

# NATIONAL CONFERENCE ON SUSTAINABLE MANAGEMENT IN THE AGE OF AI AND EMERGING TECHNOLOGIES

DATE : 12-04-2025

VENUE : NEW SEMINAR HALL, GREEN  
FIELDS, KL UNIVERSITY, VADDESWARAM



## ABOUT CONFERENCE:

### The National Conference on Sustainable Management in the Age of AI and Emerging Technologies

**Technologies** focuses on the integration of sustainability with advanced technologies. It brings together researchers, industry leaders, policymakers, academicians and students to discuss the role of AI, IoT, blockchain, and other innovations in sustainable business practices. The conference highlights ethical AI, green technology, and responsible digital transformation. Experts will share insights on minimizing environmental impact while leveraging technological advancements. Key discussions include AI-driven sustainability, circular economy models, and smart resource management. Participants will explore strategies for balancing economic growth with environmental and social responsibility. Case studies and real-world applications will showcase how businesses and governments implement sustainable technology solutions. The event fosters interdisciplinary collaboration to drive innovation for a greener future. Interactive sessions, keynote addresses, and panel discussions will provide valuable knowledge and networking opportunities. The conference aims to shape a sustainable, tech-driven future through responsible management and innovation.

## OBJECTIVES

- 1** To explore the role of AI and emerging technologies in promoting sustainable business practices.
- 2** To encourage ethical and responsible use of technology for environmental and social well-being.
- 3** To highlight innovations that drive resource efficiency and support the circular economy.
- 4** To foster collaboration among industry leaders, researchers, and policymakers for sustainable solutions.
- 5** To advocate for policies that ensure balanced technological growth with sustainability.

## CHIEF PATRONS

ER. K. SATYANARAYANA, PRESIDENT AND CHANCELLOR, KLEF  
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DR. A. V. S. PRASAD, PRO-VICE CHANCELLOR (ADMINISTRATION)KL  
DR. K. SUBBARAO, REGISTRAR, KL  
DR. M. KISHORE BABU, DEAN M&H, KL  
DR. B. T. P. MADHAV, ADDITIONAL DEAN R AND D, KL

## CONFERENCE CHAIRS

DR. K. HEMA DIVYA, HOD -MBA  
DR. CH. BALAJI, ALT.HOD-MBA

## CO - CONVENORS

DR. K S VENKATESWARA KUMAR, ASSOCIATE PROFESSOR  
DR. K ANUSHA, ASSISTANT PROFESSOR  
DR. D SUNDARI, ASSOCIATE PROFESSOR

## ORGANIZING COMMITTEE

DR. ATANU TALUKDAR, PROFESSOR  
DR. VADAPALLI RAVINDHAR, PROFESSOR  
DR. S. PADMA, PROFESSOR  
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DR. V. SIVA PRASAD KANDI, ASSISTANT PROFESSOR, RPAC  
DR. R. S. V. RAMA SWATHI, ASSISTANT PROFESSOR  
DR. B. VAMSI KRISHNA, ASSISTANT PROFESSOR  
DR. SHYAMSUNDAR TRIPATHY, ASSISTANT PROFESSOR  
DR. DANIEL PILLI, ASSISTANT PROFESSOR  
DR. T. V. S. S. SWATHI, ASSISTANT PROFESSOR  
DR. SUBBA RAO VEERA VENKATA ADHIKARI, ASSISTANT PROFESSOR

## KEY NOTE SPEAKERS



**Mr. Kamal Jain**

Director

Cargomen Logistics India Pvt Ltd



**Mr. T Lakshmi Narayana**

Digital Transformation Consultant  
NBFC: Intellect Informatics  
Hyderabad



**Mr. Suresh Palanisamy**

Manager - Marketing & Merchandising  
Excel Global Fashion & Apparel Pvt  
Bangalore



**Ms. K. Lakshmi Sunita**

Chief Manager  
SBI Swathi Junction Branch  
Vijayawada

## CALL FOR PAPER SUBMISSION

# National Conference on Sustainable Management in the Age of AI and Emerging Technologies

The authors are requested to submit full paper, with the details of title of the paper and Name of the Author/Authors, correspondence address, e-mail & Mobile number on or before **6th April, 2025**. **The work should be original and unpublished research work sent via email**

The themes for conference are just for guidelines but not restricted to topics. Authors can contribute original research paper, case studies relevant to the National Conference. All accepted articles will be published in the conference proceedings with **ISBN Number compulsory indexing. Selected quality papers after peer review will be further processed to Scopus indexing book chapters.**



