



# 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-FACUTY PUBLICATIONS

Name of the SDGs	Title of the Paper	Author	Co-Author	Journal Name	ISSN No.	Month & Year with Volume No.
SDG 2- Zero Hunger	1. Problem and Prospects of Corporate Farming in India: An Empirical Study	Dr. Amit Saha	-	Book Chapter, PSG College of Arts & Science	978-93-341-9089-2	1/1/2025, pp.282
	2. Emerging Trends Shaping the Sustainable Future of Food Industry 5.0: Challenges and Opportunities	Dr. Shaply Abdul Kareem	-	Springer (Book Chapter)	978-3-031-76757-9	2/23/2025, pp. 277-287
	3. Cultivating Success Amidst Chaos: The Financial Transformation of Agricultural Firms in the Covid-19 Era	Dr. Yusaf Harun K	-	Zodha Research Solutions (Book Chapter)	978-93-341-2548-1	6/1/2025, pp. 138-146
	4. Import Dependency in India's Cocoa Sector: Patterns, Partners, and Post-pandemic Projections (2014–2023)	Dr. G. Sindhu		International Journal for Multidisciplinary Research	2582-2160	1/9/2025, Vol 7, Issue 1, pp.1-8
	5. Evaluating India's Salt Trade Dynamics: A Decadal Analysis of Export and Import Trends (2013–2023)	Dr. G. Sindhu		International Journal for Multidisciplinary Research	2582-2160	12/6/2024, Vol 6, Issue 6, pp.1-8
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)	Dr. Amit Saha	-	Abstract Volume, ICSSR Sponsored National Seminar	-	5/1/2025, pp.125
	2.Advancements in Global Health: Integrating Medical Practice and Public Health Strategies	Dr. Hemanth Kumar V	-	Journal of Neonatal Surgery	2226-0439	Vol 14, Issue 23, 5/1/2025, pp.449-460
	3. Parenting Stress and Coping Strategies Adopted by Working Mothers: A Thematic Research	Dr. Hemanth Kumar V	-	Journal of Neonatal Surgery	2226-0439	Vol 14, Issue 21, 5/1/2025, pp.805-817



# PRESIDENCY UNIVERSITY

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

SDG 4- Quality education	1. Visualizing the future of data Power BI	Dr.Annette Christinal	-	Cleverfox Publication (Book)	-	7/2/2025
	2. Addressing the Digital Divide: A Systematic Review of Digital Equity and Literacy in the Information Era	Dr.Archana Singh	-	Recent trends in Management and Commerce (Book Chapter)	978-81-936097-6-7	1/7/2025, pp. 105-112
	3. Skill Enhancement and NEP, 2020: A Study on the Integration of Technology and Digital Literacy	Dr. Amit Saha	-	Book Chapter, Rita Bhattacharya Book Agency	978-93-91366-41-4	6/1/2025, pp.350
	4. Embedding Sustainable Management Principles in Business School Curricula	Dr. Bora Upendra Rao	-	International Journal of Cultural Studies and Social Sciences	2347-4777	1/6/2025, Vol.XXI, No.20, pp.93-104
	5. REDESIGNING MANAGEMENT CURRICULA FOR A SUSTAINABLE FUTURE: CHALLENGES AND OPPORTUNITIES	Dr. Bora Upendra Rao	-	History Research Journal	0976-5425	1/4/2025, Vol.31, No.8, pp.171-182
	6. RESEARCH METHODOLOGY AND PUBLICATION ETHICS FOR COMMERCE AND MANAGEMENT	Dr. Bora Upendra Rao	-	Book, RCHUB PUBLISHER	978-81-989755-1-5	5/1/2025
	7. ALIGNING MANAGEMENT EDUCATION WITH SUSTAINABLE DEVELOPMENT GOALS (SDGS)	Dr. Bora Upendra Rao	-	Rabindra Bharati University Journal of Economics	0975-802X	1/4/2025, Vol.XIX, No.22, pp.257-266
	8. Navigating Business Horizons: Integrating Commerce, Management, and Economic Strategies	Dr. Meenakshi Y	-	RcHuB Publisher - Book Chapter	978-81-966869-2-5	12/1/2025, pp. 135-142
	9. Embedding Sustainable Management Principles in Business School Curricula	Dr. NASA Dhanraj	-	International Journal of Cultural Studies and Social Sciences	2347-4777	6/1/2025, Vol XXI, Issue 50, pp. 93-104
	10. Redesigning Management Curricula for a Sustainable Future:	Dr. NASA Dhanraj	-	History Research Journal	0976-5425	6/1/2025, Special Issue, pp. 171-182



