

St. Joseph's College of Commerce (Autonomous)**AGAMYA**

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1	Empowering Higher Education: Integrating AI Education Initiatives for Undergraduate and Postgraduate Students	Ms. N. Misba Fathima & Mr. Rithik J
2	Green Advertising: What We Know and What We Do Not Know in A Marketing Sense	Mr. Prithvi Natesan Paulraj GS
3	Job Of Green Criminal Science and Earth Statute Coming Soon for Ecological Regulation	Adv Dr. Sunil Navanilal Shah
4	A Study on Entrepreneurship Mindset and Skills Among Young Undergraduate's Students in Ulhasnagar with Reference to SST College	Deepali Chhotu Bhoi & Dr. Varsha Sawlani
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6	A Study on Impact of Customer Relationship Management in Business.	Asmita Milind Keluskar & Shruti Mangesh Shirsath
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10	Sustainable Packaging and Buying Behaviour: A Customer Perspective	Riya George & Janane K M
11	The Impact of Social Media Influencers on Fitness Attitude	Uma VR, Gevarghese Reji & Joseph Basil Ealiyas
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14	A Study on Price Volatility of Food and Agriculture Commodities in India	Jessica Carolene C
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17	An Impact of Dividend Announcement on Share Price of Pharmaceutical Companies of Branded Drug Manufacturers in India.	Daphne Moses
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26	Exploring The Impact of AI and Technological Changes on Stress of Employees	Nimmisetty Navya Kranthi & Dr. Delma Thaliyan
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78	Social Media and Ecommerce: Analysing the Influence of Social Platforms on Consumer Purchasing Decisions with Reference to Bengaluru City	Deepika S
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