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Founder - Director, Correspondent

PATRON

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Ms. Revati Devi Mathur, Principal
Dr. K. Naveen Kumar, IQAC Coordinator

ORGANISING SECRETARY

Ms. Swapna Salla
Asst. Professor, Department of Business Management

ORGANISING COMMITTEE

Mr. N. Jaya Kumar, Head, Department of Commerce
Ms. Sapna Mathur, Head, Department of Business Management
Ms. S. Gayatri, Head, Department of B.Sc
Ms. Ankhee Ghosh, Head, Department of Arts
Ms. Sarita Tagore, Head, Department of English
Dr. Durdana Shaheen, Head, Department of Second Languages

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Ms. Mushfiqa Rashid, B. Com (Hons) III Year
Ms. Zainab, BBA III Year
Ms. Aasrita Sivakoti, BA III Year
Ms. Srinidhi, B. Sc III Year

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Prof. Savithri
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Osmania University
Prof. A. Patrick
Professor and PRO, Department of Commerce
Osmania University
Prof. Chetan Srivastava
Professor, School of Management Studies
University of Hyderabad.
Dr. Ameen Saheb Shaik
Assistant Professor, Department of Mathematics
Anurag University, Hyderabad.
Dr. Manali Upadhyay,
Asst. Professor, Department of Commerce
Rabindranath Tagore University, Bhopal.
Prof. K. Balasubramanian
Professor, Department of Business Management
Villa Marie PG College for Women
Dr. Deepti Maheshwari
Ex. Dean, RNTU, Bhopal
Dr. N.V. Kavitha
Academic Advisor
Villa Marie Degree College for Women.

**VILLA MARIE DEGREE COLLEGE FOR WOMEN**

(Affiliated to Osmania University)
6-3-1089, Raj Bhavan Road, Somajiguda, Hyderabad - 500082.
Telephone Number: 040-23391966
www.villamariecollege.ac.in
AN ISO 9001:2015 Certified Institution
Accredited with B++ Grade By NAAC

INTERNATIONAL CONFERENCE

on

**Recent Trends in Commerce,
Management, Arts, Humanities, IT,
Mathematics and Statistics**

31st August, 2024

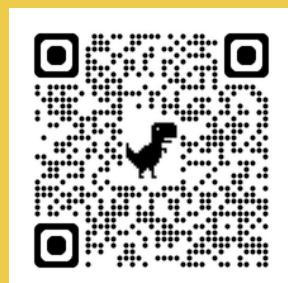
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For Registration

Google form : <https://forms.gle/WX958h2gYEfwNu8V8>

For more information, contact:

Dr. K. Naveen Kumar 9885190824
Ms. Swapna Salla 8247459147
email id : vmdccconference2024@gmail.com



About the Institution

Villa Marie Degree College for Women stands as a beacon of academic excellence and holistic development since its establishment in 1991. Founded by Dr. Philomena, the Visionary, Educationalist & Entrepreneur, the college has been dedicated to imparting quality education and fostering all-around growth among its students. Affiliated with Osmania University under the Choice Based Credit System (CBCS), Villa Marie Degree College for Women ensures a rigorous academic framework that adapts to contemporary educational trends. This affiliation not only enhances the collegiate standards but also emphasizes a student-centric approach to learning, continuous monitoring, and curriculum evolution.

Beyond academics, Villa Marie Degree College for Women distinguishes itself with state-of-the-art facilities and a rich tapestry of co-curricular activities that empower young women to translate their passions into tangible achievements. Accredited by NAAC with a B++ grade and ISO 9001:2015 certified, the institution upholds the highest academic standards while nurturing a spirit of community engagement and environmental stewardship. Guided by its motto, "VILLA VISIE VISTA," Villa Marie Degree College for Women continues to inspire and shape the aspirations of its students, preparing them to excel in a globally competitive world.

About the Conference

Welcome to our multidisciplinary conference where diverse fields converge to inspire innovation and foster collaboration. This event serves as a vibrant platform for scholars, researchers, and practitioners from commerce, management, arts, mathematics, statistics, IT, and second languages to share insights, exchange ideas, and explore new frontiers of knowledge. Join us as we embark on a journey of interdisciplinary exploration, aiming to catalyze transformative advancements and contribute meaningfully to the future of these interconnected disciplines.

Sub - Themes

Commerce and Management

- E-commerce Trends: Challenges and Opportunities
- Financial Inclusion and Economic Development
- Corporate Governance and Ethics in the Digital Age
- Emerging Trends in International Trade and Finance
- Sustainability Reporting and Corporate Social Responsibility
- E-commerce Strategies in Emerging Markets: Opportunities and Challenges
- Global Supply Chain Management: Trends and Innovations
- Digital Marketing Trends: Harnessing Technology for Business Growth
- Recent trends in Commerce and Management
- Innovation and Entrepreneurship in a Global Context
- Human Resource Management in the Digital Era
- Strategic Management in Times of Uncertainty
- Sustainable Supply Chain Management Practices
- Leadership Styles in a Multicultural Environment: Lessons from Global Business Leaders
- Strategic Management in the Digital Age: Adapting to Technological Disruption
- Talent Management and Employee Engagement Strategies for Organizational Success
- Cross-cultural Negotiation and Conflict Resolution in International Business

English

- Literature in the Digital Age: Adaptation and Innovation
- Postcolonial Perspectives in Contemporary Literature
- Linguistic Diversity and Language Policy
- Gender Representation in Literature and Media
- Ecocriticism: Environmental Concerns in Literature and Culture

Computer Science

- Artificial Intelligence and Machine Learning Applications
- Cybersecurity Challenges in the Digital World
- Block chain Technology: Innovations and Applications
- Internet of Things (IoT) and its Impact on Society
- Data Analytics for Business Intelligence

Statistics

- Design and Analysis of experiments, Distribution theory
- Multivariate Data Analysis
- Time Series, Theory of Estimation
- Machine Learning Techniques, Data Science in Statistics

Mathematics

- Differential Equations, Fluid Dynamics, Numerical Analysis, Real Analysis, Number Theory, Topology, Algebra, Fuzy Logic, Mathematical Modelling, Dynamical Systems, Cryptography, Graph Theory.

Political Science

- Democracy in the Digital Era: Challenges and Opportunities
- Global Governance and International Institutions
- Populism and its Impact on Democratic Institutions
- Political Economy of Development and Inequality
- Environmental Politics and Climate Change Policy

Mass Communication

- Media Convergence and Digital Journalism
- Role of Social Media in Shaping Public Opinion
- Ethics and Responsibilities in Journalism
- Advertising in the Age of Information Overload
- Media Representation and Stereotyping in Contemporary Society

Journalism

- Investigative Journalism: Uncovering Truths in the Digital Age
- Solutions Journalism: Reporting on Responses to Social Issues
- Multimedia Storytelling and Audience Engagement
- Citizen Journalism and its Impact on Traditional Media
- Media Literacy and Critical Thinking Skills for News Consumers

Psychology

- Child & Adolescent Psychology
- Cognitive Psychology
- Community & Cross-Cultural Psychology
- Developmental Psychology
- Educational Psychology
- Experimental Psychology

Second Languages

- Language Preservation and Revitalization: Strategies for Sustaining Hindi, Arabic, Sanskrit and French
- Intercultural Communication: Exploring Language and Cultural Exchange in Hindi, Arabic, Sanskrit and French
- Language Teaching Methodologies: Innovative Approaches for Teaching and Learning Hindi, Arabic, Sanskrit and French as Second Languages
- Literary Traditions and Cultural Heritage: Rediscovering Classic Works in Hindi, Arabic, Sanskrit and French Literature
- Translation Studies: Bridging Linguistic and Cultural Divides in Hindi, Arabic, Sanskrit and French Texts

Any other topics related to themes also accepted

GUIDELINES FOR PAPER SUBMISSION

- The paper should be original, unpublished, and should not exceed eight pages.
- All accepted papers will be published in a book with ISBN (Extra Amount of Rs. 350)
- The selected papers will be published in International Journals (ISSN)/Peer-reviewed Journals according to Plagiarism Policy. (Name of journal and Publication fees will be intimated later)

Format for Paper Submission:

Abstract : Not more than 300 words

Full Paper : Not exceeding 5000 words

Title page : Title, Author(s), Designation, Professional Affiliation, Contact Details.

