

## LIST OF BOOK CHAPTERS: (9)

1. Amarnath Reddy, D. Chitra, J. Balamurugan, **K. Suguna**, N. Meenatchi Ammai, R. Senthamil Selvan, Improving Business-to-Business (B2B) Consumer Engagement on social media via the Use of Emojis and Original Content. In Book: Elevating Brand Loyalty with Optimized Marketing Analytics and AI, **IGI Global, USA, 2025**. ISBN: 9798369399569,
2. E Ramanujam, P Meena Kumari, **K Bharathi**, Usage of IoT, High-Performance Computing, and Machine/Deep Learning in Human Activity Recognition Systems, In Book: Parallel and High-Performance Computing in Artificial Intelligence, Auerbach Publications, **Taylor and Francis Group, New York, 2025**. ISBN: 9781003425458.
3. **Nayak, D.V.**, Kumar, A.A., Chanal, G.B., Bolagani, S. (2025). “Sustainable Finance and Green Investments: The Role of Blockchain in the Circular Economy.” In Book: Singh, R., Shafik, W., Kumar, V. (eds) Blockchain Technologies for Smart Circular Economy and Organisational Sustainability. Environmental Footprints and Eco-design of Products and Processes. **Springer, Cham, 2025**. ISBN: 9783031891830.
4. **Ragini Modi**, S. Swetha, and S. Sailaja, ICT Tools and Platforms for Agricultural Knowledge Dissemination, In Book: Digital Agricultural Extension, **Textify Publishers**. ISBN: 9789348217301.
5. **Varun Pradhan, T. Swarna, Sneha Sribhashyam**, Mohammad Irfan, Omar Durrah, “Harnessing Business Analytics for Predictive Financial Performance: A Data-Driven Approach to Enhancing Decision-Making and Strategic Planning,” In Book: Quantum-Driven Financial Intelligence: Innovations in Predictive Analytics and Autonomous Trading Systems, **IGI Global, USA, 2025**. ISBN: 9798337328959.
6. **Padmalatha Koilkonda**, Majeti Narasimha Vara Prasad, “Forensic Palynology and pollen DNA Metabarcoding as powerful tools for investigating multidisciplinary aspects of criminology”, in the book: “Forensic Geosciences: Investigating Environmental Crimes”, to be published by **John Wiley & Sons Ltd. (2026)**. (**Accepted**)
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8. **Srinivas Karri**, Alle Yashoda, Deepak Kumar Sahoo, Harika Repakula, “Advancing ESG Practices: Trends, Challenges, and Future Directions in Sustainable Finance” In Book: People, Planet and Profit: Advancing Sustainable Business Practices. ICSB2025 2025. **Springer** Proceedings in Geography and Sustainability. Springer, Cham. [https://doi.org/10.1007/978-3-032-11296-5\\_12](https://doi.org/10.1007/978-3-032-11296-5_12). Pages 175-192. ISBN: 9783032112965.
9. **R. Deepti, Chinthapally Siri** (2<sup>nd</sup> Year Student), S. Md. Shakir Ali, “Innovative Approaches to Healthcare Security: Balancing Technology, Privacy, and Ethical Oversight” (Chapter 16) In Book: Transforming Global Healthcare. CRC Press, Taylor & Francis. ISBN: 9781003635215.
10. **T. Suchitra Naidu**. “Reclaiming Wisdom: Embedding Indian Knowledge Systems in Higher Education for Holistic Futures” (Chapter 7) In Book: Indian Knowledge Systems: Multidisciplinary Explorations, 66-70. HSRA Publications, Bangalore. ISBN: 9789368503989.