels.91.9	https://dx.doi.org/10.22161/ijels.91.9
37	Perspective and Developments in Composite Films Combining Lead-Free Ferroelectric Ceramic and PVDF for Energy Storage Capacitors	Mrs. Amrita Singh	Physics	International Research Journal on Advanced Engineering Hub (RJA EH)	Jan-24	International	ISSN: 2584 - 2137	https://irjaeh.com/index.php/journal	https://irjaeh.com/index.php/journal/article/view/16
38	South Indian Cinema - An Analysis of production, consumption & culture	Ms.Namrata Bagchi	JMC	International Journal of Creative Research Thoughts (IJCRT)	Jan-24	National	ISSN: 2320 - 2882	https://www.ijert.org/viewfull.php?&p_id=IJCRT2401713	https://www.ijert.org/viewfull.php?&p_id=IJCRT2401713
39	Green Combustion synthesis of Multifunctional Inorganic ZnO: Co2+ (1-11 mol%) Nanoparticles: Electrochemical & Photocatalytic Applications	Yashwanth V Naik	Physics	Elsevier	Jan-24	International	0020-1693	https://www.sciencedirect.com/journal/inorganica-chimica-acta	https://www.sciencedirect.com/science/article/abs/pii/S0020169324000148
40	Adoption of Hybrid Remote Work Models for Gen-Z Workforce	Dr. Sreenivas Thandava, Dr. K Madhavi	MBA	NIPM Personnel Today	Jan-24	International	9708405	https://s8ex42kgx10rlew1public.blob.vercel-storage.com/PERSONNEL%20TODAY_JAN%20%20JUNE_2024-FSOqWw2ZqPLrAmxX3xWVuDj7gxeOSK.pdf	https://s8ex42kgx10rlew1public.blob.vercel-storage.com/PERSONNEL%20TODAY_JAN%20%20JUNE_2024-FSOqWw2ZqPLrAmxX3xWVuDj7gxeOSK.pdf

42	Frame work for examining the Influence of social Media Content on Consumer Engagement in the Digital Marketing Landscape	Dr.Dhanalakshmi K	MBA	Asian & Pacific Review	Dec-23	International	1000-6052	https://asparev.org/	https://asparev.org/
43	Incorporating Management Philosophies : A Study on Micro and Small Scale Industries in the Indian Business Landscape	Dr.Madhavi Kappagantalu	MBA	International Journal of Innovative Research and Practices	Dec-23	International	2321-2926	https://www.forum4researchers.com/journal.php	https://www.forum4researchers.com/cw_admin/docs/IJIRP-DEC-23-03.pdf
44	Users Perceived Risk & Challenges of Fintech Adoption in India - An Emphirical ABDC	Dr.P Venkaiah babu	MBA	Journal of Informatics Education & Research	Dec-23	International	1526-4726	https://jier.org/	https://jier.org/index.php/journalarticle.view/524
45	A Study on Implementation of Open Elective Course for the Commerce Students	Mrs.Veena N M	Commerce UG	International Journal of Creative Research Thoughts (IJCRT)	Dec-23	International	ISSN: 2320 - 2882	https://ijert.org/archive/list.php	https://www.ijert.org/papers/IJCRT2312248.pdf
46	A Study on the Impact of Socail Media on Marketing a Brand	Sushma M, Dr. Muddasir Ahamed Khan, Kruthika N S	Management	Trends in Finance & Economics	Dec-23	International	ISSN : 2583-9721	https://restpublisher.com/journals/tfe/	https://restpublisher.com/wp-content/uploads/2023/11/A-Study-on-the-Impact-of-Social-media-on-Marketing-a-Brand.pdf
