

### The Asian Association of Schools of Pharmacy in Association with





Indian Association of Colleges of Pharmacy

Presents this

### Certificate of Poster Presentation

to

SHANAZ BANU, D. S. U

for the Topic

ANALGEBIC ACTIVITY STUDIES ON THE ROOT OF

ECBOLIUM VIRIDE (FORSSK) ALSTON

Presented in the 8th AASP Conference held during 27th - 29th October 2017 at

Jagadguru Sri Shivarathreeshwara University, Mysuru, India

Dr. Shu Chuen Li President, AASP Prof. K. Chinnaswamy President IACP

Dr. Gurumurthy Parthasarathi Chairman, Local Organizing Committee



### SRI KRISHNADEVARAYA UNIVERSITY ANANTHAPURAMU



### SKU COLLEGE OF PHARMACEUTICAL SCIENCES

UGC SPONSORED NATIONAL SEMINAR ON

### EMERGING TRENDS IN PHARMACEUTICAL AND LIFE SCIENCES

### CERTIFICATE

This is to certify that Prof. 1Dr. 1Mr. 1Ms. & B. Premakumasi of
College of Pharmaceutical Sciences.  College of Pharmaceutical Sciences.  Dayananda Sagas University has participated Chaired Delivered invited
Lecture presented paper (oral poster) entitled and do repredned etabonate in pharmaceutra dosage form by UHPL C method.  in National Seminar on "Emerging Trends In Pharmaceutical and Life Sciences
(ETPLS - 2017)", held during 26th & 27th August, 2017 at Sri Krishnadevaraya University.
Ananthapuramu and won prize.

Dr. P.S. RAGHU CONVENER



at Ramaiah University of Applied Sciences

on 18th & 19th March, 2017

Theme: Connecting Pharmaceutical Sciences and Knowledge Advancement

### Certificate

This is to certify that

Prof./Dr./Mr./Ms	P. Sivakami Sunda	i	
			nted a scientific paper entitled
		•	Gauzuma ulmifolia lam
			Colleges of Pharmacy's
$1^{\circ}$	st Pharmaceutical Sci	ences Congress-2017 h	eld at
Ramaiah Unive	rsity of Applied Scier	nces, Bengaluru on 18 <sup>th</sup>	& 19 <sup>th</sup> March, 2017

Prof. K. Chinnaswamy

Chairman IACP's 1 Pharmaceutical Sciences Congress, Bengaluru -2017 Dr. V. Madhavan

Co - Chairman
IACP's 1 Pharmaceutical Sciences Congress,
Bengaluru -2017

Dr. B. Jayakar

Organizing Secretary,
IACP's 1 Pharmaceutical Sciences Congress,
Bengaluru -2017

Dr. T. K. Ravi

Vice Chairman (Scientific), IACP's 1 Pharmaceutical Sciences Congress, Bengaluru -2017









### The Asian Association of Schools of Pharmacy

in Association with









Certificate of Poster Presentation

KALPANA DIVEKAR

for the Topic

Synthesis of new pyrazolines as possible cytotoxic Agents

Presented in the 8th AASP Conference held during 27th - 29th October 2017 at

Jagadguru Sri Shivarathreeshwara University, Mysuru, India

Dr. Shu Chuen L President, AASP

resident, IACP

Dr. Gurumurthy Parthasarathi Chairman, Local Organizing Committee



### The Asian Association of Schools of Pharmacy

in Association with



Presents this





Certificate of Poster Presentation

to

### GEETHA K.M

for the Topic

Antiepileptic activity of a Bioactive Compound isolated from Viscum articulatum Burm in Experimentally induced Convulsions Presented in the 8th AASP Conference held during 27th - 29th October 2017 at in vals

Jagadguru Sri Shivarathreeshwara University, Mysuru, India

Shicharli

Dr. Shu Chuen Li President, AASP Prof. K Synnaswam

Dr. Gurumurthy Parthasarethi Chairman, Local Organizing Committee



### INTERNATIONAL CONFERENCE ON DRUG DEVELOPMENT AND CLINICAL RESEARCH: CURRENT SCENARIO & OPPURTUNITIES

Organized by



https://pharmacy.krupanidhi.edu.in

In Collaboration with



Indian Society for Clinical Research

In Association with



### **CERTIFICATE OF PARTICIPATION**

This certificate is presented to

Premakumavii KB

for presenting a poster titled: RP-VHPLC for the simultaneous estimation

Paracetamol & Jospenisone in combined dosage form.

co-authored with:

at

Mwengan V.

PACON E HARMA

INTERNATIONAL CONFERENCE ON DRUG DEVELOPMENT AND CLINICAL RESEARCH: CURRENT SCENARIO & OPPORTUNITIES

an event organized by Krupanidhi College of Pharmacy, Bengaluru, on 12 & 13 October 2018.

DR.AMIT KUMAR DAS

Organizing Secretary & Principal. Krupanidhi College of Pharmacy DR. CHIRAG TRIVEDI

President, Indian Society for Clinical Research

DR. SURESH NAGPAL

Chief Patron & Chairman, Krupanidhi Group of Institutions







## KLE COLLEGE OF PHARMACY, BELAGAVI

A Constituent Unit of KLE Academy of Higher Education and Research [Deemed -To-Be-University]

### OCertificate

This is to certify that

Mrs. Keleha 5 from Dayananda Sagar Univesity, Bengaluxu

has participated as Resource Person / Poster Presenter / Delegate and attended the scientific sessions of

National Conference on "Advances in Drug Discovery and Development" held on the Occasion of Golden Jubilee Year

Celebrations, on 26th & 27th October 2018 at KLE College of Pharmacy, Belagavi, Karnataka

Dr. B. M. Patil Chairman - LOC

> Dr. S. S. Jalalpure Convener











## T.JOHN COLLEGE OF PHARMACY



## National Conference

Gottigere, Bannerghatta Road, Bangalore-83

"Innovations in Drug Discovery and Drug Delivery" (IDD-2018)

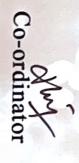
## CERTIFICATE

This is to certify that Dr./Mr./Ms. REKHA.S

Moved Substituted thing Tolidined some deriverses as Anticipated / Presented a paper entitled

"Innovations in Drug Discovery and Drug Delivery" (IDD-2018) held on 23rd March, 2018.

Principal /







International Conference

Academic and Industrial Innovations Transitions in Pharmaceutical, **Medical and Biosciences** 

### CERTIFICATE

Certify that Prof Dr. Mr. Ms. J. Josephine Leno Jenita, COPS, DSU

attended the

3" International Conference on Academic and Industrial Innovations: Transitions in Pharmaceutical, Medical and

Biosciences organised by Innovare Academic Sciences in association with Paramita Health Care Society and Society for

Ethnopharmacology-India on 22 - 23 Oct. 2018 at Kala Academy, Panjim, Goa, India. He/She presented a paper entitled Development, Evaluation of Targeting of Stavudine Loaded serum abumin polymer based nanocarriers to HIV Reservoirs in posteroral session

Dr. Avijeet Jain Convener

Dr. Narendra Lariya

Secretary

Dr. Prateek Jain

Secretary

Dr. Alok Pal Jain

General Secretary

### JSS COLLEGE OF PHARMACY, OOTY

JSS AHER, Mysuru Sponsored Two Days Seminar on

"National Seminar on Current Trends in Bioavailability and Bioequivalence studies" September 2018

M.Gnana Ruba Priya

has secured BEST e-PRESENTATION AWARD under the category of "Design synthesis 4-3(H)Quinazolinone derivatives" in the above mentioned Virtual Symposium

Organized by
Department of Pharmaceutical Chemistry
JSS College of Pharmacy, Ooty

Or S.P.OHANABAL Patron Prlnclpal,JSSCP Ooty Or M.OAFZAL AZAM
Convener
HODDept of Pharmaceutical Chemistry

Or S.Gomathy Co-ordinator Assistant Professor

recommended and RTPCR gene expression study especially for N75 and N32 was recommended. Most promising ligands with good receptor interactions and low toxicity were synthesized by using Clasein-Schmidt condensation and later by cyclization reaction the chalcones were reacted with guandidine hydrochloride to yield pyrimidine derivatives. After their characterization by FTIR, NMR and MASS Spectroscopy. In vitro cancer study on HL60, U937 and K562 leukemia cell line was

### P-49

## In-vitro Screening of Soluble Epoxide Hydrolase Inhibition in Traditionally used Indian Medicinal Herbs having Anti Inflammatory Activity

