

List of Research Paper Presentations and Publications in conferences:

Academic Year: July 2024- June 2025

1. Sagar, A., Jyothi, A., & Ranjith, P. V. (2025). GenZ prefers cosmetic brands that are focused on sustainability and environmental issues. *BIO Web of Conferences*, 151, 04007. <https://doi.org/10.1051/bioconf/202515104007>
2. P. K., K. P. R., Srinivasan, V., Ashok, M., & Suresh, M. (2024). Analysis of artificial intelligence marketing system and its applications. In *Proceedings of the 2024 International Conference on Recent Innovation in Smart and Sustainable Technology (ICRISST)* (pp. 1–5). IEEE. <https://doi.org/10.1109/ICRISST59181.2024.10921919>
3. Tirpude, R., Kowtal, J., Palav, M. R., Ganapa, J. R., Shrivastava, N., & Moholkar, N. (2025). Blockchain-enabled financial reengineering for sustainable social innovation in the Indian IT industry. In *Proceedings of the 2025 First International Conference on Advances in Computer Science, Electrical, Electronics, and Communication Technologies (CE2CT)* (pp. 986–989). IEEE. <https://doi.org/10.1109/CE2CT64011.2025.10941210>
4. Hemavathi, & Bhanumathi. (2025, February). A study on adopting circular economy principles in the handloom weaving industry [Paper presentation]. National Conference on Sustainable Practices of Handloom Weaving Industry in India, RNSIT, Bangalore. Sponsored by ICSSR.
5. Jeevitha. (2025, February). Magnifying shareholder's return by accenting financial leverage of the firm: A study with respect to new age companies from top emerging sectors [Paper presentation]. MSRIT International Conference on Innovation for Sustainability: New Technologies and Business Models, M. S. Ramaiah Institute of Technology.
6. Malhotra, G. (2025, April). Estimating extreme financial risks: Power-Law VaR from historical losses and risk-neutral densities [Paper presentation]. International Conference on Innovate, Adapt and Lead: Managing Artificial Intelligence for Future of Work and Sustainable Business, Greater Noida, India & Strasbourg, France.
7. Pawar, P. P., Kumar, D., Bhujang, R. K., Pareek, P. K., Manoj, H. M., & Deepika, K. S. (2024). Investigation on digital forensic using graph-based neural network with blockchain technology. In *Proceedings of the 2024 International Conference on Data Science and Network Security (ICDSNS)* (pp. 1–7). IEEE. <https://doi.org/10.1109/ICDSNS62112.2024.10691122>
8. Bhat, S., Padmavathi, T., K. P. R., Rizvi, N. F., S. B. S., & Madhuvappan, C. A. (2024). Analysis on artificial intelligence based human resource computer management system. In *Proceedings of the 2024 3rd International Conference on Sentiment Analysis and Deep*

Learning (ICSADL) (pp. 96–103). IEEE.

<https://doi.org/10.1109/ICSADL61749.2024.00021> July 2024

9. Anand, J., Ab Ghani, H., Yusoff, N., & Kumar Thoti, K. (2024). Analysis of the influence of green artificial intelligence on agricultural and biological fields using bibliometrics. In Proceedings of the 2024 5th International Conference on Artificial Intelligence and Data Sciences (AiDAS) (pp. 1–6). IEEE. <https://doi.org/10.1109/AiDAS63860.2024.10730136>

10. Turlapati, V. R., Thirunavukkarasu, T., Aiswarya, G., Kumar Thoti, K., Swaroop, K. R., & Mythily, R. (2024). The impact of influencer marketing on consumer purchasing decisions in the digital age based on Prophet ARIMA-LSTM model. In Proceedings of the 2024 International Conference on Integrated Intelligence and Communication Systems (ICIICS) (pp. 1–6). IEEE. <https://doi.org/10.1109/ICIICS63763.2024.10859525>

11. Raj, K., Priya, K., Senthilkumar, K., Natarajan, S., Arun, R., & Kumar Thoti, K. (2024). The role of chatbots and virtual assistants in enhancing customer service and engagement: A stacked BiLSTM and A-GRU technique. In Proceedings of the 2024 International Conference on Integrated Intelligence and Communication Systems (ICIICS) (pp. 1–6). IEEE. <https://doi.org/10.1109/ICIICS63763.2024.10859719>

Academic Year: July 2023- June 2024

1. Verma, D., Bhanumathi, & Jeevitha. (2024, May 3–4). *Study on use of artificial intelligence in talent acquisition and recruitment and its impact on insurance sector* [Paper presentation]. *International Conference on the Impact of AI-Driven Decision-Making & Agile Management Practices for Sustainable Development*, Acharya Institute of Management, Bangalore.

