



DAYANANDA SAGAR BUSINESS SCHOOL, BANGALORE-560111
POST GRADUATE DIPLOMA IN MANAGEMENT[PGDM]

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SL. No	Register number	Student Name	Year of Publication	Title of Research paper 01	Volume/ Issue	Title of Research paper 02	Volume/Issue	Journal Details of Research paper 02
1.	PGDM23001	Anuj Kulkarni	2025	A Study and Development of Application on Sentiment Analysis	Vol-3 03/08/2025	Working Two Jobs; The Applications of Moonlighting	Vol-04 08/08/2025	ISJEM
2.	PGDM23002	Aswin B	2025	The role of mobile banking in encouraging sustainable consumption in urban India	Vol-2 05/05/2025	Entrepreneurial intention among Indian students: Management vs Engineering	Vol-2 05/05/2025	International Journal of Science, Architecture, Technology and Environment
3.	PGDM23003	BB Hrulkha	2025	Consumer's Buying Behaviour on Fashion Wear	Vol-2 05/05/2025	The Impact of Financial Literacy on Investment Decisions Among Young Adults	Vol- 4 13/04/2025	IJSATE
4.	PGDM23004	Basavesh	2025	The Impact of Unified Payment Interface (UPI) on Small Businesses: A Study with Reference to Bangalore city	Vol-4 07/07/2025	A Study on Investor's Perspective Towards Exchange Traded Funds	Vol-4 07/07/2025	ISJEM



5.	PGDM23005	Bhaskar Av	2025	A Study of Anomalies on Indian Stock Market	Vol-4 01/05/2025	A Study of Anamolies on Indian Stock Market	Vol-2 05/05/2025	IJASR
6.	PGDM23006	Bhaskara m a	2025	A Study on Public Perception of Cryptocurrency Investments	Vol-2 05/05/2025	Impact of Social Media on Investment Decisions of Students: An Empirical Study	Vol-4 22/04/2025	International journal of science, architecture, technology and environment
7.	PGDM23007	Chethan BS	2025	Advantages and Challenges of Digital Payment Usage in Everyday Transactions	Vol-2 08/08/2025	Investment preferences and Influence Factors of Financial Report	Vol-2 08/08/2025	IJSATE
8.	PGDM23008	Chiranth S	2025	Financial Performance and Investor Sentiment Analysis of Vinati Organics Ltd and Navin Fluorine International Ltd: A Comparative Analysis	(Blank - No DOI provided)	Corporate Tax Avoidance & It's Impact on Sustainability Commitments the Sustainability Paradox	Vol-2 05/05/2025	Scopus
9.	PGDM23009	Dande Sudeesh	2025	The Rise of Live Streaming Commerce- A Comprehensive Analysis of Platforms Consumer Behaviour & Market Dynamics	Vol- NA 03/05/2025	A web base Platform for Urban Bike Renters Enhancing Green Mobility through Digital Innovation	Vol- NA 02/05/2025	ISJEM



10	PGDM23010	Darshan B Rao	2025	Financial Literacy Education among College Students Concerning Digital Finance and Mobile Banking	Vol-4 27/04/2025	Enhancing Lead Quality in Emerging Markets: The Critical role of Lead Nurturing Over Digital Presence & Market Awareness	Vol-2 05/05/2025	IJSATE
11	PGDM23011	Darshan C V	2025	A Comparative study of Investor's satisfaction across Grow and Angel One	Vol-2 07/07/2025	Uncovering Unethical Practices Exploring BYJUS Educational Platform	Vol-2 07/07/2025	International Journal of Science, Architecture, Technology and Environment
12	PGDM23013	Divya Venu	2025	AI in Fraud Detection Impact on Banking Security and Customer Trust	Vol-4 05/05/2025	Investor Perception and Market Volatility during the Bear Trend of 2025	Vol-7 02/03-04/2025	IJFMR
13	PGDM23014	Geetendra Rajput	2025	Global Strategies for Promoting Luxury Tourism: A sectoral analysis beyond the Indian market	Vol-4 05/09/2025	Growth of E-Sports in India Awareness & Impact Among New Generation	Vol-4 05/05/2025	International Journal of All Subject Research