## Sub Themes:

### FINANCE

- AI and Sustainable Financial Decision Making
- FinTech and Green Financing
- Blockchain for Sustainable Financial Services
- AI-Powered Risk Management for Environmental Sustainability Ethical
- AI and Responsible Finance
- Digital Transformation for Green Banking
- Big Data and Predictive Analytics for Sustainable Finance
- Sustainable Investment Strategies in the Digital Era
- AI in Financial Regulatory Compliance for Sustainability
- Role of Emerging Technologies in Financial Inclusion and Sustainability
- Cybersecurity in Sustainable Finance



### MARKETING

- AI-Powered Green Marketing and Consumer Behavior
- Sustainable Branding in the Digital Era
- AI and Sustainable Supply Chain Marketing
- Pricing Strategies and AI-Driven Sustainable Marketing
- AI-Driven Promotion Strategies for Sustainability
- AI in Sustainable Retail and Omni-Channel Marketing
- Consumer Trust and Ethical AI in Sustainability Marketing
- AI-Driven Demand Forecasting and Sustainable Product Development

## **Human Resource**

- Sustainable Human Resource Management in the Age of Disruption
- The Role of HR Tech in Driving Environmental Sustainability
- Building a company culture that prioritizes sustainability.
- Enhancing employee engagement by connecting work to sustainability goals
- Addressing ethical considerations around new technologies.
- Leveraging technology to promote sustainable HR practices
- Leadership development for the era of AI
- Data Privacy and security in AI technology based HRM
- Encouraging employee volunteerism and community involvement.
- Strategic Alignment of AI HRM with business goals focusing on sustainability

## **Supply Chain Management**

- AI-Driven Supply Chain Optimization
- Sustainable Sourcing & Procurement Strategies
- Smart Warehousing & Logistics
- Resilient and Agile Supply Chains
- Ethical AI & Responsible Tech in Supply Chains
- Sustainability Metrics & Performance Measurement
- Human-AI Collaboration in Supply Chain Management
- Circular Economy & Reverse Logistics
- Green Transportation & Last-Mile Delivery
- Regulatory and Policy Frameworks for Sustainable Supply Chains

## **Business Analytics:**

- AI-Driven Decision Making for Sustainable Business
- Big Data Analytics for Environmental and Social Governance (ESG) –
- Blockchain and Data Transparency in Sustainability
- IoT and Smart Data Analytics for Energy Efficiency
- Natural Language Processing (NLP) for Sustainability Reporting
- Ethical AI and Bias Mitigation in Business Analytics – Ensuring fairness and inclusivity in AI-driven business decisions.
- Robust Data Governance for Responsible AI

# CONFERENCE REGISTRATION FEE

Industry Professional	Rs. 1000
Academics	Rs. 700
Research Scholars	Rs. 500
Students	Rs. 300

## Authors Guidelines :

- Full paper should be sent to mail id: [klconferencemba@gmail.com](mailto:klconferencemba@gmail.com)
- Maximum word limit is 3000 for the full paper.
- Font: Times New Roman, Font Size: Text: 12, Font Size: Headline: 14 Line Spacing: 1.5, Alignment: Justified
- Change in paper Title, Content & Author names are not allowed after the date of registration.
- Submitted papers should not have been previously presented, published, accepted for publication anywhere.
- All accepted articles will be published in the conference proceedings with ISBN Number and indexed.
- Acceptance of full paper will be communicated within five days of submission.
- Registration form will be mailed to candidates whose articles are accepted for the conference.
- Registration Fee includes Proceedings, Certificate, Conference Kit, Tea & Snacks, Lunch only.

## IMPORTANT DATES

Date of Final Submission: 6TH APRIL2025

Intimation of Acceptance: 7TH APRIL2025

Closing of Registration: 10TH APRIL2025

## REGISTRATION GUIDELINES:

The participants will be required to fill registration form, which includes participation details & payment confirmation details along with declaration of the ownership of article.

