



KRISTU JAYANTI
(DEEMED TO BE UNIVERSITY)
Under Section 3 of UGC Act 1956
A CMI INSTITUTION | BENGALURU | INDIA

DEPARTMENT OF ECONOMICS

RESEARCH & PUBLICATIONS – (2024-2025)

FACULTY PUBLICATIONS

SL.NO	Name	Title of the Chapter	Title of the Book	Details of Publisher	Month, Year of publication	ISSN/ISBN No	Type (Scopus/ Any Other)
1)	Dr Sivasubramanian K	Economic Empowerment Through Rural Credit System by Commercial Banks in India: An Analysis	Technology-Driven Business Innovation: Unleashing the Digital Advantage	Springer Nature	August 2024	978-3-031-62655-5	Scopus
2)	Mr Jaheer Mukthar K.P	Impact of Cause-Related Marketing on Consumer Intent to Purchase	Navigating the Technological Tide: The Evolution and Challenges of Business Model Innovation	Springer Nature	August 2024	978-3-031-67443-3	Scopus
3)	Mr Jaheer Mukthar K.P	A Study Examining the Relationship Between	Navigating	Springer Nature	August 2024	978-3-031-67443-3	Scopus

		College Students' Demographic Characteristics and Financial Literacy- With Special Reference to a Union Territory in India	the Technological Tide: The Evolution and Challenges of Business Model Innovation				
4)	Mr Maher Mukthar K.P	Socioeconomic Factors Influencing Women's Participation in Agrarian Activities: A Global Perspective	Technology-Driven Business Innovation: Unleashing the Digital Advantage	Springer Nature	August 2024	978-3-031-62655-5	Scopus
5)	Mr Jaheer Mukthar K.P	Workcation in Smart Tourism: Measuring Impact on Employees Well-Being, Performance, and Engagement for Business Competitiveness	Board Diversity and Corporate Governance	Springer Nature	August 2024	978-3-031-53876-6	Scopus
6)	Mr Jaheer Mukthar K.P	Sustainability in Reverse Logistics: Reshaping Customer Satisfaction Through Flexible Timing and Accessible Services in Online Retail Returns	Business Development via AI and Digitalization Volume 1	Springer Nature	August 2024	978-3-031-62104-8	Scopus
7)	Mr Jaheer Mukthar K.P	Exploring the Influence of Religion on Consumer Behavior: A Comprehensive Review	Business Development via AI and Digitalization Volume 1	Springer Nature	August 2024	978-3-031-62104-8	Scopus
8)	Mr Jaheer Mukthar K.P	Relativity of Education in Technology: Home Based Learning (HBL)	Business Development via AI and Digitalization Volume 1	Springer Nature	August 2024	978-3-031-62104-8	Scopus

9)	Mr Jaheer Mukthar K.P	Home Based Learning—A Flexible and Personalised Approach to Education	Business Development via AI and Digitalization Volume 1	Springer Nature	August 2024	978-3-031-62104-8	Scopus
10)	Mr Jaheer Mukthar K.P	Environment or Development: The Way Forward	Business Development via AI and Digitalization Volume 1	Springer Nature	August 2024	978-3-031-62104-8	Scopus
11)	Mr Jaheer Mukthar K.P	Empowering Work-Life Balance: Integrating IoT and Eco-friendly Practices for Sustainable Living Among Women	Business Development via AI and Digitalization Volume 1	Springer Nature	August 2024	978-3-031-62104-8	Scopus
12)	Mr Jaheer Mukthar K.P	Organic Product Buying Behaviour—Influences of Social Media	Anticipating Future Business Trends: Navigating Artificial Intelligence Innovations Volume 1	Springer Nature	August 2024	978-3-031-63569-4	Scopus
13)	Mr Jaheer Mukthar K.P	Choice of GiG Work And Satisfaction of GWS (Food Delivery Services in Coimbatore)	Anticipating Future Business Trends: Navigating Artificial Intelligence Innovations Volume 1	Springer Nature	August 2024	978-3-031-63569-4	Scopus
14)	Mr Jaheer Mukthar K.P	Green Finance in India: Driving Sustainable Development and Economic Growth	Business Development via AI and Digitalization Volume 2	Springer Nature	August 2024	978-3-031-62105-5	Scopus