# PRESIDENCY UNIVERSITY

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

	Challenges and Opportunities					
	11. Emotional Intelligence (EI) in the Era of Artificial Intelligence (AI)	Dr. Saba Inamdar	-	Emerald Publishing Limited (Book Chapter)	978-1-83662-066-2	8/14/2025, pp. 207-224
	12. Marketing Management	Dr. Suhashini A	Dr. Syed Abid Hussain	Charulatha Publications (Book)	978-93-6260-336-4	3/20/2025, pp. 102
	13. An Examination of Stakeholders Opinion on How NAAC Criteria Affect the Quality of Teaching, Learning, and Evaluation	Dr. Syed Abid Hussain	-	Degres Journal	0376-8163	Vol 10, Issue 6, 6/30/2025, pp.102-116
	14. Embedding Sustainable Management Principles in Business School Curricula	Dr.Hemanth Kumar V	-	International Journal of Cultural Studies and Social Sciences	2347-4777	Vol 21, Issue 50, 5/25/2025, pp.93-104
	15. Redesigning Management Curricula for a Sustainable Future: Challenges and Opportunities	Dr.Hemanth Kumar V	-	History Research Journal	0976-5425	Vol 31, Issue 02, 4/25/2025, pp.171-182
	16. Era of Management: Adapting Strategies for a Changing Environment	Dr. Saba Inamdar		Deep Science Publishing (Book)	978-93-49910-95-9	4/28/2025, pp.167
	17. Era of Management: Adopting Strategies for a Challenging Environment	Dr.Preeti Khatri		Deep Science Publishing (Book Chapter)	978-93-49910-89-8	4/24/2025, pp.72-95
	18. Impact of Artificial Intelligence Text Generators (AITGs) on Education	Dr. Saba Inamdar		National Associates Press (Book Chapter)	978-81-988465-2-5	5/24/2025, pp.12
	19. Digital Platforms for Social Empowerment: Bridging Gaps in Education, Health, and Sustainability	Dr. G. Sindhu		IJRAR	ISSN: 2348-1269	4/1/2025, Vol 12, Issue 2, pp.705-709
	20. Advancing Knowledge from Multidisciplinary Perspective: Engineering,	Dr. Poornima Karthikeyan		Rubicon Publications (Book)	ISBN: 978-1-80433-919-0	4/10/2025, pp.1-186



# PRESIDENCY UNIVERSITY

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

	Technology and Management					
SDG 5- Gender equality	1. Analysis of review of Literature on financial inclusion of women in access to banking and microfinance	Dr.Annette Christinal	-	Journal of Informatics Education and Research	1526-4726	4/10/2025, Vol. 4, Issue 2, pp. 70-77
	2. Impact of Sanjeevini Scheme on Economic Development of Women in Mandya District: Moderating Role of Gram Panchayat	Dr. D. Vijayasree	-	Chendur Research Foundation (International Conference)	NA	6/1/2025
	3. Transformative Effects of Digital Financial Literacy on Women's Participation in India's Financial and Digital Economy	Umme Jahanara		Deep Science Publishing (Book Chapter)	978-93-49910-95-9	5/1/2025, pp.1-23
SDG 6- Clean water and sanitation						
SDG 7- Affordable and clean energy						
SDG 8- Decent work and economic growth	1. Role of management accounting practices MSME in reference to Penya industrial area, Bengaluru	Dr.Annette Christinal	-	Rabindra Bharathi University Journal of Economics	0975-802X	7/1/2025, Vol. 61, pp. 67
	2. A study on factors influencing financial literacy and Fintech adoption in Banks at Bengaluru	Dr.Annette Christinal	-	Indian Journal of Psychology	0019-5553	7/1/2025, Vol. 38, pp. 42
	3. AI Driven workforce planning exploring talent acquisition and optimisation - HR decision paradigm for a new strategy	Dr.Annette Christinal	-	Indian Journal of Natural Sciences	0976-0997	5/7/2025, Vol.16 / Issue 89, pp. 91917-91925
	4. Revolutionizing Human Resources: The Transformative Impact of AI Technologies on	Dr.Annette Christinal	-	European Economic Letters	2323-5233	7/2/2025, Paper ID: NN-3492



