



Poornaprajna Institute of Management
Faculty Publications 2025-26

List of Publications

Name	Conference papers	Journal Articles	Case studies	Books
Dr. P. S. Aithal	33	87	-	8
Dr. Bharath V	8	-	4	2
Dr. Naveen Kumar K R	8	1	4	3
Dr. Bharathi Karanth	9	2	6	3
Prof. Sujatha G L	7	-	4	3
Prof. Santhosh N Prabhu	35	-	10	-
Prof. Shivanand Bhandarkar.	4	-	2	-
Dr. Diana Saldanha	3	3	3	4
Prof. Venkatesh Shetty	6	1	3	3
Prof. Ramakrishna Nayak	5	-	2	3
Prof. Venugopala Rao A S	28	-	-	3
Prof. Priya K	32	-	-	3
Prof. Sneha Radhakrishnan	30	-	-	4
Prof. Darshan	7	-	-	-
Total	215	94	38	39
Total Publications	386			

List of Publications of P. S. Aithal

(01/05/2025 – 30/04/2026)

Total Number: 130

- [1] Chakraborty, S., Aithal, P. S. & Chakraborty, D. (20/05/2025). Blockchain-Based Attendance System Using Hyperledger Fabric 2.5 And Ubuntu 24.04. *Poornaprajna International Journal of Emerging Technologies (PIJET)*, 2(1), 91-107. ISSN: 3107-8486, DOI: <https://doi.org/10.5281/zenodo.15468923>
- [2] Aithal, P. S. & Srinivasan, R. (04/06/2025). The Greatness of Kannada as a Distinctive Language and Literature: A Cultural and Literary Legacy. *Poornaprajna International Journal of Philosophy & Languages (PIJPL)*, 2(1), 107-121. Poornaprajna Publication, India. ISSN: 3107-4634, DOI: <https://doi.org/10.5281/zenodo.15589636>
- [3] Aithal, P. S., & Aithal, S. (30/06/2025). Quantum Computers Supported Path to Technological Singularity–A Predictive Analysis. *Poornaprajna International Journal of Basic & Applied Sciences (PIJBAS)*, 2(1), 63-96. ISSN: 3107-8478, DOI: <https://doi.org/10.5281/zenodo.16644656>
- [4] Sachin Kumar, Hirdesh Sharma, & P. S. Aithal (06/08/2025). Disruptive Innovations using Tech-Business Analytics in the Quaternary Industry Sector. *Poornaprajna International Journal of Emerging Technologies (PIJET)*, 2(2), 21-44. DOI: <https://doi.org/10.5281/zenodo.16742422>.
- [5] Aithal, P. S. (16/06/2025). Publishing Company and CEO Analysis Papers as Part of a 'Dark-Blue Ocean Strategy' in Professional Education to Grab Employment. *Poornaprajna International Journal of Management, Education & Social Science (PIJMESS)*, 2(1), 129-153. Poornaprajna Publication, India, ISSN: 3107-4626, DOI: <https://doi.org/10.5281/zenodo.15671830>
- [6] P. S. Aithal (28/08/2025). Predictive Analysis of a Jobless Society and Future Human Life Comfortability based on AI-Driven Super Intelligent Machines. *Poornaprajna International Journal of Basic & Applied Sciences (PIJBAS)*, 2(2), 1-38. Poornaprajna Publication, India. DOI: <https://doi.org/10.5281/zenodo.16976040>
- [7] Shyam, B. R. & Aithal, P. S. (2025). SWOT & SWOC: A Literature Review-based Evidence from Kurukshetra (Mahabharata) War. *Poornaprajna International Journal of Basic & Applied Sciences (PIJBAS)*, 2(1), 38-52. DOI: <https://doi.org/10.5281/zenodo.16021925>
- [8] Ramanathan S., & Aithal P. S. (20/06/2025). Bhakti Metaphysics and Devotional Traditions in Indian Thought. Book, Poornaprajna Publication, India. PP. 01 -80. ISBN: 978-93-48763-49-5, DOI: <https://doi.org/10.5281/zenodo.15713796>, [Google Scholar](#)
- [9] Ramanathan S., & Aithal P. S. (20/06/2025). Bhakti Metaphysics and Devotional Traditions in Indian Thought. Book, Poornaprajna Publication, India. PP. 01 -80. ISBN: 978-93-48763-49-5, DOI: <https://doi.org/10.5281/zenodo.15713796>.
- [10] Book: *Journey towards new trends in Interdisciplinary Computing, Automation and Management Science*, Edited By: P.K. Paul, R. Rajesh, M. Reji, P.S. Aithal & Ricardo

Saavedra. First Edition 2025, ISBN: 978-93-92597-89-3, E-ISBN: 978-93-92597-86-2, New Delhi Publishers, New Delhi, India.

DOI Required

[11] Aithal, P. S. (30/06/2025). Strategic Analysis of DeepMind Technologies Limited: An Exploratory Case Study of AI Innovation, Ethics, and Business Evolution. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 2(1), 108-147. ISSN: 3107-8494, DOI: <https://doi.org/10.5281/zenodo.16811537>

[12] P. S. Aithal & Ramanathan Srinivasan (xx/07/2025). Leadership and Strategic Decision-Making in *Arthashastra*: A Dharma-Based Governance Model for Business Executives. (Submitted on 08/07/2025).

[13] Ramanathan Srinivasan & P. S. Aithal (xx/07/2025). Servant Leadership and the Bhagavad Gita: Towards a Dharma-Based Business Leadership Model. (Submitted on 08/07/2025).

[14] Ramanathan Srinivasan & P. S. Aithal (2025). Spiritual Pragmatism in Governance: Lessons from the Bhagavad Gita for Policy-Making in Crisis. (Submitted as Shillong paper).

[15] Edited Book: Poornaprajna Business Teaching Case Studies-2025. Poornaprajna Publication, India. Edited By Aithal P. S., Bharath V., & Bharathi Karanth. 01-118. Udupi, India. ISBN: 978-93-48763-37-2. DOI: <https://doi.org/10.5281/zenodo.15849864>.
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[16] Sachin Kumar, Hirdesh Sharma & P. S. Aithal (6/08/2025). Disruptive Innovations using Tech-Business Analytics in the Secondary Industry Sector. *Poornaprajna International Journal of Emerging Technologies (PIJET)*, 2(2), 1-20. DOI: <https://doi.org/10.5281/zenodo.16742398>

[17] Kumar, S., Sharma, H. & Aithal, P. S. (06/08/2025). Disruptive Innovations using Tech-Business Analytics in the Quaternary Industry Sector. *Poornaprajna International Journal of Emerging Technologies (PIJET)*, 2(2), 21-44. ISSN: 3107-8486, DOI: <https://doi.org/10.5281/zenodo.16742422>

[18] Aithal, P. S. & Aithal, S. (30/06/2025). Quantum Computers Supported Path to Technological Singularity – A Predictive Analysis. *Poornaprajna International Journal of Basic & Applied Sciences (PIJBAS)*, 2(1), 63-96. DOI: <https://doi.org/10.5281/zenodo.16644656>

[19] Aithal P. S. (11/08/2025). Realizing Human Dreams Across Generations through Virtual Reality. Book: Innovative Paradigms in Global Management – Proceedings of Indo-Kenyan International Conference (Vol-1) IKCAMIT-2025, Poornaprajna Publication, India. PP. 1-13, ISBN: 978-93-48763-62-4, DOI: <https://doi.org/10.5281/zenodo.16950445>

[20] P. S. Aithal (11/08/2025). Effective Use of AI and AI-driven GPTs in Business Management Education, Book: Innovative Paradigms in Global Management – Proceedings of Indo-Kenyan International Conference (Vol-1) IKCAMIT-2025, Poornaprajna Publication, India. PP. 1-12, ISBN: 978-93-48763-62-4, DOI: <https://doi.org/10.5281/zenodo.16956798>

[21] P. S. Aithal & Vinay V. Prabhu (11/08/2025). Opportunities for Research-Based Innovations in the Logistics & Supply Chain Management Industry. Book: Innovative Paradigms in Global Management – Proceedings of Indo-Kenyan International Conference (Vol-1) IKCAMIT-2025, Poornaprajna Publication, India. PP. 1-9. ISBN: 978-93-48763-62-4, DOI: <https://doi.org/10.5281/zenodo.16793295>

[22] Aithal, P. S., & Srinivasan, R. (11/08/2025). Role of Management Education Institutions in Atma Nirbhar Bharat. Book: Innovative Paradigms in Global Management – Proceedings of Indo-Kenyan International Conference (Vol-1) IKCAMIT-2025, Poornaprajna Publication, India. PP. 1-17. ISBN: 978-93-48763-62-4, DOI: <https://doi.org/10.5281/zenodo.16793533>

[23] Disha, Brunda, C. & Aithal, P. S. (12/08/2025). HCL Technologies and the Innovation Flywheel: An Inside Look at Tech-Driven Growth. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 2(2), 58-89. ISSN: 3107-8494, DOI: <https://doi.org/10.5281/zenodo.16810578>
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[24] Isha, Greeshma & Aithal, P. S. (12/08/2025). Decoding BBK Electronics: A Fresh Perspective on its Business Model and Market Playbook. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 2(2), 90-125. ISSN: 3107-8494, DOI: <https://doi.org/10.5281/zenodo.16810617>
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[25] Aithal, P. S. (13/08/2025). Blockchain-Based Digital Identity Management System: US 10,992,478 B2 – A Patent Analysis. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 2(2), 126-145. ISSN: 3107-8494, DOI: <https://doi.org/10.5281/zenodo.16828928>

[26] Diya, Dhanya Acharya & P. S. Aithal (25/08/2025). Strategic 360° View of the Aditya Birla Group: Unpacking Growth, Governance, and Global Impact. *Poornaprajna International Journal of Management, Education & Social Science (PIJMESS)*, 2(2), 23-57. Poornaprajna Publication, India, ISSN: 3107-4626, DOI: <https://doi.org/10.5281/zenodo.16938870>

[27] Mahesh K.M., Dinesh N, P. S. Aithal (05/08/2025). Case study on Sovereign Green Bonds (SGBs) Impact on Sustainable Green Public Sector Infrastructure: For Reducing Green Finance Gap. *World Wide Journal of Multidisciplinary Research and Development*, 11(8), 01-11. [Google Scholar](#) www.wwjmr.com

[28] Srinivasan, R. & Aithal, P. S. (25/08/2025). Philosophy of Language in Digital Age: Rethinking Communication and Meaning. *Poornaprajna International Journal of Philosophy & Languages (PIJPL)*, 2(2), 1-12. Poornaprajna Publication, India, ISSN: 3107-4634, DOI: <https://doi.org/10.5281/zenodo.16938849>

[29] Indrani Sengupta, Nandita Mishra, P. S. Aithal (30/08/2025). Challenges and Opportunities in Integrating Technology for Sustainable Tourism. (Under Publication).