Anitha K N 1, Geetha K M2

- Department of Pharmacology, College of Pharmaceutical Sciences, Dayananda Sagar University and
- Kumaraswamy Layout, Bangalore-560078, India Government college of Pharmacy Bangalore – 5600027, India
  <sup>2.</sup> Department of Pharmacology, College of Pharmaceutical Sciences, Dayananda Sagar University,

in India, were tested for sEH-inhibition activity using a recently developed sensitive fluorescencebased assay. from 15 medicinal herbs, traditionally used for the treatment of inflammation-associated diseases suggesting the presence of phytochemical-based sEH inhibitors, and to rationalize the utility of the inflammation-treating Indian medicinal herbs, the methanol and ethyl acetate extracts derived helpful or crucial for the treatment of inflammation-related diseases. In order to uncover new clues of both inflammatory and neuropathic pain. Soluble epoxide hydrolase (sEH) has been proved to Introduction: Soluble epoxide hydrolase (sEH) offers hope for developing new agents for the control key enzyme involved in inflammation progression, and inhibition of sEH is therefore very

(In vitro) by extracts derived from inflammation-treating Indain medicinal herbs Aim of the study: The aim of the present study was to screen soluble epoxide hydrolase inhibition

excitation wavelength of 330 nm and an emission wavelength of 465 nm for 10 min inhibitory potencies were measured against the human sEH using a fluorescent reporting system. Activity was measured by determining the appearance of the 6-methoxy-2-naphthaldehyde with an Experimental Methods: Dried plant extracts were solubilized at 10 mg/mL in DMSO. Their

acetate extract of  $\it Embelia~ribes$  (seed) possessed the strongest inhibitory activity against sEH IC $_{50}$ 7.232 microg/mL Results: Three extracts showed substantial inhibitions of sEH (inhibition rates >50%). The ethyl

reservoir for sEH-inhibition agents **Conclusion:** These preliminary findings highlighted the presence of sEH inhibitor(s) in the plant kingdom, and the possibility that the inflammation-treating herbal medicines could be an untapped

Layout, Bangalore-560078, India Present address: College of Pharmaceutical Sciences, Dayananda Sagar University, Kumaraswamy

words: Soluble epoxy hydrolase inhibitor; Embelia ribes; Anti inflammatory



# Karnataka College of Pharmacy, Bengaluru-64

ONE DAY NATIONAL SEMINAR ON

DRUG DELIVERY IN PHARMACEUTICAL TRANSLATIONAL RESEARCH

## CERTIFICATE A

OF PARTICIPATION

This certificate is presented to Dr/Mr/Miss/Mrs. Shawan Bown

of

for active participation in college of Phaemaceutical Sciences, DSU

e-Poster Presentation for the Topic Entitled Isolation of Lantadene - A

from Lantana Camara L. Jeaves

during

Co-authored with

Research" held on 23" November 2019, sponsored by Rajiv Gandhi University of Health Sciences the conduct of one day national seminar on "Drug Delivery in Pharmaceutical Translational [RGUHS] & Association of Pharmaceutical Teachers of India [APTI], Bengaluru.



Dr. K. Ramesh Director

Organising Secretaries Dr. Beny Baby & S. Rajarajan

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www.karnatakacollegeofpharmacy.com, https://sites.google.com/view/kcpseminar2019







Karnataka College of Pharmacy, Bengaluru-64 ONE DAY NATIONAL SEMINAR ON

DRUG DELIVERY IN PHARMACEUTICAL TRANSLATIONAL RESEARCH



### CERTIFICATE OF PARTICIPATION

This certificate is presented to Dr/Mr/Miss/Mrs. k.B. Premakuması college of Pharmaceutical sciences, DSU for active participation in e-Poster Presentation for the Topic Entitled <u>Simultaneous Letimation</u> of Alogliptin & Metformin in pharmaceutical dorage to-authored with

the conduct of one day national seminar on "Drug Delivery in Pharmaceutical Translational Research" held on 23<sup>rd</sup> November 2019, sponsored by Rajiv Gandhi University of Health Sciences [RGUHS] & Association of Pharmaceutical Teachers of India [APTI], Bengaluru.

Dr. K. Ramesh Director

**Organising Secretaries** Dr. Beny Baby & S. Rajarajan durina







### Karnataka College of Pharmacy, Bengaluru-64 ONE DAY NATIONAL SEMINAR ON

DRUG DELIVERY IN PHARMACEUTICAL TRANSLATIONAL RESEARCH

### CERTIFICATE

This certificate is presented to Dr/Mr/Miss/Mrs. Margula D

[RGUHS] & Association of Pharmaceutical Teachers of India [APTI], Bengaluru.

OF PARTICIPATION

college of Pharmaceutical sciences, DSU for activ	ve participation in
college of Pharmaceutical Sciences, DSU for active e-Poster Presentation for the Topic Entitled Transdermal delivery	an effecti
NSAID for pain management in arthritie	Co-authored with
U	
the conduct of one day national seminar on "Drug Delivery in Pharmaceutic	
Research" held on 23 <sup>rd</sup> November 2019, sponsored by Rajiv Gandhi University o	of Health Sciences



Dr. K. Ramesh Director

harful of

Organising Secretaries Dr. Beny Baby & S. Rajarajan







### Karnataka College of Pharmacy, Bengaluru-64

ONE DAY NATIONAL SEMINAR ON

DRUG DELIVERY IN PHARMACEUTICAL TRANSLATIONAL RESEARCH

### CERTIFICATE OF PARTICIPATION

This certificate is presented to Dr/Mr/Miss/Mrs. J. Josephine Leno Jeneta college of pharmaceutical sciences, DSU for active participation in e-Poster Presentation for the Topic Entitled Preparation & gvaluation of colon & pectic bean & quas guin.

delivery of Alberdazole compression coated tablels using locust Co-authored with

the conduct of one day national seminar on "Drug Delivery in Pharmaceutical Translational Research" held on 23<sup>rd</sup> November 2019, sponsored by Rajiv Gandhi University of Health Sciences [RGUHS] & Association of Pharmaceutical Teachers of India [APTI], Bengaluru.

Dr. K. Ramesh Director

**Organising Secretaries** Dr. Beny Baby & S. Rajarajan durina



## Soluble epoxide hydrolase inhibitory activity of Jyotishmati in rat neuropathic and inflammatory pain models

Anitha K N 1, Geetha K M<sup>2</sup>

College of Pharmaceutical Sciences, Dayananda Sagar University, Kumaraswamy Layout, Bangalore-560078, India

Introduction: Epoxy-fatty acids have been recognized as important cell signaling molecules of these signalling molecules is via the soluble epoxide hydrolase (sEH) enzyme. Inhibition of soluble epoxide hydrolase (sEH) has been extensively reported to be anti-inflammatory in multiple animal models. Some anti-inflammatory traditional Indian medicines and Jyotishmati (Celastrus paniculatus), natural compound was also found to be inhibitory to with multiple biological effects including anti-nociception. The main degradation pathway sEH in-vitro and in-vivo. Aim of the Study: To determine the Soluble Epoxide Hydrolase Inhibitory activity of Jyotishmati in rat neuropathic and inflammatory pain models.

streptozotocin (STZ) induced type I diabetic neuropathic pain and lipopolysaccharide Three doses of Celastrus paniculatus was used to investigate maximal antiallodynic effects in these two models of pain. The in-vitro inhibitory potency was measured against the human by determining the appearance of the 6-methoxy-2-naphthaldehyde with an excitation inhibitory function was evaluated by the plasma levels of 5-Hydroxyeicosatetraenoic acid Experimental Methods: In this study two models of pain with different etiology, induced inflammatory pain was employed to test sEH inhibition activity of Jyotishmati. sEH, Rat sEH and Mouse sEH using a fluorescent reporting system. Activity was measured wavelength of 330 nm and an emission wavelength of 465 nm for 10 min. The inflammatory status was characterized by the inflammatory cytokines interleukine-6 (IL-6) and sEH (5-HETE), which is the sEH mediated substrate.

The methanol extract of Celastrus paniculatus (seed) possessed inhibitory activity against human and rat sEH (IC50) 5.98 and 12.33 µg/mL respectively. Oral administration of Celastrus paniculatus shifted the changes in plasma levels of 5-HETE and IL-6 caused by LPS-challenge Result: The methanol extract showed substantial inhibition of sEH (inhibition rates >50%). like a synthetic sEH inhibitor TPPU. Conclusion: A sEH inhibitory of Celastrus paniculatus is anti-inflammatory and the inhibition of sEH contributes to this biological effect. Key words: Soluble epoxy hydrolase inhibitor; Celastrus paniculatus; Diabetic neuropathic pain; LPS induced pain; 5-HETE; Anti inflammatory.

SSX2019



### PULLA REDDY INSTITUTE OF PHARMACY



Domadugu (V), Gummadidala (M), Sangareddy – 502 313, Telangana.

