



Department of MBA

Faculty Paper Publication Details

Journal Publications:

Academic Year 2025-26

- ❖ Ravi, N., Subramanyam, S., Sapthagiri, R. D., Priyanka, H. B., Kumari, N. J., & Bharath, M. (2026). Strategic human resource management practices and organizational commitment: An empirical investigation. *Minnesota Journal of Business Law and Entrepreneurship*, 2026(3), 1628–1641.
- ❖ Ajwal, R. (2026). Positive leadership and its style: Stirring towards an integrated definition and interventions. *The Journal of African Development*, 7(1), 1463–1469.
- ❖ Amruta, N. (2026). Greenwashing in the era of sustainability: Examining moral implications and the effectiveness of regulatory frameworks. *International Journal of Research and Innovation in Social Science*, 10(5), 18705–18712.
- ❖ Amruta, N. (2026). Revolutionising food production: The role of Agriculture 5.0 in sustainable farming. *mLAC Journal for Arts, Commerce and Science*, 4(5), 1–6.
- ❖ Seema Benakatti, Ashwini, R. H., & Rachana, D. (2026). Organizational behavior and workforce adaptability in Asian enterprises. *The Journal of Asia Entrepreneurship and Sustainability*, 22(3).
- ❖ Amruta, N., & Harini, L. (2026). Human Capital 4.0: Evaluating the influence of AI analytics on performance, engagement and retention. *International Journal of Business and Economics Research*.
- ❖ Suma. (2026). The impact of gender intelligence and conflict in the work atmosphere: An analytical study of organisational dynamics. *Journal of International Commercial Law and Technology*, 7(1).
- ❖ Suma. (2025). Hustle culture in academia: A study on its impact on faculty performance in Bangalore-based higher education institutions. *Advances in Consumer Research*, 2(4).
- ❖ Amruta, N. (2025). Nurturing minds at work: Emotional intelligence as a pathway to mentalwellness. *International Journal for Multidisciplinary Research*.
- ❖ Anjana Devi, S. C., & Roopa Ajwal. (2025). Exchange rate volatility and trade dynamics of global fashion brands: Empirical evidence from H & M and Zara in India. *Journal of Informatics Education and Research*, 5(3).



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Academic Year 2024-25

- ❖ Anjana Devi, S. C. (2025). *Operational efficiency and financial resilience: Optimization of working capital in manufacturing firms – A Kennametal India case study. European Economic Letters*, 15(3). ISSN: 2323-5233.
- ❖ Suma. (2025). *Influence of sustainable human resource practices on ITES organizational culture. Journal of Information Systems Engineering and Management*, 10(13). ISSN: 2468-4376.
- ❖ Bharath, M. (2024). *Investigating the rise of shopping through social media platforms and its impact on traditional e-commerce. Nanotechnology Perceptions*, 20(14). ISSN: 1660-6795.
- ❖ Amruta, N. (2024). *The role of mascots in branding and consumer engagement: Insights from Indian advertisement. Malque Publishing*. ISSN: 2595-3982.
- ❖ Anjana Devi, S. C., & Ajwal, R. (2024). *Implications of green marketing strategies towards sustainability development with respect to Tata Starbucks India Private Limited. Northern Economic Review*, 15(1). ISSN: 0262-0383.
- ❖ Praveen Kumar Sinha, & Rachana, D. (2024). *A study on investment analysis of leading FMCG companies and inter-firm comparison. Journal of Informatics Education and Research*, 4(2). ISSN: 1526-4726.
- ❖ Anjana Devi, S. C. (2024). *Understanding work-life balance and its impact on job satisfaction. Journal of Informatics Education and Research*, 4(2). ISSN: 1526-4726.
- ❖ Anjana Devi, S. C., & Ajwal, R. (2024). *Digitalization of India's farming sector for sustainable development and advancing Agriculture 4.0. Journal of Informatics Education and Research*, 4(1). ISSN: 1526-4726.