Themes Font : Times New Roman

Font Size : 14 for Main Headings and 12 for Sub headings (bold)

Line Spacing : 1.5

Document Size : A4

Keywords : Maximum 5

Reference : Standard APA Format

IMPORTANT DATES

Last date for receipt of Full Paper: 24-08-2024

Acceptance Communication: 26-08-2024

REGISTRATION FEES

- Industrialists: Rs. 750
- Academicians: Rs. 500
- Research Scholars: Rs. 250
- UG & PG Students: Rs. 200
- Participation: Rs. 100

Note: The co-authors are also requested to pay the registration fee separately. Each author should pay a separate registration fee for multiple papers.

Papers to be submitted @ vmdccconference2024@gmail.com

Payment Details (Payments to be made online.)

Name : K. Naveen Kumar

G pay Number : 9885190824

CHIEF PATRON



Dr. Philomena
Founder - Director, Correspondent
Villa Marie Education Society

TECHNICAL SESSION

PATRON



Ms. Chinnamma
Secretary
Villa Marie Education Society

KEYNOTE SPEAKERS



Dr. Narina Ringo
Assistant Professor,
North-Eastern Federal University, Russia



Mr. Vijay Kiran Agastya
Founder and Managing Director MentorMe,
Career Intelligence and Training Pvt. Ltd.
Former Ex - Deloitte Vice-President



Track - I

Digital Transformation in Commerce and Business Environment: Opportunities and Challenges

Prof. Dr. A. Patrick
Professor, Department of Commerce
Osmania University, Hyderabad.



Track - II

Navigating the Challenges of Digital Transformation in Business Management

Prof. Chetan Srivastava
School of Management Studies
&
Director (Former), Office for International Affairs,
University of Hyderabad.



Track - III

Cognitive and Behavioural Insights in Modern Psychology

Dr. A. Swathi
Head, Department of Psychology
Osmania University, Hyderabad.



Track - IV

Artificial Intelligence and Its Applications in Real-World Problems

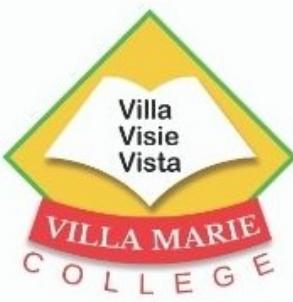
Prof. Dr. A Mallikarjuna Reddy
Professor, Head, Department of AI
Anurag University, Hyderabad.



Track - V

Technology-Enhanced Language Learning: Trends and Innovations

Prof. Hiralal Dash
Professor, Head, Department of Sanskrit
MSCBU, Baripada, Odisha.



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VALEDICTORY FUNCTION



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Ms. Chinnamma
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Villa Marie Education Society



Mrs. Revati Devi Mathur
Principal - Villa Marie Degree College for Women



Dr. K. Naveen Kumar
IQAC Coordinator & Assistant Professor
Department of Commerce
Conference Convenor
Villa Marie Degree College for Women

Guest Speaker



Ms. Sanam Arora
Founder Chair of the National Indian Students & Alumni Union (NISAU), UK.

CONFERENCE SCHEDULE

S. No	Particular	Timing
1.	Prayer Song & Villa Anthem	10.00 am – 10.10 am
2.	Welcome Address and Institutional Profile by Principal	10.10 am – 10.25 am
3.	About the Conference	10.25 am – 10.30 am
4.	Inauguration of Conference Proceedings	10.30 am – 10.35 am
5.	Speaker Profile	10.35 am – 10.40 am
6.	Dr. Narina Ringo Assistant Professor, North East Federal University, Russia	10.40 am – 11.00 am
7.	Speaker – Profile	11.00 am – 11.05 am
8.	Mr. Vijay Kiran Agastya	11.05 am – 11.25 am
10.	Vote of Thanks	11.25 am – 11.30 am
11.	Technical Sessions	11.30 am – 2.30 pm

TECHNICAL SESSION

S. No	Particular	Timing
1.	Welcome Speech	11.30 am – 11.35 am
2.	About the Department	11.35 am - 11.40 am
2.	Speaker Profile	11.40 am – 11.45 am
3.	Speaker Session	11.45 am – 12.00 pm
4.	Paper Presentations	12.00 pm – 2.30 pm
5.	Vote of Thanks	2.30 pm – 2.35 pm

Valedictory Function
Timings : 2.45 - 3.15

S. No	Particular
1	Welcome Address
2	Brief Report of the Conference
3	Speaker Profile
4	Valedictory Address by Ms. Sanam Arora
5	Vote of Thanks
6	National Anthem

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Somajiguda, Hyderabad





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Mohammed Klaus (Presenting)

Conclusion

In conclusion, transforming HRM in the digital era requires a strategic approach that embraces technology, prioritizes employee experience, and fosters a culture of innovation. By adopting these strategies, organizations can achieve sustainable success.



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IN MEETING

Contributors	24
Tally.ERP9 ICPA In... (You)	Meeting host
20D2903 Nivetha A R	
Abinaya Lakshmi	
priyal dubey	
Vaishnavi Mac...	
16 others	
Aman	
Ashwani Singh	

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20D2903 Nivetha A R Prof.Chetan Srivastava, University of ... Sapna Mathur Deborah Callista Vaishnavi Machenabhatla

Dr. Rahil Yusuf Zai Ashwani Singh 2 others Tally,ERP9 ICPA Institute

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The image shows a Google Meet video conference with nine participants. The participants are arranged in two rows of five. The first row contains Nivetha A R (profile picture), Prof. Chetan Srivastava (University of ...), Sapna Mathur (profile picture), Deborah Callista (profile picture), and Vaishnavi Machenabhatla (profile picture). The second row contains Dr. Rahil Yusuf Zai (profile picture), Ashwani Singh (profile picture), and two other participants whose profiles are obscured by teal circles labeled 'V' and '2 others'. The interface includes standard video controls like mute, camera, and share screen, along with a toolbar at the bottom.

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praneetha ravinuthala (Presenting)

CONCLUSION

Entrepreneurship is a widely growing area and the youth has played a huge role in it. We can see the landscape of entrepreneurship changing over the years. The thought process, the mind set including the kind of challenges faces have had a makeover. This change has positively impacted the growth of entrepreneurship and the results of this study has helped analyse the gap between an idea and execution better and also how to go about it.

Sneha Simhadri

Contributors 26

Tally.ERP9 ICPA In... (You) Meeting host

20D2903 Nivetha A R

Abinaya Lakshmi

Aggrandize with Alacrity

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Ashwani Singh

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DR. SABA INAMDAR (Presenting)

Purpose of the Study

- This study aims to analyze the psychological impact of doomscrolling on online purchasing patterns, exploring the constant exposure to negative information that can alter consumer decisions and drive impulsive buying behaviour.
- The study aims to comprehensively understand the correlation between doomscrolling and consumer behaviour, focusing on anxiety, stress, and a heightened sense of uncertainty contributing to changes in online shopping habits.

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Abinaya Lakshmi		
akshaya yadav		
Aman		
Ashwani Singh		

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Chandrashekhar Boda (Presenting)

INTERNATIONAL CONFERENCE

ON

RECENT TRENDS IN COMMERCE, MANAGEMENT, ARTS, HUMANITIES, IT, MATHEMATICS AND STATISTICS



Bibi Zeeba Bolooki



Chandan Tanvi



Mahek Fatima



Vijay Kiran Agastya



Villa Marie naac



38 others



Jyoti Sridhar

Jyoti Sridhar

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ORGANISED BY IQAC ON 31st AUGUST 2024

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marina

Bibi Zeeba Bol...

Chandan Tanvi

Jyoti Sridhar

Mahek Fatima

40 others

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Waiting to be admitted

Deny all Admit all

pavani sen

Deborah Callista

Ashwani Singh

Sadia

Dr. K. Resheta Reddy

00:13:42 01:16:56

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48

Chandrashekhar Boda (You, presenting)

Stop presenting



Villa Marie Degree College For Women

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Welcome

THE CHAIR HEADS – TECHNICAL SESSIONS

to

THE INTERNATIONAL CONFERENCE



Prof. Dr. A. Patrick



Prof. Chetan Srivastava



Dr. A. Swathi



Prof. Dr. A. Mallikarjuna Reddy



Prof. Hiralal Dash

Professor, Department of
Commerce, Osmania
University, Hyderabad

School of Mgt. Studies &
Former Director, Office for Int'l
Affairs, University of Hyd

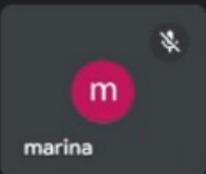
Head, Department of
Psychology, Osmania
University, Hyderabad

Professor, Head, Department
of AI, Anurag University,
Hyderabad

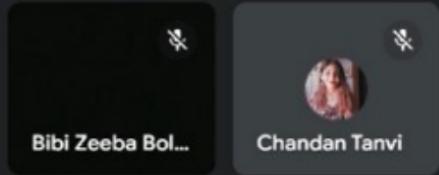
Professor, Head, Dept of
Sanskrit, MSCBU,
Baripada, Odisha



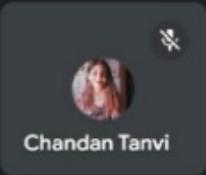
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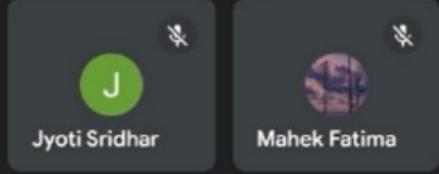
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Bibi Zeeba Bol...