Affiliated to JNTUH, Approved by AICTE & PCI, New Delhi

Estd: 2007 | Website: http://www.prip.edu.in | Email: pullareddy.prgi@gmail.com

### Certificate of Presentation

This is to certify that Dr. Manjula D

Dayananda Sagar University

has presented an e-Poster entitled

Development and Evaluation of Nanogel as a Carrier for Transdermal Delivery of Quercetin

in AICTE sponsored e-Conference on

"Nanomedicine: Design, Characterization and Application in Therapeutics and Diagnosis" organized by Pulla Reddy Institute of Pharmacy on 17 th & 18 th September 2020.

Dr. V Ramamohan Gupta Principal

Program Coordinator >

Dr. D. K. Suresh
Secretary
Scientific Committee

Dr. Swapna Velivela Secretary Organizing Committee

Certificate Number: PRIP-AICTE-P07



### JSS COLLEGE OF PHARMACY, OOTY

JSS AHER, Mysuru Sponsored One Day Virtual Symposium on

"Building an Innovation Platform through Artificial Intelligence in Drug Discovery"

11th December 2020

This is to certify that

Ms. Gnana Ruba Priya

has secured BEST e-PRESENTATION AWARD under the category of "in silico drug design & development" in the above mentioned Virtual Symposium Organized by

Department of Pharmaceutical Chemistry JSS College of Pharmacy, Ooty

(An ISO 9001:2015 certified Institution)

Dr S.P. DHANABAL Patron Principal, JSSCP Ooty

Dr M.D AFZAL AZAM
Convener
HOD, Dept of Pharmaceutical Chemistry

Dr S. Gomathy Co-ordinator Assistant Professor



### PULLA REDDY INSTITUTE OF PHARMACY



Domadugu (V), Gummadidala (M), Sangareddy – 502 313, Telangana.

Affiliated to JNTUH, Approved by AICTE & PCI, New Delhi

Estd: 2007 | Website: http://www.prip.edu.in | Email: pullareddy.prgi@gmail.com

### Certificate of Presentation

This is to certify that

Dr. B. Wilson

Dayananda Sagar University

has presented an e-Poster entitled

Formulation and in vitro evaluation of albumin Nanoparticles containing Fluoxetine hydrochloride

in AICTE sponsored e-Conference on

"Nanomedicine: Design, Characterization and Application in Therapeutics and Diagnosis" organized by Pulla Reddy Institute of Pharmacy on 17 th & 18 th September 2020.

Dr. V Ramamohan Gupta Principal

**Program Coordinator** 

Dr. D. K. Suresh Secretary

**Scientific Committee** 

Dr. Swapna Velivela Secretary

**Organizing Committee** 

Certificate Number: PRIP-AICTE-P19



### PULLA REDDY INSTITUTE OF PHARMACY



Domadugu (V), Gummadidala (M), Sangareddy – 502 313, Telangana.

Affiliated to JNTUH, Approved by AICTE & PCI, New Delhi

Estd: 2007 | Website: http://www.prip.edu.in | Email: pullareddy.prgi@gmail.com

### Certificate of Presentation

This is to certify that Kalpana Divekar

College of Pharmaceutical Sciences, Dayananda Sagar University

has presented an e-Poster entitled Synthesis of new pyrazoline as possible cytotoxic Agents

in AICTE sponsored e-Conference on

"Nanomedicine: Design, Characterization and Application in Therapeutics and Diagnosis" organized by Pulla Reddy Institute of Pharmacy on 17 th & 18 th September 2020.

Dr. V Ramamohan Gupta Principal

Program Coordinator

Dr. D. K. Surésh

Secretary
Scientific Committee

Dr. Swapna Velivela
Secretary

Organizing Committee

Certificate Number: PRIP-AICTE-P20



### THE INDIAN PHARMACEUTICAL **ASSOCIATION (IPA)**

... CRUSADE FOR THE PROFESSION

Digitalization

Pharmacy

ready

Education

Placement Conclave

### IPA ANNUAL CONVENTION IPAC 2021 VIRTUAL

July 16 & 17, 2021

### REIMAGING PHARMACY

Transformational changes ahead in the 21st century:

## Certificate of Attendance and Presentation

Presented to

### SHANAZ BANU

For the paper entitled

Evaluation of antimicrobial activity of aerial parts of wedelia trilobata L.

in the Virtual Poster Showcase (VPS) for Students and Research Scholars held from July 8 to 10, 2021 as e-Poster, of the Indian Pharmaceutical Association Annual Convention 2021 (IPAC 2021) Virtual on "Reimaging Pharmacy in 21st Century: Transformational changes ahead" held on July 16 & 17, 2021

XV. Narayana Lame

Chief Patron IPAC 2021 National President, Indian Pharmaceutical Association (IPA)

Shri. Suresh Khanna

(gums)

Patron IPAC 2021 National Secretary,

Indian Pharmaceutical Association (IPA)

Dr. P Ramalingam

Research Director — RIPER Autonomous President - IPA Anantapur Branch, Coordinator IPAC 2021

Prof. Dr. Y. Padmanabha Keddy

Imm. Past President - IPA Anantapur Branch, Convener IPAC 2021

Principal - RIPER Autonomous

Associate Professor - RIPER Autonomous

Secretary - IPA Anantapur Branch,

Dr. Mohanraj Rathinavelu

Pher

Cool dinator IPAC 2021



Organized By The Indian Pharmaceutical Association (IPA)

Anantapur Branch

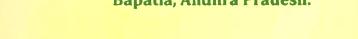
In Association with Raghavendra Institute of Pharmaceutical Education and Research (RIPER) Autonomous

The Scientific program of the convention is recognized as "Continuing Pharmacy Education" under regulation 4.2(IV) of the Pharmacy Practice Regulation 2015



### Bapatla College of Pharmacy (Patronized by Bapatla Education Society)

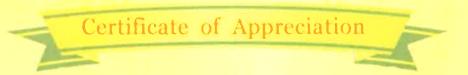
Bapatla, Andhra Pradesh.





AICTE Sponsored International Conference

**Virtual Tools in Drug Product Development** 



This is to certify that

KB Premakumari

of

### Dayananda Sagar University

has presented his/her research work entitled "HPTLC Determination of Gefitinib HCl in Tablet dosage form" in the AICTE Sponsored International Conference on "Virtual Tools in Drug Product Development" organised by Bapatla College of Pharmacy held during 04/10/2021 to 06/10/2021.

30 matriola

Signature of Convenor

(Dr. T.E. Gopala Krishna Murthy)





### ANNUAL CONFERENCE OF SOCIETY FOR THE STUDY OF XENOBIOTICS (SSX), INDIA

VIRTUAL CONFERENCE | 14™ - 17™ JULY 2021

### Certificate Of Presentation

This is to certify that

Manjula D

has presented a E-poster presentation

Formulation And Evaluation Of Hydrogel Based Topical Delivery Of Bael (Aegle Marmelos) Fruit Extract For Wound Healing.

in "SSX 2021" Virtual Conference held from 14th to 17th July 2021.

Dr. T. Thanga Mariappan
President, SSX-India

Dr. Deepika Dhaware
Treasurer, SSX-India



### **3rd GLOBAL ONLINE CONFERENCE & WORKSHOP ON**

### DRUG DEVELOPMENT 4.0: EMERGING TECHNOLOGIES

### CERTIFICATE OF PARTICIPATION

**ORGANIZED BY** 



This is to certify that Manjula D

of Dayanand Sagar University has presented a poster titled Sunitinib Maleate Loaded Solid Lipid Nano particles for Targeting Renal Carcinoma co-authored with Priya B K In the

KrupaPharmaCon 2021 | 3rd GLOBAL ONLINE CONFERENCE & WORKSHOP ON DRUG DEVELOPMENT 4.0: EMERGING TECHNOLOGIES

an event organized by Krupanidhi College of Pharmacy, Bengaluru, on 02-03 July 2021.

\$

**Dr. SV Rajendra**Convener & Principal
Krupanidhi College of Pharmacy

Tundy

Prof. Dr. Suresh Nagpal Chief Patron & Chairman

Krupanidhi Group of Institutions



### **3rd GLOBAL ONLINE CONFERENCE & WORKSHOP ON**

### DRUG DEVELOPMENT 4.0: EMERGING TECHNOLOGIES

CERTIFICATE OF PARTICIPATION

**ORGANIZED BY** 



This is to certify that Josephine Leo Jenita

of Dayanand Sagar University has presented a poster titled Preparation and Characterization of Floating Microspheres containing

Anti -hyperlipidaemic drug co-authored with K. Rohini In the

KrupaPharmaCon 2021 | 3rd GLOBAL ONLINE CONFERENCE & WORKSHOP ON

**DRUG DEVELOPMENT 4.0: EMERGING TECHNOLOGIES** 

an event organized by Krupanidhi College of Pharmacy, Bengaluru, on 02-03 July 2021.