[30] Nepal Ananda, A. K. Mishra, & P. S. Aithal (28/08/2025). AI Architecture: In Educational Transformation in Higher Education Institutions. *Poornaprajna International Journal of Management, Education & Social Science (PIJMESS)*, 2(2), 58-73. Poornaprajna Publication, India, ISSN: 3107-4626, DOI: <https://doi.org/10.5281/zenodo.16976456>

[31] Aithal, P. S. (28/08/2025). Company Analysis of Tata Motors Limited, India, with special Reference to the Electric Vehicle (EV) Segment. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 2(2), 146-191. ISSN: 3107-8494, Poornaprajna Publication, India, DOI: <https://doi.org/10.5281/zenodo.16976080>

[32] Aithal, P. S. & Naveen Kumar K. R. (08/09/2025). CEO Analysis of Demis Hassabis of DeepMind Technologies Limited. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 2(2), 225-258. ISSN: 3107-8494, DOI: <https://doi.org/10.5281/zenodo.17075528>

[33] Greeshma, Isha & Aithal, P. S. (08/09/2025). Strategic Analysis of Sun Pharmaceutical Industries Limited: An Exploratory Case Study of Healthcare Innovation, Ethical Practices, and Business Transformation. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 2(2), 192-224. DOI: <https://doi.org/10.5281/zenodo.17075501>

[34] Subhash, Supreetha & P. S. Aithal (12/09/2025). Ernst & Young in the Global Spotlight: Strategic Growth, Innovation, and Challenges in a Dynamic Professional Services Landscape. *Poornaprajna International Journal of Management, Education & Social Science (PIJMESS)*, 2(2), 109-130. DOI: <https://doi.org/10.5281/zenodo.17101291>

[35] Aithal P. S. & Ramanathan S. (16/09/2025). Singularities in Science, Technology and Society: Typologies, Comparative Analyses, and Interpretive Frameworks. *Poornaprajna International Journal of Basic & Applied Sciences (PIJBAS)*, 2(2), 39-79. DOI: <https://doi.org/10.5281/zenodo.17120429>

[36] Brunda C., Disha, & P. S. Aithal (12/09/2025). Strategic Analysis of Walmart Inc. Innovation, Ethical Challenges, and the Future of AI-Driven Services. *Poornaprajna International Journal of Management, Education & Social Science (PIJMESS)*, 2(2), 74-108. DOI: <https://doi.org/10.5281/zenodo.17101233>

[37] Nepal Ananda, A. K. Mishra & P. S. Aithal (12/09/2025). Mandala Principle in Artificial Intelligence: A Framework for Social Knowledge Preservation, Management, and Transfer in Learning Systems. *Poornaprajna International Journal of Emerging Technologies (PIJET)*, 2(2), 45-55. DOI: <https://doi.org/10.5281/zenodo.17101317>

[38] Aithal P. S., Diana Saldanha, Satpathy J., & Sandhya S. (22/09/2025). Confluence of Mind and Machine: Exploratory Analysis of Human Agency and Ethical Governance at Nexus of Brain-Computer Interface and Superintelligent AI-Machines. *Poornaprajna International Journal of Emerging Technologies (PIJET)*, 2(2), 90-128. DOI: <https://doi.org/10.5281/zenodo.17175388>

[39] Aithal P. S. Alnfai M. & Nabil Sharaf Almalki (16/09/2025). Ubiquitous Digital University as an Alternative to the Traditional Higher Education Model to Develop an Ideal Education System. *Poornaprajna International Journal of Emerging Technologies (PIJET)*, 2(2), 56-89. DOI: <https://doi.org/10.5281/zenodo.17129686>

[40] Kavya Tandel, Mahalaxmi, & P. S. Aithal (22/09/2025). Technological Strategy of Apple in India: Business Challenges and Growth Opportunities. *Poornaprajna International Journal of*

Teaching & Research Case Studies (PIJTRCS), 2(2), 259-291. ISSN: 3107-8494, DOI: <https://doi.org/10.5281/zenodo.17174706>

[41] Mahesh, K. M., Aithal, P. S. & Sharma, K. R. S. (22/09/2025). Impact of UPI Digital Payment Services in The Karnataka State Road Transportation Corporation: For Promoting Sustainable Development Goals (SDGs). *Poornaprajna International Journal of Management, Education & Social Science (PIJMESS)*, 2(2), 131-147. DOI: <https://doi.org/10.5281/zenodo.17174613>

[42] Aithal P. S. & Ramanathan S. (29/09/2025). Arjuna's Dilemma as a Universal Paradigm: A Multi-Framework Analysis of Ethics, Impact, and Future Pathways in the First Chapter of the Bhagavad Gita. *Poornaprajna International Journal of Philosophy & Languages (PIJPL)*, 2(2), 13-43. Poornaprajna Publication, India. ISSN: 3107-4634, DOI: <https://doi.org/10.5281/zenodo.17221877>
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[43] Dipesh Kumar Karn, Anjay Kumar Mishra, P.S. Aithal (xx/09/2025). Maslow's Need Hierarchy Theory with Reference to Socio-Cultural Dynamics in Nepal. *Poornaprajna International Journal of Management, Education & Social Science (PIJMESS)*, 2(2), 148-157. DOI: <https://doi.org/10.5281/zenodo.17259352>

[44] Jugal Kishor Kushwaha, Anjay Kumar Mishra, Rojina Katel, P.S. Aithal (04/10/2025). Determining Factors and Measures to Detect and Prevent Bank Fraud for the Growth of Financial Sustainability. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 2(2), 292-305. ISSN: 3107-8494, DOI: <https://doi.org/10.5281/zenodo.17259268>

[45] Aithal P. S. & Ramanathan S. (06/10/2025). The Blueprint for Conscious Living: A Multi-Dimensional Analysis of *Nishkama Karma* and *Stitha-Prajna* in the Second Chapter of the Bhagavad Gita. *Poornaprajna International Journal of Philosophy & Languages (PIJPL)*, 2(2), 44-78. Poornaprajna Publication, India. ISSN: 3107-4634, DOI: <https://doi.org/10.5281/zenodo.17272019>

[46] Aithal P. S. & Ramanathan S. (06/10/2025). The Dharma of Engaged Living: A Multi-Framework Analysis of *Karma Yoga* in Chapter 3 of the Bhagavad Gita for the Modern World. *Poornaprajna International Journal of Philosophy & Languages (PIJPL)*, 2(2), 79-112. Poornaprajna Publication, India. ISSN: 3107-4634, DOI: <https://doi.org/10.5281/zenodo.17272114>

[47] Aithal P. S. & Ramanathan S. (07/10/2025). The Cosmic Blueprint for Ethical Action: A Multi-Dimensional Analysis of *Jnana Karma Sannyasa* in the Fourth Chapter of Bhagavad Gita. *Poornaprajna International Journal of Philosophy & Languages (PIJPL)*, 2(1), 113-144. Poornaprajna Publication, India. ISSN: 3107-4634, DOI: <https://doi.org/10.5281/zenodo.17281094>

[48] Diya & P. S. Aithal (13/10/2025). Procter & Gamble: Mastering Global Markets Through Innovation, Strategy, and Consumer Excellence. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 2(2), 316-347. ISSN: 3107-8494, DOI: <https://doi.org/10.5281/zenodo.17340100>

- [49] Aithal P. S. (06/10/2025). AI-driven GPT Prompts for Company Analysis Scholarly Article. Working Paper, PP. 01- 16, Zenodo. DOI: <https://doi.org/10.5281/zenodo.17279532>
- [50] Aithal P. S. (06/10/2025). AI-driven GPT Prompts for Company Analysis Scholarly Article. Working Paper, PP. 01- 16, Zenodo. DOI: <https://doi.org/10.5281/zenodo.17279532> ResearchGate, GS,
- [51] Aithal P. S. (06/10/2025). AI-driven GPT Prompts for CEO Analysis Scholarly Article. Working Paper, Zenodo, PP. 01-12, DOI: <https://doi.org/10.5281/zenodo.17280678>
- [52] Aithal P. S. (06/10/2025). AI-driven GPT Prompts for Patent Analysis Scholarly Article. Working Paper, PP. 01-11, Zenodo, DOI: <https://doi.org/10.5281/zenodo.17280871>
- [53] Greeshma, Tandel, K., Isha & Aithal, P. S. (18/10/2025). Emerging Trends and Opportunities in India's Air Cargo Industry Sector. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 2(2), 348-383. ISSN: 3107-8494, DOI: <https://doi.org/10.5281/zenodo.17389169>
- [54] Aithal P. S. & Ramanathan S. (18/10/2025). The Unified Path to Inner Sovereignty: A Multi-Dimensional Analysis of *Karma Sannyasa* in the Fifth Chapter of the Bhagavad Gita. *Poornaprajna International Journal of Philosophy & Languages (PIJPL)*, 2(1), 145-178. Poornaprajna Publication, India. ISSN: 3107-4634, DOI: <https://doi.org/10.5281/zenodo.17389132>
- [55] Aithal P. S. & Ramanathan S. (25/10/2025). Mastering the Inner World: A Multi-Dimensional Analysis of *Dhyana Yoga* in Chapter 6 of Bhagavad Gita as a Foundation for Global Well-being. *Poornaprajna International Journal of Philosophy & Languages (PIJPL)*, 2(1), 179-214. Poornaprajna Publication, India. ISSN: 3107-4634, DOI: <https://doi.org/10.5281/zenodo.17431151>
- [56] Vignesh Aithal K. C. & P. S. Aithal (31/10/2025). Leadership and Strategic Vision: A Scholarly Analysis of CEO Anders Opedal's Tenure at Equinor. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 2(2), 433-469. ISSN: 3107-8494, DOI: <https://doi.org/10.5281/zenodo.17486843>
- [57] Book: P. M. Suresh Kumar & P. S. Aithal (31/10/2025). Managerial Tips for Organizational Success; ISBN: 978-93-48763-02-0; Samrat Publishers, Kerala, India, www.samratpublishers.com DOI:
- [58] Sparsha S. Shetty, Sushmitha Suvarna, & P. S. Aithal (31/10/2025). Strategic Evaluation of British American Tobacco Company: Navigating Innovation, Ethics, and Market Dynamics. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 2(2), 470-506. ISSN: 3107-8494, DOI: <https://doi.org/10.5281/zenodo.17501699>
- [59] Book: Aithal P. S. & Ramanathan S. (07/11/2025). The Journey Within: Karma Yoga to Dhyana Yoga — An Analytical Study of the First Six Chapters of the Bhagavad Gita. Pages 242. Poornaprajna Publication, India ISBN: 978-93-48763-89-1, DOI: <https://doi.org/10.5281/zenodo.17515964>

