

INTERNATIONAL CONFERENCE – 2022- REPORT

INTERNATIONAL CONFERENCE ON EMERGING TRENDS IN COMMERCE, MANAGEMENT, LANGUAGES, SCIENCE AND TECHNOLOGY

Introduction:

As the technological landscape continues to evolve, discussing ways to support creative research being conducted in various fields on a common platform is the need of the hour. The conference was a unique confluence of research in science, commerce & languages, ensemble. The theme of this conference was to draw researchers from diverse fields to share their research findings and latest ideas. The conference provided an equal opportunity to all the registered participants to exchange ideas, and share insights and innovations in their field.

Objectives:

- To provide a platform for interaction and exchange of ideas between academicians, professionals, and researchers across the globe.
- To discuss new approaches and developments in their field of study.

Organizers: Internal Quality Assurance Cell & R & D Cell

Target Audience: Faculty, Research Scholars, Academicians, Industry persons and Students.

Dates: 25th & 26th November 2022

Venue: Auditorium, Aurora's Degree & PG College

Back Ground work /Preliminaries: The theme of the conference was finalized by all the departments together. The theme was selected in a manner that it would benefit the researchers with the latest and advanced trends in the fields of Commerce, Management, Languages, and Science & Technology. A proposal was prepared by Dr.Leelamani, R&D Cell, and the suggestions from all the HoDs and the faculty members were incorporated into it. The advisory board was finalized in consultation with all the HoDs.

The Organising Committee Comprised of Dr. MeeraJoshi, IQAC; Dr.B Leelamani, R&D Cell; D. P. Bharathi,, Professor, Dept.of English; Ms.Veena Kaopoor, HoD, Commerce & Mgmt and Mr, G. Rahul. HoD, Dept of Bio-Technology.

The speakers from India and abroad were contacted by all the departments and a confirmation was received from them. Dr. S.M. Subhani, Director, Indian Statistical Institute, Hyderabad & Prof.T.Vijay Kumar, Department of English, Birla Institute of Hyderabad, accepted to be the Chief Guest & Guest of Honour, respectively, for the inaugural ceremony of the conference. The inaugural was to be followed by the plenary sessions of various streams.

The first draft of the brochure was prepared with the help of all the heads of the departments and the organizing committee. Mr.Rahul co-ordinated the work with Mr. Shaik Majeed , Office Assistant, for designing it. The Department of English completed the editing and proofreading.

Later it was circulated through mails and whatsapp groups for obtaining abstracts of the papers. A meeting was held by the organizing committee with the Principal Dr. Viswanadham Bulusu, Convenors, Mr. Hari Prasada Rao J and Mr. SaiKrishna G and the heads of the department, to finalize the modalities related to the conference.

It was decided that the presenters will be given options for publishing either in 1) UGC CARE listed Journal 2) Proceedings Book or 3) Antharmukha (ISSN 2348-2501), the college journal. The information was scrolled on Aurora's Degree & PG College website. A link was given in the brochure and registrations were collected through google form. The last date for submission of abstracts was 20th October 2022. The last date was extended by a week on the request from participants. An acceptance mail along with the instructions to authors was sent to each participant from the official mail conference@adc.edu.in. Approximately 130 abstracts were received and 126 abstracts were accepted. The keynote speakers were identified by all the streams. The profiles and abstracts of the talks of the speakers along with their photos were collected for the e-Souvenir and to introduce them during the invited talks.

The next phase of the work related to preparing the schedule of the conference and consolidation of data for the e-Souvenir started. In context of the e-Souvenir and to invite as chief guest TSCHE Vice-Chairman - Prof. Venkata Ramana was contacted. Messages were collected from the TSCHE Vice-Chairman, Dr. N. Ramesh Babu - Secretary Aurora Consortium and Dr. Viswanadham Bulusu, Principal, Aurora's Degree & PG College were collected from them and incorporated in the e-Souvenir.

Various committees i.e., Budget Committee, Guest Relation Committee, Food & Refreshments Committee, Stage Management & Stage Decoration committee were formed for the systematic completion of work. The Budget committee collected the data from response sheet of Google form. The total amount collected was more than one and half lakh. The common expenditure for conference kits, certificates, brochure, poster, banners, badges and food was taken up together and equally divided among all streams depending upon the number of participants. The guest transport, honorarium were shared to the respective stream coordinators.

The schedule was prepared by HoDs and the organizing committee for inaugural and plenary sessions. The stream-wise reports of the plenary sessions of the conference are prepared and are incorporated in the conference report. These schedules helped in executing the sessions in a perfect manner without any issues. The online sessions were scheduled in Microsoft Teams and links were generated for each session and the same were shared with all the participants, so that they can listen to lectures and presentations. These schedules were mailed to the guests, Keynote and invited speakers, Paper presenters and participants along with an invitation for the conference.

The E-Souvenir data was consolidated by the respective streams and Dr. Meera Joshi coordinated this activity with the support of Dr. P.Bharathi, Dr. Chamundeshwari, Dr. Shivhar, Dr. Suryakanti and Mr. Rahul. A skeleton for the E-Souvenir was prepared by the organizing committee and approved by the principal. The information about each resource person along with their photo, affiliation, title and abstract of the talk were consolidated in a proper manner.