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

	Recruitment, Engagement, and Decision-Making in Organizations					
	5. EXAMINING THE IMPACT OF DIGITAL HR AND KEY FACTORS ON ORGANIZATIONAL GOALS AND PERFORMANCE	Dr.D. Vijayasree	-	Research Explorer	2250-1940 (Print), 2349-1647 (Online)	3/1/2025, Vol.14, pp.43-53
	6. Examining the travel celebrities on tourists' intentions toward lesser-known destinations	Dr Shaply Abdul Kareem	-	Consumer Behavior in Tourism and Hospitality	2752-6666	4/11/2025
	7. CULTURE MEETS CORPORATE: A STUDY ON INDIAN VALUES SHAPING HR POLICIES OF MNCS IN INDIA	Dr. Amit Saha	-	National Conference, First Book Publishing	978-93-92151-36-1	4/30/2025, pp.32
	8. ENHANCING CUSTOMER SATISFACTION IN NATIONALIZED BANKS: THE ROLE OF FINTECH APPLICATIONS IN BANGALORE	Dr. B. Upendra Rao	-	Rabindra Bharati University Journal of Economics	0975-802X	10/1/2024, Vol.XVIII, pp.96-104
	9. ENHANCING CUSTOMER RELATIONSHIPS THROUGH SOCIAL MEDIA BY TRANSITIONING FROM TRADITIONAL TO SOCIAL CRM	Dr. Geetha C J	-	International Journal of Research in Commerce and Management Studies (IJRCMS)	2582-2292	8/1/2024, Vol.06, No.04, pp.114-122
	10. Empowering Rural Communities with Green Skills for Sustainable Growth and Employment: A Case Study of Bengaluru	Dr. Sathyanarayana Gardasu	-	Paramount Publishing House (National Conference)	978-93-342-3423-7	2/14/2025, pp. 15-27
	11. Impact of Equity Mutual Fund's Risk & Return Attribute on Investor Decisions (HDFC, RELIANCE, SBI in	Dr. Sathyanarayana Gardasu	-	RCHUB Publisher International Journal & Book Publisher (Book Chapter)	978-81-982965-2-8	5/5/2025, pp. 129-142



# PRESIDENCY UNIVERSITY

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

	Anantapur, Kadapa, Kurnool of A.P.)					
	12. The Role of Workforce Analytics in Shaping Employee Experience: A Study on Digital HR Practice in Bengaluru IT Sector	Dr. D. Vijayasree	-	Journal of Informatics Education and Research	1526-4726	4/5/2025, Vol 5, Issue 2, pp. 2991-3013
	13. Enhancing Rational Investment Behavior: A Systematic Review of the Impact of Financial Literacy on Cognitive Biases in Investment Behavior	Dr.Hemanth Kumar V	-	Empirical Economics Letters	1691-8997	Vol 24, Issue 4, 3/1/2025, pp.193-218
	14. Equity Practices in Career Advancement and Well-being to Counteract Internal Fraud in IT Companies	Dr.Hemanth Kumar V	-	Journal of Management and Health Sciences	2505-0680	Vol 3, Issue 1, 6/1/2025, pp.113-124
	15. Predictive Analysis of Automobile Company Stocks in the Stock Market	Dr Hemanth Kumar V	-	Journal of Neonatal Surgery	2226-0429	Vol 14, Issue 32, 7/1/2025, pp.1898-1906
	16. Role of Fintech in Enhancing Financial Inclusion for MSMEs: A Cross-Country Analysis Using Secondary Data	Monica S		IPE Journal of Management	2249-9040	1/1/2025, Vol 15, Issue 2, pp.28-34
	17. Ranking Financial Metrics for Investment Optimization: Insights from the VIKOR Methodology	Dr Piyusha Telang		Trends in Finance and Economics	2583-9721	3/31/2025, Vol 3, Issue 1, pp.44-52
SDG 8- Decent work and economic growth	18. THE “ECHO CHAMBER” EFFECT: How Social Media and Influencer Marketing Influence Investment Decisions and Financial Stability in India	Umme Jahanara		Kunal Books (Book Chapter)	978-93-6389-721-2	7/1/2025, pp.126-142
	19. Enhancing Rational Investment Behavior: A Systematic Review	Umme Jahanara		Empirical Economics Letters	1681-8997	3/1/2025, Vol 24,



