

**Research Paper Presentations in Conference/Seminar**

**Academic Year 2023-2024**

<b>S. No</b>	<b>Name of the faculty</b>	<b>Name of the conference</b>	<b>Organized by</b>	<b>Title of the paper</b>	<b>Year</b>
1	Mrs. K. Lavanya	3 <sup>rd</sup> International Seminar on Economic Impact of Entrepreneurship and Innovation in High Potential and Developing Economy	School of Management and Commerce, Malla Reddy University, Hyderabad	A Literature review on the influence of green bonds on sustainable development	April-24
2	Mr. K. Naupal Reddy	3 <sup>rd</sup> International Seminar on Economic Impact of Entrepreneurship and Innovation in High Potential and Developing Economy	School of Management and Commerce, Malla Reddy University, Hyderabad	Enhancing Financial Transactions- A Comprehensive Analysis of Online Payment Solutions in Financial Technology with Reference to Banking Sector	April-24
3	Mrs. Shainaz Begum	3 <sup>rd</sup> International Seminar on Economic Impact of Entrepreneurship and Innovation in High Potential and Developing Economy	School of Management and Commerce, Malla Reddy University, Hyderabad	A Study on Analyzing the Operations and Impact of Credit Rating Agencies in India	April-24
4	Dr. A. Sita Madhavi	International Conference on Marketing and	ICFAI Business	Cause-Related Marketing	Mar-24

		Business Strategy (ICOMBS 2024)	School, Hyderabad.	in the Context of Higher Education Institutions in India.	
5	Dr. A. Sita Madhavi	1 <sup>st</sup> International Conference on Digital Transformation and Sustainability of Business(ICDTSB)	Vardhaman College of Engineering, Hyderabad	Global E-Commerce Success:Personalisation, SEO,and Sustainability in Digital Marketing	Mar-24
6	Mr. K. Naupal Reddy	International Finance Conference on 'Sustainability and Technology in the BFSI Sector.	VJIM Campus in Bachupally, Hyderabad.	Impact of Fintech Application- Digital Banking Platforms Profitability of Selected Private Banking Sector.	Feb-24
7	Mrs. K. Lavanya	International Finance Conference on 'Sustainability and Technology in the BFSI Sector.	VJIM Campus in Bachupally, Hyderabad.	Climate Change and Financial Services: Challenges and Opportunities for the Indian Banking Sector.	Feb-24
8	Mrs. Shainaz Begum	International Finance Conference on 'Sustainability And	VJIM Campus in Bachupally, Hyderabad.	Comparative Analysis on Credit	Feb-24

		Technology in the BFSI Sector.		Rating with Reference to Selected Private Sector and Public Sector Banks (Camel Analysis)	
9	Mr. K. Naupal Reddy	International Seminar on Global Economic Situation with Specific Reference to Market Trends in India	School of Management and Commerce, Malla Reddy University, Hyderabad.	Role of NBFCS in Driving Sustainable GDP Growth in India	July-23
10	Mrs. K. Lavanya	International Seminar on Global Economic Situation with Specific Reference to Market Trends in India	School of Management and Commerce, Malla Reddy University, Hyderabad.	Indian Small Finance Banks -a New Economic Driver for Financial Inclusion	July-23
11	Mrs. Shainaz Begum	International Seminar on Global Economic Situation with Specific Reference to Market Trends in India	School of Management and Commerce, Malla Reddy University, Hyderabad.	Covid-19's Effect on India's Circular Economy Practices	July-23