

PIM Consolidated Student Publications

Journal Publications: (60 Scholarly Articles)

[1] Yashwi & Aithal P. S. (19/04/2025). Company Analysis of OpenAI with Special Emphasis on Its Future Strategies. *Poornaprajna International Journal of Emerging Technologies (PIJET)*, 2(1), 50-90. ISSN: 3107-8486, DOI: <https://doi.org/10.5281/zenodo.15242929>
Crossref DOI: <https://doi.org/10.64818/PIJET.3107.8486.0009>
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[2] 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>
Crossref DOI: <https://doi.org/10.64818/PIJTRCS.3107.8494.0022>
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[3] 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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[4] 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>
Crossref DOI: <https://doi.org/10.64818/PIJMESS.3107.4626.0027>
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[5] 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. ISSN: 3107-8494, DOI: <https://doi.org/10.5281/zenodo.17075501>
Crossref DOI: <https://doi.org/10.64818/PIJTRCS.3107.8494.0026>
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[6] 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. ISSN: 3107-4626, DOI: <https://doi.org/10.5281/zenodo.17101291>
Crossref DOI: <https://doi.org/10.64818/PIJMESS.3107.4626.0030>
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[7] 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. ISSN: 3107-4626, DOI: <https://doi.org/10.5281/zenodo.17101233>

Crossref DOI: <https://doi.org/10.64818/PIJMESS.3107.4626.0029>
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[8] 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>

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[9] 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>

Crossref DOI: <https://doi.org/10.64818/PIJTRCS.3107.8494.0031>
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[10] 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>

Crossref DOI: <https://doi.org/10.64818/PIJTRCS.3107.8494.0032>
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[11] 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>

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[12] 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>

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[13] 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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[14] Devadiga Diya. & Aithal P. S. (04/03/2026). A Data-Driven Analysis of Global Retail and E-Commerce Industry Demand. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 3(1), 26-58. ISSN: 3107-8494, DOI: <https://doi.org/10.5281/zenodo.18843972>

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[15] Pramodini, S., Prajna, M., Abraham, R. & Aithal P. S. (5/03/2026). The Sweet Revolution: The Rise of the Chocolate Industry in India. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 3(1), 59-102. ISSN: 3107-8494, DOI: <https://doi.org/10.5281/zenodo.18862968>

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[16] Devadiga, Diya & Aithal, P. S. (16/03/2026). Deloitte as a Global Professional Services Firm: An Evaluation of Strategy, Innovation, and Market Impact. *Poornaprajna International Journal of Management, Education & Social Science (PIJMESS)*, 3(1), 98-122. ISSN: 3107-4626, DOI: <https://doi.org/10.5281/zenodo.19020328>

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[17] Devadiga Isha & Aithal, P. S. (16/03/2026). AI as the New Concierge: Exploring the Role of Generative AI in Transforming Customer Experience in the Luxury and Lifestyle Industry. *Poornaprajna International Journal of Management, Education & Social Science (PIJMESS)*, 3(1), 123-153. ISSN: 3107-4626, DOI: <https://doi.org/10.5281/zenodo.19027399>

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[18] 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>

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[19] 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>

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[20] Diya Devadiga & Aithal P. S. (06/05/2026). Transformational Leadership and Digital Transformation: A CEO Matrix and KPI-Based Case Study of Satya Nadella at Microsoft. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 3(1), 166-189. ISSN: 3107-8494, DOI: <https://doi.org/10.5281/zenodo.20040273>

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[21] Isha Devadiga & Aithal P. S. (09/05/2026). The Super Strategist in the Semiconductor Industry: A Multi-Framework CEO Analysis of Lisa Su at Advanced Micro Devices, Inc. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 3(1), 190-219. ISSN: 3107-8494, DOI: <https://doi.org/10.5281/zenodo.20080552>

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[22] Subhash Poojary & Aithal P. S. (09/05/2026). Strategic Leadership and Vision: An In-Depth CEO Analysis of Zerodha and Founder-CEO Nithin Kamath. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 3(1), 220-244. ISSN: 3107-8494, DOI: <https://doi.org/10.5281/zenodo.20080620>

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[23] Devadiga, Isha & Aithal, P. S. (27/05/2026). CEO Analysis of Sanjiv Puri of ITC Limited: A Multi-Framework Evaluation of Technology-Led Leadership, Strategic Diversification, and Sustainable Transformation. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 3(1), 260-291. ISSN: 3107-8494. DOI: <https://doi.org/10.5281/zenodo.20390527>

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[24] Devadiga Disha & Aithal, P. S. (27/05/2026). Architecting Intelligence: An Integrated Framework Analysis of Jensen Huang's Transformational Leadership at NVIDIA Corporation. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 3(1), 292-329. ISSN: 3107-8494, DOI: <https://doi.org/10.5281/zenodo.20390662>

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[25] Devadiga Diya. & Aithal, P. S. (29/05/2026). Generative AI in the Marketing Industry: An Industry Analysis of Content Transformation, Consumer Engagement, and Firm Performance. *Poornaprajna International Journal of Management, Education & Social Science (PIJMESS)*, 3(1), 220-248. ISSN: 3107-4626. DOI: <https://doi.org/10.5281/zenodo.20429742>.