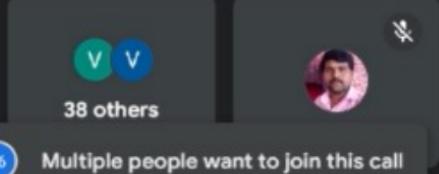
Chandan Tanvi



Jyoti Sridhar



Mahek Fatima



38 others

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WAITING TO JOIN

Waiting to be admitted

8

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Deny all Admit all

D Deborah Callista Admit ...

S Sadia Admit ...

D Dr. K. Reshma Reddy Admit ...

B Bharath Rupani Admit ...

Z Zainab Admit ...

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AN INSTITUTION THAT PREPARES YOU FOR LIFE

Villa Marie's education philosophy

“Villa Visie Vista”

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46

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	Waiting to be admitted	6	^
Bibi Zeeba Bol...		D	Deborah Callista
Chandan Tanvi		S	Sadia
Jyoti Sridhar		D	Danam Bhavani
Mahek Fatima			Bharath Rupani
V S		D	Danam Bhavani
38 others			

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[Learn more](#)[Dismiss](#)**Dr. Swathi Paidipati (Presenting)**

The slide features a dark blue background with a central white rectangular area. At the top, the title 'Cognitive and Behavioural Insights in Modern Psychology' is displayed in a large, bold, orange font. Below the title, the author's name 'DR. P. SWATHI, HEAD' and 'DEPARTMENT OF PSYCHOLOGY' are listed, followed by 'CSMANIA UNIVERSITY'. The bottom of the slide has a solid orange footer bar.

**Dr. Swathi Paidipati****21 others****Rajitha Vangaru**

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IN MEETING

Contributors

24**Rajitha Vangaru (You)**
Meeting host**- Junaid****afsana shaik****Akhila Taduri****AKSHAY !!!**

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Tabitha Kathula



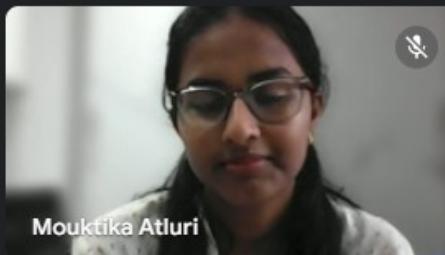
Dr. Swathi Paidipati



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Mouktika Atluri



AKSHAY !!!



Ramagiri Mohana



4 others



Rajitha Vangaru

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IN MEETING

Contributors

12

Rajitha Vangaru (You)
Meeting host

⋮

Akhila Taduri

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Amulya Pasunoori

⋮

Bharath Rupani

⋮



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Dr. Swathi Paidipati

Mouktika Atluri

Amulya Pasunoori

Tabitha Kathula

AKSHAY !!!

Babita Agarwal

Ramagiri Mohana

V

6 others

Rajitha Vangaru

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Contributors	14	^	
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Babita Agarwal			

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S Sneha Jha (Presenting)

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Introduction

In the contemporary world, we see that adolescent age which is from 13-19 years is a period marked by intense social development and the formation of identity and social life. During this crucial phase, peer influence plays an important or pivotal role in shaping teenage behaviour choices and preferences. Social media networks like Facebook, Instagram, Snapchat have become integral to the social lives of teenagers offering avenues for self expression social connection and access to a vast array of information and trends social networks could make young people vulnerable to making risky decisions and choices some researchers also believe that exposure to social media can overstimulate the brain's reward center and the stimulation becomes excessive which can trigger pathways comparable to addiction.

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	Mouktika Atluri	
	Ramagiri Mohana	
	Sarika Reddy	
	Sneha Jha	
	Sneha Jha Presentation	
	Tabitha Kathula	
	Trishita Yadav	
	Tushali Ranjan	



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Trishita Yadav

Contributors 19 ▾

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Akhila Taduri  ⚡ ⋮

AKSHAY !!!  ⚡ ⋮

Amulya Pasunoori  ⚡ ⋮

Babita Agarwal  ⚡ ⋮

The chart shows that 56.3% of respondents believe classic literature portrays gender differently than modern literature. 12.6% are uncertain, and 7.1% think there is no difference. 21.0% are unsure. This highlights a common view of distinct gender portrayals across literary periods, with significant uncertainty among respondents.

56.3% 21% 12.6% 7.1% 0%

Yes No Unsure May be Neutral

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Tushali Ranjan Tabitha Kathula Dr. Swathi Paidipati

AKSHAY !!! Babita Agarwal Ramagiri Mohana

Vaishnavi Medisetty T V 11 others Rajitha Vangaru

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Profile Picture	Name	Actions
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	Trishita Yadav	
	Tushali Ranjan	
	Vaishnavi Medisetty	
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S Sneha Jha (Presenting)

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Introduction

In the contemporary world, we see that adolescent age which is from 13-19 years is a period marked by intense social development and the formation of identity and social life. During this crucial phase, peer influence plays an important or pivotal role in shaping teenage behaviour choices and preferences. Social media networks like Facebook, Instagram, Snapchat have become integral to the social lives of teenagers offering avenues for self expression social connection and access to a vast array of information and trends social networks could make young people vulnerable to making risky decisions and choices some researchers also believe that exposure to social media can overstimulate the brain's reward center and the stimulation becomes excessive which can trigger pathways comparable to addiction.

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B Babita Agarwal (Presenting)

FINDINGS

1. There is no significant difference between emotional maturity of adolescents studying in the schools of Dehradun and Uttarkashi on the basis of total sample.
2. There is no significant difference between emotional maturity of adolescents studying in the Govt. schools of Dehradun and Govt. schools of Uttarkashi. The Govt. is running several programmes for the welfare and overall development of adolescents in all the Govt. schools like Guidance and counselling services, Khel Mahakumbh, Co-curricular activities, Bal Sakha programme, Milkar Rehna Sikho Programme, Apda Prabandhan trainings, educational programmes and rallies against drugs, educational tours, Adolescence education etc. Several NGO's and corporates are also working for helping Govt. school students like Read to room, ONGC, Bhuvneshwari Mahila Ashram, Ajij Premji foundation etc. All these efforts have positive effects also on the emotional maturity of Govt. school students.

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Amulya Pasunoori	✓	...
Babita Agarwal	✓	...

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Mouktika Atluri (Presenting)

Dr. Swathi Paidipati

IMPACT OF SLEEP LENGTH ON COGNITIVE PERFORMANCE AND EMOTIONAL EXPERIENCE
AMONG YOUNG ADULTS
AMULYA PASUNOORI AND MOUKTIKA ATLURI
DEPARTMENT OF ARTS, VILLA MARIE COLLEGE FOR WOMEN
PSYCHOLOGY, JOURNALISM & MASS COMMUNICATION, MODERN LANGUAGE
24 AUGUST, 2024

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Meeting host

Akhila Taduri

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Amulya Pasunoori

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Tabitha Kathula

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Babita Agarwal

Ramagiri Mohana

Vaishnavi Medisetty

Trishita Yadav

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Rajitha Vangaru

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Krishiii Singh

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Dr. Swathi Paidipati (Presenting)