15)	Mr Jaheer Mukthar K.P	The Role of Educators in Integrating Technology into Education: A Conceptual Proposition	Business Development via AI and Digitalization Volume 2	Springer Nature	August 2024	978-3-031-62105-5	Scopus
16)	Mr Jaheer Mukthar K.P	Empowering Women in STEM: Addressing Challenges, Strategies, and the Gender Gap	Business Development via AI and Digitalization Volume 2	Springer Nature	August 2024	978-3-031-62105-5	Scopus
17)	Mr Tinto Tom	Unlocking Sustainable Development: Reducing Wealth and Income Disparities for a Prosperous Tomorrow	Anticipating Future Business Trends: Navigating Artificial Intelligence Innovations Volume 1	Springer Nature	August 2024	978-3-031-63569-4	Scopus
18)	Ms Preethi SJG Mr Tinto Tom	The Impact of Foreign Remittance on Consumer Spending, GDP Per Capita, and Unemployment Rates: An Empirical Analysis	Anticipating Future Business Trends: Navigating Artificial Intelligence Innovations Volume 1	Springer Nature	August 2024	978-3-031-63569-4	Scopus
19)	Mr Tinto Tom Dr Nirmala MM	Unveiling the Agricultural Growth Catalyst: A Review on the Importance of Public Expenditure in the Agriculture Sector	Anticipating Future Business Trends: Navigating Artificial Intelligence Innovations Volume 2	Springer Nature	September 2024	978-3-031-63401-7	Scopus
20)	Mr Jaheer Mukthar K.P	AI-Driven Customer Relationship Management (CRM): A Review	Anticipating Future Business Trends: Navigating Artificial	Springer Nature	September 2024	978-3-031-63401-7	Scopus

		of Implementation Strategies	Intelligence Innovations Volume 2				
21)	Mr Jaheer Mukthar K.P	Influence of Human Resource Management Practices on Job Satisfaction Among Chosen Private Sector Banks in Coimbatore District	Anticipating Future Business Trends: Navigating Artificial Intelligence Innovations Volume 2	Springer Nature	September 2024	978-3-031-63401-7	Scopus
22)	Dr Sivasubramanian K	Economic Empowerment Through Rural Credit System by Commercial Banks in India: An Analysis	Technology-Driven Business Innovation: Unleashing the Digital Advantage Volume 2	Springer Nature	August 2024	ISBN 978-3-031-62655-5	Scopus
23)	Dr Sivasubramanian K	Impact Analysis of Foreign Direct Investment Inflow on Gross Domestic Product Growth in India	Anticipating Future Business Trends: Navigating Artificial Intelligence Innovations Volume 2	Springer Nature	September 2024	978-3-031-63401-7	Scopus
24)	Dr Sivasubramanian K	Inclusive Economic Growth Through Self-Help Group-Bank Linkage Programme in India	Anticipating Future Business Trends: Navigating Artificial Intelligence Innovations Volume 1	Springer Nature	August 2024	9 978-3-031-63568-7	Scopus
25)	Dr Sivasubramanian K	Economic and Social Conditions of Informal Sector Conservancy Workers: An Analytical Review	Anticipating Future Business Trends: Navigating Artificial Intelligence Innovations Volume 1	Springer Nature	August 2024	9 978-3-031-63568-7	Scopus