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[26] Pramodini S. & P. S. Aithal (30/05/2026). CEO Analysis of Mark Zuckerberg of Meta Company Limited. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 3(1), 330-365. ISSN: 3107-8494, DOI: <https://doi.org/10.5281/zenodo.20503699>

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[27] Devadiga Diya & Aithal, P. S. (24/06/2026). Strategic Diversification: A Path to New Market Leadership for Britannia Industries Ltd. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 3(1), 366-385. ISSN: 3107-8494, DOI: <https://doi.org/10.5281/zenodo.20801440>

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[28] Manwitha, N. & Aithal, P. S. (29/06/2026). Strategic Leadership, Digital Transformation, and Organizational Excellence: A CEO Analysis of Dinesh Kumar Khara at State Bank of India. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 3(1), 483-517. ISSN: 3107-8494, DOI: <https://doi.org/10.5281/zenodo.20922806>

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[29] Devadiga Diya & Aithal, P. S. (30/06/2026). Patent Analysis of "Identification of Neural-Network-Generated Fake Images" (US 11,676,408 B2): A Technological, Strategic, and Commercial Evaluation. *Poornaprajna International Journal of Basic & Applied Sciences (PIJBAS)*, 3(1), 141-176. ISSN: 3107-8478, DOI: <https://doi.org/10.5281/zenodo.21371034>
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[30] Devadiga Diya & Aithal, P. S. (20/07/2026). Patent Analysis of "Method and System for Analyzing Customer Calls by Implementing a Machine Learning Model to Identify Emotions" (US 11,630,999 B2): A Technological, Strategic, and Commercial Evaluation. *Poornaprajna International Journal of Basic & Applied Sciences (PIJBAS)*, 3(2), 39-76. ISSN: 3107-8478, DOI: <https://doi.org/10.5281/zenodo.21425626>
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[31] Devadiga Isha & Aithal, P. S. (20/07/2026). The Architectural Foundation of Generative AI: A Patent Analysis of Google's Attention-Based Sequence Transduction Neural Networks (US 10,452,978 B2). *Poornaprajna International Journal of Basic & Applied Sciences (PIJBAS)*, 3(2), 1-38. ISSN: 3107-8478, DOI: <https://doi.org/10.5281/zenodo.21425555>
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[32] Jash U., Nidhi C. S., Prasad N., Satyaprasad D., Sohan J P., & Aithal P. S. (12/08/2006). Company Analysis of Blue Dart Express Ltd with special Reference to Technology Innovations. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 3(2), 91-131. ISSN: 3107-8494, DOI: <https://doi.org/10.5281/zenodo.21906196>
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[33] Disha Devadiga & P. S. Aithal (13/08/2026). A Comprehensive Analysis of the Fast-Moving Consumer Goods (FMCG) Industry: Market Trends, Competitive Landscape, and Future Outlook. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 3(2), 132-164. ISSN: 3107-8494, DOI: <https://doi.org/10.5281/zenodo.21906508>
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[35] Disha Devadiga & P. S. Aithal (08/08/2026). Strategic Analysis of ASML Holding N.V.: An Exploratory Case Study of Semiconductor Lithography Innovation, Technological Monopoly, and Business Evolution. *Poornaprajna International Journal of Management*,

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[36] Isha Devadiga, Greeshma, Kavya Tandel & P. S. Aithal (11/08/2026). Comprehensive Assessment of India's IT Industry: Analysing Trends, Challenges, and Strategic Opportunities. *Poornaprajna International Journal of Emerging Technologies (PIJET)*, 3(2), 53-99. ISSN: 3107-8486, DOI: <https://doi.org/10.5281/zenodo.21876211>
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[39] Disha Devadiga & P. S. Aithal (10/08/2026). Decoding NVIDIA's Patent on Training, Testing, and Verifying Autonomous Machines Using Simulated Environments (US11436484B2): Innovation, Strategy, and Market Impact. *Poornaprajna International Journal of Basic & Applied Sciences (PIJBAS)*, 3(2), 134-173. ISSN: 3107-8478; DOI: <https://doi.org/10.5281/zenodo.21876112>
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[41] Disha Devadiga & P. S. Aithal (25/08/2026). A Comprehensive Strategic Analysis of Bombay Stock Exchange Limited (BSE): Business Model, Market Position, and Growth Prospects. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 3(2), 311-349. ISSN: 3107-8494, DOI: <https://doi.org/10.5281/zenodo.22083909>
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[42] Manwitha N., Nayana G., Nikhitha V. & P. S. Aithal (25/08/2026). Comprehensive Industry Analysis of the Capital Market Industry: Trends, Opportunities and Challenges. *Poornaprajna International Journal of Management, Education & Social Science (PIJMESS)*, 3(2), 173-212. ISSN: 3107-4626, DOI: <https://doi.org/10.5281/zenodo.22083628>

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[44] Diya Devadiga & P. S. Aithal (25/08/2026). Beyond the Bell: A Strategic Analysis of Bombay Stock Exchange in India's Digital Financial Revolution. *Poornaprajna International Journal of Management, Education & Social Science (PIJMESS)*, 3(2), 226-250. ISSN: 3107-4626, DOI: <https://doi.org/10.5281/zenodo.22083797>

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[48] Chethana G. Shenoy & P. S. Aithal (14/09/2026). Industry Analysis of Remote Infrastructure Monitoring and IT Operations Services Industry in India. *Poornaprajna International Journal of Teaching & Research Case Studies (PIJTRCS)*, 3(2), 387-451. ISSN: 3107-8494, DOI: <https://doi.org/10.5281/zenodo.22728846>

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