\$

Dr. SV Rajendra

Convener & Principal Krupanidhi College of Pharmacy Smulls

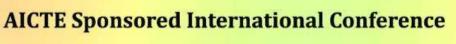
Prof. Dr. Suresh Nagpal

Chief Patron & Chairman Krupanidhi Group of Institutions



### Bapatla College of Pharmacy (Patronized by Bapatla Education Society)

Bapatla, Andhra Pradesh.





**Virtual Tools in Drug Product Development** 



This is to certify that

Dr. J. Josephine Leno Jenita

of

Dayananda Sagar University

has presented his/her research work entitled "Development And Evaluation Of Capecitabine Loaded Human Serum Albumin Nanoparticles For Breast Cancer" in the AICTE Sponsored International Conference on "Virtual Tools in Drug Product Development "organised by Bapatla College of Pharmacy held during 04/10/2021 to 06/10/2021.

> T. Brillatousla Signature of Convenor

(Dr. T.E. Gopala Krishna Murthy)



### IPA ANNUAL CONVENTION IPAC 2021 VIRTUAL

July 16 & 17, 2021

**REIMAGING PHARMACY** 

in the 21st century: Transformational changes ahead



### Certificate of Attendance and Presentation

Presented to

### P SIVAKAMI SUNDARI

For the paper entitled

Phytochemical screening and in-vitro anthelmintic activity of solanum species

in the Virtual Poster Showcase (VPS) for Academicians held on July 11, 2021 as e-Poster, of the Indian Pharmaceutical Association Annual Convention 2021 (IPAC 2021) Virtual on "Reimaging Pharmacy in 21st Century: Transformational changes ahead" held on July 16 & 17, 2021

Prof. Dr. 7. V. Narayana

Chief Patron IPAC 2021

National President, Indian Pharmaceutical Association (IPA) Shri. Suresh Khanna

Patron IPAC 2021

National Secretary,

Indian Pharmaceutical Association (IPA)

Dr. P Ramalingam

Coordinator IPAC 2021

President - IPA Anantapur Branch, Research Director – RIPER Autonomous Prof. Dr. Y. Padmanabha Ke

Convener IPAC 2021

Imm. Past President - IPA Anantapur Branch, Principal - RIPER Autonomous Dr. Mohanraj Rathinavelu

Coordinator IPAC 2021

Secretary - IPA Anantapur Branch, Associate Professor - RIPER Autonomous



**Organized By** 

The Indian Pharmaceutical Association (IPA)
Anantapur Branch



In Association with

Raghavendra Institute of Pharmaceutical Education and Research (RIPER) Autonomous



**3rd GLOBAL ONLINE CONFERENCE & WORKSHOP ON** 

### DRUG DEVELOPMENT 4.0: EMERGING TECHNOLOGIES

CERTIFICATE OF PARTICIPATION

ORGANIZED BY



This is to certify that M.Gnana Ruba Priya

of College of Pharmaceutical Sciences, Dayananda Sagar University has presented a poster titled Insilico studies of Quinazolinone Derivatives for Anti-cancer Activity

KrupaPharmaCon 2021 | 3rd GLOBAL ONLINE CONFERENCE & WORKSHOP ON

**DRUG DEVELOPMENT 4.0: EMERGING TECHNOLOGIES** 

an event organized by Krupanidhi College of Pharmacy, Bengaluru, on 02-03 July 2021.

\$

Dr. SV Rajendra Convener & Principal Krupanidhi College of Pharmacy Smulls

Prof. Dr. Suresh Nagpal

Chief Patron & Chairman Krupanidhi Group of Institutions









### Dr. B. Wilson

College of Pharmaceutical Sciences, Dayananda Sagar University,

actively participated & presented oral paper presentation along with **A. Sudarshan, Geetha K.M., Josephine Leno Jenita, V. Murugun** entitled

"Formulation And In Vitro Evaluation Of Solid Lipid Nanoparticles Containing Curcumin" during

### APP 15TH INDO-US VIRTUAL CONFERENCE

Theme: "Global Advances in Pharmaceutical and Allied Science"

at Arihant School of Pharmacy & Bio-Research Institute, Adalaj, Gandhinagar, Gujarat, India organized by APP Gujarat State Branch & APP American International Branch in collaboration with APP Pharmaceutical Education & Healthcare Management Division with support of Dharmsinh Desai University, Nadiad (Gujarat) on the occasion of World AIDS Day

on the 1st & 2nd day of December 2021.

PROF. DR. RAGIN R. SHAH

**Convener & Principal** 

Arihant School of Pharmacy & Bio-Research Institute Adalaj, Gandhinagar, Gujarat, INDIA DR. SUNITA DAHIYA

**General Secretary APP** 

School of Pharmacy, University of Puerto Rico San Juan, Puerto Rico, USA











### Geetha K. M.

College of Pharmaceutical Sciences, Dayananda Sagar University, Bangalore, India.

actively participated with presentation entitled L-Rhamnose Ameliorates Isoprenaline (Iso) Induced Myocardial Toxicity and

Oxidative Stress in Wistar Rats

and won "E-ORAL PRESENTATION AWARD" with First Position during

### APP 15TH INDO-US VIRTUAL CONFERENCE

Theme: "Global Advances in Pharmaceutical and Allied Science"

at Arihant School of Pharmacy & Bio-Research Institute, Adalaj, Gandhinagar, Gujarat, India organized by APP Gujarat State Branch & APP American International Branch in collaboration with APP Pharmaceutical Education & Healthcare Management Division with support of Dharmsinh Desai University, Nadiad (Gujarat) on the occasion of World AIDS Day on the 1st & 2nd day of December 2021.

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Arihant School of Pharmacy & Bio-Research Institute Adalaj, Gandhinagar, Gujarat, INDIA



DR. SUNITA DAHIYA

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School of Pharmacy, University of Puerto Rico San Juan, Puerto Rico, USA





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(A constituent of JSS Academy of Higher Education & Research, Mysuru)

One Day Virtual Seminar On

Artificial Intelligence and Machine Learning Approaches for Structure and Ligand Based Drug Design

12<sup>th</sup> March, 2022

This is to certify that

Dr. Manjula D

Has given an oral presentation on 'Formulation, Optimization and Characterization pH Sensitive

Quantum Dot Nanoparticles for Lung Cancer'

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Department of Pharmaceutical Chemistry, JSS College of Pharmacy, Ooty (An ISO 9001:2015 certified Institution)

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National Conference (Virtual Mode)

on



"Current Landscape on Novel drug Delivery Systems for Infectious Diseases"

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College of Pharmaceutical Sciences, Dayananda Sagar University, Bangalore	has	actively participated	in Nation	nal Conference
(Virtual Mode) on "Current Landscape	on	Novel drug Delivery	Systems	for Infectious
Diseases" from October 17-18, 2022. He/S	She	was honoured with	Best Paper	presentation
award with title Microwave synthesis, Biolog	ical e	valuation and insilico AD	ME Studies	of novel series
of 2-Substituted Benzimidazole derivatives as an	timic	robial, antioxidant and an	ticancer acti	vity

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SSPCCON-2022

NATIONAL SEMINAR ON

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Pharmaceutical Sciences

2022

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has participa	nted as a <b>Delegate</b>	and presente	d a <b>poster</b> entitled
"Formulation	and Evaluat	ion of Im	natinib Mesylate
Manaharticles	for Brain Tu	morTarge	d a poster entitled natinib. Mesylate  ting
National Conf	erence on <b>"Pharn</b>	naceutical Sc	elences 2022 Held
on 8 <sup>th</sup> and 9 <sup>th</sup> Ap	ril 2022 organized	l by Departmei	nt of Pharmaceutics at
	ISS College of P		

Dr. D.V.Gowda

Professor & Head, Department of Pharmaceutics JSS College of Pharmacy, Mysuru Dr. T M Pramod Kumar

Dean, Faculty of Pharmacy & Principal, JSS College of Pharmacy, Mysurul

Dommadugu (V), Hyderabad, Telangana-502 313. (Approved by PCI & Affiliated to INTUH) This is to certify

Dr. Shanag Banu

of College Of Tharmaceutical Sciences,

has participated and presented an e-Poster entitled "Gheat OF

Kamarkas Gond On Westormin Talket Formulation" in the

Achievements in Nano-drug Targeting" held on 16th June, 2022 International Webinar "PRIP INNOVATE 7- Scientific

organized by Department of Pharmaceutics, Pulla Reddy Institute of Pharmacy.