26)	Dr Sivasubramanian K	An Analysis of Green Retailing for Sustainable Business Through Digital Technology Application in Indian Retail Market	Building Climate Neutral Economies Through Digital Business and Green Skills	IGI Global	October	9798369356739	Scopus
27)	Dr Sivasubramanian K	Sustainable Education Through Government Schemes for Educational Attainment and Development: Empirical Evidence From Rural India	Building Climate Neutral Economies Through Digital Business and Green Skills	IGI Global	October	9798369356739	Scopus
28)	Dr Sivasubramanian K	Evaluating the New Age of Digital Technologies for Sustainable Higher Education Through Empirical Investigation in India	Building Climate Neutral Economies Through Digital Business and Green Skills	IGI Global	October 2024	9798369356739	Scopus
29)	Mr Jaheer Mukthar K.P	Beyond the Price Tag: Exploring the Broader Socioeconomic Consequences of Pink Tax on Women's Financial Well-Being	Springer proceedings in business and economics	Springer Nature	October 2024	978-3-031-67510-2	Scopus
30)	Mr Jaheer Mukthar K.P	Tech-Infused Bites: Customer Adoption Factors in Quick Commerce Food Delivery Services	Springer proceedings in business and economics	Springer Nature	October 2024	978-3-031-67510-2	Scopus
31)	Mr Jaheer Mukthar K.P	Students Attitude Towards Developing Entrepreneurship Education	Harnessing AI, Machine Learning, and IoT for Intelligent	Springer Nature	October 2024	978-3-031-66217-1	Scopus

		at Sulatanate of Oman	Business Volume 2				
32)	Dr Sivasubramanian K	An Evaluative Review of Solid Waste Management System in India for the Sustainable Future	Harnessing AI, Machine Learning, and IoT for Intelligent Business Volume 1	Springer Nature	October 2024	978-3-031-67889-9	Scopus
33)	Dr Sivasubramanian K	Scaling the Progress of Sustainable Business Practices Among Small Scale Industries Relating to India: A Review	Harnessing AI, Machine Learning, and IoT for Intelligent Business Volume 1	Springer Nature	October 2024	978-3-031-67889-9	Scopus
34)	Dr Sivasubramanian K	Women Labour Force Participation and Economic Development in India: An Economic Analysis	Harnessing AI, Machine Learning, and IoT for Intelligent Business Volume 1	Springer Nature	October 2024	978-3-031-67889-9	Scopus
35)	Dr Sivasubramanian K	An Analytical Review of the Performance of Selected SDGs in South Indian States Using NITI AAYOG Data	Harnessing AI, Machine Learning, and IoT for Intelligent Business Volume 1	Springer Nature	October 2024	978-3-031-67889-9	Scopus
36)	Dr Sivasubramanian K	An Economic Analysis of Trend and Composition of Public Expenditure in the State of Tamil Nadu	Harnessing AI, Machine Learning, and IoT for Intelligent Business Volume 1	Springer Nature	October 2024	978-3-031-67889-9	Scopus
37)	Dr Sivasubramanian K	Economic Analysis of Trend in Agricultural Price: A Statistical	Harnessing AI, Machine Learning, and IoT	Springer Nature	October 2024	978-3-031-67889-9	Scopus

		Picture with Reference to India	for Intelligent Business Volume 1				
38)	Dr Sivasubramanian K	Women and Work: An Economic Investigation on Women Fish Vendors in Coastal Areas of Chennai District, India	Harnessing AI, Machine Learning, and IoT for Intelligent Business Volume 1	Springer Nature	October 2024	978-3-031-67889-9	Scopus
39)	Mr Jaheer Mukthar K.P	Unveiling Integrity: Navigating Ethical Practices in the Realm of Indian Pharmaceutical Marketing Ventures	Achieving Sustainable Business through AI, Technology Education and Computer Science Volume 1: Computer Science, Business Sustainability, and Competitive Advantage	Springer Nature	November2024	978-3-031-70854-1	Scopus
40)	Mr Jaheer Mukthar K.P	Effect of Social Media Fatigue on Purchasing Decisions with Reference to Gen-Z Consumers	Achieving Sustainable Business Through AI, Technology Education and Computer Science Volume 2: Teaching Technology and Business Sustainability	Springer Nature	November2024	978-3-031-70854-1	Scopus
41)	Mr Jaheer Mukthar K.P	Analyzing the Market Dynamics	Achieving Sustainable	Springer Nature	November2024	978-3-031-70854-1	Scopus

