

Scientific publications/Peer-reviewed publications:

1. Deepthi. N., Gopi. I., Yaraddi. R., & Chandu, Y. P. (2025). Consumer perception of purchasing fruits and vegetables through e-commerce in Hyderabad. *European Economic Letters* ,15(1):1184–1194. (ABDC)
2. Venkatesh, & Deepthi, N. A Study on Market Potential, Farmers' Buying Behavior, and Satisfaction Towards Water-Soluble Fertilizers in Gadwal District, Telangana. *Biological Forum* ,17(7): 80-92.

Book chapters:

3. Deepthi, N. (2025). Cultivating a Resilient Future: Climate-Smart Agriculture and Sustainable Practices. *Innovations in the World of Business*, Bharthi Publications, New Delhi.(4):53-60.
4. Bogireddy, K., Anupati, S., & Deepthi, N. (2025). Marketing Management of Agricultural Products. *In Current Trends in Agri-Business Management* . AkiNik Publications.(4):73-85.
5. Asma, A., Jabeen, A., & Deepthi, N. (2025). Project Management and Entrepreneurship Development. *In Current Trends in Agri-Business Management*. AkiNik Publications (4): 109–124.
6. Afia , Ramya, & N. Deepthi. (2025). The Role of Communication in Driving Business Performance. *In Current Trends in Agri-Business Management* . AkiNik Publications (4):87-106.

Popular Article:

1. Deepthi, N., & Gopi Naik, I. (2025, February). Farming the Future: Agribusiness in Rural Development. *Agriculture & Food e-Newsletter*. Agrifood Magazine.
2. Rukhsana, A., & Deepthi, N. (2025, February). Scope for Youth Towards Agribusiness Entrepreneurship. *Agriculture & Food e-Newsletter*. Agrifood Magazine.
3. Ramya, N. S., & Deepthi, N. (2025, February). Future of Finance: Preparing for the Challenges in Agribusiness. *Agriculture & Food e-Newsletter*. Agrifood Magazine.
4. Kalyani, B., & Deepthi, N. (2025, February). Role of Digital Marketing in the Success of Small and Medium-Sized Agri Enterprises. *Agriculture & Food e-Newsletter*. Agrifood Magazine.
5. Srija Reddy, A., & Deepthi, N. (2025, February). Impact of Climate Change on Agricultural Production. *Agriculture & Food e-Newsletter*. Agrifood Magazine.

6. Raj Kumar, B., & Deepthi, N. (2025, February). Microfinance Contributes to India's Economic Growth. *Agriculture & Food e-Newsletter*. Agrifood Magazine.