[60] P. S. Aithal & Ramanathan S. (07/11/2025). Modern Applications of the First Six Chapters of the Bhagavad Gita. Book Chapter 8, The Journey Within: Karma Yoga to Dhyana Yoga — An Analytical Study of the First Six Chapters of the Bhagavad Gita. PP. 209-231. Poornaprajna Publication, India ISBN: 978-93-48763-89-1, DOI: <https://doi.org/10.5281/zenodo.17563510>
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[61] Jash, U., Nidhi, C. S., Prasad, N., Satyaprasad, D., Sohan, J. P., Vasudeva, M. R. & Aithal, P. S. (31/10/2025). Aviation Industry Analysis with Special Reference to Logistics and Supply Chain Management. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 2(2), 384-432. ISSN: 3107-8494, DOI: <https://doi.org/10.5281/zenodo.17486213>
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[62] Aithal P. S. & Ramanathan S. (07/11/2025). Integrated Framework: Evolution of Karma, Jnana, Vairagya, and Dhyana Yogas of the first Six Chapters of Bhagavad Gita. Book Chapter 8, The Journey Within: Karma Yoga to Dhyana Yoga — An Analytical Study of the First Six Chapters of the Bhagavad Gita. PP. 202-208. Poornaprajna Publication, India ISBN: 978-93-48763-89-1, DOI: <https://doi.org/10.5281/zenodo.17563410>
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[64] Ramanathan Srinivasan & Aithal P. S. (22/11/2025). Arthaśāstra and Corporate Strategy: From Mauryan Governance to Modern Boardrooms. *Poornaprajna International Journal of Management, Education & Social Science, (PIJMESS)*, 2(2), 168-200. Poornaprajna Publication, India. ISSN: 3107-4626, DOI: <https://doi.org/10.5281/zenodo.17673810>
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[65] Aithal P. S. & Ramanathan S. (04/12/2025). Conscious Living and Dying: The Soteriology of the Final Thought through Akshara Brahma Yoga in the Bhagavad Gita's Eighth Chapter. *Poornaprajna International Journal of Philosophy & Languages (PIJPL)*, 2(2), 215-252. Poornaprajna Publication, India. ISSN: 3107-4634, DOI: <https://doi.org/10.5281/zenodo.17804318>
Crossref DOI: <https://doi.org/10.64818/PIJPL.3107.4634.0023>
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[66] Aithal P. S. & Ramanathan S. (29/12/2025). The Democratization of the Divine: A Critical Analysis of Inclusivity, Grace, and Social Ethics in Chapter Nine of the Bhagavad Gita through Raja Vidya Raja Guhya Yoga. *Poornaprajna International Journal of Philosophy & Languages (PIJPL)*, 2(2), 288-326. ISSN: 3107-4634, Poornaprajna Publication. DOI: <https://doi.org/10.5281/zenodo.18069360>
Crossref DOI: <https://doi.org/10.64818/PIJPL.3107.4634.0024>

[67] Aithal, P. S. & Ramanathan, S. (14/01/2026). Seeing the Divine in the World: The Vibhuti Yoga of the Tenth Chapter of the Bhagavad Gita as a Framework for Sacramental Vision and Ecological Ethics. *Poornaprajna International Journal of Philosophy & Languages (PIJPL)*, 3(1), 1-39. ISSN: 3107-4634, DOI: <https://doi.org/10.5281/zenodo.18309597>
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Crossref DOI: <https://doi.org/10.64818/PIJMESS.3107.4626.0035>

[69] Santhosh Kumar K. & P. S. Aithal (29/12/2025). Understanding the Investment Preferences of Women Professionals: A Regional Perspective. *Poornaprajna International Journal of Management, Education & Social Science (PIJMESS)*, 2(2), 218-228. ISSN: 3107-4626, DOI: <https://doi.org/10.5281/zenodo.18239499>
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[129] Diya Devadiga & Aithal P. S. (25/04/2026). Visionary Leadership and Strategic Innovation: A CEO Analysis of Melanie Perkins at Canva Pty Ltd. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 3(1), 138-165. ISSN: 3107-8494, DOI: <https://doi.org/10.5281/zenodo.19708969>
Crossref DOI: <https://doi.org/10.64818/PIJTRCS.3107.8494.0041>

[130] Diya Devadiga & Aithal, P. S. (25/04/2026). Generative AI and the Future of Entrepreneurship: Opportunities, Disruptions & Ethical Dilemmas. *Poornaprajna International Journal of Management, Education & Social Science (PIJMESS)*, 3(1), 153-160. ISSN: 3107-4626, DOI: <https://doi.org/10.5281/zenodo.19709073>
Crossref DOI: <https://doi.org/10.64818/PIJMESS.3107.4626.0046>

[131] [Nandita Mishra](#) & [P. S. Aithal](#) (30/04/2026). Book Chapter, Chapter 11: Framework for Higher Education to Implement and Integrate Mental Well-being Programmes. DOI: <https://doi.org/10.1108/978-1-80686-185-920261012>

Book: The Immersive Wellness Spectrum: Trends, Technologies, and Transformations,
Editors: Tanusree Chakraborty, Nripendra Singh.
ISBN electronic: 978-1-80686-185-9; ISBN print: 978-1-80686-186-6
Emerald Publishing Limited

Research Publications Profile (APA Format)

Period: 01 May 2025 – 30 April 2026

Dr. Bharath V.

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Total Conference Papers: 8

Total Case Studies: 4

Total Books / Student Project Works: 2

1. Conference Papers Published in Conference Proceedings

Conference 1

Indo–Kenyan International Conference

Advances in Management and Information Technology

Organised by Poornaprajna Institute of Management (PIM), Udupi in association with Management University of Africa, Kenya

Date: May 10–11, 2025

Papers:

Bharath, V. (2025). Online Management Education Courses and Job Prospects in Corporate Sectors. In Proceedings of the Indo–Kenyan International Conference on Advances in Management and Information Technology. ISBN: 978-93-48763-62-4 ,DOI: 10.5281/zenodo.17111007

Bharath, V. (2025). Impact of Trump's U.S. Tariff Policy on Indian Industry. In Proceedings of the Indo–Kenyan International Conference on Advances in Management and Information Technology. ISBN: 978-93-48763-62-4,DOI: 10.5281/zenodo.17111007

Conference 2

International Conference

Relevance of Ancient Indian Knowledge to Management and Technology in the 21st Century

Date: November 7–8, 2025

Papers:

Bharath, V. (2025). *Panchatantra and strategic management: Lessons for modern leaders*. In Proceedings of the International Conference on Relevance of Ancient Indian Knowledge to

Management and Technology in the 21st Century. ISBN: 978-93-48763-73-0
DOI: 10.5281/zenodo.17961922

Bharath, V. (2025). *The influence of Indian ethos on modern management education*. In Proceedings of the International Conference on Relevance of Ancient Indian Knowledge to Management and Technology in the 21st Century. ISBN: 978-93-48763-73-0
DOI: 10.5281/zenodo.17961922

Conference 3

National Conference

Innovations for the Future Economy: Synergies in Management, Commerce and Information Technology

Date: December 18, 2025

ISBN: 978-93-48763-18-1

DOI: 10.5281/zenodo.19704165

Papers:

Bharath, V. (2025). *Threats to India's economic growth and innovation*. In Proceedings of the National Conference on Innovations for the Future Economy: Synergies in Management, Commerce and Information Technology. ISBN: 978-93-48763-18-1
DOI: 10.5281/zenodo.19704165

Bharath, V. (2025). *Artificial intelligence and its role in employment generation in the modern economy*. In Proceedings of the National Conference on Innovations for the Future Economy: Synergies in Management, Commerce and Information Technology. ISBN: 978-93-48763-18-1
DOI: 10.5281/zenodo.19704165

Conference 4

International Research Conference

Technology as a Catalyst for Global Business Growth and Entrepreneurial Development

Date: April 24–25, 2026 **ISBN (Applied)** **DOI: (Applied)**

Papers:

Bharath, V. (2026). *Skill development for MBA students in the era of artificial intelligence: Preparing future managers for an AI-driven business environment*. In Proceedings of the International Research Conference on Technology as a Catalyst for Global Business Growth and Entrepreneurial Development.

Bharath, V. (2026).). *Geopolitical conflicts in the Middle East and their economic implications for India: An analysis of the USA–Israel–Iran tensions*. In Proceedings of the International

Research Conference on Technology as a Catalyst for Global Business Growth and Entrepreneurial Development.

2. Case Studies

Bharath, V. (2025). *Taj Hotels – Delivering premium hospitality service*. Poornaprajna Business Case Studies. ISBN: 978-93-48763-37-2. DOI: 10.5281/zenodo.15849864.

Bharath, V. (2025). *Insurance claim: The case of damaged goods in transit*. Poornaprajna Business Case Studies. ISBN: 978-93-48763-37-2. DOI: 10.5281/zenodo.15849864.

Bharath, V. (2026). *Consumer behavior in online retail shopping*. Poornaprajna Business Case Studies. ISBN & DOI (Applied)

Bharath, V. (2026). *Impact of the US–Iran war on the Indian economy*. Poornaprajna Business Case Studies. ISBN& DOI(applied)

3. Books / Student Project Works

Hegde, C. R., & Bharath, V. (2025). *A comparative study of UPI-based apps and digital wallets among students and professionals with special reference to their financial implications*. Udupi: Poornaprajna Institute of Management. ISBN: 978-93-48763-58-7.