The abstracts of all the paper presenters were consolidated. The information about each author of each paper along with proper initials and affiliations was collected. The designing of the Cover page and the back page was done with a lot of care. The proof reading was completed before circulating the final copy. It was planned to release the e-Souvenir during the inaugural session.

Day 1:

On the first day of the inaugural session of the conference, the organizing Committee member Dr. P. Bharathi welcomed all the guests and participants. Chief guest Dr. S M Subhani Head – Indian Statistical Institute, Guest of Honor Prof . Vijay Kumar BITS Pilani Hyderabad along with Principal Sir Dr.Viswanadham Bulusu started the session by lighting the lamp. One of the dignitaries who graced the occasion, Prof. S.M. Subhani, Head, Indian statistical Institute addressed the participants and delivered a talk on Six-Sigma technologies. He enlightened the audience about how Six-Sigma can play a vital role in improving the education system. He also mentioned that the college is known for conducting many academic activities for the benefit of students and faculty. Prof. T. Vijay Kumar, BITS, Hyderabad who was the Guest of Honour educated the audience about the importance of non-technological education in building the society and nation. The e-Souvenir was released followed by vote of thanks by Dr. P.Bharathi. The inaugural session ended as per the planned schedule. After the inaugural session the participants were instructed to go to the rooms according to the plan of plenary sessions for various streams.

Day 2:

The second day of the conference also started with a lot of research fervor. On the second day, sessions were conducted in the online mode. The schedules and the links for the online presentations were shared to online resource persons, presenters and participants through mail and whatsapp. Two faculty members from each stream coordinated the presentations.

Acknowledgements:

The organizing committee of the conference express their sincere thanks to the management, Principal, Vice-principals, Heads of Departments and Faculty for their guidance, encouragement and support in making the conference a great success. We thank the non-teaching and administrative staff for the support they extended in smooth functioning and execution off the conference successfully.

STREAM-WISE REPORTS of PLENARY SESSIONS:

ENGLISH:

Committee	Work	Assigned to
Campaigning	Campaigning	All faculty
Guest Relations	Escorting, Guest calls, Transport, mementos, refreshments, Certificates,	Ms Moumita Santra, Ms.T.Prasanna
Refreshments	Guest and participants refreshments- water bottles, tea, biscuits, lunch	Mr.D. MalleswaraRao
Stage Management	Agenda, Anchoring, prayer song	P.Sona, A.Sharon Priyanka
Reception	Attendance, Kit, Spot reg.	Ms. B. Vyshnavi ,P. Vineetha
Materials	LCD, Kit, mementos, certificates	Mr.D. MalleswaraRao
Publications	Souvenir, e-souvenir, Souvenir address, journals, proceedings, Brochure, invitation	Dr. P. Bharathi. Ms. P.Padmavathi
Registrations	email check, g-pay details, distribution stream wise	Dr. P. Bharathi. Ms. P.Padmavathi
Organizing Committee	Finalizing guests, Brochure, invitation, certificates, banners	Dr. P. Bharathi. Ms. P.Padmavathi

There was an overwhelming response to participate and present papers by academicians and research scholars of the English language and literature. On the first day, resource persons, Prof T Vijay Kumar, Visiting Faculty BITS, Hyderabad, had shared his findings and views on how English became the medium of instruction in India and Dr Parimala Kulkarni, Associate Professor, Nizam College, shared her opinions on how the definition of literature has never been constant. The talks of resource persons were followed by the paper presentations of the participants. The presentations ranged from action research in ELT to Critical and comparative analysis of literary texts. Each presenter was given 10 minutes time. 21 papers were presented offline on Day -1. Faculty from various Engineering and Degree colleges, research scholars from universities across different states presented their research work. The session concluded with vote of thanks and a group photograph.

On the next day, for the online presentations Dr Rajakumar Guduru, Faculty, IIT Bhubaneswar, was the resource person, who addressed the audience about the new challenges and trends in language teaching and learning. It was followed by online presentations on Microsoft Teams as the platform. 13 papers were presented online. There were 60 participants and 34 paper presenters in the English language and literature. The session concluded with the vote of thanks given by Ms. S. Padmavathi, HoD, English.

