

## ACHARYA INSTITUTE OF GRADUATE STUDIES (NAAC Re Accredited 'A+' Grade & Affiliated to Bengaluru City University)

## Soladevanahalli, Bengaluru-560107

| 21  | <b>าว</b> / | 1 25 |
|-----|-------------|------|
| -21 | <b>)2</b> 4 | -25  |

|       | 2024-25   |         |   |   |        |  |                            |                                    |
|-------|---|---------|---|---|--------|--|----------------------------|------------------------------------|
| Sl.No | Name of the Faculty   | Dept    | Chapters Published  | Title of the book   | Year   | Name of the<br>Publisher               | National/<br>International | ISBN/ISSN number of the Proceeding |
| 1     | Mr.Gowtham S,<br>Mrs.Deepika N                                      | SW      | Transformative Impact of Tele-Counselling<br>on Tobacco Cessation Among the Elderly<br>Population : A Case Study Under the<br>National Tobacco Quit Line Service<br>(NTQLS) | Healthcare & social security: addressing the needs of the elderly       | Jan-25 | St.Philomena's college<br>(Autonomous) | National                   | 978-81-9846-17-8-0                 |
| 2     | Ms.Namrata Bagchi   | JMC     | Media, Gender and technology: Redefining<br>Women's Narratives in the Modern age  | Power Of Mass Media   | Jan-25 | Manda Publishers                       | National                   | 978-93-642-731-1                   |
| 3     | Dr.Kumaraswamy C,<br>Dr.Mirshad Rahman T<br>M                       | SW      | Holistic approaches to social security & development for aging population: Insights from Vishwashanthi Trust, Bengaluru rural district                                      | Healthcare & social<br>security: addressing the<br>needs of the elderly | Jan-25 | St.Philomena's college<br>(Autonomous) | National                   | 978-81-9846-17-8-0                 |
| 4     | Dr.Mirshad Rahaman<br>T M,<br>Dr.Kumaraswamy C,<br>Dr.Vishwanatha K | SW      | Application of agile principles for social welfare delivery & modernization   | Expanding operations through agile principles & sustainable practices   | Jan-25 | IGI Global<br>Publications             | International              | 9798369362747                      |
| 5     | Mr.Akshay Satish  | English | The cognitive sreen: Psyhologial dimensions of AI sentience in modern science fition in cineme  | Digital literatures:<br>reading & in the age of<br>technology           | Dec-24 | Royal book publishing                  | International              | 978-9348505545                     |
| 6     | Ms.Archana Anil   | English | Exploring humanity & technology: A comparitive study of philip k Dick's Do androids dream of electric sheep: and william gibson's neuromancer                               | Digital literatures:<br>reading & in the age of<br>technology           | Dec-24 | Royal book publishing                  | International              | 978-9348505545                     |
| 7     | Dr.Subhalaxmi<br>Mohanty  | English | Transcending humanity: The transformative impact of posthymanism in literature  | Digital literatures:<br>reading & in the age of<br>technology           | Dec-24 | Royal book publishing                  | International              | 978-9348505545                     |
| 8     | Ms.Haritha V S  | English | Multiplicity in the digital mirror: navigating complex online identities among college students   | Digital literatures:<br>reading & in the age of<br>technology           | Dec-24 | Royal book publishing                  | International              | 978-9348505545                     |
| 9     | Mrs.Shyni V S   | English | Cccccyborg identity & humanity in amped   | Digital literatures:<br>reading & in the age of<br>technology           | Dec-24 | Royal book publishing                  | International              | 978-9348505545                     |