Modern Behavioural Approaches - Bandura

Social Learning Theory

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graph LR; A[Attention] --> B[Retention]; B --> C[Motor reproduction]; C --> D[Motivation]
```

B Behavior
P PERSON
E Environment

Rajitha Vangaru (You)
Meeting host

- Junaid

afsana shaik

Akhila Taduri

AKSHAY !!!

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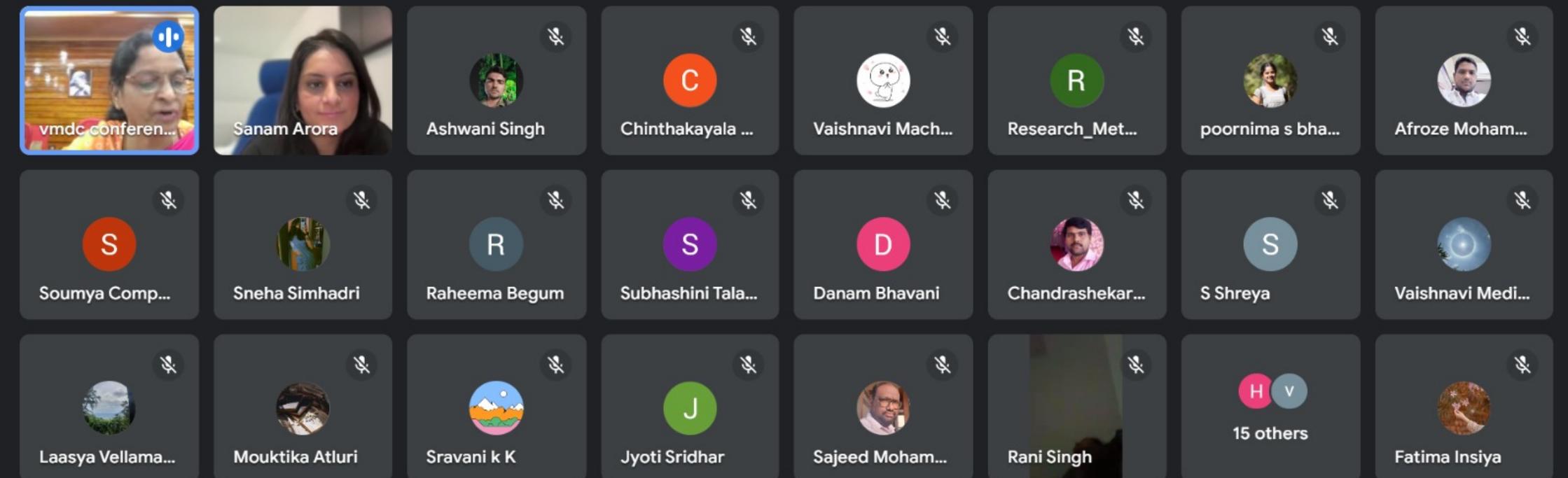
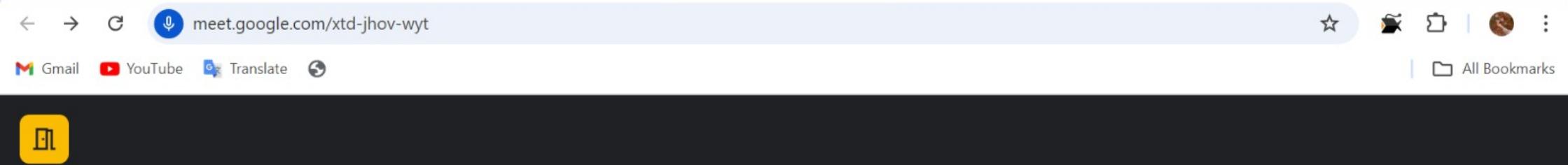
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20D2903 Nivetha A R Prof.Chetan Srivastava, University of ... Sapna Mathur Deborah Callista Vaishnavi Machenabhatla

Dr. Rahil Yusuf Zai Ashwani Singh 2 others Tally,ERP9 ICPA Institute

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The image shows a Google Meet video conference interface. At the top, there are two tabs: 'Inbox (2) - icpaint@gmail.com' and 'Meet - ggv-odea-vrv'. The main window displays nine participants in a grid. The first row contains five participants: Nivetha A R (20D2903), Prof. Chetan Srivastava (University of ...), Sapna Mathur, Deborah Callista, and Vaishnavi Machenabhatla. The second row contains three participants: Dr. Rahil Yusuf Zai, Ashwani Singh, and two others. A participant named Tally,ERP9 ICPA Institute is shown in a separate window. At the bottom, there is a toolbar with various video controls (e.g., volume, camera, microphone, etc.) and a system tray with weather information (24°C Rain) and connectivity status.

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Mohammed Klaus (Presenting)

Conclusion

In conclusion, transforming HRM in the digital era requires a strategic approach that embraces technology, prioritizes employee experience, and fosters a culture of innovation. By adopting these strategies, organizations can achieve sustainable success.



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16 others	
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praneetha ravinuthala (Presenting)

CONCLUSION

Entrepreneurship is a widely growing area and the youth has played a huge role in it. We can see the landscape of entrepreneurship changing over the years. The thought process, the mind set including the kind of challenges faces have had a makeover. This change has positively impacted the growth of entrepreneurship and the results of this study has helped analyse the gap between an idea and execution better and also how to go about it.

Sneha Simhadri

Contributors 26

Tally.ERP9 ICPA In... (You) Meeting host

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DR. SABA INAMDAR (Presenting)

Purpose of the Study

- This study aims to analyze the psychological impact of doomscrolling on online purchasing patterns, exploring the constant exposure to negative information that can alter consumer decisions and drive impulsive buying behaviour.
- The study aims to comprehensively understand the correlation between doomscrolling and consumer behaviour, focusing on anxiety, stress, and a heightened sense of uncertainty contributing to changes in online shopping habits.

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CONCLUSION

To sum up, employee engagement and talent management are closely related and essential to the long-term success of an organization.

Companies can cultivate a highly engaged, devoted, and productive workforce that propels ongoing expansion and innovation by placing a high priority on employee engagement through strategic talent management practices.

Organizations that invest in their people will be better positioned to adapt, grow, and lead in their respective industries as the business landscape continues to change.

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Ashwani Singh (Presenting)

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DR. SABA INAMDAR (Presenting)

Conclusion