A-TA

Dr. V. Rama Mohan Gupta Dr. B. Ravindra Babu Principal & Convener Head (Pharmaceutics) & Co-convener

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of NAYANANDA SAGAR UNVERSITY, RENGULARY, has participated / presented
(oral/poster)entitled.SIMULTANEOUS ESAMATION .... TOLPERISONE BY UNPLC,
and secured I/II/III Prize in one day national seminar on "Steering Towards Pharma
Excellence"held at Sree Sastha Pharmacy College on 26th August 2022

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OF APPRECIATION—

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B. Wilson

has participated as a <code>Delegate</code> and presented entitled "Formulation and evaluation of albumin nanoparticles containing amantadine hydrochloride" as <code>Oral Presentation</code> in 25<sup>th</sup> Annual National Convention of the Association of Pharmaceutical Teachers of India- 2022 (25<sup>th</sup> APTICON- 2022) held at JSS College of Pharmacy, JSS Academy of Higher Education & Research, Mysuru, India from 2<sup>nd</sup> to 4<sup>th</sup> September 2022.

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# Participation

PRESENTED TO

JINCY THOMAS.

PHARMGREE' 22

ed to be Universit

of Dayananda Sagar University college of Pharmaceutical Sciences.

for presenting a paper entitled In-vitro Evaluation of Auti Catasact Activity of

in Oral / E-Poster Competition in PHARMAGREE'22 - NATIONAL CONFERENCE on "Emerging Concepts

In Pharmacogenomics and Pharmacovigilance" held on 21st and 22nd July 2022, organized by Faculty of Pharmacy,

Dr. M.G.R. Educational and Research Institute, Chennai.

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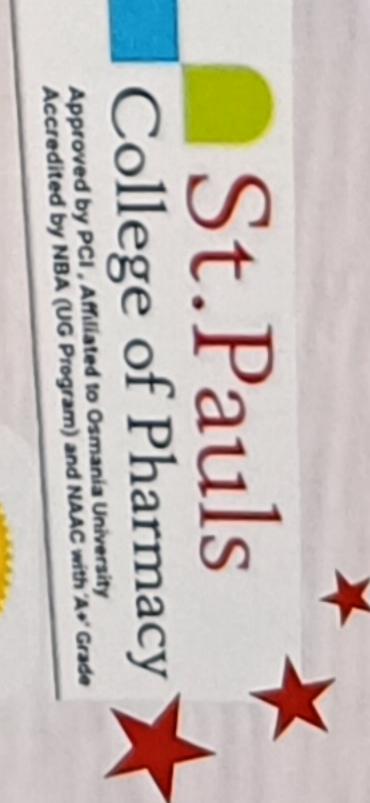
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APP 5th Indo-Swiss Conference AI2PI:PSDF2"

This certificate is provided to

college of Thomas Thomas anando Sagar University

active participation & presenting his/her paper in 'oral/poster' presentation on the topic

NUAL INTERNATIONAL CONVENTION alternative during

Academia-Industry Interaction in Pharmaceutical Innovations: Paradigm Shifts and Direction for the Future

St. Pauls College of Pharmacy, Turkayamjal, Abdullapurmet, Ranga Reddy, Hyderabad, Telangana collaboration with APP IP-DRA & MolPharm Divisions and APP Hyderabad Local Branch organized by APP Haryana State Branch and APP Switzerland International Branch

in celebration of 'Vijay Diwas 2022' on 16th-17th day of December 2022.

Convener KIRANMAI 8 MANDAVA

Principal

Turkayamjal, Ranga Reddy, Telangana Pauls College of Pharmacy



DR. RAJIV DAHIYA

Organizing Chairman & President APP School of Pharmacy, FMS, UWI-St. Augustine

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Dr. Kalpa	na Divekar I	Professor	for his/her active	
Participating, Presenting & Winning	Second Prize	in 'Oral/Poster competition'		
Pyrimidines a	s promising antip	proliferative agents		— during

# 7TH INDO-CARIBBEAN INTERNATIONAL CONFERENCE

### "Global Advances and Issues in Pharmaceutical Education and Research"

organized by APP Delhi NCT Branch and APP West Indies International Branch in collaboration with APP AnalChem Division at Vijaya Institute of Pharmaceutical Sciences for Women Enikepadu, Vijayawada, Andhra Pradesh, in commemoration of 'International Youth Day 2022'.

Given on 10<sup>th</sup>-11<sup>th</sup> day of August 2022.

PROF. K. PADMALATHA

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8Rships

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on

"Current Landscape on Novel drug Delivery Systems for Infectious Diseases: A Global Perspective"

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#### Certificate of Appreciation

This is to certify that Ms. Rekha S from College of Pharmaceutical Sciences, Dayananda Sagar University has actively participated in National Conference (Virtual Mode) on "Current Landscape on Novel drug Delivery Systems for Infectious Diseases: A Global Perspective" from October 17-18, 2022. She was honoured with Best E-Poster presentation award with title In-silico proportional molecular docking of 5- substituted thiazolidin-4-one derivatives for insulinotropic activity.

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This is to certify



#### Rekha S

College of Pharmaceutical Sciences, DAYANANDA SAGAR UNIVERSITY

#### Presented a paper titled

Molecular docking studies of substituted thiazolidin-4-one derivatives against PPAR γ nuclear protein for its anti-diabetic activity

In National online conference "CONSORTIUM ON MODERN TOOLS AND TECHNIQUES FOR DRUG

DESIGN AND DISCOVERY - A PARADIGM SHIFT" organized by Department of Pharmaceutical Chemistry,

T. John College of Pharmacy, Bangalore

on March 26, 2022.

Dr. D. Visagaperumal

Co-ordinator , Professor and HOD Department of Pharmaceutical Chemistry

Dr. Vineeth Chandy

Convenor and Principal T. John College of Pharmacy, Bangalore



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This certificate is awarded to Prof Dr. Mr. Ms. JOSEPHINE LENO.

of DAYANANDA SAGAR UNIVERSITY, BANGALORE has participated presented

(oral poster)entitled DESIGN, OPTIMIZATION. SERUM. ALBUMIN. NANOPARTICHES. FOR TOPICAL DELIVERY

and secured 1/11/111 Prize in one day national seminar on "Steering Towards Pharma

Excellence held at Sree Sastha Pharmacy College on 26th August 2022

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has participated and presented an e-Poster entitled "Dosign And

Evaluation Of Transferosomal Gel Containing Efinaconagole For

Management Of Onychomycosis" in the International Webinar "PRIP

INNOVATE 7- Scientific Achievements in Nano-drug Targeting" held on 16<sup>th</sup> June, 2022 organized by Department of Pharmaceutics, Pulla Reddy Institute of Pharmacy.

Rifa

Dr. V. Rama Mohan Gupta
Principal & Convener



Dr. B. Ravindra Babu
Head (Pharmaceutics) & Co-convener



Dr. A. Ramesh



G. Koteswara Rao President, IPGA, Telangana





at Ramaiah University of Applied Sciences

on 18th & 19th March, 2017

Theme: Connecting Pharmaceutical Sciences and Knowledge Advancement

# Certificate

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Prof./Dr./Mr./Ms X. B. Premakumari

RP-UPLC method for the simultaneous estimation of paracetanuol and Zaltoprofen in combined dosage form:

in the scientific poster/oral session of the Indian Association of Colleges of Pharmacy's

1st Pharmaceutical Sciences Congress-2017 held at

Ramaiah University of Applied Sciences, Bengaluru on 18th & 19th March, 2017

Prof. K. Chinnaswamy

Chairman
IACP's 1 Pharmaceutical Sciences Congress,
Bengaluru -2017

Dr. V. Madhavan

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IACP's 1 Pharmaceutical Sciences Congress,
Bengaluru -2017

B. Jayakar

Organizing Secretary, IACP's 1 Pharmaceutical Sciences Congress, Bengaluru -2017 Jan

Vice Chairman (Scientific),
IACP's 1 Pharmaceutical Sciences Congress,
Bengaluru -2017









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in Association with

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Barnabas Wilson.

for the Topic

Formulation and Invitro Evaluation of Albumin Nanoparticles of Oxaliplatin

Presented in the 8th AASP Conference held during 27th - 29th October 2017 at

Jagadguru Sri Shivarathreeshwara University, Mysuru, India

Dr. Shu Chuen Li President, AASP

Dr. Gurumurthy Parthasarathi

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# 3<sup>rd</sup> Conference of the Society for the Study of Xenobiotics (SSX), India

10<sup>th</sup> - 13<sup>th</sup> October, 2018

This is to certify that

#### Vishwanath Kuravattimath

presented a poster at the

3<sup>rd</sup> conference of the Society for the Study of Xenobiotics, India,

held atIndian Institute of Science, Bangalore.

