

Faculty Publication- Book Chapters (2024-2025)

S.No	Title	Author(s)	Source Title	Date
1	Digital Innovations and their Effect on User Interaction in Fitness Apps: A Comprehensive Review and Future Research Directions	Nigam, Adarsh Chandra ; Chanda, Ruby Soni	Advanced Series in Management	2024
2	Artificial Intelligence in the Onboarding Process	Pandey, Suruchi ; Pandey, Ritu ; Gawshinde, Shanul	Recent Trends in Engineering and Science for Resource Optimization and Sustainable Development	2024
3	The Role of Artificial Intelligence (AI) in the Transformation of Small- and Medium-Sized Businesses: Challenges and Opportunities	Jain, Arjita ; Kakade, Kiran Shrimant ; Vispute, Swati Amit	Artificial Intelligence Enabled Businesses: How to Develop Strategies for Innovation	2024
4	Reconfigurable Intelligent Surface-Empowered Smart Radio Environments Design Perspective	Sri, Geetha M. ; Vajravelu, Ashok ; Rajasekar, A. ; Kakade, Kiran	Applications and Challenges of Reconfigurable Intelligent Surfaces in 6G	2025
5	The Growth of Extended Reality	Iyengar, Venkatesh ; Pabalkar, Vanishree ; Pillai, Samaya	Introduction to Extended Reality (XR) Technologies	2025
6	The intersection of neuromarketing and ethical consumerism in sustainable finance	Khurana, Ajay ; Gawshinde, Shanul	Elevating Brand Loyalty With Optimized Marketing Analytics and AI	2025