Individuals' consumer behavior can be influenced by exposure to distressing content, impacting their psychological state. Marketers now use distressing news and social media as powerful tools, despite their known negative effects on mental well-being. This shift calls for more research on the impact and emphasizes designing online experiences with consumer psychology in mind.

DR. SABA INA... Prof.Chetan S...
Sadia Sajeed Moha...
Sapna Mathur MOHAMMAD ...
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S Sarika Reddy (Presenting)

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Financial Inclusion (FI) Index and India's GDP (2017 - 2024)

FI Index (blue bars) and GDP (trillions USD) (green line with dots) from 2017 to 2024.

Year	FI Index	GDP (trillions USD)
2017	43.5	2.8
2018	46.0	3.0
2019	49.5	3.2
2020	52.0	2.9
2021	54.5	3.5
2022	56.5	3.8
2023	59.0	4.0
2024	61.5	4.3

Source: Swaminathan Padmanabhan: India's Financial Inclusion Index: A Mirror of GDP Growth

akshaya yadav S Sapna Mathur Prof.Chetan Sri...

S Sarika Reddy D Deborah Callista Vaishnavi Mach...

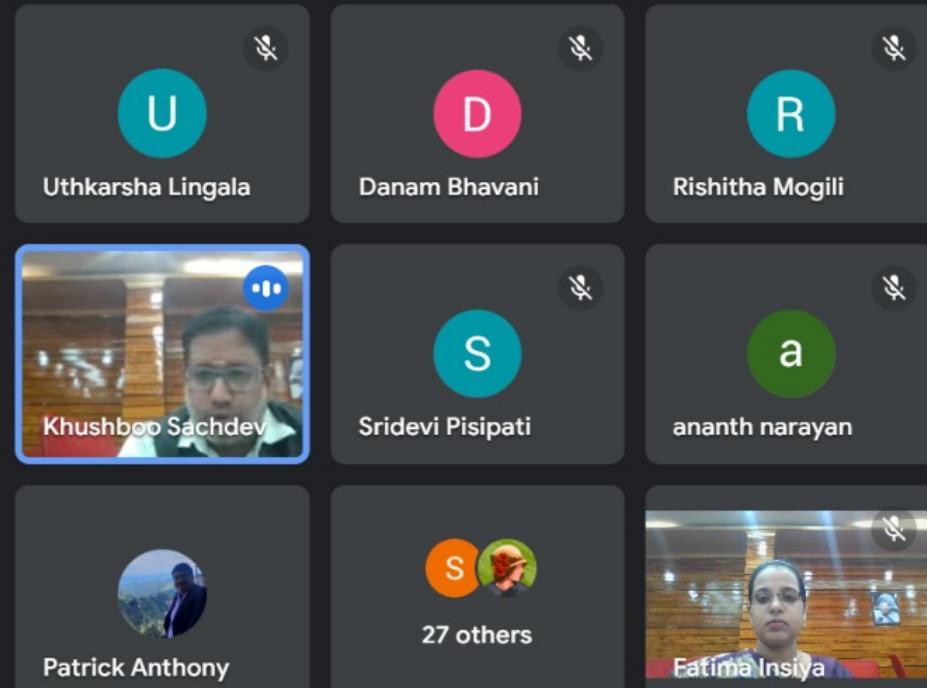
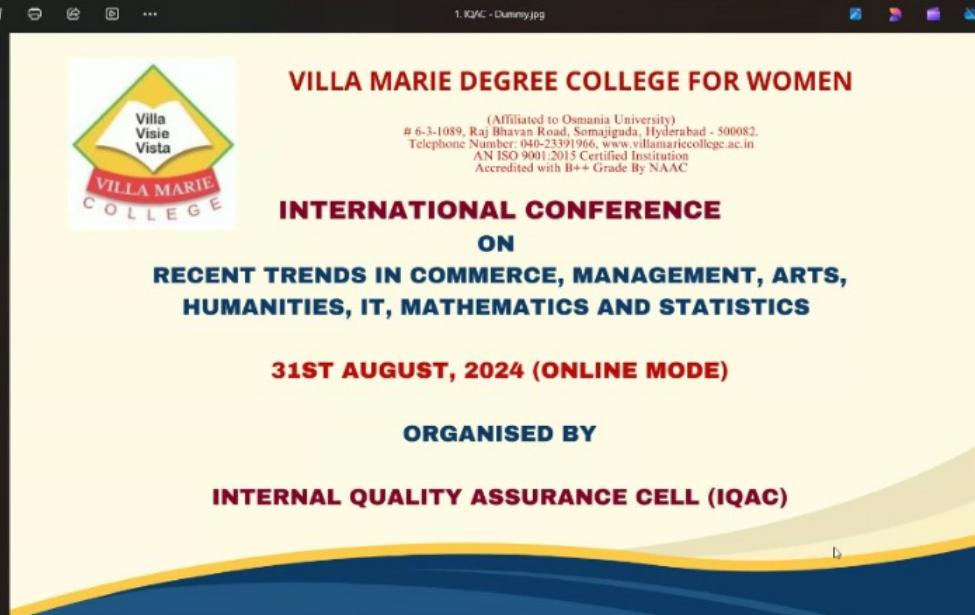
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K Khushboo Sachdev (Presenting)

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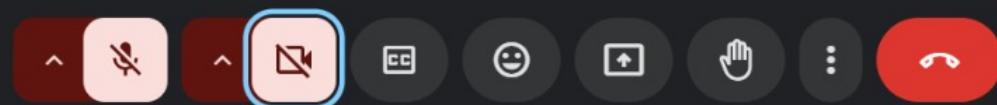
The timeline features a horizontal axis with major ticks for the years 1998, 2002, 2003, 2020, 2021, and 2024. Above the axis, five program names are listed: B.Com Foreign Trade (1998), B.Com Honours (2003), B.Com Finance (2021), B.Com General (2020), and B.Com Computers (2002). Below the axis, three additional programs are listed: B.Com Advertising (2003), B.Com Business Analytics (2021), and Department of Commerce VMDC (at the bottom).

U Uthkarsha Lingala
D Danam Bhavani
R Rishitha Mogili
S Sridevi Pisipati
a ananth narayan
Khushboo Sachdev
Patrick Anthony
28 others
Fatima Insiya

Department of Commerce VMDC

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Uthkarsha Lingala

Danam Bhavani

Rishitha Mogili

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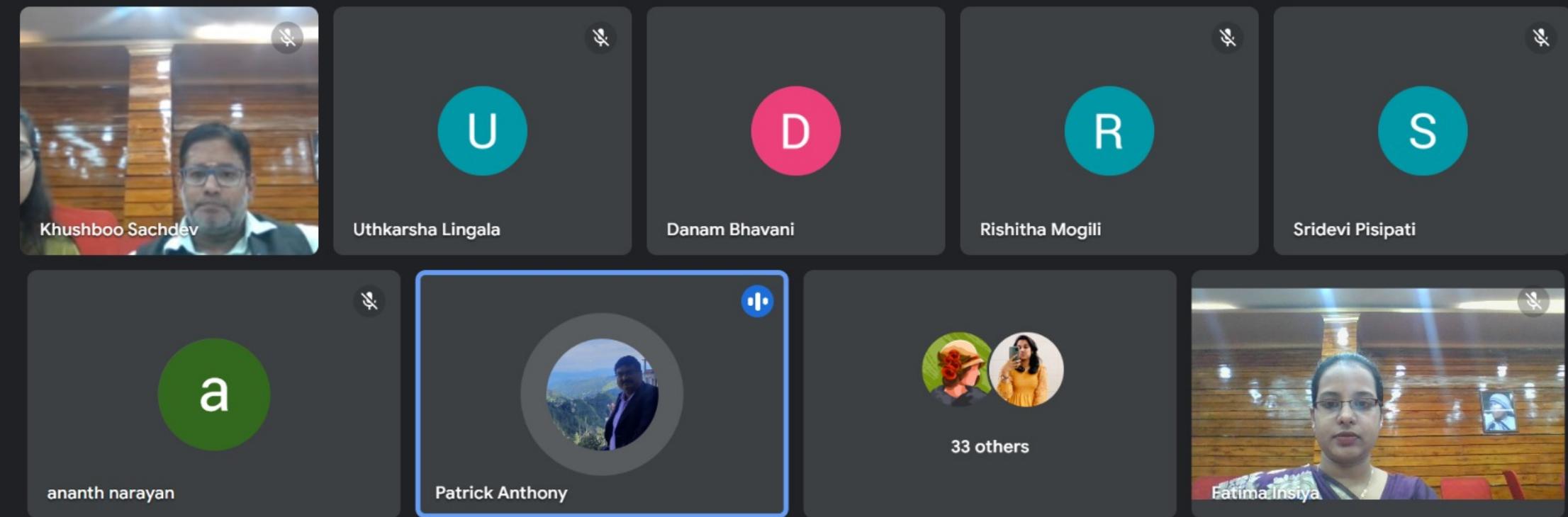
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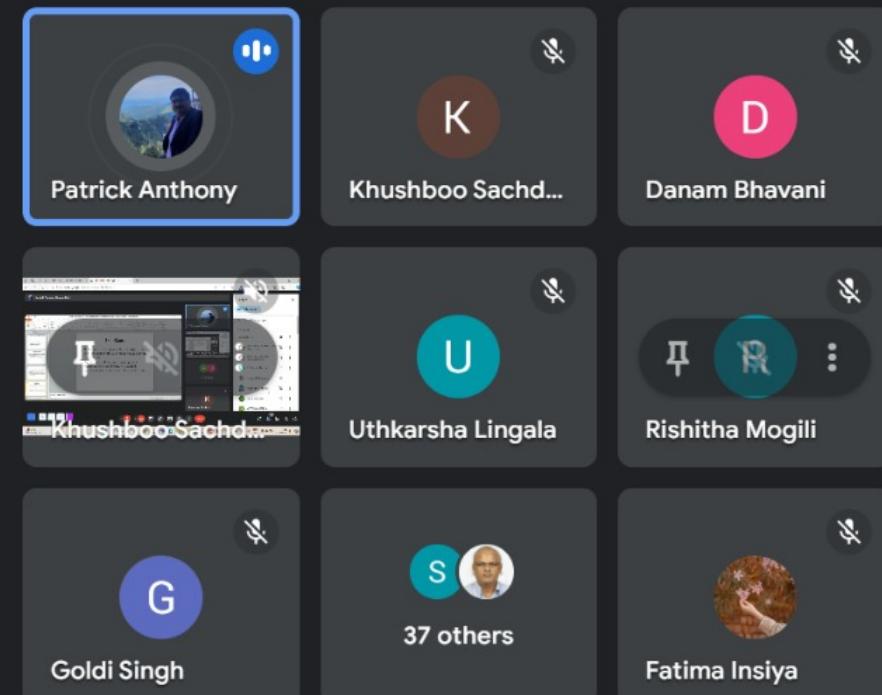
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DR. VIJAYALAKSHMI. R COMMERCE (Presenting)

Methodology

- **Sample** - 294 women respondents in Hyderabad, Telangana.
- **Sampling method** - Convenient sampling method.
- **Source of Data Collection** – Both Primary and Secondary



DR. VIJAYALAKSHMI. ...

G
Goldi Singh

K
Khushboo Sachdev

Patrick Anthony

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Danam Bhavani

U
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R S
37 others

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Patrick Anthony (Presenting)

Digital Transformation in Commerce & Business Environment - Microsoft PowerPoint (Product Activation Failed)

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Slides Outline

1 Digital Transformation in Commerce & Business Environment: Opportunities and Challenges

2 Digital Transformation:

- "Digital transformation is the integration of digital technologies into all areas of business, particularly changes from low-cost and low-value products to high-value products."
- "It also includes changes that increase efficiency, reduce costs, and improve quality."

3 Case Studies and Real-World Examples:

- India's E-commerce Industry: "The rise of e-commerce has transformed the retail landscape in India, making it easier for businesses to sell products online and reach a wider audience."
- Digital Payments in India: "The adoption of digital payment platforms like Paytm, PhonePe, and Google Pay has revolutionized how transactions are conducted in India."
