

TABLE OF CONTENTS

PAPER ID	PAPER TITLE WITH AUTHOR	PAGE NO
1	A Study of Employee Engagement Strategies in it Scetor in India <i>Chitta Kavya Sri and Dr. Kalpana Koneru</i>	1
2	A Study on Customer Perception towards Digital Banking Services in Rural vs. Urban Areas with Reference to Krishna District, Andhra Pradesh <i>K. Bhargavi and Dr.Y. Srinivasa Rao</i>	10
3	A Study on Retail Investors' Preference between Mutual Funds and Direct Equity <i>K. Anupama and Dr.Y. Srinivasa Rao</i>	18
4	AI and Investment: Mapping the Machine-Driven Market <i>Vagicherla Bhargavi and Dr. Ch. Hymavathi</i>	27
5	A Review on Role of Affiliate Marketing Strategy in Business Sustainability <i>Pavan Kumar, Daggupati Ayyappa and D. Yedukondalu</i>	38
6	A Study on Consumer Preference and Consumption of Fast Foods with Reference of College Going Students Vijayawada <i>Sripipurapu Sudheer Kumar and Dr. MVAL Narasimha Rao</i>	47
7	A Study on the Role of Cyber Security in Mitigating Environment and Social Risks in Pharmaceutical Retail Supply Chains, Retailers Perspective <i>K. Siva Sai Krishna Reddy Datla and Dr.B. Kishore Babu</i>	51
8	Agricultural Risk Mitigation in Andhra Pradesh: Challenges and Prospects of PMFBY and RWBCIS <i>Godavarthi V Naga Lakshmi Subhanjali and Subbarayudu Thunga</i>	58
9	AI-driven Brokerage Platforms: Evolution of Robo Advisors in Stock Market <i>Vigneswari Karri</i>	66
10	Analyzing Stock Market Performance and Emerging Trends in the National Stock Exchange (NSE): Implications for Investors and Market Efficiency <i>K.J.V.M.N. Supraja</i>	68
11	Artificial Intelligence and Sustainable Practices in Management: Legal Implications and Psychological Adaptations <i>R. Durga Bhavani and Dr. Sivasankar Mandal Baidya</i>	72

12	Artificial Intelligence in Finance: Applications, Opportunities, and Risks <i>Veliganti Leela Sai Kumar and Dr. Ch. Hymavathi</i>	77
13	Assessing the Influence of Social Media Marketing Entertainment Activity <i>M. Veeranjaneyulu and Dr. Bandaru Srinivasa Rao</i>	84
14	Assessing the Social and Environmental Sustainability Factors for Indian Micro-Enterprises: Challenges and Opportunities <i>Sushmitha Neelisetti, Shaik Manusoor and Dr.S. Durga</i>	92
15	Consumer Perception of the Netflix OTT Platform: A Descriptive Study <i>Dr. Sai Manideep Appana, Sravani Varagani and Pujitha Kakumanu</i>	101
16	Customers Perception on Service Quality: A Study in the Personal Care Industry <i>Dr. Sai Manideep Appana, Dedeepya Sabbineni and N.V.S. Nandeeswara Rao</i>	110
17	Employee Engagement Strategies and their Effectiveness <i>Kiranmai Kamisetty</i>	117
18	Enhancing Employee Retention through Career Growth and Work-Life Balance: The Mediating Role of Employee Engagement <i>K. Harshitha, M. Mahesh and Dr.P. Lakshmi Narayanamma</i>	121
19	Examining the Influence of Brand Image on Online Consumer Purchase Behavior: A Study in the Apparel Sector <i>Dr. Sai Manideep Appana, Chandana Talla and P. Rohit</i>	129
20	Determinants of Awareness of Rythu Bharosa Kendra's (RBK's) Programmes in Andhra Pradesh, India <i>B.A, G.R. Reddy, Y. Radha, T. Lakshmi, L.P, CH. Madhuri Chowdary and R. Vasanthi</i>	136
21	Fintech on Financial Inclusion – Conceptual Study <i>Pinapaka. V.N. Sai. Lakshmi. Varshitha, Dr.K. Hema Divya Mam and Dr.K. Hema Divya</i>	137
22	Fostering Entrepreneurial Mindsets: The Role of Innovation and Design Thinking course in Advancing Sustainable Development Goals in MBA Programs <i>K. Andepu Pavan Kumar and Dr.B. Kishore Babu</i>	147
23	Impact of Credit Risk Scoring on Peer-To-Peer Lending Using Machine Learning <i>Gokavarapu Laksmi Mangadevi Amrutha Valli, Dr. Kantamaneni Hema Divya, Jarajapu Disowja and Dr.S. Venkata Ramana</i>	162
24	Impulse Buying in the Age of Ecommerce and Mobile Shopping <i>Shaik Mohammed Imran and Dr. MVAL Narasimha Rao</i>	169