Dr. T. Thanga Mariappan,

President, SSX India

Dr. Vinay H.K.,

Secretary, SSX India

# In silico metabolite prediction and in vitro metabolite identification of Avanafil by UHPLC-QTOF-MS/MS.

Amit Kumar Sahu and Dr. Pinaki Sengupta'
Department of Pharmaceutical Analysis, National Institute of Pharmaceutical Education and
Research (NIPER) - Ahmedabad, Gandhinagar, Gujarat, India-382355

Objective: Avanafil (AVF), a potent PDE-5 inhibitor approved in 2012 by USFDA is used for the treatment of creetile dysfunction. Until now no detail metabolite identification study has been reported. A comprehensive in vitro metabolite identification study may assist inin vivo metabolic profilingin rats. The present study focuses on the in silico and in vitro metabolite identification of the AVF in RLM, HLM and human S9 fraction by UHPLC-QTOF-MS/MS.

Method: The in vitro metabolite identification was carried out using hepatic matrices like microsomes (RLM, HLM) and human S9 fraction by incubating the sample at a 10 μM concentration. Two incubating mixture for the above matrices were prepared, each containing phosphate buffer of Ph 7.4. MgCl, and drug solution. The microsomal and S9 fraction were added and activated by incubating the mixtures at 37 °C for 10 min. Then NADPH (cofactor) was added to the sample mixture to start the reaction and the other was devoid of NADPH (negative control) for phase I reaction. For phase II reaction, NADPH was added along with UDPGA in the ratio of 1:1 as the cofactor to the incubating mixture, whereas, in the negative control, no cofactor was added. After that all the samples were incubated in 37 °C for 2 h in continuous shaker at 150 rpm. 100 μL aliquots from each mixture were collected at 0 min, 1 h and 2 h and quenched with ice cold acetonitrile to terminated the reaction. The aliquots were processed through protein precipitation technique using acetonitrile. Then the processed samples were subjected to UHPLC-MS/MS analysis using Eclipse plus C18 RRPH column (2.1× 50 mm, 1.8μm) with gradient elution having 0.1% formic acid and acetonitrile as mobile phase at a flow rate of 0.4 mL/min.

Results: Total 14 metabolites were detected including 11 phase I and 3 phase II metabolites in all the matrices. The biotransformation mainly occurs through concection of hydroxylation, Odemethylation, N- dealkylation, oxidation and glucuronidation. The structures of the generated metabolites were elucidated by evaluating the MS/MS fragmentation pattern and accurate mass measurement. The *in silico* metabolite prediction by Xenosite software also assisted to identify the probable sites of metabolism.

Conclusion: In this in vitro study, we have identified all the possible phase I and phase II metabolite of AVF. The present study helps to identify and characterize the metabolites generated in in vitro matrices by UHPLC-MS/MS. This in vitro study will help to understand the biotransformation pathways of AVF. This may further assist for the preclinical metabolite identification of AVF in rats and to identify any unknown metabolite.

#### Formulation and In-vitro Evaluation of Albumin Nanoparticles of Paclitaxel

Vishwanath Kurayattimath 1.2, Barnabas Wilson<sup>2</sup>, Geetha KM<sup>2</sup>, V. Murugan<sup>2</sup>

1. Pharmaceutical Candidate Optimization, Biocon Bristol Myers Squibb R&D Center (BBRC), Syngene International Ltd., Bangalore 560100, India

2. College of Pharmaceutical Sciences, Dayananda Sagar University, Kumaraswamy Layout, Bangalore-560078, India

Introduction: Nanoparticles are used as carriers for efficient drug targeting while minimizing unwanted side effects of drugs. Albumin nanoparticles have received much attention by the researchers due to its biodegradability, biocompatibility and the ability to deliver a wide range of









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# CIERTITIFICATIE

OF APPRECIATION

This is to Certify that

# Prukrulhi R

Prof./Dr./Mr./Ms.

has participated as a Delegate and presented entitled "Metoclopramide induced cardiac effects: A case report" as Oral Presentation in 25<sup>th</sup> Annual National Convention of the Association of Pharmaceutical Teachers of India- 2022 (25<sup>th</sup> APTICON- 2022) held at JSS College of Pharmacy, JSS Academy of Higher Education & Research, Mysuru, India from 2<sup>th</sup> to 4<sup>th</sup> September 2022.

Carl Contract Contrac

Dr. Milind J Umekar President, APTI

Dr. Raman Dang Secretary, APTI Dr. T M Pramod Kumar Organizing Chairman 25" APTICON 2022 Dr. Balamuralidhara V Organizing Secretary 25" APTICON 2022



# School of Commerce and Management Studies & PGDM





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55	Impact of CSR Initiatives towards Stakeholders and Effectiveness of Communication Strategies during Covid- 19  ¹Dr. S. Pallavi & ²Dr. Thangadurai. N	55

# Prediction of stock movement using Natural Language Processing (NLP)

Dr. Punith Cariappa, Professor and Dean, School of Commerce and Management, Dayananda Sagar University, Bangalore – 560111, Punithcariappa@gmail.com

#### Abstract

In the area of business and finance predicting stock market is one of the important factors mainly because the stock market process is full of expectations, assumptions and uncertainty and is also affected by many other factors. This paper details into the viability of stock market. There are two types of analysis possible for prediction- technical and fundamental. Technical analysis is done using historical data of stock prices of different companies and other NLP for applying machine learning algorithms. The study begins by describing the data collection process, and extracting sentiments expressed by the management to be specific, the natural language processing framework. The study shall then document the construction, tuning, and evaluation of the various neural network models and their performance. Then the output after applying algorithms will be analyzed and the stock values are predicted. Based on our analysis using the NLP for text classification. It is noticed that changes in the stock prices were highly correlated with the headlines. The learned application can then be used to make future predictions about stock values

#### Key Words

Headlines, NLP, Loading, Labelling, Packages, Preprocessing, Lemmatization, Bag of Words, Tokenization, Pruning, Filtering, Vectorisation, Splitting, Train, Coefficient, Testing, Correlation.

# Effectives of Digital Influencers' In Travel & Tourism Industry: Indian Perspective

Vandana N. Revankar, Research Scholar, Dayananda Sagar University, Bangalore. Email: vandanar.ssmrv@rvei.edu.in

Padmalatha N. A, Assistant Professor, Dayananda Sagar University, Bangalore, Email: drpadmalatha-socm@dsu.edu.in

#### **Abstract**

Over the years social media has gained much popularity and interest among the people and businesses have been leveraging upon this medium for sending strong brand communications. One such interesting evolution is of emergence of reviews online and endorsement by digital /social media influencers through blogs, posts and vlogs. Many studies have been conducted in this regard but there is still a need to gauge the effectiveness of influencers in marketing, especially the travel and tourism sector. This study is an attempt to ascertain the relationship between the digital influencers and customers decision process. The findings are derived from online survey of 126 users of various social media in India and the results showed that most people rely on social media for their travel, tourism and many other purchase decisions. Through this study it is revealed that the strongest social medium is Instagram and most users base this medium for their decisions regarding Destination choice; Transportation; Accommodation; Food & Beverage & Travel Agents/ Tour operators. Hence the study is useful in getting some insights about the digital influencers' role in consumer decision process.

Keywords: Travel & Tourism, Digital Influencers, Social media, Customer Decision Process, social media influencers

#### Technological trends in Training & Development and its impact on Employee productivity

<sup>1</sup>Geeta Khade, Research Scholar, Dayananda Sagar University,Bengaluru, Karnataka,India Email: <a href="mailto:reach4geeta@gmail.com">reach4geeta@gmail.com</a>

<sup>2</sup>Gp Capt. (Dr) Mukund Mohan (Retd) Associate Professor, Dayananda Sagar University Bengaluru, Karnataka, India. Email: <a href="mailto:drmukundmohan-socm@dsu.edu.in">drmukundmohan-socm@dsu.edu.in</a>

#### **Abstract**

In the present rapid changing business environment, it has become utmost important for the employees in the organization to cope up with the pace. Providing proper training to employees has become one of the tools to enhance the performance and productivity, which leads to achieve the goals set up by the organization. Training proves to be one of the employee retention strategies, which employers adopt in the workforce.

Incorporating Technology into the training sector helps the workforce to face the unforeseen challenges and develop a healthy work environment. Training techniques has made a drastic change in the sector from the traditional classroom training to the modern digitalized training techniques. This article provides an insight into the Technological training techniques and its implacability on Employee productivity.

Keywords: Training, Development, Technology, Productivity, Performance, organization, workforce, trends, enhancement.