		of Electrical Appliances with a Special Emphasis on Sustainable Electric Energy	Business Through AI, Technology Education and Computer Science Volume 2: Teaching Technology and Business Sustainability				
42)	Mr Jaheer Mukthar KP	Exploring the Roots of Customer Adaptability Through the Landscape of Physical Retail Environments	Business Sustainability with Artificial Intelligence (AI): Challenges and Opportunities Volume 1	Springer Nature	December 2024	ISBN 978-3-031-71525-9	Scopus
43)	Dr Sivasubramanian K	Impact of Selected Employment Generation Programmes in India During the Post-Reform Period: A Descriptive Review	Business Sustainability with Artificial Intelligence (AI): Challenges and Opportunities Volume 1	Springer Nature	December 2024	ISBN 978-3-031-71525-9	Scopus
44)	Mr Jaheer Mukthar KP	University Students' Perception of Artificial Intelligence (AI) for entrepreneurship	Artificial Intelligence-Enabled Businesses:	Wiley	December,2024	978-1-394-23397-7	Scopus

		Development in Selected Asian Countries of China, India, Indonesia, and Malaysia	How to Develop Strategies for Innovation,				
45)	Dr. Sivasubramanian K	An Economic Analysis of Cheese Production in India: Challenges and Progress for Growth	Global Perspectives on Cheese Tourism	IGI Global	October, 2024	979-836-9334904	Scopus
46)	Dr. Sivasubramanian K	Economic and Social Conditions of Informal Sector Conservancy Workers: An Analytical Review	Anticipating Future Business Trends: Navigating Artificial Intelligence Innovations	Springer Nature	October, 2024	978-3-031-63568-7	Scopus
47)	Dr. Sivasubramanian K	Inclusive Economic Growth Through Self-Help Group-Bank Linkage Programme in India	Anticipating Future Business Trends: Navigating Artificial Intelligence Innovations	Springer Nature	October, 2024	978-3-031-63568-7	Scopus
48)	Dr. Sivasubramanian K	Assessing the Impact of Public- Private Partnership on the Progress of Renewable Energy Start- Up Industries for Sustainable Development	Navigating Strategic Partnerships for Sustainable Startup Growth	IGI Global	November, 2024	979-836-9340660	Scopus
49)	Dr. Sivasubramanian K	Digital Payment Systems and Business Development of Small and Petty Traders in India: A Monetary Analysis	Achieving Sustainable Business through AI, Technology Education and Computer Science	Springer Nature	November, 2024	978-3-031-70854-1	Scopus

50)	Dr. Sivasubramanian K	Business Strategies and Employment Growth of Retail Industry: An Economic Perspective in India	Achieving Sustainable Business through AI, Technology Education and Computer Science	Springer Nature	November, 2024	978-3-031-70854-1	Scopus
51)	Dr. Sivasubramanian K	Evaluating the New Age of Digital Technologies for Sustainable Higher Education Through Empirical Investigation in India	Building Climate Neutral Economies Through Digital Business and Green Skills	IGI Global	November, 2024	979-836-9356739	Scopus
52)	Dr. Sivasubramanian K	Impact Analysis of Foreign Direct Investment Inflow on Gross Domestic Product Growth in India	Anticipating Future Business Trends: Navigating Artificial Intelligence Innovations	Springer Nature	November, 2024	978-3-031-63401-7	Scopus
53)	Dr. Sivasubramanian K	Economic Empowerment Through Rural Credit System by Commercial Banks in India: An Analysis	Technology-Driven Business Innovation: Unleashing the Digital Advantage	Springer Nature	November, 2024	978-3-031-62655-5	Scopus
54)	Dr. Sivasubramanian K	An Economic Analysis of Trend and Composition of Public Expenditure in the State of Tamil Nadu	Harnessing AI, Machine Learning, and IoT for Intelligent Business	Springer Nature	November, 2024	978-3-031-67889-9	Scopus
55)	Dr. Sivasubramanian K	Women Labour Force Participation and Economic Development in	Harnessing AI, Machine Learning, and IoT for Intelligent Business	Springer Nature	November, 2024	978-3-031-67889-9	Scopus