25	Influence of Mobile Phone Security Features on Consumer Purchase Behavior Abstract <i>T. Naveen and Dr.B. Kishore Babu</i>	173
26	Investigating the Determinants of Successful Venture Capital Investments in Tech Startups <i>Nishitha Dasari and Dr. Hema Divya</i>	184
27	Optimizing Employee Assistance Programs: Predicting and Reducing Absenteeism for Cost-Effective Interventions <i>Raviteja Piratla and Dr. Kalpana Koneru</i>	186
28	Profitability Impacted by Capital Structure <i>Velivela Naga Sruthi, Chavali Hema Sai and Mutthe Ramu</i>	198
29	Scope of E-Business in Ensuring Business Sustainability and Development in India <i>B. Lokesh Singh, T. Gayathri and D. Yedukondalu</i>	205
30	Sustainable HR Practices in Corporate Companies at Present Business Era <i>D. Udaya Sri, G. Abhishek and Dr. Venkata Siva Varma. Ch</i>	210
31	Talent Acquisition: A Study on Artificial Intelligence in IT Industry <i>Ch. Sree Venkata Sivanaga Rajasri and Dr.G. Yamuna</i>	214
32	The Impact of DEIB Practices on Employee Wellbeing and Organizational Commitment <i>Gajji Lakshmana Deva Raju and Dr. Atanu Talukdar</i>	226
33	The Impact of Digital Influencer on Consumer Purchase Decisions in Fitness and Wellness <i>M. Bala Murali Krishna and Dr. MVAL Narasimha Rao</i>	237
34	The Impact of Hybrid - Work Culture on Work-life Balance and Organizational Performance <i>N. Sri Nandini, N.M.D. Vishnu Priya and N. Mutyalu</i>	242
35	The Impact of Interest Rate Changes on Stock Market Volatility <i>Sugguna Tanu Sri</i>	247
36	The Influence of ICT Self-Discipline on Workplace Productivity <i>Dr.S. Gopi Srinivasa Rao and P. Nikhitha</i>	256
37	The Role of Digital Innovation on Artificial Intelligent in Healthcare <i>Primrose S Chongoza and Dr. Ch. Hymavathi</i>	266
38	The Role of Green Bonds in Combating Climate Change: A Sustainable Finance Approach <i>Nicy Gabriel Daggumalli and Dr. Ch. Hymavathi</i>	274

