

**Multilingual International Conference on “Commerce, Management,  
Arts and Engineering”  
(CMAE-2022)**

**ISBN: 978-93-91535-20-9**

**Organised by: Department of Commerce (U.G & P.G)  
St. Ann's College For Women**

(Autonomous), Affiliated To Osmania University,  
Accredited 'A+' Grade by NAAC (3rd Cycle), College with Potential for Excellence by UGC,  
Mehdipatnam, Hyderabad

**Date of Conference: 29th -30th September 2022**

**INDEX**

S. No.	Paper ID	Paper Title	Author	
1	A103	A Comprehensive Study Based on Meta-heuristic Techniques for Energy Efficient Clustered Wireless Sensor Networks	V.Kusla, GS. Brar	01-14
2	A111	CUSTOMER SATISFACTION OF AMAZON	Mrs. J. Saujanya, Ms. Chettipally Anisha	15-20
3	A112	Semantic E-learning Use Case Recommender System	Yogita, Dhiraj Khurana, Dheeraj Kumar Sahni	21-26
4	A114	ARTIFICIAL INTELLIGENCE IN TRAINING AND DEVELOPMENT FOR EMPLOYEES WITH REFERENCE TO SELECTED IT COMPANIES	K. Sucharita, Dr. R. Seethalakshmi	27-42
5	A116	A REVIEW STUDY ON IMPACT OF ARTIFICIAL INTELLIGENCE IN SOCIAL MEDIA MARKETING	Mrs. P. Joshna, Mrs. M. Prathibha	43-55
6	A118	A STUDY ON CONSUMERS PERCEPTION TOWARDS DIGITAL PAYMENT MODE	Mrs. K.Pranathi, Mrs. Ch.Nagasuvarchala	56-65
7	A121	A STUDY ON TRANSFORMATION OF WOMAN IN EMERGING ECONOMY	Mrs. Ch.NagaSuvarchala, Mrs. K.Pranathi	66-73
8	A125	THE IMPACT OF COVID-19 ON CYBER SECURITY : ITS THREATS AND INITIATIVES	Mrs. S.Santhoshi Rupa, Mrs. R.Meena Shanthi	74-81
9	A122	Role of Digital Insurance and Digital Marketing in Insurance Sector	T.Bhavani, G.Srilatha	82-90
10	A108	Does the quality of environmental disclosure depend on firm performance: evidence from emerging market	Shahbaz Babar Khan, Najul Laskar, Khalada Sultana Choudhury	91-98
11	A120	A Modular Approach for Forecasting Stock Market Using Neural Networks	Mrs. Sujatha D	99-106

