

PIM Student Publications 2025

Journal Publications: (13 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>
[Google Scholar](#)↗

[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>
[Google Scholar](#)↗

[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>
Crossref DOI: <https://doi.org/>
[Google Scholar](#)↗

[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>
[Google Scholar](#)↗

[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>
[Google Scholar](#)↗

[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>
[Google Scholar](#)↗

[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>
[Google Scholar](#)↗

[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>

Crossref DOI: <https://doi.org/10.64818/PIJTRCS.3107.8494.0028>
[Google Scholar](#)↗

[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>
[Google Scholar](#)↗

[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>
[Google Scholar](#)↗

[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>

Crossref DOI: <https://doi.org/>
[Google Scholar](#)↗

[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>

[Google Scholar](#)↗

[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>

[Google Scholar](#)↗