English Papers Presented in the Conference on 25th & 26th November		
25th November Day 1 Panel : Prof. Vijay Kumar & Dr Parimala Kulkarni		
S.no	Name of the Author	Title of abstract
1	Dr. G. Meena	Communicating in a Virtual Environment
2	Dr. Jacqueline Amaral	Implications of Teaching Politeness Strategies
3	Dr.Ch.Jyostna Kumari	New Trends in ELT Pedagogy: CALL to MALL to TTC
4	Dr Jaya Varma	New Trends in Literature and Media: Being Vocal, Sensitive, and Inclusive
5	Peter Beligraham Pagolu	Reflective Journal Writing as a Tool to Enhance English Writing Process in Engineering students of English
6	Surender Allam	Representation of Precarious lives of Displacement in the World of Globalization in “The Year of the Runaways”
7	Dr Poonam Minocha	‘Sweeping’ Change: The Politics of Housework in Select Women’s Poetry
8	V Meenakshy Poornima	A psychoanalytical study of Margaret Atwood’s works
9	Michael Preetham	Importance of Preparing Apt Instruments to Gather Data for Effective English Language Research- A Beginners Study Tool
10	Dr Thota Hymavathi	New Trends in Communication: Orthographic Degeneration
11	Dr. Sumedha Dyavanapalli / Dr. R Veera Sudarsana Reddy	Another Face of Sky: B. Narsing Rao's Multi Faceted Poetry
12	Suresh Kunta	Nation, History and Identity: A Study of Selected Indian Novels in English with reference to Post colonialism
13	Sheela Rani Simon	Trends in ELT -Retrospect and Prospect
14	KMF Arora	Problems Of Implementing Period Plans In English Class room in School Internship Program
15	Shabana Ameer Aliya	Recent trends and challenges in ELT
16	Sandhya Rani Kasu/ Dr B J Sujani	Artificial Intelligence (AI) in Teaching English: An Overview
17	Ms. T. Kranthi/ Ms. Forhana Begum/ Ms.K.Jhansi Rani	Developing the Interpersonal Communication Skills of First-year Engineering Learners
18	Ms. Forhana Begum/ Ms.K.Jhansi Rani/ Ms. T. Kranthi`	The modern technology in ELT: case studies
19	Ms.K.Jhansi Rani/ Ms. Forhana Begum/ Ms. T. Kranthi	Rethinking the objectives of teaching speaking skills in English to the Engineering first year students: TBLT
20	G. L. Sushama/ Prathibha Kurpad T P	ELT Challenges in India
21	Dr. Annie Sunil/ Madhu Veechika	Identifying the style of Flm adaptation of literary texts

26th November Day 2 Panel : Dr RajKumar Guduru, IITB		
22	Dr.G Revathi	A Study of Effectiveness of CAI Material In Enhancing Reading Comprehension Skills in the Digital Era for students of ESL at Undergraduate Level
23	Dr. T. Sunand Emmanuel	The Role of Attentiveness in Interpersonal Communication
24	Gummidelli Mahender	Teaching English through Ice-Breaking Activities
25	Pavan Kumar Nowbattula/ Aruna Kumari K/ K.V. Rama Rao	Opportunities for English Language Teaching and Learning using Modern E-Tools
26	Y Venkata Siva Kumar/ B. HariKrishna	Emerging Areas of Research in Language and Literature: Contagion and Literature
27	Alamuri Sri Nidhi	Contemporary Trends in English Language Teaching
28	Ramya Devi Bommanaboina/ Dr. Rajakumar Guduru	The Impact of Self-assessment of Engineering Students' Awareness of Pre-Writing Strategies on Writing Performance
29	Mr. Shaik Iliyas Ali/ T. Silpa/ Dr. R Veera Sudarsana Reddy	Bicultural Identity in Bharathi Mukherjee's short story collection "The Darkness"
30	Madhumitha P/ Dr.A.Padma Priya	False Consciousness of women and the NewWoman in Buchi Emecheta's The Joys of Motherhood and Chimamanda Ngozi Adichie's Purple Hibiscus
31	Sankar Musunoori / Dr.Ratna Shiela Mani Koppula	The Three Emerging Paradigms of Ecocriticism – A Synoptic Exposition
32	Soniya S. Pillai	Omniscient Humanities: Beyond the Firm Hand of Literae Humaniores
33	Tamilpoo Dharmalingam	Psychopath ailment towards Amy Dunne, Gillian Flynn's Gone Girl
34	Dr. Maithry Shinde	From 'The Elegant' to 'The Bold'- Images of the Woman in Media Culture

The Department of Languages has given the theme 'Arts & Culture in Literature'. The first session was marked open by Dr. K. Padmaja, Head, Department of Languages at 11am. The morning session was chaired by Dr. Vidyanand Arya, Head, Department of Sanskrit, Osmania University. After his key-note speech, he started the proceedings. In the morning session of the Conference, eight papers were presented. The morning session concluded after the distribution of Certificates and Photo session. After lunch-break, afternoon session commenced at 2pm. It was chaired by Dr. K. Varalakshmi, Deputy Director, Sanskrit Academy, Osmania University. The Chair Person started the proceedings and twelve papers were presented. The paper presentations were followed by the distribution of certificates to all paper presenters. Then the vote of thanks was proposed by D.V. Durga Bhavani, faculty, Department of Languages. The conference ended with a memorable photo session.

Presentations Schedule

Session – 1 Lab – 3 Timings : 11.00 AM to 1.00 PM Languages	
Chair Person – Dr. Vidyanand Arya, Head, Dept of Sanskrit, OU	
S.NO	Author/ Title of the Paper
1	Dr.K.Varalakshmi --
2	Dr. L.V. Subrahmanyaswara Sarma --
3	Dr.Santosh kumar Joshi --
4	Dr.N.Shashidhar --
5	I.Vani Gayatri -- The role of sanskrit literature in present society
6	Dr. Sistla Sailaja -- Sanskrit Literature - Mirror of Indian Culture and Art
7	Dr. R.Varalakshmi -- बौद्धसाहित्ये कालानां प्राधान्यम्
8	Dr. B. Karuna Reddy -- Gou Mahatyam in the Scriptures
Session – 2 Lab – 3 Timings : 2.00 to 5.00 PM Languages	
Chair Person – Dr. K.Varalakshmi, Deputy Director, Sanskrit Academy	
S.NO	Author/ Title of the Paper
1	Aparna Rajhans --
2	Mrs. Manjiri Prashant -- Use of Navarasas in Bhasanatakchakram
3	Mrs .Sreedevi Kasavajhala -- Role of Music in the Propagation of Indian Culture
4	DR. V.T.V. Krishnaveni --
5	Dr.k.Shyam sunder -- Hkk'kk lekt] laLd`fr ,oa lkR; dk var% laca/k (Hindi)
6	Dr.C.Rakesh Bavani -- (Telugu)
7	Dr. Rajendra Kumar -- (Hindi)
8	Dr.U.Vishnupriya -- (Telugu)
9	Dr.B.Tirumala -- (Hindi)
10	Daya Shankar Prasad -- lkR; laLd`fr (Hindi)
11	Dr. Paluri Bharathi -- (Telugu)
12	Yuvaraj Dhavan -- (Hindi)

