



DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE
DEPARTMENT OF M.COM

Faculty Publication details 2025

Faculty Name	Year	Title of the paper	Journal Name	Scopus or Peer reviewed Quartile No.	ISSN Year & Link
Dr.Mahalakshmi.V	2025	Consumer Perception and Awareness on Skincare Cosmetic Products	Advances in Consumer Research	ABDC B	https://acr-journal.com/article/consumer-perception-and-awareness-on-skincare-cosmetic-products-983/
Dr.Mahalakshmi.V	2025	Assessment of the Impact of Digital Marketing Strategies on Consumer Purchasing Decisions in the Present Era of AI and Social Media	Journal of Information Systems Engineering and Management	Scopus Q3	https://jistem-journal.com/index.php/journal/article/view/3908
Dr.Mahalakshmi.V	2025	Exchange rate volatility and trade dynamics of global fashion brands: empirical evidence from H&M and Zara in India	Journal of Informatics Education and Research	ABDC	https://jier.org/index.php/journal/article/view/3189
Dr.Mahalakshmi.V	2025	Small Business Growth and access to Capital	International Journal of Social Impact	Peer-reviewed	ISSN:2455-670X DOI:10.25215/2455/1002047
Dr.Mahalakshmi.V	2025	Global Trade Policies and Commerce Expansion	International Journal of Social Impact	Peer-reviewed	ISSN:2455-670X DOI: 10.25215/2455/1002042
Dr.Savita Trivedi	2025	Internet Banking Services and secured Customer usage analysis with reference to IDFC First bank	Journal Scope	Peer reviewed	https://www.scimagojr.com/journals_earch.php?q=https%3A%2F%2Fscope-journal.com%2F+
Dr.Savita Trivedi	2025	A study of financial inclusion in payment banks with reference to Fino Payment Banks	South Eastern European Journal of Public Health	Scopus	https://www.seejph.com/index.php/seejph/article/view/6051
Dr.Monica Ranka	2025	Beyond ratios: Evaluating merton's distance to default as a predictive feature	Mother hood international journal	Peer reviewed	ISBN:3048-569X

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Faculty Book & Book Chapters Publication 2025

Faculty Name	BOOK/Book Chapter Title	Book Text book title/journal	ISBN/ISSN/DOI	Publisher	Date/ year of Publishing
Dr.Mahalakshmi.V	Book: Indian FinancialSystem	Indian Financial system	e-book 9878-93-7415-854-8 (available on Amazon) Print 978-93-7415-651-3	VINSA publications	Nov. 2025
Dr.Monica Ranka	BookChapter: 1. Deploying a Multi model forecasting system for Bitcoin prices: Bridging statistical forecasting and deep learning Innovations	IEEE	https://ieeexplore.ieee.org/document/11070535	IEEE Xplore	2025
Dr.Monica Ranka	2. Leveraging Machine learning to predict Revenue-generating sessions in E commerce platforms	IEEE	https://ieeexplore.ieee.org/document/11210485	IEEE Xplore	2025
Dr.Monica Ranka	3. Assessing Machine learning models for predictive analytics in Urban Rentals Market: Rent price forecasting in	IEEE	https://ieeexplore.ieee.org/document/10859514	IEEE Xplore	2025

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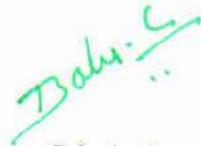
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Faculty wise Patent 2025

SL No.	Faculty Name	Title of the patent	Published/Granted	Year of publishing/Granted	Application No. Link if any
1.	Dr.Mahalakshmi.V	Antigravity AI Shoes	Examination	2023	App.No. 364585-001
2.	Dr.Mahalakshmi.V	Multi-tool Adaptable SCARA ROBOT for Automated Industrial and Non-industrial use	Examination	2024	202541042336
3.	Dr.Mahalakshmi.V	Aparatus for event management operation platform for AI driven agent event planning ticketing and feed back	published	May 2025	202541047872
4.	Dr.Mahalakshmi.V	AI enabled Financial Model for identifying optimal investment avenues for initial investors	Published	May 2025	464368-001
5.	Dr.Mahalakshmi.V	Machine learning based model for risk assessment analytics	Published	July 2025	202541069296
6.	Dr.Mahalakshmi.V	Machine learning based rural entrepreneurship model leveraging local resources skills and opportunities	Published	July 2025	462847-001
7.	Dr.Savita Trivedi	Aparatus for event management operation platform for AI driven agent event planning ticketing and feed back	Published	May 2025	202541047872
8.	Dr.Monica Ranka	Personalised Digital coupon Interface	Granted	March 2025	450303-001



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