		India: An Economic Analysis					
56)	Dr. Sivasubramanian K	Scaling the Progress of Sustainable Business Practices Among Small Scale Industries Relating to India: A Review	Harnessing AI, Machine Learning, and IoT for Intelligent Business	Springer Nature	November, 2024	978-3-031-67889-9	Scopus
57)	Dr. Sivasubramanian K	Impact of Selected Employment Generation Programmes in India During the Post-Reform Period: A Descriptive Review	Business Sustainability with Artificial Intelligence (AI): Challenges and Opportunities	Springer Nature	November, 2024	978-3-031-71525-9	Scopus
58)	Dr. Sivasubramanian K	An Analytical Review of the Performance of Selected SDGs in South Indian States Using NITI AAYOG Data	Harnessing AI, Machine Learning, and IoT for Intelligent Business	Springer Nature	November, 2024	978-3-031-67889-9	Scopus
59)	Dr. Sivasubramanian K	An Evaluative Review of Solid Waste Management System in India for the Sustainable Future	Harnessing AI, Machine Learning, and IoT for Intelligent Business	Springer Nature	November, 2024	978-3-031-67889-9	Scopus
60)	Dr. Sivasubramanian K	Economic Analysis of Trend in Agricultural Price: A Statistical Picture with Reference to India	Harnessing AI, Machine Learning, and IoT for Intelligent Business	Springer Nature	November, 2024	978-3-031-67889-9	Scopus

61)	Dr. Sivasubramanian K	Women and Work: An Economic Investigation on Women Fish Vendors in Coastal Areas of Chennai District, India	Harnessing AI, Machine Learning, and IoT for Intelligent Business	Springer Nature	November, 2024	978-3-031-67889-9	Scopus
62)	Dr. Sivasubramanian K	Sustainable Education Through Government Schemes for Educational Attainment and Development: Empirical Evidence From Rural India	Building Climate Neutral Economies Through Digital Business and Green Skills	IGI Global	November, 2024	979-836-9356739	Scopus
63)	Dr. Sivasubramanian K	An Analysis of Green Retailing for Sustainable Business Through Digital Technology Application in Indian Retail Market	Building Climate Neutral Economies Through Digital Business and Green Skills	IGI Global	August, 2024	979-836-9356739	Scopus

Book Publications

Sl. No.	Name of author / editors	Title of the Book	Details of Publisher	Month, Year of publication	DOI / ISBN No.
1.	Mr Jaheer Mukthar K.P	Digital Innovations for Renewable Energy and Conservation	IGI Global USA	September 2024 , 979836936532	DOI: 10.4018/979-8-3693-6532-8
2.	Mr Jaheer Mukthar K.P	Fostering Sustainable Development Goals	Springer Nature	August 2024	https://doi.org/10.1007/978-981-97-7202-5

Sl. No.	Name of author / editors	Title of the Book	Details of Publisher	Month, Year of publication	DOI / ISBN No.
		New Dimensions and Dynamics			
3.	Dr.Syama U S	Business fundamentals	REST Publication	September,2025	978-81-990894-1-9

ARTICLES PUBLISHED IN SCOPUS/UGC/WOS/ABDC JOURNALS/PEER-REVIEWED

Sl. No.	Name	Title of the Article	Details of Publisher	Month, Year of publication	ISSN No	Bibliometrics (Citation & H Index)	Article URL	Type
1.	Mr Jaheer Mukthar K.P	Sustainable wardrobe: recycled clothing towards sustainability and eco-friendliness	Springer Nature	July . 2024	2662-9984	12	https://doi.org/10.1007/s43621-024-00358-4	Scopus Q2, WoS
2.	Mr Jaheer Mukthar K.P	The Role of Tourism, Technological Innovation, and Globalization in Driving Energy Demand in Major Tourist Regions	International Journal of Energy Economics and Policy , Econ journals	November 2024	ISSN: 2146-4553	Cite Score 3.2, H index 53	https://doi.org/10.32479/ijeeep.17344	Scopus Q2, ABDC c
3.	Mr Jaheer Mukthar KP	Research dynamics in AI and fintech: a bibliometric investigation using R	Springer Nature	March 2025	2730-7239	Cite Scire 7.5	https://doi.org/10.1007/s43926-025-00111-x	Scopus Q1