DEPARTMENT OF COMMERCE - REPORT

Introduction:

All the abstracts received before the deadline were checked for plagiarism and were also thoroughly reviewed. The schedule of both online and offline presentations was mailed and messaged to all the presenters.

Day 1:

Commerce and Management presentations were conducted in the conference hall. The Department has received 32 papers out of which 22 papers were presented offline and 10 papers were presented online. Prof. Acharyulu, Department of Commerce, HCU was the Chair and Key note speaker. He started the session by briefing about the latest developments in the field of Commerce and Management and probable areas of research. Then paper presentations started at 11:15 AM and each presenter was given 7 minutes for presentation and 3 minutes for Questions from the chair as well the other presenters. There was a lunch break from 2:00 to 2:30 and the presentations continued till 3:00 PM. The session was completed with the formal vote of thanks by the head of the department Mrs. Veena Kapoor.

Day 2:

The second day of the International Conference, presentations started at 9:30 AM in the morning after the address by the Chair. Participants were given 10 minutes of time where 7 minutes was given for presentation and 3 minutes for questions by the chair. 10 Participants have presented the papers online. Session got completed by 12:00 Noon.

DAY 1 OFFLINE SESSION 25/11/2022				
S.No	NAME OF THE FIRST AUTHOR	NAME OF THE SECOND AUTHOR	NAME OF THE THIRD AUTHOR	TITLE OF THE PAPER
1	Lakshmi Waghmare			“A Study on Analysis of Digital Financial Literacy among College Students.”
2	Asima Begum			Forensic Accounting - A Fraud Investigation Approach
3	Anjum Fathima			A Study on Digital Currency
4	T. Naga Bharani			A Study on Contemporary Green HR Practices in India
5	J Ooha	Anjali Janapalli		Micro credit and Economic Development
6	V Sangeetha	Asra Sultana	K.Sowmya	Customer Satisfaction On Mobile Wallets

7	Dr. Venu Kesireddy	Y. Sravan Kumar		A Study on Mergers and Acquisition of Banks in India and its impact of Operational Efficiency - With Special reference to Punjab National Bank, Oriental Bank of Commerce, and United Bank of India.
8	C.Vimala Devi	P.Bhagyasree		BlockChain for legitimate transactions in E-commerce
9	Devi Mallika Priya	G.Kalyani		Green Banking
10	Bodla Lavanya			Cryptocurrency and Prospects in Indian Scenario
11	Sreeram Nithin	Shruti Iyyengar	Rampalli Eshwara Ashok	Trend analysis of the new age digital assets-NFTs
12	Senior Prof. V.Usha Kiran,Dean, Faculty of Comm.OU	G.Sabitha		A Comparative Analysis of Pre and Post Merger Financial Performance and Technical Efficiency of Bank of Baroda
13	Puppala Harshanya	P.Anitha	Prof.S.Paradhasaradhi	IBC - its Substratum & Legal Process: A Panacea - How & Why?
14	Anitha parupudi	C Latha	Prof.S.Paradhasaradhi	Corporate Sickness, Insolvency & Bankruptcy Reforms – Rationale of State Intervention: A Review
15	C Latha	Puppala Harshanya	Prof.S.Paradhasaradhi	IBC - Critical analysis of Quality of Reforms: A Review
16	Dr. S. Paradhasardhi	Dr.Annie Sunil		IBC: Ease of Doing Business - A Review
17	Vannoj Sudhakar	Sirisha Chittala		A Qualitative Analysis of Agricultural products marketing in India : A Case study of Telangana Sona/RNR - 15048 Marketing and Information Promotion Strategies
18	Dr.Madhuri Thakur			A Study on Consumer perceptions on Fintech Services
19	Dr Saraswathi Moo	Ms Janhavi Rao		A Study On Service Quality of E-Banking with Reference to Public And Private Sector Banks in Mumbai City
20	Dr Sunaina Das			FINTECH -A Study on Consumer Perceptions Towards Digital Privacy In Online Payments