Imperatives for the Success of Social Media Employee Advocacy

<sup>1</sup>Sujani Paruchuri, Research Scholar, Dayananda Sagar University, Bengaluru, Karnataka,

India. Email: sujani.paruchuri@gmail.com

<sup>2</sup>Gp. Capt. (Dr) Mukund Mohan (Retd), Associate Professor, Dayananda Sagar

University

Bengaluru, Karnataka, India. Email: drmukundmohan-socm@dsu.edu.in

Abstract:

It is a competitive world and companies across the industries thrive to create an edge for themselves against their competitors. Lot of time and effort goes in determining the practices that help them achieve what they want. Employee Advocacy is one such practice that is widely studied about, across various Industry circles today. This concept has gained much attention because of the multiple benefits it offers, for employers as well as employees. Employee advocacy is considered a powerful strategy for raising brand awareness across

social media. Employees, who have taken a shift from being referred to as resources, to Brand Advocates, have a key role to play in promoting the brand and to make its reach

expand to a wider set of audience .But we often see companies failing to create their mark

despite having effective Employee Advocacy practices in place. The reasons contributing to

these failures could be many. So, this paper is an attempt to help the readers aware of the best and widely followed Social media Employee Advocacy practices and to simultaneously share

the imperatives needed for their success.

Keywords: Employee Advocacy (EA), Social media, Organization Culture, Internal

Communication, Employee Training

Keywords: Augmented Reality, 3-D facial technology, Purchase Intention, Virtual Shopping,

Perceived Ease of use

#### Understanding the Acceptance and Continuance Usage of Mobile Health Services from the Elderly Users Perspective

K Anil Babar Assistant Professor, School of Commerce and Management,
Dayananda Sagar University, Bangalore

#### **Abstract**

In today's developing world, under the umbrella of electronic health services, mobile health services has become one of the significant initiative in healthcare sector. For the past decade, in developing countries like India, there seems to have an enormous growth in providing healthcare services through mobiles (m-health services). Regardless of extensive acceptance of smartphones, the debated subject in marketing literature is m-health services acceptance that remains challenging. Though research from the perspective of physicians are existing, there seems to be vivid gap focusing on the patients' perspective, in specific to elderly's intention towards continuance usage of m-health services. With the background of Technology Acceptance Model and Expectation-Confirmation Model, this study aims to examine the factors influencing the Gen X to use the m-health services. Empirical data were collected from 273 participants between the age 40 and 54. To analyze the data, PLS based SEM modelling was used. The results were drawn and practical implementations were discussed.

#### A Study on factors relating to Consumer Attitude and Consumer Purchase Intention in Real Estate Sector: An Empirical Approach

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Abstract Consumers are dynamic when it comes to their preferences and demanding concerning choices. The overall situation can be truly represented by VUCA – Volatile, Uncertain, Ambiguous and Complex. That said, research is essential to understand renewed intentions of consumers with reference to high ticket purchases such as automobiles, real estate and so forth. Variables such as trust, message process involvement, word of mouth, and traditional media were largely significant in measuring consumer attitude. In this study we attempt to include social media as an additional factor in determining consumer attitude. Social media marketing and social media by its own is becoming a great influencer. In fact, word of mouth construct is getting subsumed into the broader phenomenon brought about by social media. Convenience sampling was adopted to collect 68 responses from prospective purchasers and those who have recently purchased property in and around Bangalore City. The findings reveal a significant relationship between social media, trust, word of mouth and message process involvement with consumer attitude and purchase intention. It is further suggested companies and organizations both profit and non profit must stay invested on social media in order to bring a positive and favourable awareness among people who consume their product, goods and services. And also, the social media management is critical to maintaining favourable perception with the public.

Key Words: Consumer Attitude, Word of Mouth, Purchase Intention, Social Media.

# Impact of Macro economic variables on Fluctuations of Gold price: An Empirical Study

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#### Abstract

Price of the gold is changing every day due to several reasons such as economic, political factors, festival, demand and supply of the consumers happening across the world. Among this, the change in gold price is majorly influencing by macroeconomic variables in India. With this backdrop, the study focuses on influence of macroeconomic factors on the fluctuations of gold price in India. The study has chosen select macroeconomic variable on the basis of existing studies namely Wholesale Price Index (WPI), Exchange Rate (ER), Unemployment Rate (UR), Long Term Interest Rate (LTIR) and S&P BSE SENSEX. This study takes monthly observations over a period of five years from 1st January 2015 to 31st December 2019. Descriptive statistics is been used to check accuracy and reliability of the data. Correlation analysis used to find the relationship and Ordinary Lease Square (OLS) Method applied to check the cause and effect of macroeconomic variable on gold price. The study empirically found that ER, WPI, UR and S&P BSE SENSEX have positive on gold price while Gold price have negatively influenced by LTIR.

Keywords: Gold Price, Exchange Rate, Wholesale Price Index, Long Term Interest Rate, Unemployment Rate, S&P BSE SENSEX.

Is selected Large Cap Growth Fund Performing Well - A study on Indian Stock Market

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Abstract

Mutual fund is an investment avenue which enables small investors to satisfy their appetite on market securities by allowing fund managers to decide for them. India

has 44 mutual fund companies offering a choice over 11,000 primary schemes. Academic research conducted in the past has shown that the mutual funds have

been performing in line to the benchmark standards. There has been systematic

outperformance only by recent top performers. The performance of poor

performing mutual fund companies has always been suggestively worse. In this

paper, the performances of growth plan schemes are evaluated for the selected 10

mutual fund companies. Evaluation is done for 60 months from April 2014 to Mar

2019. Based on benchmark index and tools like standard deviation, beta is

calculated along with risk adjusted techniques such as Sharpe, Treynor and

Jenson ratios. The study is an addition to the existing literature and may help in

improving the quality of informed decisions taken by investors with special

reference to growth options provided by mutual fund companies. The study records that the growth plans provided by the top mutual fund companies (based

on AAUM), did not outperform the benchmark index during the study period.

Though the mutual fund schemes show less chances of procuring stable returns

compared to the risk free return investments, it is also representing that long run

investments are to be made to see higher returns. The large cap funds represents investments made in stable companies. Risk-averse investors who intent to invest

on long run should stay invested for a minimum period of 5 years or more. The

fund may not show positive return on immediate basis.

Keywords: Mutual Fund, Large Cap, Stock Market, Growth Plan

Money changers in the Post COVID world: A study in Foreign Exchange

**Risk Management** 

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Abstract

A study regarding the Risk Management in Forex Sector is proposed. The main objective of

the study to identify the Attitudes of money changers. Money changers and their views are

studied here. The quantitative research will be collected with the help of detailed

questionnaires. The study which is being proposed will enhance the research in Forex Risk.

Keywords: Foreign Exchange, Money Changers

**Crowd funding: Factors Determining Awareness and Investment Decision** 

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**Abstract** 

In India, Crowdfunding is gaining its prominence. From recent past few years,

it is predominantly used method to raise funds for various purpose by starts-ups,

NGOs, individuals and institutions. But previous studies have failed to

understand the factors contributing investors awareness in selection of models

of investment and investment decision. Hence, this study is conducted to bridge

the gap. Study uses primary data collected from 95 Crowdfunding investors by

using convenience sampling technique. Researcher used ANOVA & Pearson's

correlation tests to analyze hypotheses using SPSS. From the analyses study

concludes that the investors have different awareness factors in choosing different

Crowdfunding models and the combination of transparency & raising money through

Crowdfunding is quicker playing important role in Crowdfunding investors investment

decision.

Keywords: Crowdfunding, Social Media, Word of Mouth, Online Advertising

Study on Cyber Crime with special reference to Banking Sector

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**Abstract** 

The banking industry has enjoyed the ride of emerging technology to undergo

significant changes. Banks are among the biggest beneficiaries of the IT

revolution and have largely adopted Information Technology solutions for

rendering the banking services to their customers. The proliferation in online

transactions mounting on technologies like NEFT (National Electronic Fund

Transfer), RTGS (Real-time Gross Settlement Systems), ECS (Electronic

Clearing Service) and mobile transactions is a glimpse of the deep rooted

technology in banking and financial matters. With the swift expansion of

computer and internet technologies, new forms of worldwide crimes known as

"Cyber Crimes" have evolved in the scene. Over a period of time, the nature

and pattern of Cyber Crime incidents have become more sophisticated and

complex. Banks and Financial Institutions remain the unabated targets of cyber

criminals in the last decade. Notably financial gain is still one of the major

motivations behind most cybercriminal activities and there is little chance of

this changing in the near future (Symantec, 2015). This paper focusses on the

technical aspects of various types of cybercrimes concerning the banking and

financial sector and their related impacts. Additionally, it identifies the threat

vectors supporting these cybercrimes and develop measures to aid in the

combating the resulting cyber-attacks so that such attacks can be better

prevented in the future for enhanced security.

