



PUBLICATIONS 2024-2025

S.No	Department	Author	Title of the Paper	Name of the Journal	Year
1	Business Management studies	Dr. Mahnoor Sahrash	Shades of Influence: Exploring Colorism as a Marketing Strategy in the Global Beauty and Grooming Industry	Anvesak	2024
2	Business Management studies	Dr. Mahnoor Sahrash	A Study on New Media Organisations and their Marketing Strategies - A Comparison of BuzzFeed and Ozy	Anvesak	2024
3	Business Management studies	Dr. Mahnoor Sahrash	The Role of Social Impact Investing in Developing Rural Women Entrepreneurship: A Case Study of Rang De	Korea Review of International Studies	2025
4	Business Management studies	Dr. Mahnoor Sahrash	A Comprehensive Study on the Use of Sentiment Analysis and Emotion Recognition to Gauge Employee Satisfaction	Anvesak	2024
5	Commerce	Nida Suleman	A study on financial literacy and adoption of Fintech among X, Y & Z generations	International Journal of Research and Analytical Reviews	2025
6	Commerce	Nida Suleman	Analysis of Trends and Segments of Fintech in India	International Journal of Advanced Research in Commerce, Management & Social Science	2024
7	Computer Science	Jyothi B.	Women and AI in Gen Alpha's Era, Poems and Reflections on Her	JEC Publication	2024
8	Computer Science	Jyothi B.	IoT Security in Smart Learning Environments	–	2024
9	Computer Science	Jyothi B.	Artificial Intelligence in Advertising: Transforming Strategies	–	2024
10	Computer Science	Jyothi B.	Evolving Minds and Riding Waves: Development and Progress in ChatGPT	–	2024
11	Computer Science	Ummya	Gemini and ChatGPT: Performance Assessment, Prospective Developments and Ethical Dimensions	Madhya Bharti – Humanities and Social Sciences	2024
12	Computer Science	Divya	AI and IoT Enabled Healthcare: A Study of Emerging Trends and Future Products	Madhya Bharti – Humanities and Social Sciences	2024
13	Hindi	Azad	Dalit Hindi Kavita Aur Bhoomandlikarn	Sanshodhan	2024
14	Microbiology	Anitha Thomas	Evaluative analysis of antibacterial efficacy of Camellia sinensis and Azadirachta indica on oral biofilm-forming bacteria	Journal of Emerging Technologies and Innovative Research	2024
15	Microbiology	Anitha Thomas	Comparative Analysis of the Antimicrobial Activity of Ocimum sanctum, Camellia sinensis & Azadirachta indica against Candida albicans & Alternaria	IJCRT	2024
16	Microbiology	Roselin Polugari	Comparative Analysis of the Antimicrobial Activity of Ocimum sanctum, Camellia sinensis & Azadirachta indica against Candida albicans & Alternaria	IJCRT	2024
17	Microbiology	Gayatri V.	Assessment of pH, Calcium Content and Moisture Levels in Fermented Tempeh	IJCRT	2025
18	Microbiology	K. Swathi	The Nematodes Menace: A Review of Parasitic Species, Transmission Dynamics and Preventive Measures	Uttar Pradesh Journal of Zoology	2024

19	Public Administration	D. Rupali	A Study of Non-Technical Women's Higher Education Institutions in the Implementation of Unnat Bharat Abhiyan in Telangana	International Journal of English and Studies	2025
20	Public Administration	D. Rupali	Collaborative Governance and Rural Transformation: A Case Study of St. Francis College for Women's Unnat Bharat Abhiyan Initiative in Hyderabad, Telangana	International Journal of English and Studies	2025
21	Zoology	Dr. Vidya Jayaram	The Effect of Diet and Nutrition on Oral Health: A Preventive Approach	The Bioscan	2025