21	Dr. P. Venkatayaha			The Influence of Artificial Intelligence on The Banking Industry: Challenges and Opportunities
22	J Anil Kumar			A Survey on Pros & Cons of Digital Banking in India
23	Pradeep John	S Naveen Chakravarthy	Neil Rajeev John	Artificial Intelligence Systems usage in prediction and prevention of oil tankers driver accidents
24	Dr.Kavitha	Karishma		An Overview of E-Commerce and Emerging Trends in Hyderabad
DAY 2 ONLINE SESSION 26/11/2022				
1	Riya Verma	Ria Agarwal	Tania Joyce Torpy	Strategic Nationalistic Advertising: Has it Influenced the Purchasing Behaviour of Indian Consumers?
2	Mrs Fareeda	Dr. Himabindu Jandhyala		An Assessment of Efficacy of Microfinance as Tool for Women Empowerment and Gender Equality in Yadadri –Bhuvanagiri District of Telangana
3	Chandra Kantha Awasthi			Impact of Deferred Tax on banks
4	Suyog Anandrao Kadam	Balaji Subhashrao turaikar		To Study Socio-Economic Impact On Micro Finance in Women’s Maharashtra State
5	Miss. Bharti Pandurang Suvarnkar			An analysis of Crypto currency- Pros and Cons
6	Dr.P Meena Kumari			A Study on Customer’s Perception on Services Provided at D-Mart
7	M Sowjanya	V Mamatha		Employee Engagement and Workplace Happiness – An Empirical Study on Indian Organisations
8	Rotte sai akash			A Study on Platforms for Digital Banking with Reference to Upi/Bhim Banking among Rural Population
9	Dr. Uma Jayender, G.V.V. Lalitha Manojna	G V V Lalitha Manojna		A Study on the Implications of Emotional Intelligence on College Students

DEPARTMENT OF PHYSICAL SCIENCES- REPORT

Dr. Priya Hasan, Assistant Professor, Maulana Azad National Urdu University, Hyderabad and Prof. Suresh. B. from Sanjay Ghodawath University, Kolhapur, and Maharashtra accepted to deliver plenary talks for offline sessions on 25th November 2022. They chaired the sessions also during paper presentations after their lectures. The registrations were taken at the entrance and kits were distributed to the participants.

The forenoon session started at 11am. Dr.Meera Joshi, Professor, Department of Mathematics, Ms. Rajani, Head, Department of Computer Science and Ms. Aruna, Head, Department of Physics & Electronics welcomed the participants for plenary sessions by Prof. Suresh, who spoke on the ‘Role of Soft Computing in IT Industry’. He explained a set of algorithms, and fuzzy logical evolutionary algorithms. His talk was followed by Dr. Priya Hasan’s address on ‘Star formation and Life on Earth’. Both the resource persons enlightened the audience about role of nature in studying Science and how it has contributed for the innovations in Science and Technology. The participants also asked various queries out of interest and were very happy to interact with the resource persons. The resource persons gave very valuable suggestions to the presenters which were very useful for them. They also gave special inputs to the students related to their articles and how presentations can be made more effective.

The participants were instructed to move to Lab1/A and Lab2. Papers related to Computer Science & Statistics were presented in Lab2 and Papers related to Physics, Electronics and Mathematics were presented in Lab 1/A.

Physical Sciences - Presentation Schedule		
Day 1		
Paper Presentation - Parallel Session - 1 (Offline)		
DATE	25-11-2022	LAB 2
TIME	12:15PM to 1:15PM	Chair Person: Dr. B. Suresh Kumar
S. No.	Name of the Author(s)	Title of the paper
1	Ms. Jayasree.S, Sowmyasree. G	Prediction of Power Consumption Using Supervised Machine Learning Algorithm
2	Dr. Ajay Kumar M.C, Vinay Kumar.P, Srujana. B	Temporal assessment of air pollutants using Principle Component Analysis over Hyderabad
3	Dr. Aparna.M , Ms. Lakshmi.R	Big Data in Education
4	Prof. Jyothi Rani S.A. & Ms.Lakshmi Prasanna. P	Prediction of Inflation in India Based on Macroeconomic Variables using Deep Learning methods
5	Mr. Nizamuddin. N, Ravichandra.B	A Study of Internet Security: Information Technology
6	Mr. Karthik.G & Abhinava	A Study on Neural Network: Tensor Flow
PAPER PRESENTATION - PARALLEL SESSION - 2(OFFLINE)		
DATE	25-11-2022	LAB 1/A

TIME	12:15PM to 1:15PM	Chairperson: Dr. Priya Hasan
S. No.	Name of the Author(s)	Title of the paper
1	Ibtisam Mahiboob Shaikh, Prof. S.N. Hasan	Exploration of Triangular Lagrange Points and their stability with application to exoplanets
2	Dr. Vasudha. N, Venkatesh. P	Classification of Air Pollution Stations of Telangana Using HACA
3	Mr. Rakesh Chandra.N, Sanjeev Kumar.K, Yellaiah.G	Low Latitude Meteor Trail Echoes
4	Ms. Paleena Thulimilli, Ms. Pujitha.K, Ms. Anitha	Transcranial magnetic stimulation theory-An Application of Electromagnetism in medical field
5	Ms. Parimala Diana sudheer, Raju Nellutla, Haragopal Venkata Vajjha	DEA study on Government Hospital performance in Telangana State for the year 2018
6	Ms. Aruna.C & Ms. Udaysree.B	Aurdino based Water quality detector
LUNCH BREAK 1:15PM to 2PM		
PAPER PRESENTATION - PARALLEL SESSION - 3		
DATE	25-11-2022	LAB 2
TIME	2:00PM to 3:30PM	Chair Person: Dr. Suresh Kumar.B
S. No.	Name of the Author(s)	Title of the paper
1	Ms. R. Lakshmi & M. Aparna	Machine Learning Applications by Healthcare Industry
2	Mr. P. Vinay Kumar, Dr. Ajay Kumar. M.C, Mr. Venkareshwara Rao.P	Quantitative assessment of air pollution over Hyderabad using Principal Component Analysis: before, during and after the COVID–19 lockdown
3	Ms. Rajani.B	Recent advancements of K-Means Clustering Algorithm and its applications.
4	Ms. Suvarna Lakshmi.C	An Approach to Applications of Naïve Bayes Classification Algorithm in Data Mining
5	Mr. Arjun rao rajanala, Mr. Shivandi Venkatesh	Advanced Network Forensics Evidence Analysis to Resolve Cyber Crimes
6	Mrs. Azmath Mubeen, Prof. Uma.N. Dulhare	Detection of Skin Lesion Classes using Deep Learning
7	Kodiganti Suresh & Bhanu Prasanna Chennaju	A Study on suicide rate of students using Data Mining Technies
PAPER PRESENTATION - PARALLEL SESSION - 4		
DATE	25-11-2022	LAB 1/A

