



# 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 Commerce-Student Publications

Name of the SDGs	Student Articles Published	Author	Journal Name	ISSN No.
SDG 3- Good health and well being	1. Public Health and Well-Being: A Study on Public Health Expenditure in India for Sustainable Development Goals (SDGs)	Ms. Shaik Rijwana	ICSSR-sponsored National Seminar on "Emerging Issues on Economic Prosperity and Sustainability"	In Progress
SDG 4- Quality education	1. Role Model and Entrepreneurship Education Effectiveness Among National Youth Corp Service Members, Igbesa, Ogun State	Druthika. S, Lakshmi Sindhura . G, Sneha. G	Singapore International Conference - NUS	
	2. PAN INDIA Culture in Educational Institutions – A SWOT Analysis in Bengaluru Metro	Uday Sankar Vemula, Suhasini B, Sowmya CR, Ramya J	International Conference- Innovative and Sustainable Business Practices in the Digital Era : Harnessing Radical Transformation	978-81-978661 4-2
SDG 8- Decent work and economic growth	1. Culture Meets Corporate: A Study on Indian Values Shaping HR Policies of MNCs in India.	Mr. Mohamed Shayaan Younus	National Conference – “Harnessing the Timeless Wisdom of IKS: Bridging Modernity for Regeneration”	978-93-92151 36-1
	2. Performance of Stock Markets in India.	Mr. Madhan Kumar. P	International Conference on Applied Research in Engineering, Technology and Management	
	3. Can Artificial Intelligence Replace Managers! – A SWOT Analysis in the Indian IT Sector.	Mohamed Shayaan, Younus, Rithanya, Manikandan	International Conference- Innovative and Sustainable Business Practices in the Digital Era : Harnessing Radical Transformation	978-81-978661 4-2
SDG 9- Industry, innovation and infrastructure	1. Risk Management in Cybersecurity	Mr. Vikas Kumar, Ms. Srijitha Chaterjee	International Conference on Engineering, Medicine, Management, Arts and Sciences (ICEMMA- 2025)	
	2. Decoding Consumer Desires Through Neuromarketing in the Digital Age	Ms. Moksha Bafna, Medha Iyer	National Conference on Revolutionizing Commerce and Management through Technology and Analytics	2456 - 8880



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SDG 12- Responsible consumption and production	1. A Study on Factors Influencing Brand Loyalty Towards Cosmetics in Bangalore	Mr. Darshan Kumar. S, Mr. Bilal. M	International Conference on Applied Research in Engineering, Technology and Management	
	2. Sustainable Marketing Innovations	Sowmya CR	International Conference – Towards a Sustainable Future: Innovations and Strategies for Responsible Business Practices	
SDG 16- Peace, justice and strong institutions	1. India's Soft Power Strategy Through Cultural Content & Digital Media	Ms. Moksha Bafna	One Day Multidisciplinary National Seminar 2.0 on India's Global leadership in 21st Century	
	2. Exploring the role of Indian Soft Power in Shaping International Perception	K. Prince Ganesh	One Day Multidisciplinary National Seminar 2.0 on India's Global leadership in 21st Century	
	3. Positioning Hyderabad / Indian Cuisine Globally Through India's Soft Power	Dan Jimmy Kurian	One Day Multidisciplinary National Seminar 2.0 on India's Global leadership in 21st Century	