- These platforms have made it easier for businesses to accept payments and for customers to make purchases, even in remote areas."

4 Digital Payment Revolution:

- "The adoption of digital payment platforms like Paytm, PhonePe, and Google Pay has revolutionized how transactions are conducted in India."
- "These platforms have made it easier for businesses to accept payments and for customers to make purchases, even in remote areas."

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SHITAL VEKARIYA (Presenting)

**"TRANSFORMING CORPORATE GOVERNANCE:
THE DIGITAL REVOLUTION - CASE STUDY ON INDIAN
COMPANIES"**

Submitted by:
Dr. Shital P. Vekariya
Assistant Professor
Dept. of Accounting & Fin. Management
Faculty of Commerce
The M. S. University of Baroda
Vadodara

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 S	Sadia	Admit	⋮
 D	Dr. K. Resheta Reddy	Admit	⋮

R Raheema Begum (Presenting)



Patrick Anthony	Khushboo Sachdev	Danam Bhavani	Dr. K. Resheta Reddy	DR. VIJAYALAKSHMI. R ...
Goldi Singh	sampath Iyengar Pardhasaradhi	U R 37 others	Fatima Insiya	



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Santosh Verma Official (Presenting)

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Title: The Impact of Microfinance on the Poverty Reduction: An Empirical Evidence from Gorakhpur: A M...
Author: Santos Kumar Verma
Research Scholar
Dseen Dayal Upadhyaya Gorakhpur University, Gorakhpur, Uttar Pradesh

Khushboo Sachdev (K)

Jyoti Sridhar (J)

Afroze Mohammed (A)

Akanksha Galhotra (A)

Dr. K. Reshma Reddy (D)

DR. VIJAYALAKSHMI. R. (V)

Goldi Singh (G)

30 others (R, U)

Fatima Insiya (F)

Santosh Verma (S)

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S Sridevi Pisipati (Presenting)

Assessing Financial Inclusion in India Current Status, Challenges, and Emerging Opportunities... Saved to this PC

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Villa Marie Research Conference - 31-08-2024

ASSESSING FINANCIAL INCLUSION IN INDIA: CURRENT STATUS, CHALLENGES AND EMERGING OPPORTUNITIES

Sridevi Sumyukta Pisipati
Student
Bhavans Vivekananda College of Science, Humanities, and Commerce, Sainikpuri, Secunderabad, India

Shreya Shivakumar
Student
Bhavans Vivekananda College of Science, Humanities, and Commerce, Sainikpuri, Secunderabad, India

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R Research_Methodology Project Report (Presenting)

E-Commerce Strategies in Emerging Markets - Opportunities and Threats

P. Madhavi Latha,
Asst Professor, Dept of Commerce.
St. Pious X Degree & PG College For
Women (Autonomous). Habsiguda.
Hyderabad.

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Akanksha Galhotra
Dr. K. Resheta Red...
Afroze Mohammed
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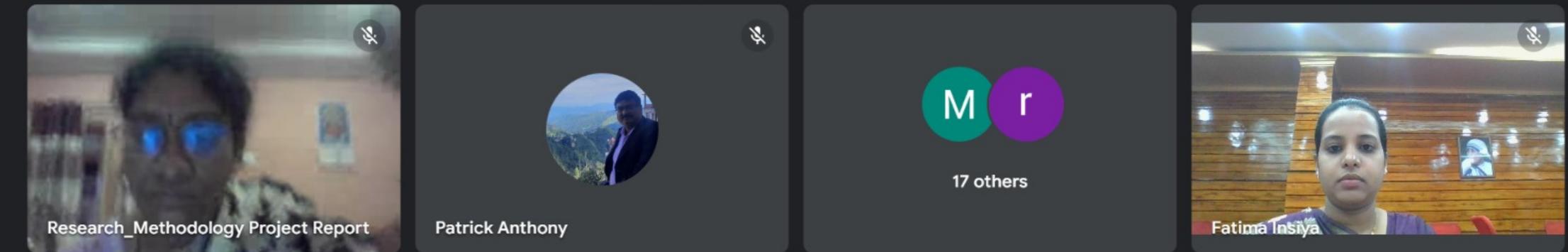


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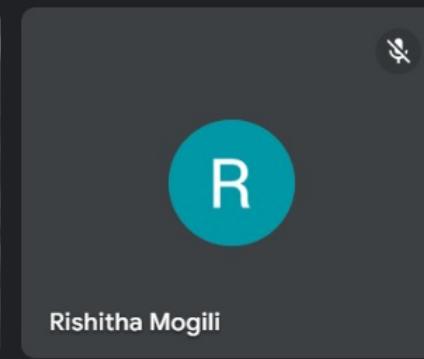
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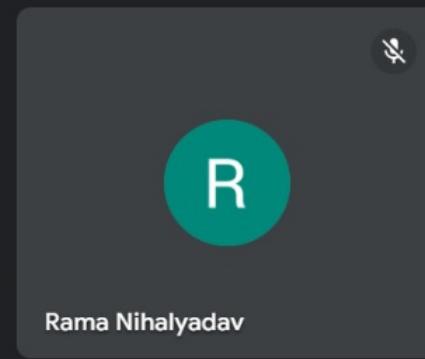
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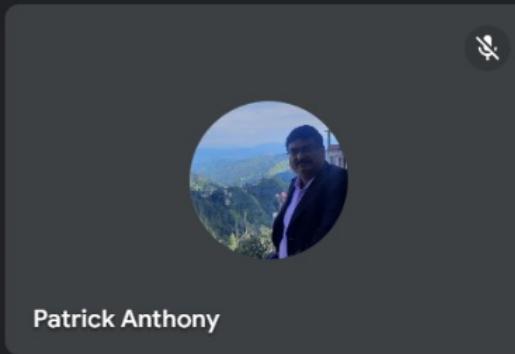
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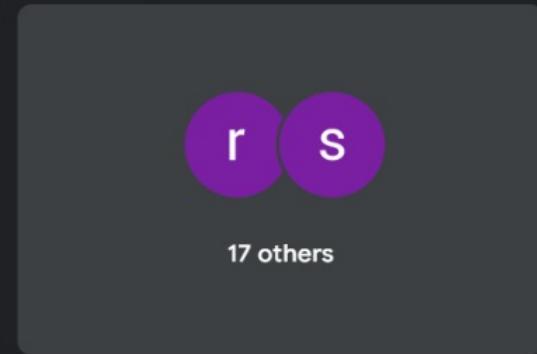
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Research_Methodology Project Report



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Chandrashekhar Boda (Presenting)

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37

Chandrashekhar Boda (Presenting)

vmdc conference

Sanam Arora

Ashwani Singh

R Research_Method...

C Chinthakayala Kal...

poornima s bharad...

28 others

Fatima Insiya



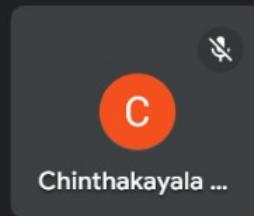
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Sanam Arora



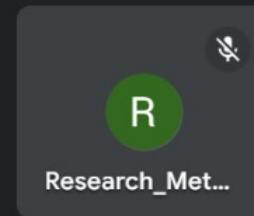
Ashwani Singh



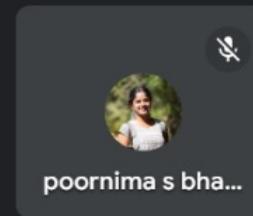
Chinthakayala ...



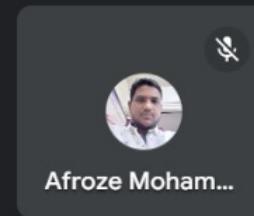