TIME	2:00PM to 4:00PM	Chair Person: Dr. Priya Hasan
1	Mr. Shashank.S , Dr. Kavitha.K	Waste management: Mask to a Sustainable Brick
2	Mr. Shaik Abdul Khadar, Mr.Sravan Kumar.R, Mr.Poornachander.P	Multiband CPW Patch antenna for C and X band Applications
3	Dr. Paleena Thulimilli, Ms. Rimsha Fathima, Ms. Minathi Pradhan	Applications of Embedded Fibre Optic Sensors
4	Ms. Naga Lakshmi .T, Ms. P.Bhagya sree	Smart Mobile – (The trendiest Embedded system)
5	Dr. D. Hema Latha, Ms. Azmath Mubeen, Dr.D. RamaKrishna Reddy	A Proficient Clustering Technique for Maintaining Confidentiality in Health Care Data using IOT Devices
6	Ms. Marella Niharika & Ms. Vandana.N	Forecasting Funding Deals of Indian Startups
7	Ms. Vempati Anusha & Annavajjala sarali	Analysis Of Deforestation In India Using Heatmap
8	M Vijay Bhaskar & Ms. Shaista fatima	An assessment of socio-economic impact of COVID-19 pandemic in India
9	Ms. Maggidi Prathibha & MD Kaaja Gareeb Hussain	An Analysis On Factors Related To Road Accidents Using Data Mining Techniques
10	Ms. Dhanturi shirisha & Ms. Pabba Pooja	A study on the impact of social media usage on student academic performance
	DAY - 2 ONLINE PAPER PRESENTATIONS	
PAPER PRESENTATION - PARALLEL SESSION - 5		
DATE	26-11-2022	ONLINE PRESENTATIONS
TIME	11:00PM to 12:30PM	Chairperson: Dr. Nandiraju Nagamaruthi Kumari
S. No.	Name of the Author(s)	Title of the paper
1	Dr. A. Saranya	Comparative Study on Internet Banking Services
2	Ms. Koyaladinne Priyanka Gandhi	Fundamental Theory of IoT and Applications
3	Ms.Keerthi.G, Ms.Pavani. A,Ms.Kavitha.K	Analysis and Comparative Study on Machine Learning Algorithms for Prediction of Blood Pressure
4	Mr. Paparao.A.V	Stability Analysis of a Prey Predator and Ammensal
5	Ms. SHAIK HASEENA & Dr. C. Jaya Subba Reddy	Left $(\alpha, 1)$ - Derivations acting as Homomorphism or Anti-Homomorphism in Prime Rings

6	Dr.Jafarunnisa.S, Dr. P. Gayathri	Effect of Chemical Reaction, Thermal Radiation and Radiation absorption on Convective Heat and Mass Transfer flow of a Jeffrey Fluid in a Concentric Cylindrical Annulus with Non – Linear Density Temperature Relation in the Presence of Constant Heat Source
7	Dr. P. Gayathri, Dr.Jafarunnisa.S	Convective heat and mass transfer flow past a vertical wavy wall with variable viscosity thermal conductivity thermal radiation and Chemical reaction
8	Dr . V Selvakumar, Pakki Venkata Tilak,Pakki Venkata Teja,Shubham Singh	A comprehensive analysis of Machine learning Algorithms on Online Education systems in Primary and Middle School Students

The sessions of the day came to an end around 5:00Pm.

The link for the online sessions on Day 2, was created with the help of Mr.U. Srinivas, Department of Computer Science. The link was mailed to all the online as well as offline presenters.

The sessions for day 2 started with a Plenary Lecture from an International University on “An insight in Graph Theory and its applications” by Dr. N. Nagamaruthi Kumari, University of Applied Sciences, Muscut,Oman. . The lecture was very enlightening and many real life examples of Graph theory were discussed. After the lecture the online Presentations started and chair for the session was Dr. N. Naga Maruthi Kumari. There was an exchange of ideas and knowledge during the session and the resource person also gave a lot of valuable inputs to the presenters regarding their research work.