39	The Role of Green Finance in Driving Sustainable Business Practices in Manufacturing Sector <i>Patience Govo and Dr. Ch. Hymavathi</i>	284
40	The Relationship between Insurance Market Development and Economic Growth <i>Somana Nageswara Rao</i>	291
41	Understanding the Market: Nonreligious Handcrafted Product Preferences <i>Ganesh Laliseti, N. Gopichand, M. Sai Siva Rama Krishna Reddy and Dheeraj Gajula</i>	301
42	Women Entrepreneurs Challenges and Opportunities in Promoting Sustainable Economic Growth in India <i>D. Yedukondalu, G. Messy Royal and N. Manikanta</i>	306
43	Breaking the Cart: How Delivery Charges Affect Customer Retention in Quick Commerce <i>Dr. Dhullipalla Vijay Krishna and Shaik Abdul Ayaaz</i>	313
44	Enhancing Firm Performance through CRM and Manufacturing Retailer Relationship Quality: A Qualitative Study <i>Inabathina. Sri Pujitha and Dr.B. Madhu Sudhan Rao</i>	314
45	Financial Assistance Provided by Financial Institutions for Sustainable Agriculture Practices in Andhra Pradesh <i>Maheswar Godithi and Dr.K.V.V. Raju</i>	315
46	Impact of Celebrity Endorsement Attributes on Customer Premium Pricing Payment Behaviour <i>Sushmitha Neelisetti and Dr. Sarita Satpathy</i>	317
47	Impact of Employee Engagement on Organizational Performance in Indian Startups: A Human Resource Perspective <i>Sk. Khaja and Dr. Daniel Pilli</i>	318
48	The Future of Business in a Digital World <i>Gattu Vaishnavi, Hemlatha Kachawa and Dr.M.V.S. Mahendra</i>	319
49	Unmasking Greenwashing: A Systematic Review of Its Definitions, Industry Practices, and Consumer Impact <i>Dr. Arun Kakani, Hassan Mishal Junaid, Mahroos Mujuthaba and Atirah Binti Amjad Hussain Usmani</i>	320
50	The Impact of Leadership Styles on Employee Performance and Motivation in Service Sector <i>Dr.K. Kalpana and Chinnari Dhanusri</i>	321

51	The Role of Digital Banking in Enhancing Financial Inclusion <i>Muskan Kumari Jaiswal and Subbarayudu Thunga</i>	332
52	Impact of Employer Branding in Recruitment <i>M.S. Kishan Varma and Kode Pujitha</i>	338
53	The Impact of Marketing on Customer Perception of Skin Care Products <i>Chandolu Lakshmi Manogna and Dr. Sarita Sathpathy</i>	350
54	Impact of Capital Structure on Profitability of Listed Companies in the Renewable Energy Sector <i>K. Kavya Sri Pradeep and Dr.K. Siva Nageswara Rao</i>	362
55	Market Segmentation Strategies in India e-commerce Industry Analysis <i>S. Sudheer and Murari Elighe Kumar</i>	370
56	Workplace Stress and Its Impact on Employee Retention <i>Peteti. Harshitha and Dr.M.S. Kishan Varma</i>	376
57	Assessing the Role of Determinants on Brand Loyalty with Moderating Effect of Brand Image <i>Shaik. Younus and Dr. Chandra Mouli</i>	382
58	The Impact of Marketing Research on Brand Positioning and Consumer Perception <i>Ajay Kumar and Dr.D. Vijay Krishna</i>	389
59	Impact of Jio's Tariff Hike on Consumer Behavior and Market Competition <i>Valiveti Yogesh Naga Sai Akhil and Naga Lakshmi Veeram</i>	394
60	The Factors Influencing Consumer Purchase Decisions on Retail Stores in Andhra Pradesh <i>U. Chandramouli and B. Aparna</i>	404
61	Consumer Trust in E-Business: Factors Influencing Online Shopping Decisions <i>U. Chandra Mouli and K. Sai Sudhakar Reddy</i>	410
62	A Review on Reverse Logistics as a Driver for Sustainable Supply Chain Management of Ikea <i>U. Chandramouli and Y. Mounika</i>	417
63	A Study on Phonepe User Satisfaction with Special Reference to Students of Vignan University <i>Ben AMEVO and Naga Lakshmi Veeram</i>	422

