



ACHARYA INSTITUTE OF GRADUATE STUDIES

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Soladevanahalli, Bengaluru-560107

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Sl. No	Title of the paper	Faculty Name	Department	Journal Name	Month/ Year	National / International	ISBN / ISSN No.	Journal link	Article link
1	Need for Professional Psychological Help: Attitudes among Indian College Students.	Dr. Mohammad Faizee	Psychology	The New Educational Review	2025	International	17326729	https://czasopisma.marsza-lek.com	DOI: 10.15804/tner.2025.81.3.19
2	Predictive Analytics For Bankruptcy Risk: A Study Of Indian Banking Companies	Varanasi Rahul	BBA Aviation	MSW Management Journal	2026	International	10537899	https://mswmanagementj.com/index.php/home/article/view/615	DOI: https://doi.org/10.7492/w1st5592
3	OsteoNet: Curated X-ray Image Database for Deep Learning-Based Osteoporosis Detection and Classification	Narasimha Murthy G K	MCA	Journal of Emerging Technologies and Innovative Research	2025	International	2349 - 5162	https://jetir.org/	https://doi.org/10.56975/jetir.v12i9.569143
4	IOT-Enabled Fleet Management And Its Influence on Cost Reduction and Profitability	Dr.P.Venkaiah Babu	MBA	International Journal Of Progressive Research In Engineering Management And Science (IJPREAMS)	2025	International	2583-1062	ijprems	https://www.doi.org/10.58257/IJPREAMS45155
5	Influence of fibre ratio and chemical treatment on the properties of hybrid epoxy composites reinforced with areca and banana fibre .	Dr.Satishkumar K.B.	CHEMISTRY	Journal of the Indian Academy of Wood Science.	2025	International	13196-025-00376-3	https://link.springer.com/journal/13196	https://doi.org/10.1007/s13196-025-00376-3
6	Impact of Datamining Clustering Methods on Decision Support System - concerning Customer Segmentation	Dr Bhargava N	MBA	IEEE- ICETAS-2024	2025	International	979-8-3503-6314-2 /24	https://doi.org/10.1109/ICETAS62372.2024.11120140	https://doi.org/10.1109/ICETAS62372.2024.11120140
7	Synthesis, structural, photoluminescence, photocatalytic and antibacterial properties of Pr3+ doped Zn3(VO4)2 nanoparticles	Jaya Choudhary	Physics	Surface and Interfaces	2025	International	2468-0230	https://www.sciencedirect.com/science/article/pii/S2468023025001580	https://doi.org/10.1016/j.surfin.2025.105895
8	Dynamic Performance Evaluation of the EcoGreen Structure in Blockchain Technology	Balaji C	MCA	International Journal for Research in Applied Science & Engineering Technology	2025	International	2321-9653	https://www.ijraset.com/	https://doi.org/10.22214/ijraset.2025.73099
9	Dynamic Performance Evaluation of the EcoGreen Structure in Blockchain Technology	Rajesh Rao K	MCA	International Journal for Research in Applied Science & Engineering Technology	2025	International	2321-9653	https://www.ijraset.com/	https://doi.org/10.22214/ijraset.2025.73099
10	AI-Powered Decision Making in HRM: Designing Dynamic Tariff Plans for Workforce Compensation	Dr. Sreenivas Thandava	MBA	Journal of Informatics Education and Research (JIER) ABDC C	2025	International	1526-4726	https://jier.org/index.php/journal/article/view/3843	https://doi.org/10.52783/jier.v5i3.3843
11	A Study on Consumer Perception and Adoption of Electric Vehicle: A Behavioural Study	Abrar Hussain	BBA	Scientia. Technology, Science and Society	2025	International	ISSN 3083-5577	https://drive.google.com/open?id=1c0eNhVh8cusWY71iweAgk8dzSci-xerN	