LINK OF ONLINE SESSION:

https://drive.google.com/file/d/1fNPT1vL07063ES9WxI8H-7rdCCqVrhH/view?usp=share_link

The session ended with a vote of thanks delivered by Ms. Vinitha, Head Department of Statistics.

DEPARTMENT OF LIFE SCIENCES- REPORT

Biotechnology, Biochemistry, Microbiology, Genetics and Chemistry departments were

involved in finalising the various topics for the conference. The department members have contacted various eminent personalities in Life Sciences for the plenary session and were able to acquire two plenary speakers. Prof. Kolluru V.A. Ramaiah, Department of Biochemistry, University of Hyderabad, and Dr. Tejomoortula Sivaram, Department of Biotechnology, Mahatma Gandhi University, accepted to deliver plenary talks for offline and offline sessions on 25th November 2022. They chaired the sessions also during paper presentations after their lectures. The registrations were taken at the entrance and kits were distributed to the participants.

After the inaugural session at 10 am, forenoon session started at 11:15 am in Lab 3. M. Padma, Assistant Professor, Department of Microbiology, Genetics and chemistry, G. Sunitha, Head, Department of Biochemistry and G. Rahul, Head, Department of Biotechnology welcomed the participants for plenary sessions at 11am by Prof. Kolluru. V.A. Ramaiah emphasized the importance on the latest advancements and equipment of Life sciences and Molecular biology. His talk was followed by Dr. Tejomoortula Sivaram’s address. Both the resource persons enlightened the students and faculty on how research in life sciences has contributed for the innovations in Molecular Biology, Medical Technology And Industrial Technology. The participants asked few queries as some of the topics were quiet new to them and speakers were very happy to interact. Later presentations were given by various participants. The resource persons gave very valuable suggestions to the presenters. They also gave special inputs to the students related to their articles and how the presentation can be made more effective. Both online and offline sessions of the day came to an end around 5:30 PM. The session ended with a vote of thanks delivered by G. Rahul, Head, Department of Biotechnology

The link for the online sessions was created with the help of Mr. U. Srinivas, Department of Computer Science. The link was mailed to all the online presenters.

LINK OF ONLINE SESSION:

<https://drive.google.com/file/d/1pdSGVzT-5d8jRCFoOSAqRswYoMqJ4OSb/view?usp=sharing>

International Conference On “Emerging Trends In Commerce, Management, Languages & Science And Technology”		
Life Science Presentation Schedule		
Paper Presentation – Offline Session		
Date	25-11-2022	Lab 3
Address Of Plenary Speaker-1 (Prof. Kolluru V.A. Ramaiah) 11:15am To 12:15pm		
Address Of Plenary Speaker- (Dr. T. Sivaram) 12:15 Pm To 1:00 Pm		
Time	1:00 Pm To 1:45pm	Chair Person Dr. T. Sivaram
S.No.	Name Of The Author	Title Of Abstract
1	Ugandhar Dasari	Assessment Of Pollutants And Its Influence Of Outflow On The Downstream Of Musi River, Hyderabad
2	Vasudevan Ranganthan	Crispr- A Novel Approach Towards A Fortified Immune System

3	Viritha Bezawada	An Innovative Approach In Sustainable Organic Synthesis
Lunch 1:45pm – 2:15 Pm		
Time	2:45 Pm To 4:30 Pm	Chair Person Dr. T. Sivaram
S.No.	Name Of The Author	Title Of Abstract
4	Mary Manjusha Rani	Biofilm Bacteria And Its Associated Infections
5	Dr. Burela Laxminarayana	Biosynthesis Of Recombinant Proteins In Yeast Expression Platform, <i>Pichia</i>
6	Gaade Shravya	Role Of Probiotics And Prebiotics In Stress Regulation: An Review
7	Rongala Sudha Gayathri	Photo-On-Demand Method For Synthesis Of Alpha-Amino Acid N-Carboxyanhydrides
8	Utkarsha Ashok Lonare	Human Micro-Biome Staphylococcus Epidermis
9	Prerana Sanjay Shankpal	Prebiotics And Probiotics- Lactic Acid Bacteria
10	Bvs Ysaswini	The Forgotten Role Of Food Cultures
11	Charitha Sheri	Microbial Biofilms In Microbial Resistance
12	Vujjini.Nikhitha	Gene Therapy In Cancers
13	Kamati Shivani	Can Enzymes Be The Solution For Plastic...?
14	Garikapudi Anna Angel	Bioactive Molecules From Phyllanthus Niruri And Investigating Their Effects Against Diabetes
15	K. K Sai Sundaresan	Phage Infection In Bacteria
Tea Break 4:30 Pm – 4:50 Pm		
Paper Presentation – Online Session		
S.No.	Name Of The Author	Title Of Abstract
Time	4:50 Pm To 5:30 Pm	Chair Person Dr. T. Sivaram
16	Pawar Bhavesh Ramsinh	A Systematic Study Of Current Technologies For Prosthetic Limb Restoration From The User's Perspective
17	Ritika Singh	Formulation And Evaluation Of Hydrogels Containing <i>Eclipta Alba</i> Extract
18	Chittala Sirisha	A Qualitative Analysis Of Agricultural Products Marketing In India: A Case Study Of Telangana Sona/Rnr-15048 Marketing And Promotion Strategies.