Suvarna, S. S., & Bharath, V. (2025). *Comprehensive performance evaluation of mutual funds and direct equity investments in India: A multi-metric risk-return analysis*. Udupi: Poornaprajna Institute of Management. ISBN: 978-93-48763-64-8.

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Journal Publication (2025-26)

1. Aithal, P. S., and Kumar, K. R. N. (2025), CEO Analysis of Demis Hassabis of DeepMind Technologies Limited, Poornaprajna International Journal of Teaching and Research Case Studies(PIJTRCS), Vol.2(2), 225-259 (ISSN: 3107-8494) DOI: <https://doi.org/10.5281/zenodo.17075528>

Publications in Conference Proceedings (2025-26)

1. Kumar, K. R. N. (2025), A Study on Investor Perception Towards Mutual Funds, Innovative Paradigms in Global Management. In Proceedings of the Two-days Indo-Kenyan International Conference on Advances in Management and Information Technology (ISBN: 978-93-48763-62-4), Poornaprajna Institute of Management in association with Management University of Africa, Kenya, Vol.1, pp.65-76, DOI: <https://doi.org/10.5281/zenodo.17111007>
2. Kumar, K. R. N. & Shetty, S. P. (2025), Gold as an Investment Avenue: A Study, Innovative Paradigms in Global Management. In Proceedings of Two-days Indo-Kenyan International Conference on Advances in Management and Information Technology (ISBN: 978-93-48763-62-4), Poornaprajna Institute of Management in association with Management University of Africa, Kenya, Vol.1, pp.184-20, DOI: <https://doi.org/10.5281/zenodo.17111007>
3. Kumar, K. R. N. (2025), Relevance of Kautilya's Arthashastra to the Present Day Indian Economy: A Study. In Proceedings of the Two-days International Conference on Relevance of Ancient Indian Knowledge to Management and Technology in 21st Century (ISBN: 978-93-48763-73-0), Poornaprajna Institute of Management in association with Madhesh University, Nepal, DOI: <https://doi.org/10.5281/zenodo.17961922>
4. Kumar, K. R. N. & Shetty, S. P. (2025), Role of Ancient Ayurveda in Resolving Modern Day Health Issues: A Study. In Proceedings of Two-days International Conference on Relevance of Ancient Indian Knowledge to Management and Technology in 21st Century, (ISBN: 978-93-48763-73-0), Poornaprajna Institute of Management in association with Madhesh University, Nepal, DOI: <https://doi.org/10.5281/zenodo.17961922>
5. Kumar, K. R. N. (2025), A Study on Customer Satisfaction on Maruti Suzuki Cars, in Udupi and Dakshina Kannada Districts, Karnataka, India. In Proceedings of One-day National Conference on Innovations for the Future Economy: Synergies in Management, Commerce and Information Technology, (ISBN: 978-93-48763-18-1), DOI: <https://doi.org/10.5281/zenodo.19704165>

6. Kumar, K. R. N. & Shetty, S. P. (2025), Role of Self Help Groups in the Economic Welfare of Low Income Group People: A Study. n Proceedings of One-day National Conference on Innovations for the Future Economy: Synergies in Management, Commerce and Information Technology, (ISBN: 978-93-48763-18-1), DOI: <https://doi.org/10.5281/zenodo.19704165>

7. Kumar, K. R. N. (2026), Online Shopping and its Impact on Buying Behaviour of People: A Study with Reference to Udupi and Dakshina Kannada District. In Proceedings of Tw-days International Conference on Technology as a Catalyst for Global Business Growth & Entrepreneurial Growth. (ISBN:),

8. Kumar, K. R. N. & Shetty, S. P. (2026), Role of Network Marketing in Empowering Women in India: A Study. In Proceedings of Tw-days International Conference on Technology as a Catalyst for Global Business Growth & Entrepreneurial Growth. (ISBN:),

Case Study Publications (2025-26)

1. Dr. Naveen Kumar K R (2025), Case Study on Financial Statements Manipulation at Maytas Infra Ltd. In Poornaprajna Business Teaching Case Studies-2025 (ISBN: 978-93-48763-37-2), DOI: <https://doi.org/10.5281/zenodo.15849864>

2. Dr. Naveen Kumar K R (2025), Dividend Policy of Reliance Industries Ltd and Its Impact on Share Price. In Poornaprajna Business Teaching Case Studies-2025 (ISBN: 978-93-48763-37-2), DOI: <https://doi.org/10.5281/zenodo.15849864>

3. Dr. Naveen Kumar K R (2026), Case Study: The SBI Bailout Package for YES Bank. In Poornaprajna Business Teaching Case Studies-2026

4. Dr. Naveen Kumar K R (2026), Tata Steel's Acquisition of Corus – A Strategic Leap into the Global Arena. In Poornaprajna Business Teaching Case Studies-2026

Books/ Student Projects (2025-26)

1. Shet, A. & Kumar K. R. N. (2025), A Study on the Looming Pension Crisis: An Alternative Retirement Funding Models for the Millennials and Gen Z. Student Project Report to be published as a Book (ISBN: 978-93-48763-22-8)

2. Shetty, B. R. & Kumar K. R. N. (2025), A Study on the Impact of Interest Rates on Housing Finance Sector. Student Project Report to be published as a Book (ISBN: 978-93-48763-35-8)

3. Shreya & Kumar K. R. N. (2025), 3. A Study on Savings on Savings Awareness and Behaviour Among College Students. Student Project Report to be published as a Book (ISBN: 978-93-48763-90-7)

Publication Details – Year 2025-2026

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Journal Publications:

1. Karanth, B., Ajaya, & Kotian, R. R. (2025). Indian Women in the Corporate Space: A Scholarly Discussion. Poornaprajna International Journal of Management, Education & Social Science (PIJMESS), 2(2), 11-22. DOI: <https://doi.org/10.5281/zenodo.16792133>
2. Dr. Rashmitha R. Kotian, Dr. Bharathi Karanth, & Ms. Krithika. (2025). *An analysis of saving habit of college students: An empirical study with reference to Dakshina Kannada. B.Aadhar: Single Blind Peer-Reviewed & Refereed Indexed Multidisciplinary International Research Journal*, December 2025 issue. ISSN 2278-9308

Publications in Conference Proceedings

1. Dr. Bharathi Karanth, & Dr. Ajaya. (2025). *Financial sustainability of NPOs post-pandemic: The role of ESG practices in long-term resilience*. In *Proceedings of the Two-days Indo-Kenyan International Conference on Advances in Management and Information Technology* (ISBN 978-93-48763-62-4). Poornaprajna Institute of Management in association with Management University of Africa, Kenya. <https://doi.org/10.5281/zenodo.17111007>
2. Dr. Bharathi Karanth, & Dr. Prakash Pinto. (2025). *Valuing sustainability: The role of ESG in enhancing firm value in India*. In *Proceedings of the Two-days Indo-Kenyan International Conference on Advances in Management and Information Technology* (ISBN 978-93-48763-62-4). Poornaprajna Institute of Management in association with Management University of Africa, Kenya. <https://doi.org/10.5281/zenodo.17111007>
3. Dr. Bharathi Karanth. (2025). *Leadership lessons from the Bhagavad Gita: A model for value-based management*. In *Proceedings of the Two-days International Conference on Relevance of Ancient Indian Knowledge to Management and Technology in 21st Century* (ISBN 978-93-48763-73-0). <https://doi.org/10.5281/zenodo.17961922>
4. Dr. Bharathi Karanth, Dr. Prakash Pinto, & Dr. Ajaya. (2025). *The Arthashastra and ESG finance: Ancient Indian insights for responsible wealth creation*. In *Proceedings of the Two-days International Conference on Relevance of Ancient Indian Knowledge to Management and Technology in 21st Century* (ISBN 978-93-48763-73-0). <https://doi.org/10.5281/zenodo.17961922>

5. Dr. Bharathi Karanth, & Dr. Ajaya. (2025). *Exploring ancient Indian insights for contemporary management and technological practices*. In *Proceedings of the Two-days International Conference on Relevance of Ancient Indian Knowledge to Management and Technology in 21st Century* (ISBN 978-93-48763-73-0). <https://doi.org/10.5281/zenodo.17961922>
6. Dr. Bharathi Karanth. (2025). *A multi-dimensional evaluation of Karnataka Bank's financial performance: A robust analytical approach*. In *Proceedings of the One-day National Conference on Innovations for the Future Economy: Synergies in Management, Commerce and Information Technology* (ISBN 978-93-48763-18-1). <https://doi.org/10.5281/zenodo.19704165>
7. Dr. Bharathi Karanth, Dr. Prakash Pinto, & Dr. Ajaya Anchan. (2025). *Evaluating risk-adjusted returns of equity mutual funds in India: A study of large-cap, mid-cap, and small-cap schemes*. In *Proceedings of the One-day National Conference on Innovations for the Future Economy: Synergies in Management, Commerce and Information Technology* (ISBN 978-93-48763-18-1). <https://doi.org/10.5281/zenodo.19704165>
8. Dr. Bharathi Karanth, Dr. Prakash Pinto, & Dr. Ajaya. (2026). *ESG FinTech: Leveraging technology for sustainable finance and entrepreneurial development – A descriptive and analytical study*. In *Proceedings of the Two-days International Research Conference on Technology as a Catalyst for Global Business Growth and Entrepreneurial Growth*.
9. Dr. Bharathi Karanth. (2026). *FinTech-driven digital lending and MSME credit access: Evidence from secondary data in emerging economies*. In *Proceedings of the Two-days International Research Conference on Technology as a Catalyst for Global Business Growth and Entrepreneurial Growth*.

Case Study Publications in the year 2025

1. Dr. Bharathi Karanth. (2025). *Infosys and the challenge of managing a strong rupee*. In *Poornaprajna Business Teaching Case Studies–2025* (ISBN 978-93-48763-37-2). <https://doi.org/10.5281/zenodo.15849864>
2. Dr. Bharathi Karanth. (2025). *MakeMyTrip – Listing on NASDAQ: A strategic leap into international equity markets*. In *Poornaprajna Business Teaching Case Studies–2025* (ISBN 978-93-48763-37-2). <https://doi.org/10.5281/zenodo.15849864>
3. Dr. Bharathi Karanth. (2025). *Case study: Dr. Reddy's Laboratories – Global strategy and currency risk*. In *Poornaprajna Business Teaching Case Studies–2025* (ISBN 978-93-48763-37-2). <https://doi.org/10.5281/zenodo.15849864>
4. Dr. Bharathi Karanth. (2026). *Oil shock and currency turbulence: Managing financial risk in the US–Iran Hormuz crisis*. In *Poornaprajna Business Teaching Case Studies–2026*.
5. Dr. Bharathi Karanth. (2026). *Indian rupee depreciation and import-dependent firms*. In *Poornaprajna Business Teaching Case Studies–2026*.
6. Dr. Bharathi Karanth. (2026). *Currency volatility during the Russia–Ukraine war: Managing foreign exchange risk in global business*. In *Poornaprajna Business Teaching Case Studies–2026*.