12	A Study on Consumer Perception and Adoption of Electric Vehicle: A Behavioural Study	Abrar Hussain	BBA	Scientia. Technology, Science and Society	2025	International	3083-5577	10.59324/stss.2025.2(3).08	
13	ANALYZING THE EFFECTIVENESS OF MICRO-INFLUENCER MARKETING COMPARED TO TRADITIONAL CELEBRITY ENDORSEMENTS	Abrar Hussain	BBA	INTERNATIONAL JOURNAL OF CURRENT ENGINEERING AND SCIENTIFIC RESEARCH (IJCESR)	2025	International	2394-0697	blob:https://www.acharyaerptech.in/10074670-ac3c-4a83-b797-398941726048	
14	A STUDY ON ROLE OF INSTAGRAM MARKETING FOR SMALL ENTREPRENEURS IN BENGALURU CITY	Abrar Hussain	BBA	INTERNATIONAL JOURNAL OF CURRENT ENGINEERING AND SCIENTIFIC RESEARCH (IJCESR)	2025	International	2393-8374	blob:https://www.acharyaerptech.in/ead6e2fe-c4e3-49ae-ab66-822ac99235e3	
15	BRIDGING THE MSME CREDIT GAP: ASSESSING SUPPLY CHAIN FINANCE AGAINST TRADITIONAL FUNDING IN TERMS OF COST, SECURITY, AND SPEED	Abrar Hussain	BBA	International Journal of Engineering Technology Research & Management	2025	International	2456-9348	blob:https://www.acharyaerptech.in/7323a047-959d-416d-8a5c-5e841e8fd545	
16	IMPACT OF ARTIFICIAL INTELLIGENCE ON THE PRODUCTIVITY OF FINANCIAL INSTITUTIONS IN INDIA	Abrar Hussain	BBA	International Journal of Engineering Technology Research & Management	2025	International	2456-9348	blob:https://www.acharyaerptech.in/fe813dce-7f58-41ce-af80-caef96a48949	
17	A REAL TIME TRACKING OF EMPLOYEE PERFORMANCE USING MACHINE LEARNING	Abrar Hussain	BBA	International Journal of Engineering Technology Research & Management	2025	International	2456-9348	blob:https://www.acharyaerptech.in/1c7f1f24-8e20-4050-bd1b-3b8cdcb07c2f	
18	The Role of Green Finance Practices in Enhancing Customer Trust and Loyalty	Amir Mohan	BBA	Journal of International Commercial Law and Technology	2025	International		https://jiclt.com/article/the-role-of-green-finance-practices-in-enhancing-customer-trust-and-loyalty-an-empirical-analysis-119/	
19	“AWARENESS AND PERCEPTION OF MOTOR INSURANCE AMONG CAR OWNERS: A STUDY IN URBAN BANGALORE”	Dr Muddasir Ahamed Khan N	BBA	International Journal of Engineering Technology Research & Management	2024	International	108.825	https://drive.google.com/open?id=167G7YU77q9y0as1sGkCScI0YQqWu8wUA	
20	ANALYZING THE EFFECTIVENESS OF MICRO-INFLUENCER MARKETING COMPARED TO TRADITIONAL CELEBRITY ENDORSEMENTS	Dr Muddasir Ahamed Khan N	BBA	INTERNATIONAL JOURNAL OF CURRENT ENGINEERING AND SCIENTIFIC RESEARCH (IJCESR)	2025	International	2394-0697	blob:https://www.acharyaerptech.in/10074670-ac3c-4a83-b797-398941726048	

21	A STUDY ON ROLE OF INSTAGRAM MARKETING FOR SMALL ENTREPRENEURS IN BENGALURU CITY	Dr Muddasir Ahamed Khan N	BBA	INTERNATIONAL JOURNAL OF CURRENT ENGINEERING AND SCIENTIFIC RESEARCH (IJCESR)	2025	International	2393-8374	blob:https://www.acharyaerptech.in/ead6e2fe-c4e3-49ae-ab66-822ac99235e3	
22	BRIDGING THE MSME CREDIT GAP: ASSESSING SUPPLY CHAIN FINANCE AGAINST TRADITIONAL FUNDING IN TERMS OF COST, SECURITY, AND SPEED	Dr Muddasir Ahamed Khan N	BBA	International Journal of Engineering Technology Research & Management	2025	International	2456-9348	blob:https://www.acharyaerptech.in/7323a047-959d-416d-8a5c-5e841e8fd545	
23	IMPACT OF ARTIFICIAL INTELLIGENCE ON THE PRODUCTIVITY OF FINANCIAL INSTITUTIONS IN INDIA	Dr Muddasir Ahamed Khan N	BBA	International Journal of Engineering Technology Research & Management	2025	International	2456-9348	blob:https://www.acharyaerptech.in/fe813dce-7f58-41ce-af80-caef96a48949	
24	A REAL TIME TRACKING OF EMPLOYEE PERFORMANCE USING MACHINE LEARNING	Dr Muddasir Ahamed Khan N	BBA	International Journal of Engineering Technology Research & Management	2025	International	2456-9348	blob:https://www.acharyaerptech.in/1c7f1f24-8e20-4050-bd1b-3b8cdcb07c2f	
25	A Systematic Analysis on Organisational Citizenship Behaviour around the World from 2005 to 2025	Dr.M.Sankar	BBA	International Review of Management and Marketing	2025	International	2146-4405	https://econjournals.com/index.php/irmm/	DOI: https://doi.org/10.32479/irmm.21417
26	Unsupervised, Semi-Supervised, and Self-Supervised Learning for Climate Applications	Dr.M.Sankar	BBA	IGI Publications	2025	International	979-8-3373-3501-8	https://www.igi-global.com/	https://doi.org/10.4018/979-8-3373-3501-8.ch008
27	Health First, Drive Next: Financial Security as a Pillar of Sustainable EV Growth in India	Manjula BK	BBA	Inspira Journal	2025	National	978-81-990245-0-2	https://www.researchgate.net/publication/396002201_Driving_Demand_The_Economic_Impact_of_Public_Awareness_Campaigns_on_Electric_Vehicle_Adoption	
28	A Bibliometric Analysis of Emotional Marketing and Brand Loyalty in the Cosmetic Industry	Manoj H R	BBA	Indo-Asian Journal of Social Science And Management Research.	2025	International	ISSN 3048-8966(Online), ISSN 3049-1754 (Print).	https://docs.google.com/forms/d/e/1FAIpQLSdvBQ0RnIMs9eJxGQjnUWgw6b6DTaOzdZpdL--2aMxQ7xI09A/viewform?usp=header	
29	CONSUMER AWARENESS AND WILLINGNESS TO UTILISE AI IN PURCHASE DECISION OF COSMETICS	Manoj H R	BBA	Humanities and Social Science Studies	2025	National	2319-829X	Nil	

30	Organisational learning culture as a catalyst for teamwork effectiveness: a serial mediation study in IT firms in India	Supriya R	BBA	International Journal of Learning and Intellectual Capital	2025	International	1479-4853 / 1479-4861	https://drive.google.com/open?id=1p3VY0iODhkw_ejFIU8dMYD_owM-64570W	
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