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Osmania University, Hyderabad

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Prof. Kolluru V. A. Ramiah

B.S.R Fellow, Dept. of Biochemistry,

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University of Hyderabad, Telangana

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Asst. Professor, Dept. of Biotechnology

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Aurora's Degree & PG College

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**International Conference on
Emerging trends in
Commerce, Management,
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25th & 26th November 2022

Organized by
IQAC

Aurora's Degree & PG College,
Chikkadapally, Hyderabad-500020,
URL: www.adc.edu.in

About the College

Aurora's Degree & PG College, located in the heart of the city of Hyderabad, has been rendering meritorious services in the field of education and culture for the past 33 years. The college strives for excellence in higher education for a vibrant and inclusive society through knowledge creation and dissemination. The institute is dedicated to the principle that its educational services should be both supportive and challenging, distinguished by creative and interactive experience for each student. As a provider of quality education, the college continuously endeavours to update its courses; and provide highly qualified teaching fraternity to inculcate right values among students and produce socially sensitive citizens.

About the Conference

As the technological landscape continues to evolve, discussing ways to support the creative research being conducted in various fields on a common platform is the prerequisite of the day. The conference serves as a unique confluence of research in science, commerce & languages, in one ensemble. The theme of this conference aims to draw research fellowships from diverse fields in unitedness, to share their research findings and latest ideas. We wish to provide an opportunity to exchange new ideas, advances and technologies, to all the registered participants. We invite faculty/research scholars/industry students to join us and share the new innovative trends in the relevant fields. Selected conference papers can be published in our multi-disciplinary journal 'ANTHARMUKHA' with ISSN No. 2348-2591 / special or regular issue of UGC- CARE listed journals / Proceedings Book with ISBN.

Objective

To provide a platform for interaction and exchange of ideas between academicians, professionals and researchers across the globe

THEMES

COMMERCE AND MANAGEMENT	
Digital Economy	Innovations in Marketing
Artificial Intelligence	Corporate Parenting Strategy
Customer Relation Management	E-Commerce
Marketing Communications	Green Banking
Money Markets	Micro Finance
Working Capital Management	Cryptocurrency
Behavioural Finance	Digital Banking Practices
Mergers and Acquisition	Global Taxation Practices
Green HRM Practices	Employee Engagement
Internet Economy	Block Chain Security Model
Mobile Commerce	Data Privacy and Security
Retention Strategies	Contemporary Leadership
Emotional Intelligence	Global Leadership
Retail Marketing	Big Data Analytics

LANGUAGES

English

Emerging areas of Research in Language and Literature
Recent Trends in ELT, Literary and Cultural Studies
New Directions and Challenges in ELT & Literature
Trends in Post-Independence Indian Literature
Literary Criticism and Theory
Literatures in Translation
Literature and Film Studies

Sanskrit

संस्कृतसाहित्ये कता एवं संस्कृतिः

Note: Papers can be presented in Telugu or English also.

Hindi

हिन्दी साहित्य में कता और संस्कृति

Telugu

తెలుగు సాహిత్యంలో కతా మరియు సంస్కృతి

SCIENCE AND TECHNOLOGY

Life Sciences

Industrial Fermentation Products	Organ Farming
Post-Fermentation Process	Plant Derived Products
New Generation Bioinformatics	Molecular Medicine
Superbugs in Evolution	and Therapeutics
Microbial Biofilms	Genomic Hybridization in Crops
in Microbial Resistance	Secondary Metabolites
Human Microbiome	in Disease Prevention
Prebiotics and Probiotics	Green Chemistry
Gene Therapy in Cancer Biology	Pharmacokinetics
High-value Cell Products	Organic Synthesis and Processing
CRISPR Cas Technology	

Physical Sciences

Artificial Intelligence	Biomathematics
Natural Language Processing	Industrial Mathematics
Web Technologies	Mathematical Modelling
Data Mining	Mathematics for Computational Science
Cloud Computing	Optics and Photonics
Internet of Things	Material Sciences
Statistical Analytical Techniques	Nano Technology
Optimization Techniques	Wireless Communication
Sentimental Analysis	Embedded Systems
Actuarial Sciences	Instrumentation

Note: Papers from other research areas related to the theme of the conference are also invited.

Call for Papers

Papers are invited on the given themes from faculty/research scholars/industry/students, to be presented at the conference. All papers are subjected to peer review process. Original and quality papers approved by the journal review committee will be published as per the presenter's choice in -
• UGC-CARE listed journal
• ANTHARMUKHA (ISSN 2348-2591)
• Conference Proceedings (ISBN book)
The publication cost of selected paper will be communicated after submission of full paper, depending on the option selected by the author.

Submission Guidelines

The abstract should not exceed 250 words.
Full length papers should not exceed 2500-3000 words.
English Font metrics: Times New Roman, 12pt
Telugu Font metrics: Anu 7 priyanka, 12pt
Hindi and Sanskrit Font metrics: Mangal, 12pt

Presentation Guidelines / Modalities:

Maximum number of authors for a paper is three.
Registration is mandatory for all authors.
At least one of the authors should attend and present the paper at the conference.
Authors from outside Hyderabad can opt for online presentation.
Certificates will be given to all participants.

Important Dates:

Last date for submission of abstract: 20th October 2022
Communication of acceptance of abstract: 25th October 2022
Last date for submission of full-length paper: 10th November 2022

Registration Fee:

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