# PRESIDENCY UNIVERSITY

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

	of the Impact of Financial Literacy on Cognitive Biases in Investment Behavior					Issue 4, pp.193-218
	20. Decoding Consumer Desires Through Neuromarketing in the Digital Age	Dr. Saba Inamdar		Iconic Research and Engineering Journals	2456-8880	5/6/2025, Vol 8, Issue 11, pp.190-198
	21. Organisational Culture and Its Social Impact on Employee Commitment and Performance in Hyderabad IT Companies	Dr. G. Sindhu		South Eastern European Journal of Public Health	2197-5248	2/25/2025, Vol XXVI, pp.2297-2310
	22. The Rise of the Gig Economy and Informal Sector: Shaping Livelihood Diversification in India	Dr. G. Sindhu		RCHUB Educational Foundation (Book Chapter)	ISBN: 978-81-982965-2-8	6/2/2025, pp.155-164
	23. Building Human Capital: The Key to Infrastructure Development for a Viksit Bharat	Dr. Madhusudhan B Joshi		ICSSR Sponsored National Seminar (Conference)	ISBN: 978-93-94795-65-5	11/8/2024, pp.1-1
	24. Financial Literacy Determinants of Investment Decisions: A Structural Model Analysis of Self-Efficacy Mediation	Dr. Anouja Mohanty		Northern Economic Review (ABDC Journal)	ISSN: 0262-0383	2/28/2025, Vol 16, No.1
SDG 8- Decent work and economic growth	25. A Comparative Study on Financial Performance of New and Old Generation Private Sector Commercial Banks in India	Dr. Shankargouda B. Lakkangoudra		Urban India (UGC Care Listed)	ISSN: 0970-9045	7/10/2024, Vol 44, Issue 2, pp.94-102
	26. Impact of NPA (Non-Performing Assets) on the Profitability Performance of Regional Rural Bank	Dr. Shankargouda B. Lakkangoudra		Urban India (UGC Care Listed)	ISSN: 0970-9045	7/12/2024, Vol 44, Issue 2, pp.5-14
	27. Empirical Study on the Influence of Subsidiary	Dr. Shankargouda B.L		Int. Journal for Innovative Research	ISSN: 2455-0620	6/1/2025, Vol 11,





# PRESIDENCY UNIVERSITY

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

	Profits on Holding Company Stock Prices			in Multidisciplinary Field		Issue 6, pp.190–195
	28. Profit Trends in Parent and Subsidiary Companies: A Correlation Study	Dr. Shankargouda B.L		Int. Journal of Research and Analytical Review	ISSN: 2348-1269	5/1/2025, Vol 12, Issue 2, pp.639–645
	29. Exploring the Relationship between the Profits of SBI Life Insurance and SBI General Insurance Company	Dr. Shankargouda B.Lakkangoudra		Int. Scientific Journal of Engineering and Management	ISSN: 2583-6129	5/1/2025, Vol 4, Issue 5, pp.1–6
	30. Impact of EPS and PE Ratio on the Stock Price (NIFTY 50 companies)	Dr. Shankargouda B.Lakkangoudra		SDMIMD 12th Int. Conference (Proceedings)	ISBN: 978-93-83302-71-0	10/1/2024, pp.1–10
SDG 9- Industry, innovation and infrastructure	1. Fostering connectivity and innovation in business and economics	D. Annette Christinal	Esuh Ossai-Igwe Lucky, Oyedokun Julius Babatunde	Book Chapter, #rd Tashkent Business & Economics Conference (TBEC)	978-9910-8858-2-2	8/20/2025, pp.13-14
	2. Resilience Strategies in Sustainable Finance: The Effects of Bitcoin's Bubble Burst on Elite US Stocks	Dr Rajkumar Chavan	-	Studies in Big Data (Book Chapter)	21976503, 21976511	11/27/2024, pp.716
	3. Blending Tradition with Innovation: A Study on the Role of Marketing Platforms in Promoting Sustainable Rural Entrepreneurship	Dr. Saba Inamdar		Vaagdevi Publishers (Book Chapter)	ISBN: 978-81-982191-0-7	2/8/2025, pp.450–463
	4. Decentralized Finance: A Techno-Utopian Vision for New Financial Paradigms	Dr. Amit Saha	-	Book Chapter, Navyug Publications	978-93-93575-58-6	6/1/2025, pp.280
	5. Adoption Intentions of AI-Based Robo-Advisors among Young Retail Investors	Dr. Amit Saha	-	International Conference, Amaravathi Publications	978-93-91421-47-2	8/12/2025, pp.48
	6. Social Media Sentiment Analysis	Dr. Meenakshi Y	-	European Economic Letters	2323-5233	8/2/2025, Vol 15,





