



A Two-Day National Seminar On

EMERGING TRENDS AND CHALLENGES IN COMMERCE AND BUSINESS MANAGEMENT

Sponsored By

Telangana Council of Higher Education (TGCHE), Hyderabad

On 7th & 8th January, 2025

SOUVENIR

(A compendium of abstracts of research papers)



Organized By

Department of Commerce and Business Administration

Venue : Dr. B.R. Ambedkar Seminar Hall (Room No. 53)

**S.R.R. GOVT. ARTS & SCIENCE COLLEGE
(AUTONOMOUS)**

KARIMNAGAR, T.G.

(Re-accredited with 'A' Grade by NAAC and ISO 9001:2015 Certified Institution)

(Affiliated to Satavahana University, Karimnagar)







S.R.R. Govt. Arts & Science College

(Autonomous) Karimnagar-505001, Telangana

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Certificate

This is to Certify that Prof./Dr./Mr./Ms./Mrs. Prinivas Yadav Lecturer in Commerce
of T.G.W.R. Degree College (B), Karimnagar has Participated / Presented
a Research Paper entitled Applications of Artificial Intelligence in Health
Insurance Business Using Marketing Mix Framework the TGCHHE sponsored TWO-DAY National Seminar on
“Emerging Trends and Challenges in Commerce and Business Management” Organized by
Department of Commerce and Business Administration, SRR Govt. Arts & Science College(A),
Karimnagar on 7th and 8th January 2025.


(DR. M. MALLA REDDY)
Seminar Organising Secretary


(SRI. T. RAJAIIAH)
Seminar Vice-Chairman


(PROF. K. RAMAKRISHNA)
Principal & Seminar Chairman