2. Hemavathi, B., Bhanumathi, P., & Justus, F. S. (2024, March 15–16). *Artificial intelligence enablement for flexible working in new-generation industries* [Paper presentation]. *15th International Conference on Innovative Technologies in Business and Economy for Sustainable Development: Industry 5.0*.

3. Chaithanya, C., Thoti, K. K., & Jonitha, A. (2024, December 4–5). *A bibliometric analysis of the literature on social enterprises that employ microfinance to help women become more economically empowered* [Paper presentation]. *International Conference on Emerging Technologies, Business and Society (ICETBS-2024)*, Ramaiah Institute of Management, Bangalore, India.

4. Mallieswari, R., Gupta, D., & Gupta, A. (2024, December 5–7). *Decoding leadership in the Indian IT industry: A structural equation modelling approach to transactional, transformational, and technical excellence* [Paper presentation]. *Interdisciplinary Research in Technology & Management Conference*, NIT Calicut, Kozhikode, Kerala, India.

5. Gupta, A., M. R., & Gupta, D. (2024). Artificial intelligence in enhancing quality of education: SEM approach. In *Proceedings of the 2024 2nd DMIHER International Conference on Artificial Intelligence in Healthcare, Education and Industry (IDICAIEI)* (pp. 1–5). IEEE. <https://doi.org/10.1109/IDICAIEI61867.2024.10842673>
6. Mallieswari. (2024, September 18–19). *Social entrepreneurship as catalyst for social change: A mediation approach* [Paper presentation]. *Third International Conference on Economics, Business, and Sustainability*, Kristu Jayanti College, Bengaluru, India.
7. Mallieswari. (2024, July 27–28). *Topic modelling of India's digital healthcare research trend* [Paper presentation]. *3rd IEEE World Conference on Applied Intelligence and Computing (AIC 2024)*, Soft Computing Society, Gwalior, India
8. Mishra, N. (2024, December 11–12). *Gender-responsive urban transport: Leveraging Mobility-as-a-Service and emerging technologies for equitable mobility* [Paper presentation]. *International Conference on Infrastructure Development and Sustainability (ICIDS)*, Adani University, Mumbai, India.
9. Mishra, N. (2024, December 19–21). *To shop or not at the airport: Modelling purchase decision of domestic passengers* [Paper presentation]. *13th International Conference EMCB on Future of Marketing in Emerging Markets*, IIM Lucknow – Noida Campus, India.
10. Mishra, N. (2024, December 19–21). *Shaping sustainable consumption behaviour: The role of environmental concerns and personal norms* [Paper presentation]. *13th International Conference EMCB on Future of Marketing in Emerging Markets*, IIM Lucknow – Noida Campus, India.
11. Mishra, N. (2024, December 4–5). *Exploring the factors influencing sustainable tourism: EFA approach* [Paper presentation]. *International Conference on Emerging Technologies, Business & Society (ICETBS – 2024)*, Ramaiah Institute of Management, Bengaluru, India.
12. Anwar, S. (2024, December 4–5). *Artificial intelligence: Transforming industries, shaping economies, and impacting societies* [Paper presentation]. *International Conference on Emerging Technologies, Business & Society (ICETBS – 2024)*, Ramaiah Institute of Management, Bengaluru, India.
13. Ranjith. (2024, December 13). *Systematic analysis of challenges in reducing the carbon footprint in the automobile industry: A comprehensive review* [Paper presentation]. *Bali International Conference of Project Management*, Bali, Indonesia.
14. Ranjith. (2024, December 4–5). *A conceptual framework for understanding greenwashing attitudes in India and Iran* [Paper presentation]. *International Conference on*

Emerging Technologies, Business and Society (ICETBS-2024), Ramaiah Institute of Management, Bengaluru, India.

15. Ramachandran, S. R. (2024, December 5–7). *Modelling oil prices in India as a function of exchange rates, interest rates, gold and assets on central bank balance sheets* [Paper presentation]. *IRTM2024: International Conference on Interdisciplinary Research in Technology and Management (Virtual)*, NIT Calicut, India.