14	PGDM23015	Gokula Krishnan	2025	From Baby Boomers to Genz A comparative Analysis of Online & Offline Pharmacy Preferences for Chronic Medications	Vol-4 05/05/2025	Examining the Influence of Mega-sales & Discounts on Consumer Purchase Behavior in Consumer Durable Markets	Vol-4 05/05/2025	ISJEM
15	PGDM23016	Gourav P Sharbidar	2025	Investment Preferences & Influencing Factors of Financial Research Reports	Vol-2 08/08/2025	TCS Recruitment Scandal It's Time to Recheck the Corporate Recruiting System	Vol-1 09/12/2023	IJSATE / VLEARNY Journal of Business
16	PGDM23017	Goutham N	2025	Uncovering Unethical Practices: Exploring Byju's Educational Platform	Vol-2 07/07/2025	Impact of Green Marketing on Consumer Purchase Decisions	Vol-2 07/07/2025	International Journal of Science, Architecture, Technology and Environment
17	PGDM23018	Jeevan M	2025	Model to Measure Customer Purchase Intention for Electronic Goods online & offline more Comprehensive Analysis of Indian Retail Landscape	Vol-16 3/07-09/2025	TCS Recruitment Scandal It's Time to Recheck the Corporate Recruiting System	Vol-1 09/12/2023	VLEARNY Journal of Business



18	PGDM23019	K Vanishree	2025	A Comparative Study on Investors Satisfaction Across Grow & Angelone	Vol-2 07/07/2025	Impact of Green Marketing on Consumer Purchase Decisions	Vol-2 07/07/2025	IJSATE
19	PGDM23020	Karthik G	2025	A Comparative Study of Mutual Fund Plans of SBI, ICICI, HDFC, Aditya Birla and Nippon Mutual Funds	Vol-4 28/04/2025	A Study of Stock Market Performance & Subscription Rate of Selected IPOs in India	Vol-2 05/05/2025	International Journal of Science, Architecture, Technology and Environment
20	PGDM23021	Kaviyarasan K	2025	From Baby Boomers to Genz A comaparative Analysis of Online & Offline Pharmacy Preferences for Chronic Medications	Vol-4 05/05/2025	Examining the Influence of Mega-sales & Discounts on Consumer Purchase Behavior in Consumer Durable Markets	Vol-4 05/05/2025	ISJEM



21	PGDM23022	Krishna Teja	2025	Neural Networks for Predicting Stock Market Trends	Vol-4 04/04/2025	Comparative Analysis of AI driven & Traditional Financial Credit Risks Model in Real Estate supply chains	Vol-4 05/05/2025	ISJEM
22	PGDM23023	Meghana P Kulkarni	2025	Role of Financial literacy in Retirement planning among Urban Millennials	Vol-4 27/04/2025	Enhancing Lead quality in Emerging markets the critical role of lead nurturing over digital presence & market awareness	Vol-2 05/05/2025	IJSATE
23	PGDM23024	Mudit Srivastava	2025	Un-observed performance in Hedge Funds a Hidden Dimension of Investments	Vol-7 02/03-04/2025	Uncovering Unethical Practices: Exploring Byju's Educational Platform	Vol-7 02/03-04/2025	International Journal for Multidisciplinary Research (IJFMR)
24	PGDM23025	Navya M	2025	Double Taxation in Cryptography Transactions	Vol-2 05/05/2025	Exploring How Digital Platform Influence Herding & Speculation Globally	Vol-2 05/05/2025	IJSATE