64	Consumer Attitude towards Online Shopping in Guntur District <i>Kanchugantla. Srinivas Gopi and Dr. Preeti Thakur</i>	432
65	The Role of Influencer Marketing in Shaping Consumer Perception: A Case Study of Country Delight <i>Durbhakula V S S Pavan Sarath Kumar and S. Sudheer</i>	439
66	A Study on Consumer Perception towards Digital Marketing <i>Valiveti Deepak and Naga Lakshmi Veeram</i>	451
67	Analysis of Market Strategies of Automobile Companies in India <i>Dheeraj Gajula and Ganesh Laliseti</i>	459
68	A Review of Literature on Impact of Green Human Resource Management on Employee Engagement and Organizational Sustainability <i>Makani Dinesh Kumar and M.S. Kishan Varma</i>	465
69	Consumer Satisfaction on D-Mart: An Analytical Study on Factors Influencing Customer Experience and Loyalty <i>Palachula Jayachandra and V. Naga Lakshmi</i>	473
70	The Role of Chatbots in Improving Online Customer Experience <i>Jasti. Komali and Dr. Preeti Thakur</i>	479
71	A Study of Automation Impact on Operational Performance at Suzuki <i>Medam Venkata Mani Kumar and U. Chandra Mouli</i>	485
72	The Impact of Behavioral Biases on Investment Decision-Making: A Study of Retail Investors in Andhra Pradesh <i>Mathi Bhuvaneshwari and Dr.K. Siva Nageswara Rao</i>	495
73	The Role of Herding Behaviour During Market Crashes: Evidence From Indian Stock Market <i>Meghana Ponnada and Dr.S. Durga</i>	501
74	Enhancing Customer Experience through Digital Service Channels <i>S. Sudheer and P. Mounika</i>	509
75	Understanding the Interdependence of Crude Oil and Gold Prices: A 100-Year Perspective <i>Navya Gaddam and Dr. Dhullipalla Vijay Krishna</i>	518
76	A Study on Environmental and Economic Impact of Electric Vehicles in India <i>Dr. Hymavathi Chunduri and Chattu Satvik</i>	522

77	Assessing the Influence of Social Media Marketing Customization Activity on Brand Awareness of Gen Z Cosmetics Users <i>Oggu Sowmya Venkata Sowjanya Lakshmi and Dr.M. Siva Koti Reddy</i>	533
78	Evaluation of Lean Manufacturing Implementation and their Impact to Manufacturing Performance with Reference to Hero Honda <i>Narendra Madhira and U. Chandramouli</i>	540
79	Artificial Intelligence in Recruitment: Transforming Talent Acquisition and Hiring Processes <i>Veeranki Pavani and Dr. Kalpana Koneru</i>	548
80	The Impact of Social Media Marketing on Consumer Purchase Decisions <i>Pintu Kumar and Dr.D. Vijay Krishna</i>	558
81	A Review of Literature on Factors Affecting Employee Retention in Construction-Related SMEs in Krung Thep Maha Nakhon <i>Darabadi Praveen Kumar and M.S. Kishan Varma</i>	564
82	A Study on Affect of Brand Loyalty on Online Reviews and Ratings <i>Rajeswari Sourapu and Naga Lakshmi Veeram</i>	572
83	Survey on Customer's Satisfaction towards the One8 Brand <i>Pinninti Raviteja and Dr.B. Srinivasa Rao</i>	580
84	Customer Engagement in the Social Media: "Unravelling the relationship between Social Media Activities and Customer Experience" <i>Ganti Sai Sri Harsha and Dr. Preeti Thakur</i>	585
85	The Influence of Service Quality on Customer Satisfaction in the Retail Industry <i>Supriya Golla and Katta Bhanu Durga Prasad</i>	594
86	Assessing the Role of Determinants on Brand Loyalty should aware on Samsung Smart Phone <i>Kurre Mounika, Mekala Indira Priyadarsini and Dr. Preeti Thakur</i>	599
87	Performance Evaluation of Regional Rural Banks (RRBs) in Andhra Pradesh (2020-2025) <i>N.D.V. Sada Siva Rao and M. Kumaraswamy</i>	605
88	A Comprehensive Analysis of the Impact of Macroeconomic Variables on Stock Markets: A Comparative Study of Saudi Arabia and Kenya <i>Pasupuleti. Satwika and Dr.C. Ramshesh</i>	611
89	Impact of Purchase Intention towards Private Label Brand and Customer Disposition <i>G. Venkata Sivareddy and Dr. Preeti Thakur</i>	619