| 10 | Ms.Sikha C S  | English     | Ghosts in the mahine: the digital transformation & creative legacy of urban legends                 | Digital literatures: reading & in the age of technology                      | Dec-24 | Royal book<br>publishing              | International | 978-9348505545    |
|----|---|-------------|---|--|--------|---------------------------------------|---------------|-------------------|
| 11 | Ms.Mariya Kiruba<br>Priyadarshini   | English     | Challenges & tactics in english language teaching from an indian perspective                        | Digital literatures:<br>reading & in the age of<br>technology                | Dec-24 | Royal book publishing                 | International | 978-9348505545    |
| 12 | Ms.Sushmitha<br>Santhosh  | English     | Posthumanism & environmental ethics rethinking nonhuman agency                                      | Digital literatures:<br>reading & in the age of<br>technology                | Dec-24 | Royal book<br>publishing              | International | 978-9348505545    |
| 13 | Mr.Usha S K<br>Raghupathula,<br>Mr.Shashidhar S   | English     | The silicon shkespeare A study of language learning models & their attempts at creating literature  | Digital literatures:<br>reading & in the age of<br>technology                | Dec-24 | Royal book<br>publishing              | International | 978-9348505545    |
| 14 | Dr.Yashvantha T S   | English     | The death of the author revisited AI & the future of leterary criticism                             | Digital literatures:<br>reading & in the age of<br>technology                | Dec-24 | Royal book<br>publishing              | International | 978-9348505545    |
| 15 | Ms.Riya Fathima   | English     | The rise of instapoetry in the contemporary world   | Digital literatures:<br>reading & in the age of<br>technology                | Dec-24 | Royal book publishing                 | International | 978-9348505545    |
| 16 | Mrs.Madhushree M<br>K, Mrs.Arathi P H,<br>Mrs.Abiya K P, Dr.T<br>Sreenivas              | BCA & MBA   | Integrating big analytics & decision making processes to drive project success                      | Acharya management<br>business &<br>entrepreneurship review                  | Dec-24 | ABBS                                  | National      | 0976-3341         |
| 17 | Dr.P Venkaiah Babu,<br>Mrs.Aswathi<br>Raveendran,Mrs.Chith<br>ra E S, Mrs.Pranitha<br>P | BCA & MBA   | Assessing the influence of liquidity on the profitability of microfinance institutions in Karnataka | Acharya management<br>business &<br>entrepreneurship review                  | Dec-24 | ABBS                                  | National      | 0976-3341         |
| 18 | Dr.Theju Kumar,<br>Ms.Vaishnavi Sawant  | Criminology | Methods of letent fingerprint development   | Forensic Fingerprints: A<br>Practical Approach in<br>Criminal Justice System | Nov-24 | Iterative International<br>Publishers | National      | 978-93-6252-321-1 |
| 19 | Ms.Vaishnavi Sawant,  | Criminology | Recording & cataloguing of fingerprints   | Forensic Fingerprints: A<br>Practical Approach in<br>Criminal Justice System | Nov-24 | Iterative International<br>Publishers | National      | 978-93-6252-321-1 |
| 20 | Dr.Theju Kumar,<br>Ms.Anisha Kuduskar   | Criminology | Forensic expert in fingerprint witness testimony  | Forensic Fingerprints: A<br>Practical Approach in<br>Criminal Justice System | Nov-24 | Iterative International<br>Publishers | National      | 978-93-6252-321-1 |
| 21 | Dr.Channaveeraiah   | Kannada     | Vachanagalalli jaathi, padhathi & moudyagala vishleshane  | Aksharasurya   | Nov-24 | Mahesh M                              | National      | 2583-620X         |
| 22 | Mr.Nagaraju M L   | MCA         | Harnessing data science for next-generation cyber security  | Data science in cyber security   | Nov-24 | IOT Academy<br>Publishers             | National      | 978-93-93622-48-8 |