25	PGDM23027	Nithin MN	2025	A Study on Investors Perspectives Towards Exchange Traded Funds	Vol-4 05/05/2025	Impact of pricing & Delivery on Customer Satisfaction: A Study on Online Food Delivery Companies	Vol-4 05/05/2025	ISJEM
26	PGDM23028	Prajwal K Bagewadi	2025	The role of artificial intelligence in shaping modern investment tactics	Vol-4 23/04/2025	Impact of Green Marketing on Financial Performance of Companies Post Covid	Vol-2 05/05/2025	International Journal of Science Technology and Environment architecture
27	PGDM23029	Preethraj B	2025	The Study on ITC Limited	Vol-4 07/05/2025	TCS Recruitment Scandal It's Time to Recheck the Corporate Recruiting System	Vol-1 09/12/2023	VLEARNY Journal of Business
28	PGDM23030	Preeti HatiBaruah	2025	HR Development Efforts in Rural Karnataka	Vol-4 05/05/2025	A Study on Quantitative Analysis of Brand Loyalty in Digital Era	Vol-4 05/05/2025	ISJEM
29	PGDM23032	Rahul K	2025	Travel Marketing Success: Strategies for Maximizing Customer retention in Tour Sectors	Vol-4 30/04/2025	Influence of Food Blogger Endorsement on Consumer Behavior Restaurants & Street Foods	Vol-4 27/04/2025	IJASGE



30	PGDM23033	Rakesh Chakravarthi T	2025	Impact of Consumer Behaviour on Fire Cracker Purchase	Vol-2 07/07/2025	Factors Influencing Vendors Behavioral Intentions to use Digital Payment	Vol-2 08/08/2025	IJSATE
31	PGDM23034	Rakshith IR	2025	Investor Perception of Green Bonds as a Sustainable Investment Option	Vol-4 05/05/2025	Buy Now & Pay Later Is this a New Propaganda Marketing Trap	Vol-4 05/05/2025	ISJEM
32	PGDM23035	Samarth M	2025	Impact Of New Tax Regime on Common People	Vol-4 05/05/2025	Evaluating the Impact of Social Media Management on Business Growth	Vol-4 04/08/2025	International Scientific Journal of Engineering and Management (ISJEM)
33	PGDM23036	Sapna Kumari	2025	Impact of Green Tax Incentives on Corporate ESG Performance	Vol-4 04/05/2025	Investor Perception & Market Volatility during the Bear Trend of 2025	Vol-7 02/03-04/2025	IJFMR
34	PGDM23037	Sathvik vh	2025	A Study on Investor's Perspective Towards Exchange Traded Funds	Vol-4 07/07/2025	The Impact of UPI on Small Business: A case Study with reference to Bangalore City	Vol-4 07/07/2025	Peer Review
35	PGDM23038	Shalini Kumari	2025	Impact of Digital payments on Consumption and Expense in India	Vol-4 05/05/2025	HR Development Efforts in Rural Karnataka	Vol-4 05/05/2025	ISJEM



36	PGDM23039	Shashank JP	2025	The Influence of Brand Ambassadors on College Students: Electronic Charges in Bangalore	Vol-12 11/11/24	Analysis of Retail Investor Behavior in the Indian Stock Market	Vol-4 08/08/2025	ISJEM
37	PGDM23040	Shilamkoti Veerendra Divya	2025	Cultural Differences: A Factor in Marketing Messages Strategy	Vol-4 05/05/2025	HR Development Efforts in Rural Karnataka	Vol-4 05/05/2025	ISJEM
38	PGDM23041	Shilpa G	2025	From Baby Boomers to GenZ A comparative Analysis of Online & Offline Pharmacy Preferences for Chronic Medications	Vol-4 05/05/2025	Examining the Influence of Mega-sales & Discounts on Consumer Purchase Behavior in Consumer Durable Markets	Vol-4 05/05/2025	ISJEM
39	PGDM23042	Shreya S Jakati	2025	The Impact of Digital Payment Platforms on Spending Habits	Vol-4 07/07/2025	Blockchain Technology in the Real Estate Sector at Karnataka: Awareness and Application	Vol-4 07/07/2025	International Scientific Journal of Engineering and Management