Books/Student Project Publications (2025-26)

1. Poojary, S. V., & Karanth, B. (2026). *Volatility-driven performance clustering of selected Nifty 100 companies: A post-COVID perspective*. ISBN 978-93-48763-74-7.
2. Acharya, S. R., & Karanth, B. (2026). *Gold price volatility and its impact on selected stock market indices*. ISBN 978-93-48763-41-9.
3. Chaithra Kumari, & Karanth, B. (2026). *Credit rating agencies and stock market responses: An analytical study in the Indian context*. ISBN 978-93-48763-47-1.

Details of Papers & Cases

Sujatha G L

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Research Publications:

Total Conference Papers: **07**

Total Case Studies: **04**

Total Books / Student Project Works: **03**

Details of Research Papers Published and Conference Proceedings

1. Sujatha G L (2025). *Innovative marketing strategies used by women entrepreneurs in digital retail*. In *Innovative Paradigms in Global Management: Proceedings of Indo-Kenyan International Conference* (Vol. I). <https://doi.org/10.5281/zenodo.17111007>
2. Sujatha G L (2025). *Social innovation management: Women entrepreneurs leading change in rural communities*. In *Innovative Paradigms in Global Management: Proceedings of Indo-Kenyan International Conference* (Vol. I). <https://doi.org/10.5281/zenodo.17111007>
3. Sujatha G L (2025). *From self-knowledge to social leadership: Understanding the Bharatiya view of leading from within*. In *Proceedings of the International Conference on the Relevance of Ancient Indian Knowledge to Management & Technology in 21st Century*. <https://doi.org/10.5281/zenodo.17961922>
4. Sujatha G L (2025). *The role of fintech innovations in enhancing financial inclusion in rural and semi-urban regions: A study with reference to Udupi*. In *Proceedings of the National Conference on Sustainable Leadership and Technological Innovation for a Resilient Future (NCSLTIRF)* (Vol. I). <https://doi.org/10.5281/zenodo.15372814>
5. Sujatha G L, Disha, and Pramodini (2025). *Generational differences in organic product consumption: A comparative study of millennials and Gen Z*. In *Proceedings of the National Conference on Sustainable Leadership and Technological Innovation for a Resilient Future (NCSLTIRF)* (Vol. I). <https://doi.org/10.5281/zenodo.15372814>
6. Sujatha G L, Isha, and Diya (2025). *Health consciousness as a driver of organic product adoption: An empirical study of urban consumers*. In *Proceedings of the National Conference on Sustainable Leadership and Technological Innovation for a Resilient Future (NCSLTIRF)* (Vol. I). <https://doi.org/10.5281/zenodo.15372814>
7. Sujatha G L (2025). *Net-zero business models: Feasibility and challenges*. In *Proceedings of the International Conference on Technology as a Catalyst for Global Business Growth and Entrepreneurial Development*.

Teaching Case Studies

1. Sujatha G L (2025). *Bindu Beverages: From Local Favourite to Emerging FMCG Contender*. In *Poornaprajna Business Teaching Case Studies–2025*. <https://doi.org/10.5281/zenodo.15849864>
2. Sujatha G L (2025). *The launch and lessons of Maggi Dal Atta Noodles*. In *Poornaprajna Business Teaching Case Studies–2025*. <https://doi.org/10.5281/zenodo.15849864>

3. Sujatha G L (2026). *Zepto – Redefining instant consumer convenience*. In *Poornaprajna Business Teaching Case Studies–2026*
4. Sujatha G L (2026). *Entering a saturated market: How Reliance Jio planned its breakthrough*. In *Poornaprajna Business Teaching Case Studies–2026*.

Books

1. Aishwarya J. Bhandary and Sujatha G L. (2025). *Work–life balance, employer branding and talent retention in the banking sector*. ISBN 978-93-48763-09-9.
2. P Abhishek and Sujatha G L. (2025). *Marketing strategies of OTT platforms: The case of JioHotstar in Udupi*. ISBN 978-93-48763-33-4.
3. Pratheeksha and Sujatha G L. (2025). *AI-driven investment decisions: Understanding user behaviour in virtual investment applications*. ISBN 978-93-48763-92-1.

Conference Publications and Case Studies

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Conference Publications

International Conference on the Relevance of Ancient Indian Knowledge to Management and Technology in the 21st Century

Integrating Ancient Indian Knowledge Systems into Modern Management: Focus on Health, Wellness, and Human Capital

ISBN: 978-93-48763-73-0 / 978-93-48763-60-0

DOI: <https://doi.org/10.5281/zenodo.17961922>

Integrating Ancient Indian Knowledge Systems into Modern Management Practices: A Holistic Framework for Ethical and Sustainable Leadership

ISBN: 978-93-48763-73-0 / 978-93-48763-60-0

DOI: <https://doi.org/10.5281/zenodo.17961922>

Integrating Ancient Indian Knowledge Systems into Modern Management: Focus on Education and Knowledge Systems

ISBN: 978-93-48763-73-0 / 978-93-48763-60-0

DOI: <https://doi.org/10.5281/zenodo.17961922>

National Conference on Innovations for the Future Economy: Synergies in Management, Commerce, and Information Technology (2025)

Cybersecurity Leadership: Navigating Risks in the Digital Age

ISBN: 978-93-48763-18-1

DOI: <https://doi.org/10.5281/zenodo.19704165>

Data Analytics and Predictive Management for Competitive Advantage: A Strategic Framework for Data-Driven Organizations

ISBN: 978-93-48763-18-1

DOI: <https://doi.org/10.5281/zenodo.19704165>

Digital Ecosystems for Green Growth

ISBN: 978-93-48763-18-1

DOI: <https://doi.org/10.5281/zenodo.19704165>

Digital Transformation Strategies for Modern Enterprises: A Framework for Sustainable Competitive Advantage

ISBN: 978-93-48763-18-1

DOI: <https://doi.org/10.5281/zenodo.19704165>

E-Commerce and Customer-Centric Digital Markets

ISBN: 978-93-48763-18-1

DOI: <https://doi.org/10.5281/zenodo.19704165>

Leading Sustainable Organisations with Emerging Technologies

ISBN: 978-93-48763-18-1

DOI: <https://doi.org/10.5281/zenodo.19704165>

Sustainable Leadership and Technological Innovation for a Resilient Future (December 21, 2024)

Robotics as a Service (RaaS): Transforming Business Operations Globally

ISBN: 978-93-48763-66-2

DOI: <https://doi.org/10.5281/zenodo.15372814>

AI-Driven Threat Detection in Cybersecurity

ISBN: 978-93-48763-66-2

DOI: <https://doi.org/10.5281/zenodo.15372814>

Advances in Management and Information Technology (May 10–11, 2025)

The Role of Artificial Intelligence and Machine Learning in Quick Commerce (Q-Commerce)

ISBN: 978-93-48763-62-4

DOI: <https://doi.org/10.5281/zenodo.17111007>

Robotics and Automation in Healthcare: Advancing Precision, Efficiency, and Patient-Centred Care

ISBN: 978-93-48763-62-4

DOI: <https://doi.org/10.5281/zenodo.17111007>

Case Studies

Poornaprajna Business Teaching Case Studies 2026

1. Managing People in a High-Growth Tech Firm: Employee Relations Challenges at NexaTech Solutions.
 2. Workplace Conflict in the Hybrid Era: Managing Employee Relations at Orion Tech Systems.
 3. Scaling Digital Frontiers: Global Expansion, Data Privacy, and Digital Transformation at ZenviaTech Solutions.
 4. FinTech Disruption: Strategic Decision-Making in Digital Payment Innovation at PayWave Solutions.
 5. Platform Wars: Scaling a Digital Marketplace in the Age of Network Effects.
-

Poornaprajna Business Teaching Case Studies 2025

ISBN: 978-93-48763-37-2

DOI: <https://doi.org/10.5281/zenodo.15849864>

1. Navigating the Indian Business Environment: Challenges and Opportunities for Global Enterprises.
 2. Leveraging IT Solutions to Scale a Small IT Consultancy Business: A Global Perspective.
 3. Exploring Rural Marketing in India: Strategies, Challenges, and Opportunities for Global Businesses.
-

Poornaprajna Business Teaching Case Studies 2024

ISBN: 978-93-48763-08-2

DOI: <https://doi.org/10.5281/zenodo.14635214>

1. Driving Financial Inclusion through ICT – The Case of Digi Bank.
2. Transforming Retail Operations through Business Analytics at Retail Corp.