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Research_Met...



poornima s bha...



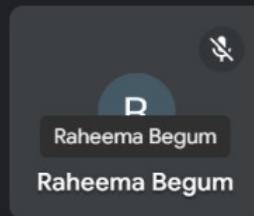
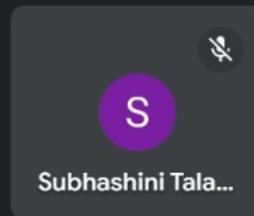
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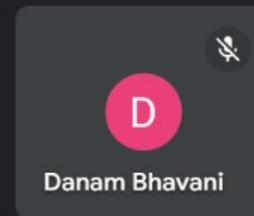
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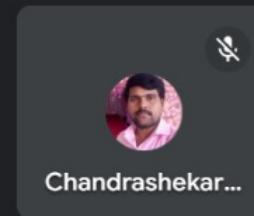
Sneha Simhadri

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Raheema Begum

Subhashini Tala...



Danam Bhavani



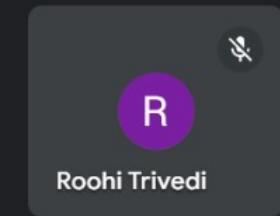
Chandrashekhar...



S Shreya



Vaishnavi Medi...



Roohi Trivedi



Mouktika Atluri



Sravani k K



Jyoti Sridhar



Vaishnavi Mach...



Rani Singh



15 others

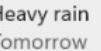
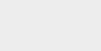


Fatima Insiya

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Sahithi Thumkunta



S

Subhashini Talasila



Gopika Santoshi Kannaiah



kudikala kalabharathi



Srila Mallak



Dr A Mallikarjuna Reddy, HoD AI



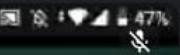
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pavani sen

V Vishnupriya Paderu (Presenting)

12:35 pm



B

Bhavana Gupta Agarw...

S

Subhashini Talasila

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Nafees Jahan

S

sania begum



Dr A Mallikarjuna Red...

V

Victor Daniel



G

19 others

Bhavana Gupta Agarwal and
Subhashini Talasila have raised
hands

Open queue



Vishnupriya Paderu

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28





Dr A Mallikarjuna Reddy, HoD AI (Presenting)

Artificial Intelligence and Its Real-World Applications

Dr. A. Mallikarjuna Reddy

Anurag University

August 31, 2024

In-call messages

Unless they're pinned, messages can only be seen by people in the call when the message is sent. All messages are deleted when the call ends.

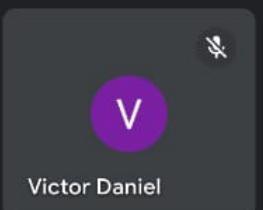
Computerscience VMDC 11:58
yes sir



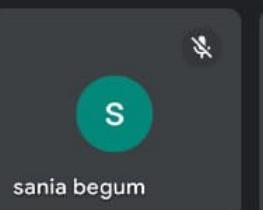
Dr A Mallikarjuna ...



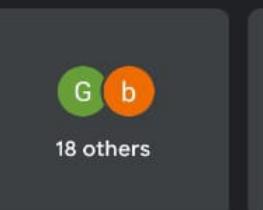
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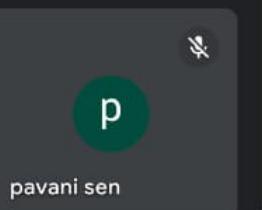
Victor Daniel



sania begum



18 others



pavani sen

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G Gopika Santoshi ...
b bharath raj madd...
Dr A Mallikarjuna ...
sangewar gayathri
S 15 others
p pavani sen

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C Computerscience VMDC Presentation	...
Dr A Mallikarjuna Reddy...	...
G Gopika Santoshi Kannai...	...
J Jerusha Ravuri	...
Jyotirmayee Mallick	...

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21

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Pavani - ReAnIn -...

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TRACK - IV
ARTIFICIAL INTELLIGENCE AND ITS APPLICATIONS IN REAL-WORLD PROBLEMS

TECHNICAL CHAIR
PROF. DR. A MALLIKARJUNA REDDY
Professor & Head, Department of AI
Anurag University, Hyderabad.



Nafees Jahan



Dr A Mallikarjuna Re...



Gopika Santoshi Ka...



bharath raj maddela



Srla Mallak



keerthi yadav



Bhavana Gupta Aga...



14 others



pavani sen

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lathagowlikar ... Harshaa varda... Prashanta Ku...

Dr.P.VENKAT B... 7 others Bibi Zeeba Bol...

16

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R Roohi Trivedi (Presenting)

13:20 Sat 31 Aug

Presentation (1)

Home Insert Draw Design Transitions Animations Slide Show

lathagowlkar +13

French

- French grammar is clear and organised highlighting the importance of being direct and clear in speaking
- On other hand the French vocabulary emphasises the importance of politeness respect and formal attitude in professional and academic settings
- In France the small talks are often revolving around sports food vacation and not politics economy or their job highlighting their priorities
