



# TECNIA INSTITUTE OF ADVANCED STUDIES GRADE "A" INSTITUTE

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Energy Management Systems

## 10. Publications of the Institutions

10(a) Publication of Journal(s)

10(b) Publication of Newsletters and Magazines

## 10. Publications of the Institutions

### 10(a) Publication of Journal(s)

#### Tecnia Journal of Management Studies

<https://tiaspg.tecnia.in/tecnia-journal-of-management-studies/>

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# TECNIA Journal of Management Studies

Bi-Annual Double Blind Peer Reviewed Refereed Journal Vol.18, No.1 April 2023 – September 2023  
Indexed in J. Gate E-Content

Testing Macroeconomic Variables Controlling Exchange Rate: Study of Indian Rupee/usdollar Movements  
**Shalini Devi**

Cautionary Awareness: The Concealed Peril of Surrogate Advertising in the Advertising Industry  
**Pooja Khanna & Rajeev Kaur**

Sustainability Performance Evaluation of Private Banks in India using Grey Relational Analysis  
**Anshika Goel & Namita Sahay**

Predictive analysis  
**S. B. Bambiwal, Vishal Singh, Tushar Panchal, Himanshu Kumar & Deepak Singh Rana**

Data Mining Approach Using Lie Detection and Financial Banking  
**Indu Sharma & Niharika**

Understanding Blockchain while focusing on NFT (Non-fungible token)  
**Neha Gupta, Deepak Panwar, Ajay Kumar Sahu & Himanshu Kumar**

A Study of Comparative Analysis of Chatbot Technologies – ChatGpt, Google Bard and Microsoft Bing with Recent Developments in AI and Education  
**Sandeep Kumar**

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**Ajay Kumar**

Mining Social Media Data for Opinion Analysis  
**Bhumika**

An Analysis of the Impact of the Black-Scholes Model on Indian Stock Market Option Prices  
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Recent Developments in AI in Education Systems  
**Sweta Bakshi**



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## Proceedings and Others

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<https://tiaspg.tecniain.com/wp-content/uploads/2023/11/BCA-Publications-of-the-Institutions.pdf>

## 10(b) Publication of Newsletters and Magazines

Magazine:

### Tecnia Times



Newsletter:

### Youngster

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