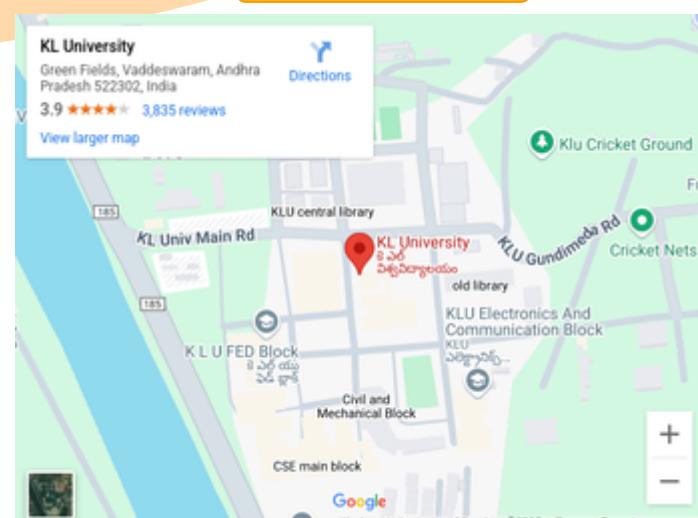


Conference mail:  
[klconferencemba@gmail.com](mailto:klconferencemba@gmail.com)

### REGISTRATION

Name of the Account: Registrar, KLEF  
A/c No :62434363674  
Branch :SBI Vaddeswaram  
IFSC Code: SBIN0021361

## LOCATION



## Contact for more details:

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Ms.B.Triveni : 7386873351

# **National Conference on Sustainable Management in the Age of AI and Emerging Technologies**

## **Conference Report**

**Name of the Conference:** National Conference on Sustainable Management in the Age of AI and Emerging Technologies

**Theme:** A multi-disciplinary platform bridging sustainability, AI, management, and emerging technologies.

**Organized by:** KL University

**Venue:** New Seminar Hall, Green fields, Vaddeswaram

**Date(s):** 12-04-2025

**Mode:** Offline

### **Inauguration Ceremony:**

The National Conference on Sustainable Management in the Age of AI and Emerging Technologies was held on 12 April 2025 at KL University, Vaddeswaram. The event brought together researchers, academicians, industry professionals, and policymakers to explore how AI and emerging technologies contribute to sustainable business practices.

**Dr. K. Anusha, Assistant Professor and Conference Convenor, addressing the gathering during the inauguration ceremony.**



As part of the inaugural session of the National Conference on Sustainable Management in the Age of AI and Emerging Technologies, Dr. K. Anusha, Assistant Professor and one of the convenors, delivered a thoughtful address. She welcomed all the dignitaries, guests, faculty members, and participants to the event. In her speech, Dr. Anusha outlined the objectives of the conference and emphasized the significance of merging technological advancement with sustainable management practices. She highlighted the interdisciplinary nature of the conference and encouraged attendees to make the most of the knowledge-sharing platform provided.

**Chief Guests and Keynote Speakers standing in honor during the inaugural session of the National Conference.**



The National Conference on Sustainable Management in the Age of AI and Emerging Technologies was honored by the gracious presence of distinguished chief guests and keynote speakers who shared valuable insights on the role of emerging technologies in driving sustainable development.

The dignitaries included:

- Mr. Kamal Jain, Director, Cargomen Logistics India Pvt Ltd
- Mr. Suresh Palanisamy, Manager – Marketing & Merchandising, Excel Global Fashion & Apparel Pvt Ltd, Bangalore
- Mr. T. Lakshmi Narayana, Digital Transformation Consultant, NBFC: Intellect Informatics, Hyderabad
- Ms. K. Lakshmi Sunitha, Chief Manager, SBI Swathi Junction Branch, Vijayawada

The guests were formally welcomed with bouquets and felicitated on stage. Their presence added immense value to the conference, inspiring attendees through their thought-provoking addresses focused on green logistics, AI in banking, digital transformation, and sustainable marketing.

## Inauguration and Lamp Lighting Ceremony:

Dignitaries inaugurate the conference by lighting the lamp, symbolizing the beginning of a knowledge-sharing journey.



The National Conference on Sustainable Management in the Age of AI and Emerging Technologies commenced with a traditional lamp lighting ceremony, symbolizing the dispelling of ignorance and the illumination of knowledge. The dignitaries on stage, including keynote speakers and senior faculty members, joined together to light the ceremonial lamp, marking the official inauguration of the conference. The ceremony reflected the ethos of Indian tradition blended with a vision for a tech-driven, sustainable future.

**Dr. K. S. Venkateswara Kumar, Conference Coordinator, delivering the welcome address and setting the theme for the day.**



The conference commenced with a welcome address delivered by **Dr. K. S. Venkateswara Kumar**, Associate Professor and Conference Coordinator. He warmly welcomed the chief guests, keynote speakers, faculty members, researchers, and student participants. In his speech, Dr. Kumar emphasized the urgent need to align technological innovation with sustainable management practices. He highlighted the conference's role as a platform for sharing cutting-edge research and real-world applications of AI, blockchain, IoT, and analytics in promoting sustainability. His address set the tone for the day's sessions by underlining the importance of collaboration between academia and industry in building environmentally responsible systems.