# PRESIDENCY UNIVERSITY

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

	and Its Influence on Brand Equity					Issue 2, pp. 3352-3357
	7. Navigating the Transition to Ind AS 116: A Case Study	Dr. Mohamed Ali Kuniparambil	-	Emerging Paradigms: Commerce and Management Research (Book Chapter)	978-93-341-2548-1	6/1/2025, pp. 173-186
	8. Is Artificial Intelligence Transforming the CRM (Customer Relationship) Experience? An Empirical Study in Indian Retail Industry	Dr. NASA Dhanraj	-	IEEE (Conference Paper)	979-8-3503-9004-9/24	7/3/2025, pp. 6
SDG 9- Industry, innovation and infrastructure	9. The Impact of Artificial Intelligence (AI) and Machine Learning in Fintech Innovation in India	Dr. NASA Dhanraj	-	INDOWISE INTERNATIONAL PUBLISHER (Book Chapter)	978-81-980639-9-1	3/1/2025, pp. 10
	10. The Role of Artificial Intelligence in Financial Decision Making	Dr. NASA Dhanraj	-	INDOWISE INTERNATIONAL PUBLISHER (Book Chapter)	978-81-980639-9-1	3/1/2025, pp. 11
	11. Role of AI in Financial Forecasting and Investment Decision-Makings	Dr. P. S. Joan Kingsly	-	Advances in Consumer Research	0098-9258	2/5/2025, Vol 2, pp. 880-886
	12. Bridging the Fintech Gap: A Demographic Perspective from Telangana State	Dr. Sathyanarayana Gardasu	-	International Journal of Cultural Studies and Social Sciences	2347-4777	1/8/2025, Vol 22, Issue 01, pp. 47-55
	13. Technology transformation impact on digital banking services: Analyzing adoption and satisfaction levels	Dr. Shaply Abdul Kareem	-	Routledge - A Productivity Press Book (Book Chapter)	978-100350194-7	2/12/2025, pp. 138-146
	14. Exploring Innovations in AI Shaping Transformative Sustainable Development Goals: Challenges and Opportunities	Dr. Shaply Abdul Kareem	-	Taurean Publishers (Book Chapter)	978-93-48215-09-3	1/16/2025, pp. 34-44
	15. Fintech and Artificial Intelligence for Sustainable Development: Business	Dr. Shaply Abdul Kareem	-	Modern Book House Publishers & Distributors India (Book Chapter)	978-9-34855132-0	4/13/2025, pp. 216-229