Sl. No.	Name	Title of the Article	Details of Publisher	Month, Year of publication	ISSN No	Bibliometrics (Citation & H Index)	Article URL	Type
4.	Mr Jaheer Mukthar KP	The non-linear impacts of poverty, economic growth and unemployment on child abuse	Discover Social Science and Health, Springer Nature	March 2025	2731-0469	Cite Scire 0.9	https://doi.org/10.1007/s44155-025-00180-x	Scopus
5.	Mr Jaheer Mukthar KP	Neutrosophic approach for patient health monitoring using R programming	Discover Applied Sciences, Springer Nature	March 2025	3004-9261	Cite Score 7.0	https://doi.org/10.1007/s42452-025-06662-6	Scopus Q1
6.	Mr Jaheer Mukthar KP	Economic Alchemy: Unraveling the Nexus between Trade Openness, Inflation, Exchange Rates, and Economic Growth in Bangladesh	International Journal of Economics and Financial Issues	April 2025	2146-4138	Cite Scire 0.7	https://doi.org/10.32479/ijefi.17779	Scopus
7.	Mr Jaheer Mukthar KP	Meta-Brand Engagement and Willingness to Buy: Exploring the Pre-Adoption Behavior on	EuroMid Journal Business and Tech Innovation	September 2024	E1ssn - ISSN: 3062-2131	-	https://doi.org/10.51325/ejbt.v3i3.200	Scopus

Sl. No.	Name	Title of the Article	Details of Publisher	Month, Year of publication	ISSN No	Bibliometrics (Citation & H Index)	Article URL	Type
		Emerging Digital Platforms						
8.	Mr Jaheer Mukthar KP	Voice Led Urges: Voice Assistants Shape Spontaneous Decisions in Voice Commerce	EuroMid Journal Business and Tech Innovation	September 2024	EIssn - ISSN: 3062-2131	-	https://doi.org/10.51325/ejbt.v3i1.187	Scopus
9.	Mr Jaheer Mukthar KP	Unveiling the Psychology of Flash Sales: The Impact of Personality Traits on Consumer Behavior	EuroMid Journal Business and Tech Innovation	September 2024	EIssn - ISSN: 3062-2131		https://doi.org/10.51325/ejbt.v3i2.190	Scopus

ADDITIONAL COURSE COMPLETION

Sl. No.	Date of the Event	Name of the Faculty	Level	Nature of Programme	Title of the Programme	Organizer details
1.	12/09/2024-28/09/2024	Dr Syama US	National	Refresher Course	Multi-disciplinary refresher course on recent advances in Social Sciences	Malavya Mission Teacher Training Programme, Government of India
2.	13/11/2024-29/11/2024	Dr Sivasubramanian K	National	Refresher Course	Refresher Course in ICT (Interdisciplinary)	UGC –MMTTC and University of Kashmir
3.	15 /04/2025-28/04/ 2025	Ms.Preethi SJG	National	Refresher Course	Research Methodology and Data Analysis through SPSS/R	UGC-Malaviya Mission Teachers Training Centre- Bhagat Phool Singh Mahila Vishwavidyalaya

ADDITIONAL CERTIFICATION COMPLETION

Sl. No.	Date of Certification	Name of the Faculty	Title of the Course	Complete Details of Course Provider	Course Duration Start – End Date
1.	4/11/2024	Ms.Preethi SJG	One Week Short Term Course on Entrepreneurship and Leadership Skills	UGC-Malaviya Mission Teacher Training Centre	19/10/2024 – 25/10/2024
2.	4/11/2024	Dr.Vinodha Devi	One Week Short Term Course on Entrepreneurship and Leadership Skills	UGC-Malaviya Mission Teacher Training Centre	19/10/2024 – 25/10/2024

