

## Academic Year 2024-25

### Faculty Research Publication Journal Details

S. No	Name of the Faculty	Title of the Paper/Book	ISSN /ISBN	Name of the Publication	Year of Publication
1.	Mrs. Swapna Salla	A Study of Employee Retention Strategies: An Empirical Study	ISSN No: 2249-2976	Pramana Research Journal	2024-2025

### Books & Chapters

S. No	Name of the Faculty	Title of the Paper/Book	ISSN /ISBN	Name of the Publication	Year of Publication
1	Mrs.Sapna Mathur	A Study on Awareness of Mutual Funds among Investors with Reference to Hyderabad City	978-81-977245-3-4	VEDASHREE PUBLISHERS	2024
2	Mrs.P.Prasanna Laxmi				

### Participation in Conferences

S.No	Name of the Faculty	Organisation	National / International	Date
1	Mrs. Sapna Mathur Mrs Sarikonda Swapna Mrs.Sirisha Mallela Mrs.Sonam Agarwal Mrs. Swapna Salla Mrs.M.Chaitanya Mrs.P.Prasanna laxmi	International Conference on “Recent Trends in Commerce, Management, Arts, Humanities, IT, Mathematics and Statistics” Organised by Villa Marie Degree College for Women, Hyderabad	International	31 <sup>st</sup> August, 2024

## Student Paper Presentation

S. No	Name of the Student	Title of the Paper/Book	Conference	Date
1	Khusi Thakur	Analytical Approach for reducing Import Cost of Organic and Inorganic Chemicals and Processes Minerals	Two Day Multi-Disciplinary National Conference on Digital Innovation in Arts, Social Sciences, Research and Technology	9 <sup>th</sup> & 10 <sup>th</sup> Jan '25
2	L Pranavi & Isra Ali Khan	A Comparative Analysis of Manalaxmi Scheme and its Impact on TGSRTC and HMRL		
3	Khushi Ibrahim Samani	Zomato & #39:s Counter Back to Covid 19: Challenges and Recovery		
4	Shreeya Singh	A Behavioural Analysis of Adverse OTT Usage and its Effects		