**Dr. S. Ramesh Babu, HOD – MBA, KL University, addressing the audience during the inaugural session of the National Conference.**



The conference witnessed an insightful address by **Dr. S. Ramesh Babu**, Head of the Department – MBA, KL University. He emphasized the importance of integrating sustainability into business education and the role academic institutions must play in shaping responsible leaders. Dr. Ramesh Babu appreciated the organizing team's efforts and acknowledged the valuable contributions of industry speakers and researchers. He reiterated the department's commitment to fostering innovation, ethics, and sustainability in management practices, especially in the era of AI and emerging technologies.

**Students representative delivering the introduction of distinguished guests during the inaugural session.**



As part of the inaugural session, a warm welcome and formal introduction of the esteemed guests were delivered by a student representative from the Department of Management. The speaker eloquently presented the professional achievements and contributions of each guest, emphasizing their impact in the fields of sustainable business, AI, logistics, digital transformation, and marketing.

The guests included:

- **Mr. David Falcon**, International Director, LED Global Overseas
- **Mr. Kamal Jain**, Director, Cargomen Logistics India Pvt Ltd
- **Mr. Suresh Palanisamy**, Manager – Marketing & Merchandising, Excel Global Fashion & Apparel Pvt Ltd, Bangalore
- **Mr. T. Lakshmi Narayana**, Digital Transformation Consultant, NBFC: Intellect Informatics
- **Ms. K. Lakshmi Sunitha**, Chief Manager, SBI, Vijayawada

The introduction set a respectful and appreciative tone, recognizing the immense value each speaker brought to the conference.

**Mr. David Falcon, International Director, LED Global Overseas, delivering a keynote address on sustainable innovation and global collaboration.**



One of the distinguished keynote speakers, Mr. David Falcon, International Director at LED Global Overseas, delivered a captivating address on the global dimensions of sustainability in the era of artificial intelligence. He emphasized the need for international collaboration in adopting ethical AI frameworks and smart technologies that not only enhance business efficiency but also protect the environment.

**Mr. Falcon** encouraged students and researchers to become proactive innovators and responsible leaders who can bridge the gap between technology and sustainability. His inspiring words set the tone for future-ready thinking and global impact.

**Mr. Kamal Jain, Director of Cargomen Logistics India Pvt Ltd, sharing insights on AI-driven logistics and sustainable supply chain transformation.**



Mr. Kamal Jain, Director of Cargomen Logistics India Pvt Ltd, delivered a compelling keynote address on the integration of AI and digital transformation in logistics and supply chain sustainability. He shared real-world insights into how automation, predictive analytics, and data-driven decision-making are revolutionizing modern supply chain frameworks.

His session highlighted the importance of green logistics, ethical AI practices, and the evolving expectations from businesses to balance efficiency with environmental responsibility. The audience appreciated his practical perspective and thought-provoking ideas on sustainable logistics.

**Mr. Suresh Palanisamy, Manager – Marketing & Merchandising, addressing the audience on sustainable practices and AI innovations in the fashion industry.**



**Mr. Suresh Palanisamy**, Manager – Marketing & Merchandising at **Excel Global Fashion & Apparel Pvt Ltd, Bangalore**, delivered an inspiring keynote address on the integration of sustainability in the fashion and retail industry through AI and emerging technologies.

He spoke about the role of **AI in trend forecasting, sustainable merchandising, and consumer engagement strategies** that reduce waste and promote eco-conscious consumption. His address offered valuable insights into how businesses can align profitability with environmental responsibility, particularly in the fast-paced world of fashion and apparel.

**Dr. M. Kishore Babu, Dean – MHS & IR, delivering his address on sustainability and technological responsibility at the National Conference.**



Dr. M. Kishore Babu, Dean – MHS & IR at KL University, delivered an impactful speech highlighting the crucial intersection of artificial intelligence, innovation, and sustainable management. He spoke about the university's commitment to fostering interdisciplinary research and nurturing future-ready leaders equipped to handle environmental and technological challenges.

He applauded the conference theme and encouraged students and scholars to explore responsible innovation and contribute toward building sustainable systems through academic and industry collaboration.

**Dr. Ch. Balaji, Deputy HOD – MBA, addressing participants and emphasizing the importance of academic-industry synergy for sustainable development.**



Dr. Ch. Balaji, Deputy Head of the Department – MBA, KL University, delivered a motivational address during the conference. He highlighted the department's active efforts in bridging academic theory with industry practice, especially in areas like sustainable business, AI applications, and ethical digital transformation.