40	PGDM23043	Shreya Sachindra Sirsikar	2025	TCS Recruitment Scandal Its Time to Recheck the Corporate Recruiting System	Vol-1 09/12/2023	Model to Measure Customer Purchase Intention for Electronic Goods online & offline more Comprehensive Analysis of Indian Retail Landscape	Vol-16 3/07-09/2025	International Journal on Science And Technology
41	PGDM23044	Shrishail Kori	2025	A Study and Development of Application on Sentiment Analysis	Vol-3 3/08/2025	Challenges and Opportunities for Business Development Associations in Emerging Markets	Vol-4 08/08/2025	ISJEM
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43	PGDM23047	Somtirtha Das	2025	Examining the Role of Digital Marketing in Transforming Recent Consumer Purchase Trends	Vol-4 08/08/2025	Growth of EV Car Market in India: A Study of Factors Influencing Consumer Decision Making for EV Cars	Vol-4 05/05/2025	ISJEM
44	PGDM23048	Sonika B	2025	Financial and Operations Impacts of Tokenization in Enterprise Environments -A Case Study of Palo Alto Networks	Vol-4 05/05/2025	Goodbye Beauty and Dancing Influencers: Are AI Models Future of Marketing?	Vol-4 05/05/2025	ISJEM
45	PGDM23049	Srijan Sahai	2025	The Impact of Voice Assistant on Consumer Shopping Behavior and Strategies for Optimizing Marketing in Voice Search Commerce	Vol- 7 02/03-04/2025	Evaluating the Impact of Esop Financing on Customer: A Case Study on Bajaj Finserv	Vol-7 03/05-06/2025	IJFMR
46	PGDM23050	Sudhanva	2025	The Impact of UPI on Small Business: A Study with Reference to Bangalore City	Vol-04 07/07/2025	AI Driven Predictive Maintenance in Indian Manufacturing: A Pathway to Operational Excellence and Sustainability	Vol-2 07/07/2025	IJSATE



47	PGDM23051	Suman	2025	Impact of Pricing and Delivery on Customer Satisfaction: A Study on Online Food Delivery Companies	Vol-04 05/05/2025	A Study on Investors Perspective Towards Exchange Traded Funds	Vol-04 05/05/2025	ISJEM
48	PGDM23052	T. Likhita N Rao	2025	Nifty 50: Investor Sentiment vs Market Performance	Vol- 4 23/04/2025	Effectiveness of Carbon Taxes on Emission Reduction and Economic Growth	Vol-2 05/05/2025	IJSATE
49	PGDM23053	Vidyashree K	2025	From Baby Boomers to Genz: A Comparative Analysis of Online & Offline Pharmacy Preferences for Chronic Medications	Vol-4 05/05/2025	Examining the Influence of Mega-sales & Discounts on Consumer Purchase Behavior in Consumer Durable Markets	Vol-4 05/05/2025	ISJEM



50	PGDM23054	Vignesh	2025	Advantages and Challenges of Digital Payment Usage in Everyday Transactions	Vol-2 08/08/2025	Model to Measure Customer Purchase Intention for Electronic Goods online & offline more Comprehensive Analysis of Indian Retail Landscape	Vol-16 3/07-09/2025	IJSATE
51	PGDM23055	Vikas S P	2025	Consumers Buying Behavior on Fashion Wears	Vol-2 05/05/2025	Impact of E-media Influencers on Purchasing Behavior for Wellness Products	Vol-4 27/04/2025	IJASGE
52	PGDM23056	Vinayak C B	2025	A Study and Development of Applications on Sentiment Analysis	Vol-3 03/08/2025	The Influence of Brand Ambassadors on College Students: Electronic Choices in Bengaluru	Vol-12 12/11/2024	IJCRT
53	PGDM23057	Yashaswini P	2025	Rise and Fall of Paytm	Vol-4 05/05/2025	Impacts Behind Electric Vehicle Sales (4-Wheeler) in India	Vol-4 05/05/2025	ISJEM
54	PGDM23058	Yashraj K S	2025	Impacts Behind Electric Vehicle Sales (4-Wheeler) in India	Vol-4 05/05/2025	Rise and Fall of Paytm	Vol-4 05/05/2025	ISJEM



55	PGDM23059	Yeshwanth T N	2025	The Impact of Digital Payment Platforms on Spending Habits	Vol- 4 07/07/2025	Blockchain Technology in the Real Estate Sector at Karnataka: Awareness and Application	Vol-4 07/07/2025	ISJEM
56	PGDM23060	Yohitha S	2025	Influence of AI Tools and Product Recommendations in Online Buying Behavior	Vol-2 05/05/2025	Entrepreneurial Intention Among Indian Students: Management vs Engineering	Vol-2 05/05/2025	IJSATE