Publications in APA Format with ISBN and DOI

Author: Shivanand M. Bhandarkar

Conference Proceedings / Research Papers in APA Format with ISBN and DOI

1. Bhandarkar, S. M. (2025). *Ancient knowledge system of India and modern management system*. (ISBN 978-93-48763-18-1). <https://doi.org/10.5281/zenodo.17961922>
2. Bhandarkar, S. M. (2025). *Health, wellness and human capital*. (ISBN 978-93-48763-18-1). <https://doi.org/10.5281/zenodo.17961922>
3. Bhandarkar, S. M. (2025). *Digital payment and financial inclusion in India*. (ISBN 978-81-975095-6-8). <https://doi.org/10.5281/zenodo.13910693>
4. Bhandarkar, S. M. (2026). *Impact of technology on entrepreneurial development in India*. (ISBN 978-93-48763-66-2). <https://doi.org/10.5281/zenodo.15372814>

Teaching Case Studies Published with ISBN and DOI

1. Bhandarkar, S. M. (2025). *Teaching case studies in retail management*. (ISBN 978-93-48763-37-2). <https://doi.org/10.5281/zenodo.15849864>
2. Bhandarkar, S. M. (2025). *Teaching case studies in managing workplace dynamics in post-pandemic era*. (ISBN 978-93-48763-37-2). <https://doi.org/10.5281/zenodo.15849864>

Author: Dr. Diana Saldanha

Institution: Poornaprajna Institute of Management, Udupi

Journal Publications with details in APA format with ISSN and DOI

1. Aithal, K. C. V. &Saldanha, D. (2025). Kroger's Omnichannel and E-Commerce Evolution:A Comprehensive Analysis of Strategy and Market Impact in Retail. *PoornaprajnaInternational Journal of Teaching & Research Case Studies (PIJTRCS)*, 2(2), 1-57. DOI:<https://doi.org/10.5281/zenodo.15844906>
EISSN 3107-8494
2. Aithal, P. S., Saldanha, D., Satpathy, J., & Sandhya, S. (2025). Confluence of Mind and Machine: Exploratory Analysis of Human Agency and Ethical Governance at Nexus of Brain-Computer Interface and Superintelligent AI-Machines. *Poornaprajna International Journal of Emerging Technologies (PIJET)*, 2(2), 90-128.
<https://doi.org/10.64818/PIJET.3107.8486.0015>
3. Saldanha, D., &Nambiar, D. (2026). Dialogic Wisdom: Integrating Upanishadic Debate Technique into 21st-Century Education Systems. *Poornaprajna International Journal of Philosophy & Languages (PIJPL)*, 3(1), 291-307.
<https://doi.org/10.64818/PIJPL.3107.4634.0037>

Number of books published with details with ISBN and DOI

1. Saldanha, D. (2026). *Stress management for managers: Human sustainability at work*. ISBN 978-93-48763-12-9.<https://doi.org/10.5281/zenodo.19382099>
2. Sannidhi, M., &Saldanha, D. (2026). *The impact of exchange rate volatility on stock market integration*. ISBN 978-93-48763-76-1.
3. Kumar, D. K., &Saldanha, D. (2026). *Financial literacy and money management practices among taxi drivers in Udupi district*. ISBN 978-93-48763-52-5.
4. Rachana, &Saldanha, D. (2026). *Turn-of-the-month effect in Nifty mid-cap and small-cap*. ISBN 978-93-48763-25-9.

Conference Proceedings papers in APA format with ISBN and DOI

1. Saldanha, D., &Karkera, R. (n.d.). *Dharmic capitalism: Reinterpreting ancient Indian economic thought for ethical globalization*. In *International Conference on the Relevance of Ancient Indian Knowledge to Management & Technology in 21st Century* (ISBN 978-93-48763-73-0). <https://doi.org/10.5281/zenodo.17961922>
2. Saldanha, D. (2025). *AI-driven strategies to protect minors from cyberbullying: A qualitative study*. In *National Conference on*

Innovations for the Future Economy: Synergies in Management, Commerce, and Information Technology-2025 (ISBN 978-93-48763-18-1). <https://doi.org/10.5281/zenodo.19704165>

3. Saldanha, D. (2025). *Dynamics between India and other emerging economies of the world during major crises*. In *Innovative Paradigms in Global Management – Proceedings of Indo-Kenyan International Conference* (Vol. I, ISBN 978-93-48763-62-4). <https://doi.org/10.5281/zenodo.17111007>

Teaching Case Studies published with ISBN and DOI

1. Saldanha, D. (2025). *FinServe or FinStrain? Strategic dilemma at SahasraFinCorp*. In *Poornaprajna Business Teaching Case Studies-2025* (ISBN 978-93-48763-37-2). <https://doi.org/10.5281/zenodo.15849864>
2. Saldanha, D. (2025). *Anchored incentives: Behavioural biases in compensation strategy at Rydex Technologies*. In *Poornaprajna Business Teaching Case Studies-2025* (ISBN 978-93-48763-37-2). <https://doi.org/10.5281/zenodo.15849864>
3. Saldanha, D. (2025). *Survey or stereotype? Uncovering customer insights at Aahana Organics*. In *Poornaprajna Business Teaching Case Studies-2025* (ISBN 978-93-48763-37-2). <https://doi.org/10.5281/zenodo.15849864>

Details of Papers & Cases

Venkatesh Shetty
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Research Publications: 1
Total Conference Papers: 6
Total Case Studies: 3
Total Books / Student Project Works:3

Journal Publications with details in APA format with ISSN and DOI

1. *A Systematic CEO Analysis for Elon Musk of Tesla Inc. EV Company:*
DOI: [10.5281/ZENODO.13839884](https://doi.org/10.5281/ZENODO.13839884)

Number of books published with details with ISBN and DOI

1. *Capital structure & corporate profitability theory, analysis and evidence from Indian companies: ISBN: 978-93-48763-01-3*
2. *Work related stress in essential service organizations based on mescom workers in Udupi- manipal: ISBN: 978-93-48763-13-6*
3. *A comprehensive textbook on investment patterns of working professionals: ISBN: 978-93-48763-53-2*

Conference Proceedings papers in APA format with ISBN and DOI

1. *Ai – augmented managerial decision models: a comparative study Of human vs machine – driven judgements: ISBN: 978-93-48763-18-1 : DOI: 10.5281/zenodo.19704165*
2. *Integrating Ancient Indian Perspectives on Health and Well-being Into Human Capital Development: Lessons for Emerging Economies In the 21st Century: ISBN: 978-93-48763-73-0 : DOI: 10.5281/zenodo.17961922*
3. *Integrating Indigenous Knowledge System into Modern Education Curricula: Challenges and Prospects: ISBN: 978-93-48763-73-0 :*

DOI: 10.5281/zenodo.17961922

4. Recent trends in hr within the it industry: ISBN: 978-93-48763-66-2 :

DOI: 10.5281zenodo.15372814

5. Redefining Education in the Digital Age: Strategies for Holistic

Development: ISBN: 978-93-48763-62-4:

DOI: 10.5281/zenodo.17111007

6. A Decade of CSR: Reflecting on the Impact and Future of Corporate

Social Responsibility in India: ISBN: 978-93-48763-62-4:

DOI: 10.5281/zenodo.17111007

Teaching Case Studies published with ISBN and DOI

1. Reward or Risk? Navigating Pay Restructuring at Zenith Textiles Ltd:

ISBN: 978-93-48763-37-2: DOI: 10.5281/zenodo.15849864

2. Managing Change at Arya FinServ: A Human Resource Transformation

Challenge: ISBN:978-93-48763-37-2: DOI: 10.5281/zenodo.15849864

3. Make in India or Made Overseas? Strategic Dilemmas of Electro Plus Pvt.

Ltd: ISBN: 978-93-48763-37-2: DOI: 10.5281/zenodo.15849864

Ramakrishna Nayak

**Assistant Professor, Department of Management Studies, Poornaprajna
Institute of Management, Udupi, Karnataka-576101, India**

ORCID: 0009-0005-4234-6688

Total Publications: 10

Number of Books Published with details with Publishers, ISBN & DOI

Total Books Published: 3

1. Aithal, K. C. V., & Nayak, Ramakrishna. (2025). *Comparative Analysis on Bank of Baroda Vs IDFC First Bank Limited in Terms of Financial Performance*. ISBN: 978-93-48763-88-4.
2. Shetty, Samiksha S., & Nayak, Ramakrishna. (2025). *Assessing the Awareness and Utilization of Insurance Services Post-Covid in Udupi Districts*. ISBN: 978-93-48763-19-8.
3. Bhat, Shrinidhi., & Nayak, Ramakrishna. (2025). *The Role of Credit Rating Agencies in the Financial System – A Public Centric Study*. ISBN: 978-93-48763-79-2.

Number of Conference Proceedings Papers in APA format with ISBN & DOI

Total Conference Proceedings Papers: 5

1. Nayak, Ramakrishna. (2025). *Strategic Readiness for Succession: A Study on Leadership Transition in First-Generation Entrepreneurial Firms*. In *Proceedings of the International Conference on Innovative Paradigms in Global Management* (Vol. I). ISBN: 978-93-48763-62-4. <https://doi.org/10.5281/zenodo.17111007>
2. Nayak, Ramakrishna. (2025). *Ancient Indian Wisdom for the Sustainable Growth of Family Businesses in India*. In *Proceedings of the International Conference on the Relevance of Ancient Indian Knowledge to Management & Technology in 21st Century*. ISBN: 978-93-48763-73-0. <https://doi.org/10.5281/zenodo.17961922>
3. Nayak, Ramakrishna. (2025). *Bridging the Generational Leadership Gap in MSMEs: A Study on Succession, Innovation and Business Continuity*. In *Proceedings of the National Conference on Innovations for the Future Economy: Synergies in Management*,

Commerce, and Information Technology – 2025. ISBN: 978-93-48763-18-1.
<https://doi.org/10.5281/zenodo.19704165>

4. Nayak, Ramakrishna. (2025). *Artificial Intelligence in Advancing Modern Library Service*. In *Proceedings of the National Conference on Innovations for the Future Economy: Synergies in Management, Commerce, and Information Technology – 2025*. ISBN: 978-93-48763-18-1. <https://doi.org/10.5281/zenodo.19704165>
5. Nayak, Ramakrishna. (2025). *Comparative Study of Micro Finance and Bank Loans in Udupi District*. In *Proceedings of the International Conference on AI-Driven Global Trends in Commerce*.