He commended the organizing committee for curating a platform that brought together multidisciplinary voices and emphasized the role of such conferences in nurturing future-ready graduates. His address also encouraged young researchers to think critically about sustainability and innovation in their respective fields.

#### **Release of the Conference Proceedings Book**



**Dignitaries unveil the Conference Proceedings Book, marking the official release of the compiled research contributions for the national conference.**

One of the key highlights of the inaugural session was the formal unveiling of the Conference Proceedings Book. The book contains a compilation of peer-reviewed research papers, case studies, and conceptual articles submitted by academicians, researchers, and professionals from across the country. The proceedings were released by the esteemed dignitaries on stage, symbolizing the commencement of knowledge sharing and collaborative learning. The publication stands as a testament to the academic rigor and quality of contributions received for the National Conference on Sustainable Management in the Age of AI and Emerging Technologies.

**Keynote speakers being felicitated with shawls and mementos as a token of appreciation during the Guest Sanmanam Ceremony.**



As a mark of respect and appreciation, the conference organizers felicitated all the esteemed keynote speakers and dignitaries with traditional shawls, mementos, and certificates. The Sanmanam ceremony reflected the institution's gratitude for their valuable presence and insightful contributions to the event.

Each guest was honored by senior faculty and members of the organizing committee. The dignitaries acknowledged the warm gesture and expressed appreciation for the university's commitment to fostering dialogue on sustainable development through advanced technologies.

This gesture reinforced the strong academia-industry partnership and the mutual goal of promoting ethical, AI-enabled innovation for a greener future.

## Post-Lunch Technical Session – Paper Presentations

The **afternoon session** of the National Conference was dedicated to **paper presentations** by researchers, academicians, and students. Participants presented original research papers, case studies, and conceptual models across diverse themes such as:

- AI-Driven Sustainable Marketing
- Green Finance and FinTech
- Sustainable Supply Chain Strategies
- Business Analytics for ESG Goals
- Ethical AI in Human Resource Management

Each presenter was allotted time to explain their research findings, followed by an interactive Q&A session. The session showcased innovative ideas, practical solutions, and academic rigor, promoting intellectual exchange among participants from various institutions.

Session chairs provided feedback, and a few outstanding papers were shortlisted for further review for publication in Scopus-indexed book chapters.

**Researchers presenting their papers during the post-lunch technical session at the National Conference.**





**Over 300 + participants joined the national conference, showcasing vibrant academic engagement.**

The National Conference on Sustainable Management in the Age of AI and Emerging Technologies witnessed vibrant academic engagement with a total of **306 participants** comprising: Students: 283, Research Scholars: 18, Faculty Members: 5

**List of accepted & Published papers in ISBN Book : 978-93-6285-125-3**

S.no	Title of the Paper
1	Modernizing Recruitment and Selection Processes with Artificial Intelligence in Organizations <b>Salma Syed, D. Satish Babu</b>
2	Promoting Sustainable Finance Through AI: A Thematic Review of Emerging Trends and Innovations <b>Mr. S. SALEEM BASHA</b>
3	Personalization & Predictive Analytics: AI's Impact on Gen-Z & Sustainable Brands in Hyderabad, Telangana. <b>Mr. Sahil Sahu, Mr G. Kushal Bhanu, Mrs. P.V. Ajitha</b>
4	Artificial intelligence (AI) an sustainable financial investment decision making <b>Merugumala Aresh Babu, Dr. SATHYASEELAN PM</b>
5	A Comprehensive Study on the Promotion Strategies and Sustainable Branding of Google Chrome and Microsoft Edge in the Web Browser Market <b>Mr. Kodaparthi Thanuj, Ms. Aeliya Raza Abedi, Ms. Ankit Nagra</b>
6	AI-Driven Supply Chain Optimization in Human Resource Management: A Sustainable Approach <b>DR G V MADHAVI, M.AALEKHYA</b>
7	Comparative Analysis of Manual vs. AI-Drone Traffic Monitoring Systems in Vijayawada: Efficiency, Accuracy, and Response Time <b>Dr Shyamasundar Tripathy, Mr. Teja Kalluri</b>
8	Sustainable Workplaces, Engaged Employees: The Role of Environmental and Social Responsibility in the Healthcare Sector <b>Suresh Yamarthi, Dr.Ch. Balaji</b>
9	Driving Employee Engagement Through Alignment with Sustainability Goals <b>K. MEENA, Dr. MAZAHRUNNISA BEGUM</b>
10	Green HRM: How Technology is Helping Companies Go Eco-Friendly <b>BOLE TRIVENI , Dr. SUNDARI DADHABAI</b>