49	Social Media Marketing : A Conceptual Study	Sushma M, Dr. Muddasir Ahamed Khan, M Sudha	Management	Trends in Finance & Economics	Dec-23	International	ISSN : 2583-9721	https://restpublisher.com/journals/tfe/archives/volume-1/	https://restpublisher.com/wp-content/uploads/2023/11/Social-Media-Marketing-A-conceptual-study.pdf
52	Emotional Intelligence of High-Performance Teams of Working Professionals in the Education Industry in Banglaore	Dr.Bhargava N	MBA	History Research Journal	Nov-23	International	0976-5425 (P)	https://www.citefactor.org/journal/index/24703/history-research-journal	Printed Book
53	Online Teaching at Its Best Merging Instructions Design with Teaching & Learning Research: An Overview	Dr.Mirshad Rahaman T M, Dr.Akhila P	Social Work	Journal of Informatics Education & Research	Nov-23	International	ISSN: 1526-4726	https://jier.org/index.php/journal	https://jier.org/index.php/journal/article/view/202
55	Role of Social Media in Promoting & Wellness Campaigns - A Study	Dr.Mirshad Rahaman T M, Dr.Akhila P	Social Work	Tuijijn Jishu Journal of Propulsion Technology	Nov-23	International	ISSN: 1001-4055	https://www.propulsionejournal.com/index.php/journal	https://www.propulsionejournal.com/index.php/journal/article/view/1776
57	Online banking experience of rural banking customers an emphirical study	Dr.P Venkaiah babu	MBA	European economic letters	Nov-23	International	ISSN 2323-5233, ISSN-L 2323-5233	https://www.eelet.org.uk/index.php/journal	https://www.eelet.org.uk/index.php/journal/article/view/832
58	Digitalization & ESG: The Intersection of Technology & Sustainability	Dr.Bharath Booshan M S	T & P	IGI Global	Nov-23	National	161123-115501	https://mail.google.com/mail/u/0/?tab=rm&ogbl#inbox/OgreJHsTFQmRDxRCQpMxTJSZQdhkMtqqFzL?projector=1&messageParId=0.1	https://doc-14-94-apps-viewer.googleusercontent.com/viewer/secure/pdf/a11qgb969g71d58kj43n3nbt6bsqcoq/a0sl0smnke5uof9qv6b0l0nu3u991oqi/1725426750000/gmail/06548927964769653893/ACFrOgAwcD8AhwGcbhNmlwR2Vnb6U8VkwFwV8os6cgpPiCQT3aKkFdGrLnmFZTH5FKu248FqnD3bc-7oNpXBnKqyT0gKFWTspDrVQO4LsKVr3jkXMdLS4jOX8Yul10XZHSv2yTgJuQisv1nlg9?print=true&nonce=1jtoeh0p92ou4&user=06548927964769653893&hash=akdupluece84qis9n874e250honsgr7
59	A Study on Consumer Behavior Towards Online Shopping: A Structural Equation Modeling Approach	Dr.Bhargava N, Dr.Dharmentdra H, Srihari Jwalapuram	MBA	Madhya Pradesh Journal of Social Sciences	Oct-23	International	0973-855X (Printed Book)	https://mpissr.org/?page_id=1076	https://mpissr.org/?page_id=1076

62	Analysis of Television and advertisement and its Stimulation and kids Environment	Dr.M Sudha	Management	Shanlak International journal of management	Oct-23	International	2321-788	https://www.researchgate.net/publication/374722822_Analysis_of_Television_Advertisements_and_its_Stimulation_in_Kids'_Environment	file:///C:/Users/Admin-IQAC/Downloads/Analysis_of_Television_Advertisements_and_its_Stim.pdf
63	Assessing the Influence of Forecasting Accuracy and Budgeting on Financial Performance using SPSS	Dr.Lakshmi V	Comm UG	Rest Publishers	Sep-23	International	ISSN 2583-9721	https://www.google.com/search?q=assessing+the+influence+of+forecasting+accuracy+and+budgeting+on+financial+performance&rlz=1C1CHBD_enIN1096IN1096&oq=assessing+the+influence+of+forecasting+accuracy+and+budgeting+on+financial+performance&gs_lcrp=EgZjaHJvWUyBggAEEUYOdIBC-TIIMjIwajBqN6gCCLACAQ&sourceid=chrome&ie=UTF-8	https://restpublisher.com/wp-content/uploads/2023/09/Assessing-the-Influence-of-Forecasting-Accuracy-and-Budgeting-on-Financial-Performance-using-SPSS.pdf