PAPER PRESENTATION

Sl. No.	Date of the Event	Name of the Faculty	Title of the Programme & Organizer details	Title of the Paper
1.	07/08/2024-08/08/2024	Mr Jaheer Mukthar K.P	The 10th International Conference on Business and Technology (ICBTAMMAN'2024),Amman, Jordan , Organised by EuroMid Academy of Business and Technology , Turkey	Effect of Social Media Fatigue on Purchasing Decisions with Reference to Gen-Z Consumers
2.	07/08/2024-08/08/2024	Mr Jaheer Mukthar K.P	The 10th International Conference on Business and Technology (ICBTAMMAN'2024),Amman, Jordan , Organised by EuroMid Academy of Business and Technology , Turkey	Analyzing the Market Dynamics of Electrical Appliances with a Special Emphasis on Sustainable Electric Energy
3.	07/08/2024-08/08/2024	Mr Jaheer Mukthar K.P	The 10th International Conference on Business and Technology (ICBTAMMAN'2024),Amman, Jordan , Organised by EuroMid Academy of Business and Technology , Turkey	Unveiling Integrity: Navigating Ethical Practices in the Realm of Indian Pharmaceutical Marketing Ventures
4.	13/08/2024-14/08/2024	Ms Preethi SJG	ICSSR Sponsored National Seminar on Evolving Gig Economy in India :Opportunities, Challenges and way forward in vision Viksit Bharat @2047	Awareness of preventive healthcare measures in unorganized sectors
5.	18/09/2024 19/09/2024	Mr Tinto Tom Ms Preethi SJG	The 3 rd International Conference on Economics, Business and Sustainability(ICEBS 2024)	Revolutionizing Waste Management in Developing Countries: Challenges and Opportunities
6.	18/09/2024 19/09/2024	Mr Tinto Tom Ms Preethi SJG	The 3 rd International Conference on Economics, Business and Sustainability(ICEBS 2024)	Nutrient-Rich Elixir The Health and Wellness Benefits of Tropical Fruit Cocos Nucifera

Sl. No.	Date of the Event	Name of the Faculty	Title of the Programme & Organizer details	Title of the Paper
7.	18/09/2024 19/09/2024	Ms Preethi SJG Mr Tinto Tom	The 3 rd International Conference on Economics, Business and Sustainability(ICEBS 2024)	Exploring the consequences of India's Natural rubber Imports on Native Cultivators: A Study of Nedumkunnam Village in Kottayam
8.	18/09/2024 19/09/2024	Mr Tinto Tom Dr Rohith S	The 3 rd International Conference on Economics, Business and Sustainability(ICEBS 2024)	Review on Economic Impacts and Solutions for Micro-plastic Pollution in Aquatic Ecosystems
9.	13/08/2024- 14/08/2024	Ms Preethi SJG	ICSSR Sponsored National Seminar on Evolving Gig Economy in India :Opportunities, Challenges and way forward in vision Viksit Bharat @2047	Awareness of preventive healthcare measures in unorganized sectors
10.	21/10/2024	Mr Jaheer Mukthar K.P	ICBT Oxford Conference, University of Oxford, United Kingdom	Sustainable Eating: Green Labeling on Grocery Purchasing Decisions
11.	23.01.2025	Dr.Syama U S	Angels' Village, Chenkal in Association with School of Social Work, Marian College Kuttikkanam Autonomous & KAPS Idukki District Chapter	Disability-Inclusive Public Health: A Case Study of the Aardram Mission
12.	11/02/2025 & 12/02/2025	Dr.Syama U S	Marian College Kuttikkanam Autonomous in association with Mozilla RCC	AI-Revolution in India:opportunities ,Challenges and workfords tranformation

PATENTS

Patent Filed/Published/Granted and Copyright Details

Sl. No	Month and Year	Name of the Faculty	Title	Patent number	Type	Details of granting authority - country
1.	February 2025	Ms Preethi SJG	Portable Customer Relationship Management (CRM) and e-commerce kiosk	437577-001	Granted	Government of India