12	A127	INFLUENCE OF ATTACHMENT ON EMPOWERMENT AND WELL BEING OF ADOLESCENT GIRLS: A REVIEW STUDY	Sampurna Guha, Dr. Nimisha Beri	107-109
13	A130	VLSI IMPLEMENTATION OF HARDWARE EFFICIENT PARALLEL FIR FILTER USING MUX BASED FULL ADDER	Sameena Mohammad , Dr. K. Rama Devi	110-117
14	A131	ESTIMATION OF UAV DYNAMICS WITH THE COMPARISON OF KALMAN FILTER AND ROBUST KALMAN FILTER	Suresh Yapadi, Dr. Leela Kumari Balivada	118-123
15	A110	A Study on Employees' Perception towards Artificial Intelligence in Recruitment and Selection Process	Mrs. N. Supriya, Ms. P. Sri Lalitha	124-137
16	A113	A STUDY ON EMPLOYEE ENGAGEMENT OF WOMEN BUS CONDUCTORS OF HYDERABAD CITY.	Mrs. Mahitha Davala, Ms. B.Shivani	138-147
17	A132	REVEALED COMPARATIVE ADVANTAGE: AN ANALYSIS FOR INDIA AND CHINA	Asha. M. Goudar, Dr. B.H.Nagoor	148-162
18	A135	Economic Inequality induced Pre-natal Poverty and Learning Outcomes in Rural India: An Empirical Speculation	Nyima Tenzing	163-170
19	A133	FACTORS INFLUENCING THE UPTAKE OF (IPT) DURING ANTENATAL CARE CLINICS IN HEALTH CARE	Salihu Abubakar Dauda, Dr. Rakhee P. Kelaskar	171-184
20	A137	ओमीशपरूथी की रचनाओं में चित्रित अकेलापन	Rajeshri	185-187
21	A140	Study the Economic Growth and international trade in the hotel and tourism industry in Haryana	Gaurav Tyagi	188-191
22	A141	A Review of Foundational Infrastructure in Economic Growth	Parveen ranga, Dr. Puspa Rani	192-197
23	A143	"A Study on the Impact of Foreign Direct Investment in India's Automobile Industry Development from 2010 to 2020"	Avdresh Kumar, Dr. Devesh Kumar	198-208
24	A145	INTERODUCTION OF NANO SCIENCE & TECHNOLOGY	Hari Bhushan Prasad, Dr. Shailesh Kumar Singh	209-216
25	A146	CLASSIFYING THE SEVERAL SYMPTOMS OF STRESS PRACTICE BY STUDENTS	Shagun Bishnoi, Dr. Ajay Poddar	217-221
26	A148	STUDY OF ENCOURAGEMENT OF SOCIAL CHANGE THROUGHOUT VALUE EDUCATION	Dr. Priyanka Bansal	222-231
27	A136	Inclusive Leadership for A Diverse Work Force	Dr. M. Rajeswari	232-245

28	A151	A STUDY ON ORAL COMMUNICATION TO IMPROVE CHILDREN LEARNING CAPACITY AND ACQUIRING THE LANGUAGE	Jamsed Ali Mollah, Dr Vinita Vashishtha	246-256
29	A154	Analysing the Fiscal Vitality: A Closer Look at India's Leading Pharmaceutical Giants	Dr. Rohan Joshi	257-269
30	A158	The Impact of Commerce Education on Fostering Inclusive Growth in the Indian Economy	Dr. Prakashkumar Bhursing Pargi	270-283
31	A159	A Psychoanalytic reading of Saul Bellow's Seize the Day	Ms. Julia Persis .S	284-291
32	A160	THE DEPICTION OF FEMALE CHARACTERS IN PONNIYIN SELVAN	Ms. Vijayalakshmi P	292-300
33	A161	Dissonance in Marriage and the Feminine Psyche in Anita Desai's Cry, the Peacock	Anjalin Mary. L,Mrs. N. Poongothai	301-306
34	A162	A Study on SBI Customer's Satisfaction towards E-banking Service	Sonam Kumari, Dr. S.B.P. Gupta	307-318
35	A163	DESIGN OF WIRELESS SENSOR SYSTEM FOR NEONATAL MONITORING	Gholpe Minal Arvind	319-319
36	A164	BALANCING FUEL COSTS AND WATER AVAILABILITY FOR SHORT-TERM OPTIMAL SCHEDULING OF HYDROTHERMAL PLANTS	Khan Nahid Ishrat Nasir Khan	320-320
37	A165	IDENTIFY FAULTS OF INDUCTION MOTOR THROUGH MOTOR CURRENT SIGNATURE ANALYSIS (MCSA) APPROACH	Kiran Dhande	321-321
38	A166	DISCUSS OPTIMIZATION OF ALL PASS FILTER CONFIGURATIONS WITH OTAS AND VDVTS IN CMOS	Lawate Saurabh Vinayak	322-322
39	A167	LOGICAL STRUCTURES BY USING QCA GATES: A PREAMBLE	Swagata Das	323-323
40	A168	STUDIES ON IMPROVING HEAT TRANSFER IN SOLAR APPLICATIONS	Pande Ashish Madhukar Rao	324-324