Keywords: Cyber-Crime, Financial Fraud

#### Analysis of skill enhancement program, Introduced by Government of India to upskill the human capital to build self-reliance in Indian youth

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**Abstract** 

Human abilities and education is an important asset. These constituents to the capital make the human capital. This can be invested to produce value in every business scenario. The concept though originally applied in the analysis of a nation's ability to utilize the skill set of people. It gradually became a key part of understanding corporate productivity. This parameter increasingly became essential in understanding how businesses succeed. The United Nations (2009) expands on this definition as productive wealth embodied in labor in the form of skill and education. This expertise integrated with humans as a result of formal and informal education. For this study human capital is defined as productive wealth embodied in labor, skills and knowledge (UN 2016 and 2020). Further, for this study human capital is defined as education and training, either in the form of formal education or in the form of informal education and cultural studies. Due consideration is given to Knowledge, labor, skills in general, as well as industry and firm jobs and also task specific experience. This study aims at exclusive analysis of recent programs introduced by the government of India to enhance the skill. The study focuses on critical success of program depending on real time skill enhancement. Further analysis of different schemes is done on the ground level implementation. Each category is analyzed against the various reformatory Acts and statutes introduced by Government of India under skill enhancement effort Further effectiveness of implementation is studied in the new skill development programs announced by the government of India. This study is more critical in the light of most developing nations liberalizing their economies to attract foreign direct investment. The competition is steep with the advent of liberal and open trade policies. Solution to strive for this global competition is skill enhancement.

Key words: Human Capital, skill enhancement, organized sector, skill India, Productivity. Globalization, educational investment

# Online Teaching Methodologies & Students' Satisfaction – A Relationship Study

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#### **Abstract**

The focus of the study is to understand the relationship between the online teaching pedagogy of teachers and the satisfaction level of students. Conducting of online classes is become the need of the hour due to the pandemic COVID- 19 situation especially among the higher education institutes, but at the same time the receptiveness and satisfaction among the students also needs to be measured. The study tries to understand a relationship between the online teaching methodologies & student's satisfaction among the undergraduate students. A sample of 165 students was selected and the technique used is Simple Random Sampling. The correlation tool was used to find if a relationship exists. The findings revealed that there exists a positive relationship between the variables and based on the demographic findings the platform the most preferred by the students in attending the online classes was gmeet. Thus before implementing or bringing about any change it becomes necessary for the institutions to understand the student's mindset towards those practices.

Keywords: online, e learning, COVID, student satisfaction, pedagogy.

#### Impact of Resource Based View on Organizational Competitive Advantage

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#### **Abstract**

The RBV's development happened between 1984 and the mid-nineties. In today's competitive world it is very difficult for organizations to survived in the competition. To survive organization should build competitive advantage over other organizations. Organizations should able to develop the system in their organizations which will help them to gain sustainable performance. Cost reduction with help of technological change, new products launch, innovation is very essential for organizations. Meeting market requirement to supply various products and services with efficient production system is very much important. Pfeffer (1998), for example given importance to innovation, organization ability to manage change and get adapted with change and speed. Pfeffer (1998), given less priority for organizations ability to capital, huge production with the help of economies of scale, access to advanced technology as well as large numbers of patents to create entry barrier for other firms. Pfeffer (1998) to achieve all above goals resources in organization plays a very important role. Human capital is key for success of the organization. Contribution of human capital and importance is huge in organizational growth. (Huselid 1995; Bae and Lawler 2000; Inchniowaki 1997; Boxall and Steenevald 1999). Human capital plays a strategically active role in success of organizations. Impact of human capital is huge and it is considered as valuable asset when it comes to measure firm's performance and creating efficiency (Barney 1996, Wright, Dunford, Snell 2001).

There are various tools are also used by different research scholars to calculate and measure actual contribution of resources in firms growth. Ante Pulic (1998) come out with tool called Value Added Intellectual Coefficient (VAICTM). Impact of resources can be also measured by Return on Capital Employed (ROCE), Return on Average Assets (ROAA), Earning per Share (EPS) and Market Value to Book Value (MB). Many research scholars also used Regression and Correlation to study relation between the intellectual capital and firm performance. Positive impact has been viewed of competitive human capital on organizational performance. Efficient intellectual capital leads to greater profitability of the firms. Firer and Williams (2003) also came out with three different types of capital (Human Capital, Structural Capital and finance Capital) and explains their relationship with profitability, and firm's market valuation. In today's economic world when knowledge driven companies tend to drive and dominate in service as well as in research driven sectors it is very essential to have resources which are very intelligent, this leads to getting competitive advantage over other firms.

Corporate Intellectual Capital which will be developed with the help of resources in the organizations is also able to attract investors in the market. It also able to create more value for the firm and attract more number of shareholders in organizations.

#### A Study on Aesthetic Clinics Marketing Strategy and Their Competitiveness

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#### Abstract

People undergo cosmetic surgeries for modifying their physical appearance. There are various reasons for undergoing cosmetic surgeries. Cosmetic procedures are performed in two ways either surgical or non-surgical. Non-surgical procedures are performed by a person who has done a course on cosmetic treatments. Surgical procedures are done only by trained doctors. Doctors are allowed to do surgeries once they satisfy the eligibility that is formulated by the Indian Medical council. Cosmetic procedures can be performed in a hospital and in a clinic. This article talks about the service marketing strategies of cosmetic clinics. The research questions were

- What is the service marketing mix used by cosmetologists?
- How to identify the competitiveness of cosmetic clinics?

The main object is to identify the type of services marking mix concentrated by the aesthetic clinics on the whole and to identify the competitiveness of the cosmetic clinics. The respondents were doctors who run their own Aesthetic clinics. Main variables are Price, Product, Place, People, Promotion, Process, and Physical Evidence under service marking. Main variables under competiveness are threat of new entrance, threat of substitute's, Bargaining power of suppliers, bargaining power of buyers and Rivalry. To measure the variables established tools were used. The sample size is 199 aesthetic doctors. The questionnaires were circulated and was collected from the respondents. Statistical tools like percentage analysis, multiple regression and ANOVA was used to quantify the statements. After the analysis the results showed that, Price is a factor that is concentrated by the clinics in a larger portion and Product, Place, People, Promotion, Process, and Physical Evidence are less

concentrated. The Clinics competition is based on the rivalry. Suggestions were given based on the results.

Key Words: Aesthetic clinic, marketing mix strategy, Competitiveness, Porters Five Force Model and Aesthetic Doctors.

# Role of Herd Behavior on Investment Decision of Mutual Fund Investors in India - An Empirical Study

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#### **Abstract**

Behaviour finance helps to understand the attitude and perception of investors on their investment decisions. Every investor differs from others in all the aspects due to a range of factors like demographic and socio-economic background. An optimal investment decision plays a vital role and is a major deliberation. This paper analyses the role of herding behaviour on Indian mutual fund investors. By referring to psychology and pointing out the imperfections of a human mind, it reveals mistakes committed by both individual and professional investors. This study captures the impact of herding behavior and overconfidence biases on the investors' decision-making in India The proposed study will collects the necessary data through questionnaires distributed among 113 respondents who were investing in mutual fund. The results show that overconfidence and herding bias have significant positive impact on investment decision. Overall results conclude that individual investors have limited knowledge and more prone towards making psychological errors. The findings of the study also indicate the existence of these four behavioral biases on individual investment decisions. This study will be helpful to financial intermediaries to advice their clients.

Key Words: Behavioural Finance, Herd Behaviour, Investment Decision, Mutual Fund

#### A Study on Use of Historical Data in Predicting Future Stock Prices of Commercial Banks

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#### **Abstract**

Changes in stock prices can be predicted through various tools and techniques such as fundamental analysis, technical analysis and a range of statistical models such as ARIMA model, multiple regression and exponential smoothening. Exponential Smoothening is a forecasting technique which is used for a time series data which is not linear. In other words, the data will be cyclical or exhibit seasonality. Exponential Smoothening tends to bank upon historical data to predict future price movements. The present study proposes to understand the accuracy level and thereby the reliability of historical data by using exponential smoothening in predicting stock prices of sample commercial banks and the sectoral index BANKEX. The forecasts for a particular point of time will be compared with the actual data revealed at that point of time. This comparison will help in understanding the accuracy level of the model. The exponential smoothening model will be applied considering various levels of alpha and that level of alpha at which accuracy is maximum will be determined.

Keywords: Historical data, Stock prices, BANKEX, Commercial banks, Exponential smoothening

# Role of Information and Communication Technology in Healthcare – An Overview of Indian Health Services

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#### **Abstract**

In the developing country like India, the revolution of Information and Communication Technology (ICT) has pulled out several opportunities and challenges in the healthcare sector. With the acceptance of globalization, developing countries are left with no choice but to grab the advantages of the opportunities and face the challenges. India has taken up several steps to modernize and strengthen the healthcare sector with the integration of ICT for the past decade. The upsurge usage of ICT in everyday can result to the need for the healthcare professionals to integrate technology competencies in practice. ICT, also from the perspective of hospital customers, supports them to connect with online health facilities. The focus of this paper is to review and describe the evidences of the use of ICT in healthcare that has turned the perspective of traditional healthcare into digital healthcare.

Keywords: Information and communication technology, healthcare, pandemic, Digitalization