16. 17. Rawlin, R. S., Ramachandran, S. R., & Dev, K. (2023). Framework to optimize profitability of private sector banks in India. In *Proceedings of the 2023 14th International Conference on E-Business, Management and Economics (ICEME '23)* (pp. 356–362). Association for Computing Machinery. <https://doi.org/10.1145/3616712.3616716> Scopus

17. Bhanumathi, P., Bhoomika, K. N., & Sathish Babu, B. (2023, December 27–29). *Data science and machine learning approach for the leadership style prediction*. In *Proceedings of the ISDSI Global Conference 2023: Reimagining Globalization – The Power of Digital Interconnection in a Deglobalizing World*, IIM Ranchi. <https://isdsi2023.iimranchi.ac.in/wp-content/uploads/2023/12/ISDSI-Global-Conference-2023-Book-of-Abstracts.pdf>

18. Shubhashree, B., Bhavana, N., & Gururaj, B. U. (2023, July 25). *Influence of parental resilience on the quality of life among children in their early adulthood* [Paper presentation]. *National Level Seminar on Positive Psychology for Holistic Health*, Christ University, Bangalore, India.

19. Priya, S., Kumuda, P. R., Srinivasan, V., Akurati, M., Revathi, V., & Sudhakar, T. (2023). Analysis of robotics and human measurement of physiotherapy using machine learning. In *Proceedings of the 2023 7th International Conference on Electronics, Communication and Aerospace Technology (ICECA)* (pp. 1568–1572). IEEE. <https://doi.org/10.1109/ICECA58529.2023.10395152>

20. Bhujang, R. K., & Kotagi, V. (2023). Earthquake prediction of Southern California using unsupervised clustering-based ensemble deep learning model. In *Proceedings of the 2023 International Conference on Ambient Intelligence, Knowledge Informatics and Industrial Electronics (AIKIE)* (pp. 1–6). IEEE. <https://doi.org/10.1109/AIKIE60097.2023.10390335>

21. Bhujang, R. K., & Kotagi, V. (2023). Hybrid deep learning-based PDOA model for prediction of BCI task using EEG signals. In *Proceedings of the 2023 International Conference on Ambient Intelligence, Knowledge Informatics and Industrial Electronics (AIKIE)* (pp. 1–8). IEEE. <https://doi.org/10.1109/AIKIE60097.2023.10390102>

22. Bhardwaj, A. K., Hs, S., Pareek, P. K., Bhujang, R. K., Khan, Z., & Srinivas, C. (2023). Designing an ARHHO with MCFSA-CNN based models for DevOps practices in software organizations. In *Proceedings of the 2023 International Conference on Integrated*

Intelligence and Communication Systems (ICIICS) (pp. 1–6). IEEE.

<https://doi.org/10.1109/ICIICS59993.2023.10420955>

23. Bhardwaj, A. K., Hs, S., Pareek, P. K., Bhujang, R. K., Khan, Z., & Srinivas, C. (2023). Managing the full lifecycle of power information systems using HCSOA-based LSTM-GRU model in DevOps practices. In *Proceedings of the 2023 International Conference on Integrated Intelligence and Communication Systems (ICIICS)* (pp. 1–7). IEEE.

<https://doi.org/10.1109/ICIICS59993.2023.10421536>

24. Bhardwaj, A. K., Hs, S., Pareek, P. K., Bhujang, R. K., Khan, Z., & Srinivas, C. (2023). Hybrid whale optimization-based bidirectional gated recurrent unit with pre-trained CNN model for software fault detection. In *Proceedings of the 2023 International Conference on Integrated Intelligence and Communication Systems (ICIICS)* (pp. 1–6). IEEE.

<https://doi.org/10.1109/ICIICS59993.2023.10421718>

25. M. R., & B. N., S. (2024). Healthcare cost-benefit analysis using machine learning: A panel data modelling approach. In *Proceedings of the 2024 IEEE International Conference on Interdisciplinary Approaches in Technology and Management for Social Innovation (IATMSI)* (pp. 1–6). IEEE. <https://doi.org/10.1109/IATMSI60426.2024.10502671>

26. Kumari, S., Mishra, S., Dhaundiyal, P., Srivastava, M. K., Ranjith, P. V., Goriparthi, R. K., Sainudeen, S., & Srivastava, V. B. (2024). Analysing the impact of CSR spending by Big 4 firms on their financial profitability. In S. J. Stephen, P. Sharma, Y. Chaba, K. U. Abraham, P. K. Anooj, N. Mohammad, G. Thomas, & S. Srikanth (Eds.), *Advances in computing, control, and telecommunication technologies (ACT 2024)* (Vol. 2, pp. 2290–2302). Grenze Scientific Society. <https://www.scopus.com/record/display.uri?eid=2-s2.0-85209132081&origin=recordpage>

27. Preetham, S., Verma, M., & Kumari, S. (2024). Navigating responsible marketing: Unveiling the chasm between brand promises and ingredient realities. *IBA Journal of Management and Leadership*, 15(2), [Conference proceedings of MARCON 2024, 15th International Conference & Research Consortium in Marketing, IBA, Bengaluru, January 4–6, 2024].