64	Green Marketing: Benefits & Challenges for Marketers	Dr.Mudassir Ahamed Khan, Ms.Harshita T N	Management	Rest Publishers	Sep-23	International	ISSN 25834746	https://restpublisher.com/journals/ibab/archives/	https://restpublisher.com/wp-content/uploads/2023/10/Green-Marketing-Benefits-and-Challenges-for-Marketers.pdf
66	A study of consumer awareness for green marketing	Dr.Muddasir Ahamed Khan N, Dr.M Sudha, Mrs.Sushma M	Management	Rest Publishers	Sep-23	International	ISSN 25834746	https://restpublisher.com/journals/ibab/archives/	https://restpublisher.com/wp-content/uploads/2023/10/A-Study-of-Consumer-Awareness-for-Green-Marketing.pdf
69	The Effects of Artificial Intelligence on Employment & Job Market Dynamics	Dr.P Venkaiah babu	MBA	UGC Utkal Historical research journal	Sep-23	International	0976-2132 (P)	https://utkaluniversity.ac.in/utkal-historical-research-journal/	https://utkaluniversity.ac.in/utkal-historical-research-journal/
70	Firm Performance Analysis of Relation to the Implementation and use of Enterprise Resource Planning Systems using GRA Method	Mr.Kiran Kumar, Mr.Chethan S	Management	Rest Publishers	Sep-23	International	ISSN 2583-9721	https://www.google.com/search?q=rest+publishers+firm+performance+analysis+of+relation+to+the+implementation+%26+use+of+enterprise&rlz=1C1CHBD_enIN1096IN1096&oq=rest+publishers+firm+performance+analysis+of+relation+to+the+implementation+%26+use+of+enterprise&gs_lcrp=EgZjaHJvWUyBggAEEUYOdIBCTQ0MDU5ajBqN6gCALACAA&sourceid=chrome&ie=UTF-8	https://restpublisher.com/wp-content/uploads/2023/09/Firm-Performance-Analysis-of-Relation-to-the-Implementation-and-use-of-Enterprise-Resource-Planning-Systems-using-GRA-Method.pdf
72	Impact of Artificial Intelligence in Banking Sector	Ms.Ashwini T G, Dr.Mudassir Ahmed Khan, Mr.Abrar Hussain	Management	Rest Publishers	Sep-23	International	ISSN 25834746	https://www.google.com/search?q=rest+publishers+impact+of+artificial+intelligence+in+banking+sector&rlz=1C1CHBD_enIN1096IN1096&oq=rest+publishers+impact+of+artificial+intelligence+in+banking+sector&gs_lcrp=EgZjaHJvWUyBggAEEUYOdIBCTE5NTA1ajBqN6gCCLACAQ&sourceid=chrome&ie=UTF-8	https://restpublisher.com/wp-content/uploads/2023/10/Impact-of-Artificial-Intelligence-in-Banking-Sector.pdf
75	Digital Transformation of Financial Services : A Review of Global Fintech Trends & Implications	Subramanyam B	Commerce	Madhya Pradesh Journal of Social Sciences	Aug-23	National	0973-855X	https://mpissr.org/?page_id=1113	Printed (Peer Review)
76	A study on Business Resilience of MSME's with special reference to Pandemic/Crisis	Dr.Dhanalakshmi K	MBA	Springer Nature Pvt. Ltd., 2023	Jul-23	International	ISBN 978-981-99-3365-5 ISBN 978-981-99-3366-2 (eBook)	doi.org/10.1007/978-981-99-3366-2	DOI :org/10.1007/978-981-99-3366-2-27