90	Assessing the Role of Determinants on Brand Loyalty with Moderating Effect of Brand Image <i>Movva Siva Nageswara Rao and S. Sudheer</i>	628
91	Impact of Inflation, Income Levels, and Interest Rates on Investor Decision-Making in India: A Strategic Analysis <i>M.N.B. Sriya Kalyani</i>	633
92	The Impact of Remote Work on Job Satisfaction and Work-Life Balance <i>Kuralla Srujana and Dr. Kalpana Koneru</i>	645
93	Innovative Strategies for Supply Chain Success: Dynamic Pricing, Distribution Cost Optimization, and Bulk Negotiations <i>CH. Venkata Sumanth and M. Ramu</i>	653
94	Adapting to Change - How SMEs Leverage Digital Transformation for Marketing Success <i>U. Chandra Mouli and V. Naga Bhavani Shankar</i>	662
95	Customer Satisfaction towards DMart at Naaz Centre, Guntur <i>Eega Narasimha Rao and Dr.M. Sivakoti Reddy</i>	673
96	Optimizing Liquidity: A Strategic Analysis of Working Capital Management at Hero MotoCorp Ltd <i>I. Viswanadh Reddy</i>	679
97	Impact of News Sentiment on Nifty 50 Index Points <i>Ponnekanti Charan Pavan</i>	686
98	Strategic Advertising Excellence: How Amazon Utilizes Targeted Ad Solutions to Boost Sales and Strengthen Brand Presence <i>Bathula Karun Akhil and Dr.T. Priyanka</i>	692
99	The Power of Micro Influencers in Modern Consumerism <i>Koppuravuri Chaitanya Sai Ram and Dr. Sarita Satpathy</i>	697
100	Assessing the Influence of Social Media Marketing Entertainment Activity on Brand Image of Gen Z Cosmetics Users <i>N. Gopinadh, K. Supraja and Dr.M. Siva Koti Reddy</i>	702
101	Impact of Digital Marketing on Consumer Brand Loyalty <i>Dr. Dhullipalla Vijay Krishna and Shaik Bibi Ayesha</i>	709

102	A Study on Influence of Digital Marketing Tools on Enhancing Brand Awareness among the Mobile Users <i>Dr.M. Shiva Koti Reddy, D. Karthik, I. Praveen and D. Sandeep</i>	716
103	A Study on Digital Marketing's Effect on Changing Consumer Preferences <i>Dr. Priyanka and Manne Jaswanth</i>	726
104	Analysing Distribution Network Challenges for Balancing Demand and Supply for Selected FMCG Products in ITC India <i>Pamidipamula Keerthi Raju and Dr.B. Madhu Sudhan Rao</i>	733
105	Supplier Relationships, Trade Competitiveness, and Tech-Driven CRM Impact on Decathlon Andhra Pradesh <i>Peddapolu Sai Kumar Reddy and Dr.B. Madhusudhan Rao</i>	739
106	Adoption of AI in Human Resource Management for HR "The Impact of Training and Development on Organizational Performance: Examining the Mediating Role of Employee Performance and Productivity" <i>Uppautolla Venkata Pavani Kumari and M.S. Kishan Varma</i>	747
107	Redefining Performance Appraisals in the Digital Age: The Role of AI and HR Analytics in Employee Performance Management <i>Sura Venkata Naga Durga Giridhar and Dr. Kalpana Koneru</i>	755
108	Employee Wellbeing and Job Satisfaction: A Literature Review <i>Akshaya Pokala, Devi Harika Rachakulla and Dr. Lakshmi Narayanamma Poli</i>	761
109	Financial Inclusion of Entrepreneurs through MUDRA: A Comparative Analysis of Private and Public Sector Banks' Contribution <i>Dr. S. Saileja, Dr.D. Mayuri and Mary Vijaya Sri Alahari</i>	770
110	From Launch to Listing: Analyzing IPO Pricing Strategies, Post-IPO Performance and its Impact <i>Dr. S. Saileja, Dr.D. Mayuri and Shikha Jujaray</i>	777
111	Strides in Promoting Women Entrepreneurship and Financial Inclusion in Telangana State <i>Dr.D. Mayuri, Madhiya Taranum and Dr.S. Saileja</i>	786