# PRESIDENCY UNIVERSITY

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

	Driver Promoting Green Finance in India					
SDG 9- Industry, innovation and infrastructure	16. Tapping into Fintech: An Exploratory Study of Consumer Behaviour and Influencing Factors	Dr. Suhashini A	NA	International Journal of Technical Research & Science	2454-2024	4/25/2025, Vol 10, Issue 3, pp. 21-29
	17. The Future of Digital Marketing: AI-Driven Predictive Models for Hyper-Personalized Customer Experiences	Dr. Syed Abid Hussain	-	Degree Journal (National Conference)	1526-4726	6/6/2025, Vol 5, Issue 1, pp. 430-439
	18. Risk Management in Cyber Security	Dr. D. Vijayasree	-	Chendur Research Foundation (International Conference)	NA	6/1/2025
	19. The Impact of Chatbots on Customer Satisfaction in Online Shopping	Dr. Geetha C J	-	Journal of Informatics Education and Research	1526-4726	Vol 5, Issue 2, 4/2/2025, pp.3218-3226
	20. IFRS 13- Fair Value Measurement	Dr. Sathyanarayana Gardasu	-	RcHuB Publisher (Book Chapter)	978-81-982965-2-8	5/1/2025, pp.122-128
	21. Impact of Artificial Intelligence on Recruitment Strategies and Selection Efficiency: A Regional Analysis of Bangalore	Dr. Syed Abid Hussain	-	European Economic Letters	2323-5233	Vol 15, Issue 3, 7/8/2025, pp.1799-1807
	22. Emerging Trends & Consequences of Disruptive Technologies in Financial Institutions	Monica S		Center for Research and Publications, Dr. D. Y. Patil B-School (Book Chapter)	978-93-48413-80-2	1/1/2025, pp.267-293
SDG 9- Industry, innovation and infrastructure	23. Exploring the Role of Fintech Solutions on Financial Inclusion Among MSMEs in Bengaluru	Monica S		European Economic Letters	2323-5233	1/1/2025, Vol 15, Issue 1, pp.155-168
	24. A Suggestive Model for FinTech Adoption and Financial Inclusion among MSMEs in Bengaluru Urban	Monica S		Northern Economic Review	0262-0383	1/1/2025, Vol 16, Issue 1, pp.51-69
	25. Emerging Threats in Digital Payment and Financial Crime: A Bibliometric Review	Nithyashree R		Journal of Digital Economy	2773-0670	12/4/2025, Vol 3, Issue 3, pp.205-222



# PRESIDENCY UNIVERSITY

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

	26. Digital Twin Technology: Bridging the Gap Between Physical and Digital Worlds in Business Management	Dr. G. Sindhu		Deep Science Publishing (Book Chapter)	978-93-49910-95-9	4/1/2025, pp.38-60
	27. The Impact of Chatbots on Customer Satisfaction in Online Shopping	Dr. Mariyappan N		Journal of Informatics Education and Research (ABDC)	ISSN: 1526-4726	2/3/2025, Vol 5, Issue 2, pp.3218–3226
	28. The Impact of Chatbots on Customer Satisfaction in Online Shopping	Dr. Shankargouda B.L		Journal of Informatics Education and Research (Book Chapter)	ISSN: 1526-4726	1/1/2025, pp.3218–3226
	29. Social Media Sentiment Analysis and Its Influence on Brand Equity	Dr. Shankargouda B.L		European Economic Letters (ABDC)	ISSN: 2323-5233	1/1/2025, Vol 15, Issue 2, pp.3352–3357
	30. The Impact of Augmented Reality (AR) on Television Advertising: A Consumer Perspective	Dr. Ziliya K P		Advances in Consumer Research	ISSN: 0098-9258	Vol. 2, Issue 4, Sept 20, 2025
SDG 12- Responsible consumption and production	1.Exploring Awareness of Sustainable Fashion among Gen Z Consumers	Dr.Archana Singh	-	Integrating Equity & Diversity in Business for a Sustainable Future (IEDBSF - 2025, Book Chapter)	978-93-85327-80-3	6/18/2025, pp. 132
	2.SOCIAL MEDIA AND ENVIRONMENTAL RESPONSIBILITY – KEEPING IN VIEW BHARAT 5.0	Baktha Sabari Rajan V	-	International Journal of Cultural Studies and Social Sciences	2347-4777	5/5/2025, Vol.21 Issue1, No.50, pp.281-298
	3.Strategic CSR: Aligning business goals with global sustainability objectives	Dr Akansha Gupta	-	Book Chapter	978-93-49910-95-9	4/24/2025, pp.72
	4.A Study on Awareness of Green Marketing and its Influence on Consumer Perception with special reference to Bangalore District	Dr Syed Ahmed Wajih	-	YMER: An International Peer Reviewed Journal		
	5. Green Marketing: An Instrument For Ensuring Sustainability	Dr Syed Ahmed Wajih	-	SRUJANI: Indian Journal of Innovative Research	2583-3510	2/10/2025, Vol.3, pp.1-6