11	The Role of Transformational Leadership in Driving Sustainable Human Resource Management: A Case Study of Infosys in Hyderabad <b>Ms. Ankita Nagra, Dr. K. Soujanya</b>
12	AI-Powered HRM and Data Security: A Comprehensive Risk Management Approach <b>Tiyagura Nagaraja Kumari, Dr.B.Kishore Babu</b>
13	"Synergizing Blockchain and Artificial Intelligence: A Study on the Implementation of Emerging Technologies in HR Practices by IT Companies" <b>Nafees Shaik</b>
14	A Comparative Sentiment Analysis of Vegan and Non-Vegan Skincare Product Reviews <b>Dr. M. Kishore babu, Kukalakunta tharuni, Deepak sai kandula</b>
15	The Transformative Role of Chatbots in Customer Service: Insights from Generation Z <b>Dr. Anusha Kanagala, Lakshmi Priya Bachina, Roop Chand Alluri, Tarun Jakka</b>
16	A HYBRID MENTAL HEALTH PREDICTION MODEL FOR EMPLOYEES USING MACHINE LEARNING <b>Rayi Naga Priyanka</b>
17	AI-Driven Green Marketing: Enhancing Consumer Trust and Sustainable Engagement <b>Tenali Rahul Prince, Dr. R Pradeep Kumar Patnaik</b>
18	SUSTAINABILITY-DRIVEN ENGAGEMENT: ALIGNING EMPLOYEE ROLES WITH ORGANIZATIONAL ENVIRONMENTAL GOALS <b>Malyavantham Sri Lakshmi Harshini, Dr. K. Hema Divya</b>
19	Assessing the Influence of Digital Banking Adoption on Operational Efficiency <b>Guduri Nagaveni</b>
20	Talent Analytics and Workforce Optimization: Leveraging Predictive Modelling for Strategic Human Resource Planning in the IT Sector <b>Uppala Siva Swathi, Dr. K.V.B Ganesh</b>
21	AI-Driven Sustainable Marketing and Strategic Pricing <b>Mr. Makkina Upendra, Dr. N.Bindu Madhavi</b>
22	Role of Inclusive Leadership in Promoting Diversity in the Workplaces' <b>Mrs Vasanti Vasireddy, Dr Simanchala Das</b>
23	The Role of AI in Healthcare: A Literature Review on Ethical, Social, and Economic Impacts <b>Juluru Venkata Pavan Saketh1, Shyam sundar tripathi</b>
24	AI and the Mind of the Investor: A Theoretical Perspective on Behavioral Finance <b>Ms. Vandana Chilamkurthi</b>
25	Public perception and policy readiness for ai-drone-based traffic monitoring systems in Vijayawada <b>Dr Shyamasundar Tripathy, Mr. Ravva Sarath Kumar</b>
26	A Study on Sustainability Practices of Drone-Based Supply Chain Networks in the Agriculture Sector: Opportunities and Challenges" <b>Dr. Kanagala Anusha,Nikas Reddy, Satya Dev</b>
27	"The Influence of Online Reviews on Consumer Decision Making Using the Nicosia Method" <b>Dasiga subramanya sai Karthik, Dr.B.Kishore Babu</b>
28	The Impact of Digital Influencers on Consumer Purchase Decisions in Fitness and Wellness <b>MADHAVARAPU BALA MURALI KRISHNA, Dr. M V A L Narasimha Rao</b>
29	The Impact Of OLA & UBER Rides vs Services Marketing wellbeing <b>Alla Bhuvaneswar Reddy, Dr. RSV Rama Swathi</b>
30	The Role of AI in Sustainability Marketing: Enhancing Revenue Growth, Profitability, and Competitive Advantage <b>Mr. M S S L Manoj Prabhakar Yadav</b>
31	Leveraging AI-Enabled Psychosomatic Assessments for Predictive Performance Management in Hyderabad's IT Sector