| 23 | Dr.Akhila K P,<br>Mrs.Shashi Kiran<br>Shetty   | SW         | Global health & public policy: addressing health inequities   | Global issues in<br>multidisciplinary academic<br>research (GIMAR)                  | Oct-24 | Rubicon Publications       | National      | 978-1-80433-924-4                                |
|----|--|------------|---|---|--------|----------------------------|---------------|--|
| 24 | Mr.Sathyananda<br>Swamy H V, Mr.B N<br>Manoj, Mrs.Noor<br>Zaiba, Mrs.Manjari<br>Pandey | Aviation   | A Study of Artificial Intelligence in Aviation<br>Management  | A Modern Approach to<br>AI- Integrating Machine<br>Learning with Agile<br>Practices | Oct-24 | QT Analytics in India      | National      | 978-81-966500-8-7                                |
| 25 | Dr.Muddasir Ahamed<br>Khan N, Mr.Abrar<br>Hussain                                      | Management | Enhancing Credit Scoring Models with<br>Artificial Intelligence: A Comparative Study<br>of Traditional Methods and AI-Powered<br>Techniques | A Modern Approach to<br>AI- Integrating Machine<br>Learning with Agile<br>Practices | Oct-24 | QT Analytics in India      | National      | 978-81-966500-8-7                                |
| 26 | Mr.Abrar Hussain,<br>Mr.Muddasir Ahamed<br>Khan  | Management | A Study on Leveraging Artificial<br>Intelligence in Educational Institutions:<br>Enhancing Human Resource Management<br>Practices           | A Modern Approach to<br>AI- Integrating Machine<br>Learning with Agile<br>Practices | Oct-24 | QT Analytics in India      | National      | 978-81-966500-8-7                                |
| 27 | Dr.Muddasir Ahamed<br>Khan N, Mr.Abrar<br>Hussain, Mr.B N<br>Manoj                     | Management | A Study on Impact of Artificial Intelligence<br>in Financial Services of Private Banks in<br>Bangalore                                      | A Modern Approach to<br>AI- Integrating Machine<br>Learning with Agile<br>Practices | Oct-24 | QT Analytics in India      | National      | 978-81-966500-8-7                                |
| 28 | Mrs.Ranjana K K  | Management | Emo-reads: Book recommendation based on facial emotions   | Innovations in medical research through AI, ML & IoT synergies                      | Sep-24 | QT Analytics               | National      | 978-81-966500-2-5                                |
| 29 | Mrs.Sridevi G  | Management | Blood cancer detection & classification using deep learning   | Innovations in medical research through AI, ML & IoT synergies                      | Sep-24 | QT Analytics               | National      | 978-81-966500-2-5                                |
| 30 | Dr.Gulfisha  | Psychology | 1 2   | Difficulties and Challenges<br>in Geriatric Health<br>Management                    | Sep-24 | IGI Global<br>Publications | National      | 979-8-3693-0675-8                                |
| 31 | Dr.Mirshad Rahaman<br>T M,<br>Dr.Kumaraswamy C,<br>Mrs.Deepika N                       | SW         | Exploring the Intersection of Social Work and the Future of Technology  | Advancements in Intelligent<br>Process Automation                                   | Sep-24 | IGI Global<br>Publications | International | 10.4018/979-8-3693-<br>5380-6 /<br>9798369353806 |
| 32 | Dr.Madhavi<br>Koppagantula   | MBA        | Deciphering Religious Tourism: A Classification and Predictive Approach to Odisha's Unique Landscape  | Technological and<br>Managerial Approaches to<br>Fostering Sustainable<br>Travel    | Aug-24 | IGI Global<br>Publications | National      | DOI: 10.4018/979-8-<br>3693-8115-1.ch008         |
| 33 | Dr.Subhalaxmi<br>Mohanty   | English    | Interview with Padmashri Tulasi Munda   | From the Unheard to the Heard   | Aug-24 | Authorspress               | National      | 978-93-6095-221-1                                |