Number of Teaching Case Studies Published with details with DOI & ISBN

Total Teaching Case Studies Published: 2

1. Nayak, Ramakrishna. (2025). *The Rise and Fall of Café Coffee Day: Uncovering Income Tax Evasion in India's Retail Coffee Giant*. In *POORNAPRAJNA Business Teaching Case Studies – 2025*. ISBN: 978-93-48763-37-2.
<https://doi.org/10.5281/zenodo.15849864>
2. Nayak, Ramakrishna. (2025). *The Phantom Invoices: Unraveling the ₹1,000 Crore GST Scam of Bhanu Constructions Pvt. Ltd.* In *POORNAPRAJNA Business Teaching Case Studies – 2025*. ISBN: 978-93-48763-37-2. <https://doi.org/10.5281/zenodo.15849864>

Details of Papers & Cases

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Research Publications: 0

Total Conference Papers: 28

Total Case Studies: 0

Total Books / Student Project Works: 3

Details of Research Papers Published and Conference Proceedings

Research Paper Published: 0

Total Conference Papers: 28

Conference 1:

National Conference on “Sustainable Leadership and Technological Innovation for a Resilient Future” (NCSLTIRF – 2024) Volume –II

ISBN. 978-93-48763-66-2

DOI NO - 10.5281zenodo.15370493

1. Chaya Bangera, Deeksha Prabhu, Venugopal Rao, “**Advancement in Facial Recognition Systems**”, 1-7
2. Deepa Parameshwar Devadig, Kishan, Venugopala Rao A S, “**The Hadoop Ecosystem In Big Data Computing**”, 8-14
3. Keerthana, Jnanashree, Venugopala Rao A S, “**Cloud Cryptography**”, 15-25
4. Chaithra, Kavana R, Venugopala Rao A S, “**Cybersecurity in the Digital Supply Chain**”, 26-33
5. Hancy Melron D’Souza, Karthik, Venugopala Rao A S, “**Cybersecurity: Logic bomb**”, 34-42
6. Priya K , Sneha Radhakrishnan, Venugopala Rao A S, “**The Effectiveness of Scrum in Distributed Software Development Teams**”, 106-117
7. Chaithra, Deepa Parameshwar Devadig, Kavana R, Venugopala Rao A S, “**5G AND WIRELESS SYSTEM**”, 183-188
8. Venugopala Rao A S, Sneha Radhakrishnan, Priya K, “**Review of Kannada Optical Character Recognition Techniques**”, 189-193
9. Sneha Radhakrishnan, Venugopala Rao A S, Priya K, “**Quantum Computing in Data Science: Current Impact and Future Potential**”, 144-160

Conference 2:

International Conference on “Innovative Paradigms in Global Management - Proceedings of Indo-Kenyan International Conference” – 2025 Volume-II

ISBN No.: 978-93-48763-62-4

DOI No.: 10.5281/zenodo.17532373

1. Venugopal Rao, “**SIGNIFICANCE OF BLOOM’S TAXONOMY IN THE INDIAN HIGHER EDUCATION SECTOR**”, 1-16
2. Priya K, Sneha Radhakrishnan, Venugopala Rao A S, “**INTEGRATION OF ARTIFICIAL INTELLIGENCE IN DEVOPS: A SURVEY**”, 17-24
3. Priya K, Sneha Radhakrishnan, Venugopala Rao A S, “**FEDERATED LEARNING IN HEALTHCARE: A SURVEY OF PRIVACY-PRESERVING TECHNIQUES**”, 25-32
4. Sneha Radhakrishnan, Venugopala Rao A S, Priya K, “**FUSING EYE GAZE, SPEECH, AND TOUCH FOR CONTEXT-AWARE HUMAN-ROBOT INTERACTION**”, 33-43
5. Sneha Radhakrishnan, Venugopala Rao A S, Priya K, “**REAL-TIME ATTENTION MONITORING USING BCI IN E-LEARNING ENVIRONMENTS: A USABILITY STUDY**”, 44-51
6. Jnanashree, Maithri S Poojary, Venugopal Rao A S, “**IOT-BASED SMART CANTEEN MANAGEMENT SYSTEM**”, 70-77
7. Deeksha D Prabhu, Keerthana, Venugopala Rao A S, “**RESUME GENERATOR APPLICATION**”, 78-84
8. Rashmi, Nishmitha, Venugopala Rao A S, “**GRANNY’S TABLE- A TRADITIONAL FOOD RECIPE APP**”, 123-131

Conference 3:

International Conference on the Relevance of Ancient Indian Knowledge to Management & Technology in 21st Century-2025

Volume-I & Volume-II

ISBN No.: 978-93-48763-73-0

978-93-48763-60-0

DOI No.: 10.5281/zenodo.18347189

1. Venugopala Rao A S, Priya K, Sneha Radhakrishnan, “**Technological Metaphors in the Mahabharata: From Divyastras to Modern AI Ethics**”, 369-374
2. Venugopala Rao A S, Sneha Radhakrishnan, Priya K, “**Integrating Mahabharata into Higher Education: Lessons for Leadership and Value-Based Curriculum Design**”, 375-382
3. Priya K, Venugopala Rao A & Sneha Radhakrishnan, “**Technology, Innovation, and Sustainability: Building a Smarter Future**”, 57-61

4. Priya K, Sneha Radhakrishnan, Venugopala Rao A S, “Ancient Indian Knowledge Systems and Modern Management”, 83-88
5. Priya K, Sneha Radhakrishnan, Venugopala Rao A, Darshan, “Education and Knowledge System: Foundation of Human Development”, 206-209
6. Sneha Radhakrishnan, Priya K, Venugopala Rao A S, “Ancient Indian Architectural Engineering and Its Influence on Sustainable Design”, 244-257
7. Sneha Radhakrishnan, Venugopala Rao A S , Priya K, Time, Space, and Measurement in Ancient India: Precursors to Modern Data Science, 258-271

Conference 4:

National Conference on “**Innovations for the Future Economy: Synergies in Management, Commerce and Information Technology – Volume -1**

ISBN No: 978-93-48763-18-1

DOI No.: 10.5281/zenodo.19704165

1. Priya K, Sneha Radhakrishnan, Venugopala Rao A, Darshan , “**Education and Knowledge System: Foundation of Human Development**” (122-126)

National Conference on Innovations for The Future Economy: Synergies in Management, Commerce, And Information Technology2025 Volume-II

ISBN No.: 978-93-48763-81-5

DOI. NO.: 10.5281/zenodo.19704241

1. Venugopala Rao A S, Priya K, Sneha Radhakrishnan,, “**Big Data and Predictive Business Intelligence**” 94-108
2. Venugopala Rao A S, Sneha Radhakrishnan, Priya K,, “**Ethical AI and Responsible Innovation**”, 137-147
3. Priya K, Venugopala Rao A S, Sneha Radhakrishnan, **Internet of Things (IoT) for Smart Business Operations**”, 148-152

Details of Case Studies (Poornaprajna Business Case Studies)

Total Case Studies: 0

Details of Books / Student Project Works

Total Books: 3

Book Title : Toilet Monitoring System

Author(s) : JNANASHREE, Venugopala Rao A S

Allotted ISBN : 978-93-48763-46-4

Allotted ISBN : 978-93-48763-86-0

Book Title : Black Spot Monitoring System

Author(s) : KEERTHANA, Venugopala Rao A S

Allotted ISBN : 978-93-48763-56-3

Book Title : Automated Academic Management System

Author(s) : DEEKSHA D PRABHU, Venugopala Rao A S

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Research Publications:

Total Conference Papers: 32

Total Case Studies:

Total Books / Student Project Works: 3

Details of Research Papers Published and Conference Proceedings

Research Paper Published:

Total Conference Papers: 32

Conference 1: Conference 1: National Conference on “Sustainable Leadership and Technological Innovation for a Resilient Future” (NCSLTIRF – 2024) Volume –II ISBN. 978-93-48763-66-2 DOI NO - 10.5281/zenodo.15370493

1. M. Raghavendra, Prasad Shanubhaga, Nithin Kamath, Priya K, **Ai In Adaptive Learning and Education Technologies, Volume – II, 43 – 53.**
2. Likhith R, Shetty, Owain M., Henry, Priya K, **Data Analytics in Stock Market, Volume – II, 54-60 .**
3. P G Priyanka, Nishmitha, Priya K, **Human Computer Interaction (HCI), Vol.II,61-82**
4. Maneesha Prabhu, Maithri S Poojary, Priya K , **IoT SECURITY ,Vol.II, 83-95.**
5. Prajwall, Manoj2, Priya K , **PATTERN RECOGNITION IN IMAGES ,Vol.II, 96-105.**
6. Priya K , Sneha Radhakrishnan, Venugopala Rao A S, **The Effectiveness of Scrum in Distributed Software Development Teams, Volume – II, 106 – 107.**
7. Sneha Radhakrishnan, Venugopala Rao A S, Priya K, **Quantum Computing in Data Science: Current Impact and Future Potential, Volume – II, 144 – 160.**
8. Venugopala Rao A S, Sneha, Priya K, **Review of Kannada Optical Character Recognition Techniques, Volume – II, 189 – 193.**

Conference 2: International Conference on “Innovative Paradigms in Global Management - Proceedings of Indo-Kenyan International Conference”– 2025, Volume-II.

ISBN No: 978-93-48763-62-4

DOI No.: 10.5281/zenodo.17532373

1. Priya K, Sneha Radhakrishnan, Venugopala Rao A S, **Integration of artificial intelligence in devops: A survey, May – 2025, Volume – II, 17 – 24**
2. Priya K, Sneha Radhakrishnan, Venugopala Rao A S, **Federated learning in healthcare: a survey of privacy-preserving techniques, May – 2025, Volume – II, 25 – 32**
3. Sneha Radhakrishnan, Venugopala Rao A S, Priya K, **Fusing Eye Gaze, Speech, And Touch For Context-Aware Human-Robot Interaction, May – 2025, Volume – II, 33 – 43**

4. Sneha Radhakrishnan, Venugopala Rao A S, Priya K, Real-Time Attention Monitoring Using BCI in E - Learning Environments: A Usability Study, May – 2025, Volume – II, 44 – 51
5. Darshan , Priya K, Explainable Ai Models For Critical Decision-making In Healthcare, Volume – II, 61 – 69.
6. Nithin Kamath, prajwal, Priya K, Helmet Detection System Using Machine Learning, Volume – II, 85 – 94.
7. Rithika, Priyanka , Priya K , Blood Bank Management System, Volume – II, 102 – 112.
8. M Raghavendra Prasad Shanubhaga, Priya K, The Role of Intelligent IOTt In Modern Homes and Urban Development , Volume – II, 113-122.

Conference 3: International Conference on the Relevance of Ancient Indian Knowledge to Management & Technology in 21st Century-2025 Volume-II.