	<b>Sravani Reddy</b>
32	AI-Driven Student Grievance Redressal: Evaluating Response Time and Satisfaction Levels in Government vs. Private Universities in Andhra Pradesh <b>Preethi</b>
33	REIMAGINING CREDIT SCORING: THE ROLE OF AI AND ML IN REDUCING DEFAULT RISK <b>Jiddu Balaji, Dr. Venkateshwara Kumar</b>
34	A STUDY ON CONSUMER SATISFACTION ON THE CONTINUED INTENTION OF RE-ORDERING TOWARDS ONLINE FOOD DELIVERY APPS. {A comparative study on SWIGGY&ZOMATO} <b>Vamsi Krishnam Raju</b>
35	Impact of social Media Marketing on online store patternised <b>Dr. s. Ramesh Babu, Arekuti saikeerthana, Arekuti suma</b>
36	OPTIMIZING SUPPLY CHAIN MANAGEMENT PRACTICES IN THE REAL-ESTATE INDUSTRY: A STRATEGIC APPROACH TO ENHANCING EFFICIENCY AND SUSTAINABILITY. <b>Lakshmi Priya Bachina, Dr. Anusha Kanagala</b>
37	Consumer Perception and Market Response to Chicken Flu <b>Dr. M. Kishore Babu, Meda Abhishiktha, Sri Harsha</b>
38	Role Of Internal Campaigns In Changing The Ethical Behaviour Of Bank Employees <b>G. Siva Peddanna, Dr. K Venkateswara Kumar</b>
39	Evaluating inventory management practices in the Indian textile sector: A framework for enhancing supply chain efficiency. <b>Dr. Kanagala Anusha, Sandeep, Yashwanth</b>
40	STRATEGIC HUMAN RESOURCE MANAGEMENT ROLE IN AI WITHIN HR <b>V.V.N.DHATRI, DR.T RAMA SWATHI</b>
41	A study on machine learning in credit risk assessment for startup companies <b>Ms. J disowja, Dr. S. Venkata Ramana</b>
42	Building a sustainable remote workforce: the role of HRM in enhancing organizational performance and engagement <b>Kizhakekozhuvanal John ALEN, Dr. rama swathi</b>
43	Impact Of Technology on Generation In Organizational Functions <b>S Tauhid</b>
44	User Experience And Accessibility Issues In Digital Payment Adoption <b>GOPARAJU SAI RAVINDRA BABU, Dr. K S VENKATESWARA KUMAR</b>
45	Post-COVID-19 Impact of Foreign Institutional Investments (FIIs) on Leading IT & IT-Enabled Services Companies.  <b>DR.CH. Balaji (Dept HOD), Rasheed Shaik ,Abdul Rasheed</b>

46	Utilizing gamification strategies to magnify the organizational success, promoting employee engagement and retention.  <b>Ms. Srilekha Grandhi, Dr Shyamasundar Tripathy, Dr B. Vamsi Krishna</b>
47	Comparative Analysis of Manual vs. AI-Drone Traffic Monitoring Systems in Vijayawada: Efficiency, Accuracy, and Response Time  <b>Dr Shyama Sundar Tripathy1, Mr. Teja Kalluri2</b>
48	Predicting Market Momentum: A Technical Study of Red-Green Candlestick Pairs in Indian Stock Charts  Mr. Puldas Kiran Kumar, Dr. S. Ramesh Babu
49	Perception of Faculty and Students Towards AI-Based Grievance Portals: A Micro Study of Selected Autonomous Colleges in Coastal Andhra  <b>Dr ShyamaSundar Tripathy, Mr. Ch. Pavan sai</b>
50	IMPACT OF AI ON TALENT ACQUISITION  <b>Kalisetty Tejaswi, Dr. Rama Swathi</b>
51	Facilitators as Change Agents: Leveraging AI to Overcome Barriers to Innovation in Professional Learning Networks  <b>Ms. Muskan Sethiya, Dr Shyamasundar Tripathy</b>
52	Evaluating Undergraduate Students' Awareness and Understanding of NEP 2020: A Study of Selected Higher Education Institutions in Andhra Pradesh  <b>Dr Shyamasundar Tripathy, Ms. Geethika Kondaveeti</b>
53	SCOOPS Research Paper: "Fuelling the Future: How Green Finance is Powering Sustainable Economic Growth in India"  <b>Y. Vijaya Sree Reddy</b>
54	AN EXTENSIVE STUDY ON ROLE OF AI IN SEARCH ENGINE OPTIMIZATION  <b>L. Venkata Sai Kalyan, Dr.T.V.S.S.Swathi</b>
55	The Impact of Retailer Relationships on Supply Chain Flexibility and Performance: A Study with Reference to Footwear Retailers  <b>Dr. Anusha Kanagala, Bhargav Sarvasiddi, Venkata Manohar Pasupaleti</b>
56	“Analysing Customer Satisfaction with Mobile Health Apps and Wearables for Comprehensive Fitness and Wellness Monitoring”  <b>K. SATWIK REDDY, K.L.R MANJUNADH, Dr. K.Anusha</b>
57	A Study on Assessing the Efficiency and Challenges of Paddy Storage Facilities in the Rural Supply Chain With Special reference to Farmers perception in East Godavari District  <b>Dr. Anusha Kanagala, Akkina Sri Sai Ruthwik, Muppala Yuva Vamsi</b>
58	SUSTAINABLE MANAGEMENT IN THE AGE OF AI AND EMERGING TECHNOLOGIES  <b>Mandava Radhakrishnan</b>
59	AI Powered Green Marketing and Consumer Behaviour  <b>Prof. John Pravin Motha &amp; Prof. Suchithra Swaminathan</b>
60	Optimizing Inventory Management to Address Drug Shortages: Insights from Community Pharmacies