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Journal Publications:

Academic Year 2023-24

- ❖ *Anjana Devi, S. C. (2023)*. Exploratory analysis on HR practices and HR effectiveness in post COVID: Role of innovation in operational practices. Journal for Basic Sciences, 23(2). ISSN: 1006-8341.
- ❖ *Anjana Devi, S. C. (2023)*. Evaluating digital HR practices: A paradigm shift in HR landscape post COVID elevating HR efficacy and firms performance. Strad Research, 10(8). ISSN: 1006-8341.
- ❖ *Praveen Kumar Sinha. (2023)*. A study on the expected loss in the portfolio of selected securities in the Indian market. Strad Research, 10(5). ISSN: 0039-2049.
- ❖ *Praveen Kumar Sinha. (2023)*. Revitalization of India's educational systems: A pathway to national development—An overview. Tuijin Jishu/Journal of Propulsion Technology, 44(3). ISSN: 1001-4055.
- ❖ *Praveen Kumar Sinha, Abhinav, Rachana, D., & Ajwal, R. (2023)*. An analytical study on exchange traded funds and its relationship with market movements. Tuijin Jishu/Journal of Propulsion Technology, 44(3). ISSN: 1001-4055.



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Publications in reputed conferences

- ❖ Amruta, N. (2026). IoT-enabled hybrid K-means and rule-based machine learning framework for smart city e-waste sorting. In Proceedings of the 6th International Conference on Intelligent Technologies. <https://doi.org/979-8-3195-1858-3>
- ❖ Suma. (2026). AI-powered workforce analytics: Predicting employee turnover probability. In Proceedings of the Conference on Quantum Photonics, Artificial Intelligence and Networking (QPAIN). <https://doi.org/979-8-3315-4990-9>
- ❖ Anjana Devi, S. C. (2026). PSO-Antwalk: Autonomous robot navigation using particle swarm optimization with ant colony optimization-based Antwalk function. In Proceedings of the IEEE International Conference on Integrated Intelligence and Communications System (ICIICS). <https://doi.org/10.1109/ICIICS67880.2026.11483360>
- ❖ Sahana Madan. (2025). Harnessing AI in HRM: A systematic analysis of recruitment engagement and performance tools. In Proceedings of the International Conference on AI Horizons: Redefining Global Business Paradigms for a Sustainable Future.
- ❖ Amruta, N. (2025). Research on sustainability of water resources in Karnataka: Challenges and policy interventions (1st ed.). JSS Science and Technology University & Malaysia University of Science and Technology.
- ❖ Bharath, M. (2025). The role of artificial intelligence in managing workforce discipline: Evidence from the banking sector. In Research on Sustainability of Water Resources in Karnataka: Challenges and Policy Interventions. JSS Science and Technology University & Malaysia University of Science and Technology.



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Books Publications:

- ❖ Bharath, M. (2026). Business and market dynamics (1st ed.). Chyren Publication.
- ❖ Suma. (2026). Management and organizational behaviour (1st ed.). Chyren Publication
- ❖ Amruta, N., & Bharath, M. (2025). Business finance and investment strategies (1st ed.).
Leilani Katie Publication and Press.



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Books Chapters:

- ❖ Ajwal, R. (2026). Digital marketing and e-commerce: Assessing customer utility in online payment systems (1st ed.). National Press Associates.
- ❖ Suma. (2025). The major challenges of human resource management in India (1st ed.). KV Publications.
- ❖ Seema Benakatti, & Suma. (2025). Human capital and entrepreneurship research: A critical review and future directions. In New Frontiers in Multidisciplinary Research and Innovation. <https://doi.org/979-8-89171-208-9>
- ❖ Sahana Madan. (2024). From assembly to reassembly: Ikea's circular design for a sustainable future. In Utilizing technology for sustainable resource management solutions. <https://doi.org/10.4018/979-8-3693-2346-5.ch017>



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Case Studies in Public Domain:

- ❖ Amruta, N. (2026). Print in the digital age. In Empirical cases for strategic thinking and organisational excellence. ISBN 978-93-7020-571-0.
- ❖ Suma, & Lakshmi Sindhu, K. (2026). Threads of transformation: Evaluating the impact of PM Vishwakarma Yojana on artisan income and livelihood sustainability. Chartered Institute of Personnel Management, Sri Lanka. ISSN 2513-2733.
- ❖ Bharath, M., & Ogennavar, S. (2026). Beyond the bin: Strategic and operational challenges in e-waste collection in Karnataka, India. Chartered Institute of Personnel Management, Sri Lanka. ISSN 2513-2733.
- ❖ Sangeeta Rudra Atwe, & Darshan, K. R. (2026). The packaging challenge of quick commerce in India: Speed vs. sustainability. Chartered Institute of Personnel Management, Sri Lanka. ISSN 2513-2733.
- ❖ Ajwal, R., & Gurukiran, S. (2026). Mission vs. margins: Sustainability dilemma in senior mental health tech. Chartered Institute of Personnel Management, Sri Lanka. ISSN 2513-2733.
- ❖ Anjana Devi, S. C. (2026). Sustainable operations, cost dynamics, and risk management in a globalizing bamboo enterprise: The case of GENZ International Pvt. Ltd. Chartered Institute of Personnel Management, Sri Lanka. ISSN 2513-2733.



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Patents:

Academic Year 2025-26

Sl. No.	Faculty Name	Patent Title	Application No and Date of Registration	Year	Status
1	Dr. Bhuvaneswari Gowthaman	A Data-Driven Framework for Social Media Trend Analysis and Marketing Forecasting	202641079266 A	2026	Published
2	Ms. Suma	Mindfulness, Digitization, and Employee well-being: The critical role of supportive supervisor communication	202641048631	2026	Published
3	Dr. Anjana Devi S C	LeakMetric: A Model for Acoustic Air Leak Detection and Energy Efficiency Monitoring using MEMS Microphone and ESP32	202644046589	2026	Published
4	Dr. Anjana Devi S C	System and Method for Real-Time Developer Mode Monitoring in Interactive Game Applications	202644046601 11/04/2026	2026	Published
5	Bharath M	Consumer Data Privacy Issues and Their Effect on Digital Marketing Strategies	202641037619A	2026	Published
6	Dr. Anjana Devi S C	Sahajam: An AI-Powered Adaptive Multisensory Virtual Reality System for Learning and Rehabilitation of Specially Abled Users	202644044067	2026	Published
7	Mrs. Suma	Employee Retention Strategies in Millennials and Gen Z Workforce	202621016703A 03/04/2026	2026	Published
8	Mrs. Roopa Ajwal Mrs. Rachana D	Impact of Digital Banking on Financial Inclusion in Developing Economies	202641019390A 19/02/2026	2026	Published

9	Mrs. Rachana D	Machine Learning Driven Framework for Employee Behaviour Prediction and Proactive Organizational Risk Management in Human Resource Management	202541104094A 28/11/2025	2025	Published
10	Mrs. Ashwini R H	Brand Attachment and Consumer Identity in the Post-Digital Era	202541106425A 28/11/2025	2025	Published
11	Mrs. Roopa Ajwal Mr. Bharath M	Artificial Intelligence Based Computer Device for Trading and Finance	6464568 20/08/2025	2025	Published
12	Dr. Seema Benakatti	A Comprehensive Analysis of Capital Structure and Working Capital Management of Finance in E-Commerce	202521036328A 09/05/2025	2025	Published
13	Mrs. Suma Dr. Seema Benakatti	Integration of Talent Practices for Improvement of Strategies and Performance of Human Resource Management	202541036605A 09/05/2025	2025	Published
14	Mrs. Roopa Ajwal, Mrs. Rachana D	Consumer Behaviour Analysis and Influence Factors of E-Commerce	202521038141 A 09/05/2025	2025	Published
15	Dr. Amruta, Mrs. Suma, Mrs. Rachana D	AI-Based Kiosk for Human Resource Management	452589-001 23/03/2025	2025	Published



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Aca dem icSl. No.	Faculty Name	Patent Title	Application No and Date of Registration	Year	Status
01	Mrs. Rachana D Mrs. Roopa Ajwal	Predictive Analytics Server Machine for Customer Segmentation and Targeted Marketing	6410083 23/12/2024	2024	Published
02	Dr. Sahana Madan, Bharath M	ITS Operations & Management Helpdesk Analytics Device	431097-001 20/09/2024	2024	Published
03	Dr. Sahana Madan, Dr. Amruta N	Intelligent Inventory Management System for Retail Businesses	202441046925 A 21/06/2024	2024	Published
04	Dr. Sahana Madan	Tray for Holding Mobile Phones at Charging	403146-001 26/12/2023	2023	Published