



# PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013

## MAPPING OF 17 SUSTAINABLE DEVELOPMENT GOALS [17 SDGS]

### With Presidency School of Management-FACUTY PUBLICATIONS

Name of the SDGs	Title of the Paper	Author	Co-Author	Journal Name	ISSN No.	Month & Year with Volume No.
SDG 1 No poverty	Effectiveness of Financial inclusion through PMJDY scheme a study of the PMJDY beneficiary in Tamilnadu	Palamalai. S	B Maity Khanna S, Sampath B, Kumar M	Indian journal of economic and development	2277-5412	3/1/2024 Vol.25
SDG 9 Industry, innovation and infra structure	Systematic Review of AI in HR and Its Ethical Implications for a Sustainable Future, Innovations, and Strategies for Responsible Business Practices	Dr. Y. N. Raja	Ms. Purvika. B	Applied Management Perspectives	2583-0546	8/1/2025 Vol.4
SDG 5 Gender Equity	Emerging Market Dynamics and Sustainable Entrepreneurship: The Role of Women in Bangalore's Business Ecosystem	Dr. Lathangi R	Ms. Vasanthi Annamalai	Applied Management Perspectives	2583-0546	8/1/2025 Vol.4
SDG 12 Responsible Consumption and Production	To Assess the Impact of Digital Marketing on Attitudes and Perceptions of Customers and Businesses	Dr.Akhila R Udupa	Mr. Ravikeerthi J V,	Applied Management Perspectives	2583-0546	8/1/2025 Vol.4
SDG 1 No Poverty	Role of ICT in harnessing poverty reduction ; An empirical study using an ARDL approach	Palamalai. S	Kumar M, Reena R , Delina G	Book chapter Smart technologies for sustainable development goals	978-103284845-7	Dec-24
SDG 3 Good health and Wellbeing	Reedifying Mobility- The Convergence of Autonomy, Technology and connected vehicles in smart cities	Kiriyakere A	Nayyar A	Digital twins of smart cities and villages	978-044328885-2	Jan-24
SDG 4 Quailty Education	How Resilience, Optimism, and Coworker support predict Faculty work Engagement in private higher education institutions: Empirical evidence from India	Mackasare S	Nagoji A	Current psychology	10461310	12/1/2023 Vol.42



# PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013

Name of the SDGs	Title of the Paper	Author	Co-Author	Journal Name	ISSN No.	Month & Year with Volume No.
SDG 8 Decent work and economic growth	Ethics in Supply Chain Management: Corporate Responsibilities in Managing Misinformation and Crisis	Madraswal e M A	Ramasamy V, Bhuaneshwari R, Senthilkumar S	Mass Media and Impact of Fake News on supply chain	10.4018/979-8-3373-2175-2	Jan-25
SDG 9 Industry Innovation and infrastructure	AI- powered chatbots in Meta marketing (Facebook and Instagram) A game changer for brand communication and engagement in e- commerce industries	Edwin T. S	Dutta. S, Arivazhanga. R, Sakti prasath	Journal of Information Technology Teaching Cases	20438869	May-25
SDG 9 Industry Innovation and infrastructure	The Role of HR IN Sustainable and Ethical Supply Chain Management using a Residual Neural Network Approach	Sethumad havan R	Rauf Z S , Kathiravan M, Vanitha P, Unni M V	International Conference on Intelligent Systems and Computational network Iciscn	979-833152924-6	Jan-25
SDG 10 Reduce inequalities	Key issues of Organizational governance an Empirical analysis	Hussain, A Ameer	Harlaka, Deepak padhy, Suresh Chandra	International journal of Public Sector Performance Management	17411041	January 2025 Vol. 15
SDG 15 Life on Land	IoT Enabled Smart Homes in Tropical Regions as a Means of Sustainable Development	Hussain, Ameer	Geddam, Samuel Mores, Gowda, Anil B.	IOP Conference Series: Earth and Environmental Science	17551307	January 2024 Vol 1306
SDG 15 Life on Land	High-Accuracy Animal Species Classification Using Transfer Learning with ResNet50 on Wildlife Camera Trap Images for Enhanced Conservation Efforts	Dandu, Varalaksh mi	Nimma, Divya, Bisht, Ankur Singh Rao, Vuda Sreenivasa Kumar, P. Santoshf	IEEE Conference on Innovation in High-Speed Communication and signal processing IHSCP	979-835036894-9	Apr-25