	<b>Dr. Anusha Kanagala, Shaik Riyaz Ahmad, Pranathi Priya cherukuri,</b>
61	Navigating Operational Complexities in Omni-Channel Retailing: Challenges and Opportunities. <b>Odil Rose Horo, Ch. Balaji</b>
62	“Advancing Global Finance: Trends in Technology, ESG, and Economic Integration” <b>Jithendra sai Charan mannepalli</b>
63	PREDICTIVE ANALYSIS IN MARKETING- FORECASTING THE CONSUMER BEHAVIOUE & OPTIMISING CONSUMER STRATEGIES <b>Vasanthi Panchakarla,</b>
64	“Impulsive Buying Behavior in the Age of E-Commerce and Mobile Shopping” <b>Shaik Mohammed Imran, Dr. M V A L Narasimha Rao</b>
65	A Study on Implementation of Blockchain in HR Practices by Startup Companies through AI <b>Savada Yasaswini,</b>
66	Facilitators as Change Agents: Leveraging AI to Overcome Barriers to Innovation in Professional Learning Network <b>Ms. Muskan Sethiya, Dr Shyamasundar Tripathy</b>
67	Automatic Resume Screening Approach Based on AI and Ethereum Blockchain for Human Resource Management Using Gaaru <b>Shaik Nafeez</b>
68	"ENHANCING ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCES: EMERGING TRENDS AND IMPACTS IN RECRUTMENT AND TRAINING AT AMAZON" <b>T.Ramya, Dr. Sundari dadhabai</b>
69	STRATEGIC HUMAN RESOURCE MANAGEMENT ROLE IN AI WITHIN HR <b>V.V.N.DHATRI, DR.T RAMA SWATHI</b>
70	Evaluating Borrower's Confidence in AI-Powered Lending Decisions <b>Venna Venkata Sivakumar Reddy, Dr. K S Venkateshwara Kumar</b>
71	"Enhancing HR Manager Onboarding through AI-Driven Digital Twin Simulations in the IT Sector" <b>Tanubuddi. Jhansi Lakshmi &amp; Dr. RVS Rama Swathi</b>
72	Sentimental Analysis of customer Satisfaction with Electric vehicles Sustainability : A Study of selected Companies <b>Dr. Anusha Kanagala, Niduduru Hari Kiran Reddy, Ashish Choudhary pothakamuri</b>

**Participants receiving certificates and awards for their paper presentations at the valedictory session of the National Conference.**

The conference concluded with the distribution of awards and certificates to all paper presenters and participants. To recognize academic excellence and research innovation, best paper awards were presented to select authors based on originality, relevance to the theme, and presentation quality. Certificates of participation were awarded to all presenters as a token of appreciation for their scholarly contribution. The award ceremony was presided over by senior faculty members and organizing committee representatives, who congratulated the winners and encouraged continued research in the area of sustainable management and emerging technologies. The session reflected the conference's commitment to nurturing a culture of academic integrity, collaboration, and recognition.









**Dr. R. S. V. Rama Swathi delivering the closing remarks and vote of thanks during the valedictory session of the National Conference**



The conference came to a formal conclusion with a vote of thanks and closing remarks delivered by Dr. R. S. V. Rama Swathi, Assistant Professor, KL University. In her address, she expressed sincere gratitude to the chief patrons, keynote speakers, organizing committee, paper presenters, and all participants for making the conference a grand success. She highlighted the key takeaways from the sessions and appreciated the diverse perspectives shared throughout the day on AI, sustainability, and responsible innovation. Dr. Rama Swathi acknowledged the behind-the-scenes efforts of the organizing team and encouraged everyone to continue engaging in meaningful research that creates real-world impact. The ceremony ended on a positive and collaborative note, reaffirming the university's vision of academic excellence and sustainability leadership.

-----Thank you-----