- By learning French literature we understand that natives of France have a deep connection with their language and hence less foreign words are indebted in their language.



Notes Comments

lathagowlkar gowlikar Shaheen Durdana Prashanta Kumar Dash

D DR.GITANJALI NAYAK H Hiralal Dash

V Villa Marie naac V 6 others

Bibi Zeeba Bolooki

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Dr.P.VENKAT BCCA (Presenting)

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Outline Slides

LITERARY TRADITIONS AND CULTURAL HERITAGE: REDISCOVERING CLASSIC WORKS IN SANSKRIT LITERATURE

Click to add notes

Slide Transition

Apply to Selected Slides

- None
- Morph
- Fade
- Cut
- Wipe
- Shape
- Dissolve
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Modify transition

Effect Options:

Speed: 00.50

Sound: [No Sound]

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Advance slide

Click to change slides

13:26 | ayw-zfp-oae

lathagowlikar gowlikar

Roohi Trivedi

S Shaheen Durdana

Prashanta Kumar Dash

DR.GITANJALI NAYAK

Hiralal Dash

8 others

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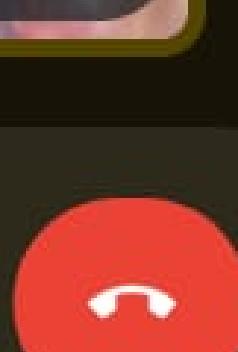
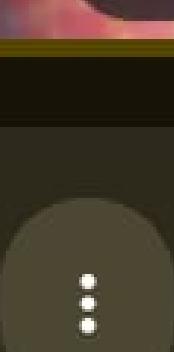
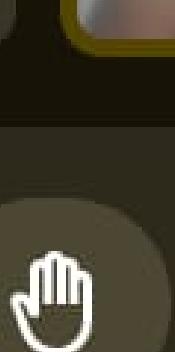
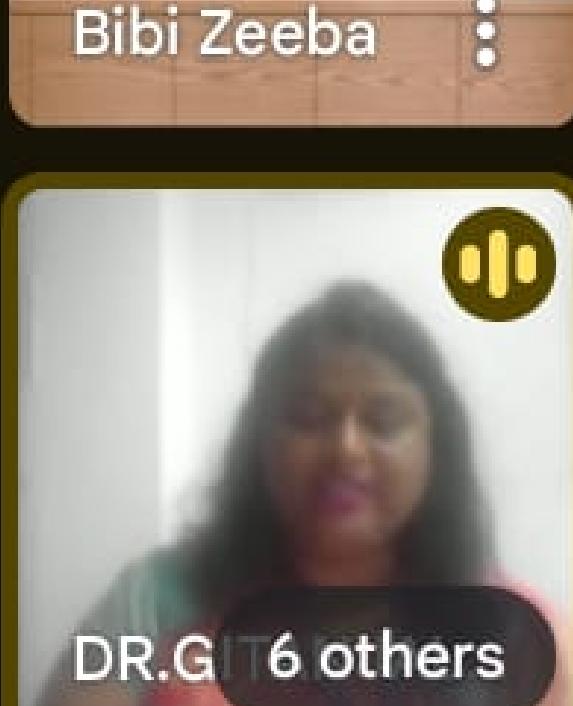
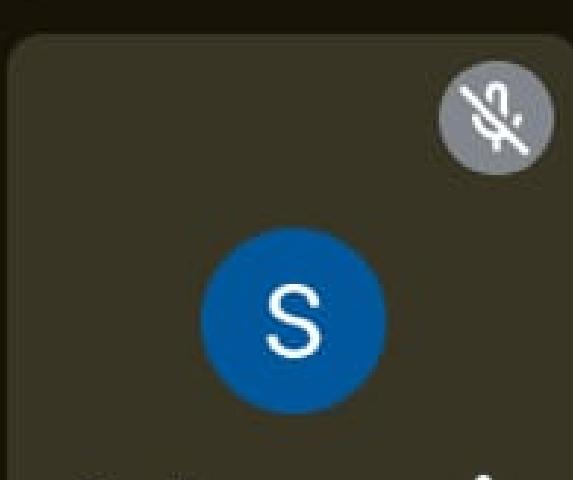
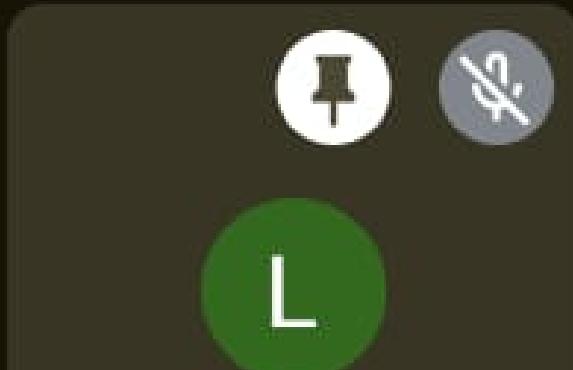
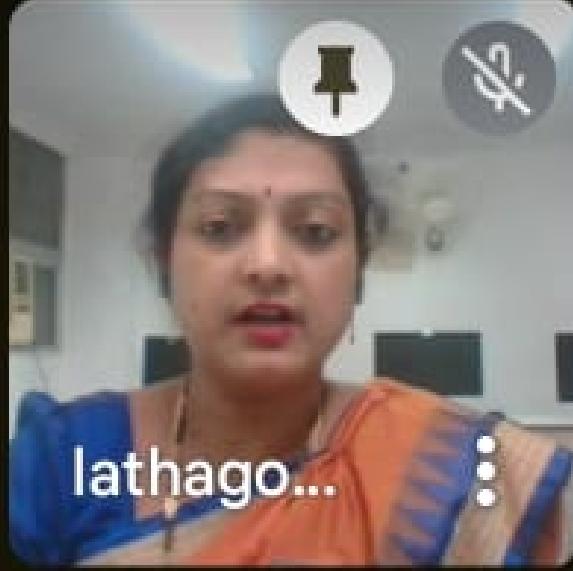
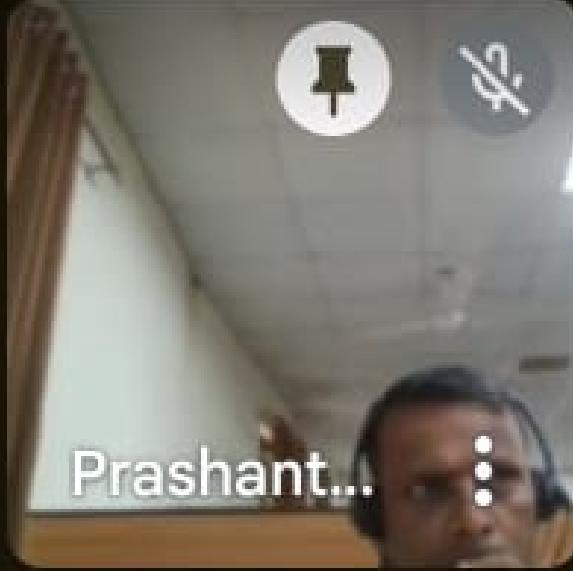


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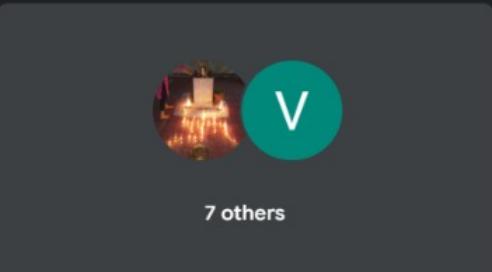
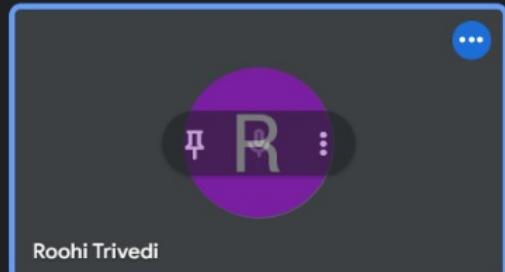
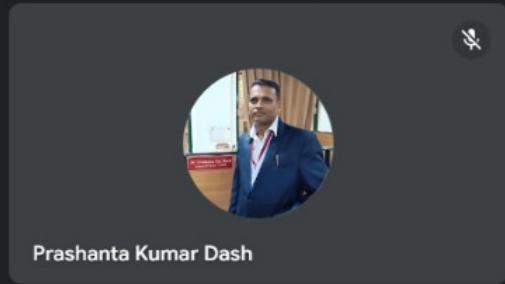
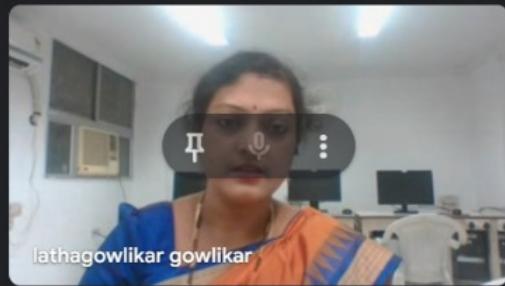


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People

L	Laxmipriya Pati	...
M	Mahek Fatima	...
P	Prashanta Kumar Dash	...
R	Roohi Trivedi	...
S	SAMSKRUTAYANAM संस्कृतायनम्	...
S	Savitha S	...
S	Shaheen Durdana	...
V	Villa Marie naac	...
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"A STUDY ON UNDERSTANDING LANGUAGE TEACHING METHODOLOGIES(SECOND LANGUAGE)"

AUTHOR:
Rashmi Kulkarni, Associate professor(Avinash college of commerce)
CO-AUTHORS:
C. Laya Sree, Student(Avinash college of commerce)
G. Vishnu Priya, Student(Avinash college of commerce)

lathagowlikar go...
Chinthakayala K...
Ananthu Sneha
Prashanta Kumar...
DR.GITANJALI N...
Hiralal Dash
Shaheen Durdana
10 others
Bibi Zeeba Bolooki

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19

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TRACK - V

TECHNOLOGY-ENHANCED LANGUAGE LEARNING: TRENDS AND INNOVATIONS

TECHNICAL CHAIR
PROF. HIRALAL DASH
Professor, Head, Department of Sanskrit
MSCBU, Baripada, Odisha.

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lathagowlikar ...
Mahek Fatima
Priyanka Kant...
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7 others
Bibi Zeeba Bol...

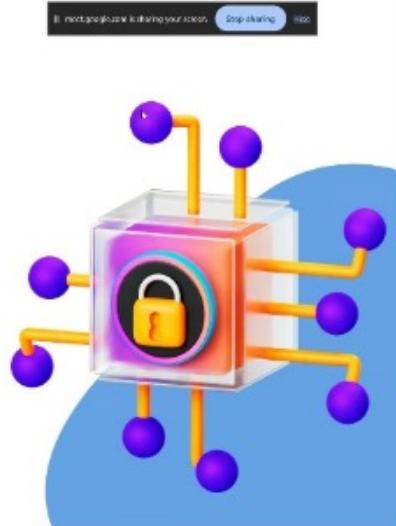
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Vijay Kiran Agastya (Presenting)



Key trends:

- 1 Artificial Intelligence and Machine Learning
- 2 Cloud Computing
- 3 Cybersecurity
- 4 Internet of Things (IoT)



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Vijay Kiran Agastya

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Aarthi Deepak

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afra taranum		...
Afroze Mohammed		...
Ashwani Singh		...
Bharath Rupani		...

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akshaya yadav	
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Rani Singh

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Ashwani Singh

Jyoti Sridhar

Rani Singh

Chinthakayala Kalyani

Goldi Singh

21 others

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Shaheen Durdana

Hiralal Dash

DR.GITANJALI NAYAK

Prashanta Kumar Dash

lathagowlikar gowlikar (Presentation)

Savitha S

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