28. Hiranmayi, M., Verma, M., & Preetham, S. (2024). Role of augmented reality, a metaverse technology in transforming customer experience during online shopping: A thematic analysis. In *Proceedings of the Leap Tech Conference 2024* (pp. xx–xx). Dayananda Sagar University – School of Commerce & Management Studies. <https://dsu.edu.in/scms-national-conference/img/pdf/Proceedings.pdf>

Academic Year: July 2022- June 2023

1. Rema, V., & Sikdar, K. (2023). Structural equation modelling of integrated healthcare delivery system KPIs on operational performance and physician outcomes. In *AIP Conference Proceedings* (Vol. 2875, No. 1, Article 020005). AIP Publishing.
<https://doi.org/10.1063/5.0153991>
2. Padmaja, B., Bhanumathi, P., Nulli, G., & Sahana. (2022, November 24–26). *Women entrepreneurs turning the tides in the digital economy: Challenges and opportunities for tech-based startups* [Paper presentation]. *ASIP Conference on Start-ups, Entrepreneurship, and Regional Innovation in the Post COVID-19 Era*.
3. Sarvesh, K. R., & Bhanumathi, P. (2022, February 25–26). A study on artificial intelligence in healthcare sector staffing with reference to Bangalore city. *Yashomanthan International Research Journal*, 11(1), [Special issue – Paper presented at the International Virtual Conference on Innovations in Management & Information Technology (ICIMIT-22), International Institute of Management Science (IIMS)].
<https://iims.ac.in/pdf/Yashomanthan/Yashomanthan-Special-Issue-I-Feb-2022.pdf>
4. Mishra, N. (2022, October 13–14). *Consumption pattern of solar energy with reference to industrial usage in Bangalore* [Paper presentation]. *4th International Conference on Recent Advances in Engineering Sciences (ICRAES-2022)*, M.S. Ramaiah Institute of Technology, Bengaluru, India.
5. Mishra, N. (2022, October 13–14). *A study of measure of level of demand of solid biomass fuel with special reference to briquettes in Bangalore* [Paper presentation]. *4th International Conference on Recent Advances in Engineering Sciences (ICRAES-2022)*, M.S. Ramaiah Institute of Technology, Bengaluru, India.
6. Arul Jyothi. (2022, February 12). *A study on cultural tourism management with special reference to Thrissur Pooram festival* [Paper presentation]. *ICSSR Sponsored International Conference on Trends and Innovations for Sustainable Tourism (ICTIST – 2022)*, Thiagarajar School of Management.
7. Rawlin, R. S., Ramachandran, S. R., & Rekha, N. (2022). Causal relationships of the stock market with other asset classes: An Indian perspective. In *Proceedings of the 2022 13th International Conference on E-Business, Management and Economics (ICEME 2022)* (pp. 1–7). Association for Computing Machinery. <https://doi.org/10.1145/3556089.3556146>
8. Singh, A., & Nanditha, P. (2022). Satisfaction and meaningfulness from green practices: Employees' perspectives from the Indian IT sector. In *Proceedings of the International Conference on Empowering to Create Smart Future through E-Governance and Digitization* (pp. xx–xx). Presidency University. ISBN 978-81-957516-0-0.
9. Mallieswari, R., Rema, V., & Thontadarya, B. N. (2022). Reverberation of ERP implementation in manufacturing enterprises process outcomes through IoT: Evidence

from India. In *Proceedings of the 2022 IEEE 19th India Council International Conference (INDICON)* (pp. 1–5). IEEE. <https://doi.org/10.1109/INDICON56171.2022.10040012>

10. Ghose, S. B., Chatterjee, P., Jyothi, A., & Verma, M. (2023). Airport passengers' perception towards sustainability initiatives with reference to T2 of Kempegowda International Airport, Bengaluru. In *Book of abstracts: International Conference on ESG* (pp. xx–xx). Ramaiah Institute of Management. ISBN 978-81-965814-1-1.

11. Rawlin, R. S., Ramachandran, S. R., & Anilkumar, M. (2024). Stock price performance optimization framework for public sector banks in India. In S. Chakrabarti, A. A. Sakib, S. Chattopadhyay, S. Poddar, A. Bhattacharya, & M. Gangopadhyaya (Eds.), *Interdisciplinary research in technology and management: Proceedings of the International Conference on Interdisciplinary Research in Technology and Management (IRTM, 2023), 30th March–1st April 2023, New Delhi, India* (1st ed., pp. 10). CRC Press.
<https://doi.org/10.1201/9781003430469>