ISBN No: 978-93-48763-60-0

DOI No.: 10.5281/zenodo.18347189

1. Priya K, Venugopala Rao A & Sneha Radhakrishnan, “Technology, Innovation, and Sustainability: Building a Smarter Future”, November – 2025, Volume – II, 57-61.
2. Priya K, Sneha Radhakrishnan, Venugopala Rao A S, “Ancient Indian Knowledge Systems and Modern Management”, November – 2025, Volume – II, 83-88.
3. Priya K, Sneha Radhakrishnan, Venugopala Rao A, Darshan, “Education and Knowledge System: Foundation of Human Development”, November – 2025, Volume – II, 206-209.
4. Sneha Radhakrishnan, Priya K, Venugopala Rao A S, “Ancient Indian Architectural Engineering and Its Influence on Sustainable Design”, November – 2025, Volume – II, 244-257.
5. Sneha Radhakrishnan, Venugopala Rao A S , Priya K, Time, Space, and Measurement in Ancient India: Precursors to Modern Data Science, November – 2025, Volume – II, 258-271
6. Venugopala Rao A S, Priya K, Sneha Radhakrishnan, “Technological Metaphors in the Mahabharata: From Divyastras to Modern AI Ethics”, November – 2025, Volume – II, 369-374.
7. Venugopala Rao A S, Sneha Radhakrishnan, Priya K, “Integrating Mahabharata into Higher Education: Lessons for Leadership and Value-Based Curriculum Design”, November – 2025, Volume – II, 375-382.

Conference 4: National Conference on Innovations for The Future Economy: Synergies in Management, Commerce, And Information Technology -2025 Volume - II.

ISBN No.: 978-93-48763-81-5

DOI No.: 10.5281/zenodo.19704241

1. Venugopala Rao A S, Priya K, Sneha Radhakrishnan, December—2025, Big Data and Predictive Business Intelligence, Volume-II, 94-108
2. Venugopala Rao A S, Sneha Radhakrishnan, Priya K, December—2025, Ethical AI and Responsible Innovation, Volume - II, 137-147
3. Priya K, Venugopala Rao A S, Sneha Radhakrishnan, December—2025, Internet of Things (IoT) for Smart Business Operations, Volume - II, 148-152

Details of Case Studies (Poornaprajna Business Case Studies)

Total Case Studies:

:

Details of Books / Student Project Works

Total Books: 3

1. ISBN : 978-93-48763-85-3

Book Title : Book Nest

Author(s) : Nithin Kamath, Priya K

2. ISBN : 978-93-48763-77-8

Book Title : Smart Canteen Chatbot

Author(s) : MAITHRI S POOJARY, Priya K

3. ISBN : 978-93-48763-39-6

Book Title : Smart Village

Author(s) : MANOJ G V, Priya K

Details of Papers & Cases

Name: Sneha Radhakrishnan
Poornaprajna Institute of Management, Udupi
ORCID ID: 0009-0006-3901-150X
Email: sneha@pim.ac.in

Research Publications:

Total Conference Papers: 22

Total Case Studies:

Total Books / Student Project Works: 4

Details of Research Papers Published and Conference Proceedings

Research Paper Published:

Total Conference Papers: 22

Conference 1: International Conference on “Innovative Paradigms in Global Management - Proceedings of Indo-Kenyan International Conference” – 2025, Volume-II.

ISBN No: 978-93-48763-62-4

DOI No.: 10.5281/zenodo.17532373

1. Priya K, Sneha Radhakrishnan, Venugopala Rao A S, Integration of artificial intelligence in devops: A survey, May – 2025, Volume – II, 17 – 24
2. Priya K, Sneha Radhakrishnan, Venugopala Rao A S, Federated learning in healthcare: a survey of privacy-preserving techniques, May – 2025, Volume – II, 25 – 32
3. Sneha Radhakrishnan, Venugopala Rao A S, Priya K, Fusing Eye Gaze, Speech, And Touch For Context-Aware Human-Robot Interaction, May – 2025, Volume – II, 33 – 43
4. Sneha Radhakrishnan, Venugopala Rao A S, Priya K, Real-Time Attention Monitoring Using BCI in E - Learning Environments: A Usability Study, May – 2025, Volume – II, 44 – 51
5. Darshan& Sneha Radhakrishnan, AI-Powered Threat Detection in Cloud Environments, May – 2025, Volume – II, 52 – 60
6. Pratiksha Shattigar, Maneesha Prabhu, Sneha Radhakrishnan, Sheld App: A Women Safety Android Application, May – 2025, Volume – II, 95 – 101
7. Pramodith Shettigar, Sharan S Shetty, Sneha Radhakrishnan, Trends In Cybersecurity and Threat Detection, May – 2025, Volume – II, 132 – 140
8. Tenisha Mendonca, Chaya Bangera, Sneha Radhakrishnan, Scriptxpert – A Doctor Prescription Writing Android Application, May – 2025, Volume – II, 141 - 148

Conference 2: International Conference on the Relevance of Ancient Indian Knowledge to Management& Technology in 21st Century-2025 Volume-II.

ISBN No: 978-93-48763-60-0

DOI No.: 10.5281/zenodo.18347189

1. Priya K, Venugopala Rao A & Sneha Radhakrishnan, “Technology, Innovation, and Sustainability: Building a Smarter Future”, November – 2025, Volume – II, 57-61

2. Venugopala Rao A S, Priya K, Sneha Radhakrishnan, “Technological Metaphors in the Mahabharata: From Divyastras to Modern AI Ethics”, November – 2025, Volume – II, 369-374
3. Venugopala Rao A S, Sneha Radhakrishnan, Priya K, “Integrating Mahabharata into Higher Education: Lessons for Leadership and Value-Based Curriculum Design”, November – 2025, Volume – II, 375-382
4. Priya K, Sneha Radhakrishnan, Venugopala Rao A S, “Ancient Indian Knowledge Systems and Modern Management”, November – 2025, Volume – II, 83-88
5. Priya K, Sneha Radhakrishnan, Venugopala Rao A, Darshan, “Education and Knowledge System: Foundation of Human Development”, November – 2025, Volume – II, 122-126.
6. Sneha Radhakrishnan, Priya K, Venugopala Rao A S, “Ancient Indian Architectural Engineering and Its Influence on Sustainable Design”, November – 2025, Volume – II, 244-257
7. Sneha Radhakrishnan, Venugopala Rao A S , Priya K, Time, Space, and Measurement in Ancient India: Precursors to Modern Data Science, November – 2025, Volume – II, 258-271
8. Darshan& Sneha Radhakrishnan, Ancient Indian Metallurgy and Materials Science: Insights for Nanotechnology and Advanced Engineering, November – 2025, Volume – II, 272-286
9. Darshan & Sneha Radhakrishnan, The Gurukul System and Its Relevance to Modern Knowledge Management, November – 2025, Volume – II, 326-336

Conference 3: National Conference on Innovations for The Future Economy: Synergies in Management, Commerce, And Information Technology -2025 Volume - II.
ISBN No.: 978-93-48763-81-5
DOI No.: 10.5281/zenodo.19704241

1. Venugopala Rao A S, Priya K, Sneha Radhakrishnan, December—2025, Big Data and Predictive Business Intelligence, Volume-II, 94-108
2. Venugopala Rao A S, Sneha Radhakrishnan, Priya K, December—2025, Ethical AI and Responsible Innovation, Volume - II, 137-147
3. Priya K, Venugopala Rao A S, Sneha Radhakrishnan, December—2025, Internet of Things (IoT) for Smart Business Operations, Volume - II, 148-152
4. Sneha Radhakrishnan & Darshan, December – 2025, Integrating AI, Blockchain, and IoT for Smart Business Ecosystems, Volume - II, 37-51
5. Darshan, Sneha Radhakrishnan, Deepak Shetty, December – 2025, Cyber-Physical Systems and the Rise of Industry 5.0, Volume – II, 153-166

Conference 4:

Details of Case Studies (Poornaprajna Business Case Studies)

Total Case Studies:

:

Details of Books / Student Project Works

Total Books: 4

1. **ISBN : 978-93-48763-06-8**
Book Title : SHOPSPHERE
Author(s) : Mr. Pramodith Shettigar, Mrs. Sneha Radhakrishnan
2. **ISBN : 978-93-48763-63-1**
Book Title : KrishiRent
Author(s) : Sharan S Shetty, Sneha Radhakrishnan
3. **ISBN : 978-93-48763-75-4**
Book Title : GoChaitanya-Cow Based Product Management System
Author(s) : Rashmi, Sneha Radhakrishnan
4. **ISBN : 978-93-48763-67-9**
Book Title : Royal Enfield Chatbot
Author(s) : SURAJ SHETTY, Sneha Radhakrishnan

Details of Papers & Cases

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Research Publications:

Total Conference Papers: 7

Total Case Studies:

Total Books / Student Project Works:

Details of Research Papers Published and Conference Proceedings

Research Paper Published:

Total Conference Papers: 7

Conference 2: International Conference on “Innovative Paradigms in Global Management - Proceedings of Indo-Kenyan International Conference”– 2025, Volume-II.

ISBN No: 978-93-48763-62-4

DOI No.: [10.5281/zenodo.17532373](https://doi.org/10.5281/zenodo.17532373)

1. Darshan& Sneha Radhakrishnan, AI-Powered Threat Detection in Cloud Environments, May – 2025, Volume – II, 52 – 60.
2. Darshan, Priya K, Explainable Ai Models for Critical Decision-making in Healthcare, Volume – II, 61 – 69.

Conference 3: International Conference on the Relevance of Ancient Indian Knowledge to Management& Technology in 21st Century-2025 Volume-II.

ISBN No: 978-93-48763-60-0

DOI No.: [10.5281/zenodo.18347189](https://doi.org/10.5281/zenodo.18347189)

1. Priya K, Sneha Radhakrishnan, Venugopala Rao A, Darshan, “Education and Knowledge System: Foundation of Human Development”, November – 2025, Volume – II, 122-126.
2. Darshan& Sneha Radhakrishnan, Ancient Indian Metallurgy and Materials Science: Insights for Nanotechnology and Advanced Engineering, November – 2025, Volume – II, 272-286
3. Darshan & Sneha Radhakrishnan, The Gurukul System and Its Relevance to Modern Knowledge Management, November – 2025, Volume – II, 326-336

Conference 4: National Conference on Innovations for The Future Economy: Synergies in Management, Commerce, And Information Technology -2025 Volume - II.

ISBN No.: 978-93-48763-81-5

DOI No.: [10.5281/zenodo.19704241](https://doi.org/10.5281/zenodo.19704241)

1. Sneha Radhakrishnan & Darshan, December – 2025, Integrating AI, Blockchain, and IoT for Smart Business Ecosystems, Volume - II, 37-51

2. Darshan, Sneha Radhakrishnan, Deepak Shetty, December – 2025, Cyber-Physical Systems and the Rise of Industry 5.0, Volume – II, 153-166

Details of Case Studies (Poornaprajna Business Case Studies)

Total Case Studies: 0

Details of Books / Student Project Works

Total Books: 0