# PRESIDENCY UNIVERSITY

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

				and Development (SIJIRD)		
	6. Balancing Economic Growth and Environmental Protection: Rethinking Trade Policies for Sustainability	Dr. Bora Upendra Rao	-	Humanities and Social Science Studies	2319-829X	1/1/2025, pp.26
	7. A STUDY ON INFLUENCER MARKETING AND ITS EFFECTIVENESS IN DRIVING E-COMMERCE SUSTAINABILITY ON CONSUMER BEHAVIOR	Dr. Mariyappan N	-	RCHUB (Book Chapter)	978-81-982965-2-8	5/1/2025, pp. 113-121
	8. The Role of Infographics in Content Marketing: Enhancing Understanding and Sharing	Dr. Meenakshi Y	-	International Research Journal of Education and Technology	2581-7795	8/6/2025, Vol 8, Issue 5, pp. 618-625
	9. Balancing Economic Growth and Environmental Protection: Rethinking Trade Policies for Sustainability	Dr. NASA Dhanraj	-	Humanities and Social Science Studies	2319-829X	6/1/2025, Vol 14, Issue 1(14), pp. 13-26
	10. Financial and Cost Accounting: Concepts and Applications	Dr. NASA Dhanraj	-	RG International Publications (Book)	978-93-48151-70-4	3/1/2025, pp. 0
	11. A Study on OTT Advertising and Its Influence on the Financial Choices of College Students	Dr. Saba Inamdar	-	Amaravathi Publications (Conference Proceedings)	978-93-91421-47-2	8/27/2025, pp. 2
	12. Impact of Social Media Influencers on Buying Behaviour of 'Z' Consumers in Bengaluru City	Dr. Syed Abid Hussain	-	Scholarly Research Journal for Interdisciplinary Studies (International Journal)	2278-8808	5/8/2025, Vol 13, Issue 87, pp. 359-370
	13. Navigating Green Choices: Understanding Affordability Among Low-Income Ethnic Groups in Bangalore's Suburban Areas	Dr. Syed Abid Hussain	-	Indian Journal of Natural Sciences (International Journal)	0976-0997	8/29/2024, Vol 15, Issue 85, pp. 78143-78151



# PRESIDENCY UNIVERSITY

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

	14. A Study on Consumer Behavior through Gamification in Online Platforms	Dr. Geetha C J	-	International Journal of Sciences and Innovation Engineering	2581-7175	Vol 8, Issue 3, 6/20/2025, pp.2637-2643
	15. A Study on Virtual Influencers vs Human Influencers: Trust, Engagement, and Purchase Intent towards Consumer Behaviour	Dr. Geetha C J	-	International Journal of Scientific Research and Engineering Development	2581-7175	Vol 8, Issue 3, 5/1/2025, pp.2637-2643
	16. The Role of Neuromarketing in Shaping Purchase Decisions: A Brainwave Perspective	Dr. Geetha C J	-	IJSREM	2582-3930	Vol 9, Issue 6, 6/4/2025, pp.1-6
	17. Balancing Economic Growth and Environmental Protection: Rethinking Trade Policies for Sustainability	Dr.Hemanth Kumar V	-	Humanities and Social Science Studies	2319-829X	Vol 14, Issue 1, 4/25/2025, pp.13-26
	18. Strategic CSR: Aligning Business Goals with Global Sustainability Objectives	Dr.Preeti Khatri		Deep Science Publishing (Book Chapter)	978-93-49910-95-9	4/24/2025, pp.72-95
	19. Consumer Awareness on Sustainable Fashion	Dr. Saba Inamdar		IGI Global Scientific Publishing (Book Chapter)	9798337350899	5/2/2025, pp.117-148
	20. Exploring Awareness of Sustainable Fashion among Gen Z Consumers	Dr. Saba Inamdar		Jain CMS Business School (Conference)	978-93-85327-80-3	6/19/2025, pp.132
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