| 34 | Mr.Aditya Uday<br>Diwan   | BCA                   | Data driven energy economy prediction of electric buses using machine learning  | Convergence of machine<br>learning & IoT for enabling<br>the future of intelligent<br>systems | Jul-24 | QT Analytics | National | ISBN 978-93-5980-<br>686-0 |
|----|---|-----------------------|---|---|--------|--------------|----------|----------------------------|
| 35 | Dr.Shaila K,<br>Mrs.Suchitra,<br>Mrs.Deepashree A J                       | Comm PG               | Security and Privacy Implications of AI-<br>powered Tax Filing Systems: Safeguarding<br>Taxpayers Data in the Age of Automation | Integrated Business Excellence- Synergizing Management, Finance, HR, and Marketing            | Jul-24 | QT Analytics | National | 978-81-966500-6-3          |
| 36 | Dr.Shaila K,<br>Mrs.Suchitra,<br>Mrs.Deepashree A J                       | Comm PG               | A Study On Impact Of Digital<br>FinancialInclusion Of Youth In Bengaluru –<br>NEOBank Perspective                               | Integrated Business Excellence- Synergizing Management, Finance, HR, and Marketing            | Jul-24 | QT Analytics | National | 978-81-966500-6-3          |
| 37 | Mrs.Chithra E S,<br>Mrs.Arathi P H,<br>Mrs.Pranitha P,<br>Ms.Geetha R     | BCA                   | Enhancing IOT Security:<br>LeveragingArtificial Intelligence  | Integrated Business Excellence- Synergizing Management, Finance, HR, and Marketing            | Jul-24 | QT Analytics | National | 978-81-966500-6-3          |
| 38 | Dr.Muddasir Ahamed<br>Khan N,<br>Mrs.Harshitha T N,<br>Mr.Abrar Hussain   | Management            | A Study of Artificial Intelligence and Its<br>Role in Human Resource Management   | Integrated Business Excellence- Synergizing Management, Finance, HR, and Marketing            | Jul-24 | QT Analytics | National | 978-81-966500-6-3          |
| 39 | Mr.Abrar Hussain,<br>Mrs.Manjari Pandey,<br>Dr.Muddasir Ahamed<br>Khan N, | Management & Aviation | Sustainable Transportation Impact In Urban<br>Cities Of India   | Integrated Business Excellence- Synergizing Management, Finance, HR, and Marketing            | Jul-24 | QT Analytics | National | 978-81-966500-6-3          |
| 40 | Dr.Bhargava N   | MBA                   | Sustainable Development Goals TowardsInnovation, Industry and Infrastructure in the Era of Post Covid-19 – an IndianPerspective | Integrated Business Excellence- Synergizing Management, Finance, HR, and Marketing            | Jul-24 | QT Analytics | National | 978-81-966500-6-3          |
| 41 | Dr.Asokan Durai   | MCA, MBA &<br>BCA     | Unpacking the Cashew Export Sector:<br>Challenges and Opportunities   | Integrated Business Excellence- Synergizing Management, Finance, HR, and Marketing            | Jul-24 | QT Analytics | National | 978-81-966500-6-3          |
| 42 | Dr.Asif Amin Kuchey,<br>Mrs.Aswathi Ravi                                  | MCA, MBA &<br>BCA     | Unpacking the Cashew Export Sector:<br>Challenges and Opportunities   | Integrated Business Excellence- Synergizing Management, Finance, HR, and Marketing            | Jul-24 | QT Analytics | National | 978-81-966500-6-3          |
| 43 | Dr.Sreenivas T,<br>Mrs.Arathi. P. H,<br>Mrs.J Jensy Fernandez             | MBA                   | Charting Employee Growth: The Role of<br>Competency Mapping at Apitoria<br>Pharmaceuticals Ltd.                                 | Integrated Business Excellence- Synergizing Management, Finance, HR, and Marketing            | Jul-24 | QT Analytics | National | 978-81-966500-6-3          |

| 44 | Dr.Bhargava N,<br>Mr.M Ashok Kumar  | MBA     | Sustainability Strategies for<br>FranchiseBusinesses in Indian Rural<br>Markets:Insights from Literature              | Integrated Business Excellence- Synergizing Management, Finance, HR, and Marketing          | Jul-24 | QT Analytics      | National | 978-81-966500-6-3 |
|----|---|---------|---|---|--------|-------------------|----------|-------------------|
| 45 | Dr.Benjamin Jones<br>Abraham, Mr.Chetan<br>KV, Mrs.Chithra E.<br>S, Ms.Geetha.R | MBA     | Theoretical Foundations of Consumer<br>Perceptions and Attitudes towards Electric<br>Vehicles: A Review and Synthesis | Integrated Business Excellence- Synergizing Management, Finance, HR, and Marketing          | Jul-24 | QT Analytics      | National | 978-81-966500-6-3 |
| 46 | Ms.Geetha R,<br>Mrs.Shruthi HK,<br>Mrs.Pranitha. P                              | BCA     | Youth Empowerment through Social Media in Career Building: A Theoretical Study  | Integrated Business<br>Excellence- Synergizing<br>Management, Finance, HR,<br>and Marketing | Jul-24 | QT Analytics      | National | 978-81-966500-6-3 |
| 47 | Dr.P.Venkaiah Babu,<br>Mrs.Madhushree MK  | MBA     | Employees' Perception on 360 Degree<br>Evaluation: Apitoria Pharma Pvt Ltd<br>Perspective                             | Integrated Business<br>Excellence- Synergizing<br>Management, Finance, HR,<br>and Marketing | Jul-24 | QT Analytics      | National | 978-81-966500-6-3 |
| 48 | Ms.Suchitra V G   | Comm PG | Consumer Behaviour &Market<br>Segmentation  | Marketing Management  | Jul-24 | String Production | National | 978-93-6048-283-1 |