



MASTER OF BUSINESS ADMINISTRATION

RESEARCH GROUPS – A.Y. 2025–2026

Introduction:

The Department of Master of Business Administration has constituted research groups based on key functional areas—Finance, Marketing, Human Resource Management, and Business Analytics—to strengthen collaborative research, enhance research productivity, and promote multidisciplinary learning during the Academic Year 2025–2026.

The groups focus on emerging research trends, joint publications, funded project proposals, consultancy, patents, book chapters, and knowledge-sharing initiatives in their respective domains.

Objectives:

- To identify emerging research areas and contemporary issues in each specialization.
- To promote joint research publications and conference presentations.
- To encourage faculty members to apply for funded research projects, patents, and consultancy.
- To develop case studies, business models, and data-driven research beyond the curriculum.
- To mentor faculty members and strengthen interdisciplinary and collaborative research.

Research Groups and Members:

1. Finance Research Group

S. No.	Name of the Faculty	Designation
1	Dr. A. Adishesha Reddy	Professor / Coordinator
2	Dr. R. Jeyalakshmi	Associate Professor
3	Dr. U. Rambabu	Associate Professor
4	Mr. B. Kalyan Kumar	Assistant Professor

2. Marketing Research Group

S. No.	Name of the Faculty	Designation
1	Dr. D. Venkateswarlu	Professor / Coordinator
2	Mr. Narasimha Rao Vallabhu	Assistant Professor

3. Human Resource Management Research Group

S. No.	Name of the Faculty	Designation
1	Dr. K. Deepika	Associate Professor / Coordinator
2	Mr. M. S. Chakravarthy	Assistant Professor
3	Dr. P. B. Lavanya	Assistant Professor
4	Mrs. Y. Nagamani	Assistant Professor
5	Dr. Eragadindla Hymavathi	Assistant Professor

4. Business Analytics Research Group

S. No.	Name of the Faculty	Designation
1	Dr. O. Naresh	Associate Professor / Coordinator
2	Ms. T. Meghana	Assistant Professor

Focus Areas of Research:

- **Finance:** Risk and Return Analysis, Portfolio Management, Financial Modelling, Behavioural Finance, FinTech, and Financial Analytics.
- **Marketing:** Consumer Behaviour, Digital Marketing, Brand Management, Social Media Marketing, and Market Analytics.
- **Human Resource Management:** Talent Management, Organizational Behaviour, Employee Engagement, Work-Life Balance, HR Analytics, and AI in HR.
- **Business Analytics:** Predictive Modelling, Data Visualization, Artificial Intelligence in Business Decisions, Machine Learning, and Business Intelligence Tools.

Expected Outcomes:

- Publication of quality research papers in reputed and indexed journals.
- Increase in collaborative publications, patents, books, and book chapters.
- Submission of funded research and consultancy proposals.
- Industry collaboration for live projects and research-based problem solving.
- Encouragement of student participation in specialization-based research.

MASTER OF BUSINESS ADMINISTRATION

MBA DEPARTMENT – RESEARCH PUBLICATIONS (A.Y. 2025–26)

S.No.	Dept.	SCI	ESCI	Scopus-J	Scopus-C	Total Scopus	UGC/Open Access	Books	Chapters
1	MBA	00	00	03	02	05	21	01	06

Consolidated Research Group-wise Publication Table – A.Y. 2025–26

S.No.	Research Group	Scopus-J	Scopus-C	UGC / Open Access / Peer Reviewed	Total Publications
1	Finance Research Group	00	00	12	12
2	Marketing Research Group	00	01	05	06
3	Human Resource Research Group	00	00	04	04
4	Business Analytics Research Group	03	01	00	04
Total	MBA Department	03	02	21	26

Finance Research Group

1. Dr. Papa Rao Maddala, **Dr. O. Naresh**, Koleti Vasanth Kumar, and Nimmakuri Pavan
Financial Risk Management in SMEs: Developing a New Paradigm, International Journal of Research in Commerce and Management Studies (IJRCMS), ISSN: 2582-2292, Vol. 7, No. 05, pp. 152–158, September–October 2025. DOI: <https://doi.org/10.38193/IJRCMS.2025.7511>
2. Subbarayudu Thunga, M. V. A. L. Narasimha Rao, **Lavanya P. B.**, and Lalisetti Ganesh
Agricultural Risk Mitigation in Andhra Pradesh: Challenges and Prospects of PMFBY and RWBCIS, Journal of International Commercial Law and Technology (JICLT), ISSN: 1901-8401, Vol. 6, Issue 1, pp. 604–610, 2025. DOI: <https://dx.doi.org/10.61336/Jiclt/25-01-59>
3. Mendem Varun Tej and **Undabatla Rambabu**
The Efficiency of Shriram Mutual Funds: A Risk-Adjusted Return Perspective, International Multidisciplinary Research Journal Reviews (IMRJR), e-ISSN: 3108-026X, Vol. 3, Issue 1, pp. 1–9, January 2026. DOI: <https://doi.org/10.17148/IMRJR.2026.030101>
4. **Dr. Undabatla Rambabu** and Kodati Meghana
An Empirical Study on Risk–Return Performance of Small-Cap Mutual Funds in India, IMRJR, e-ISSN: 3108-026X, Vol. 3, Issue 1, pp. 17–30, January 2026. DOI: <https://doi.org/10.17148/IMRJR.2026.030103>
5. Yarabolu Akhila and **Undabatla Rambabu**
A Comparative Analysis of Risk-Adjusted Returns in ELSS Tax-Saving Funds, IMRJR, e-ISSN: 3108-026X, Vol. 3, Issue 1, pp. 31–36, January 2026. DOI: <https://doi.org/10.17148/IMRJR.2026.030104>

6. Dachepalli Purushotham, Mendem Varun Tej, **Dr. Naresh Ogirala**, Shaik Tasneem Tabassum, and Tummuru Krishna Chaithanya Reddy
Forecasting Risk-Adjusted Performance Metrics Using ARIMA Models: Evidence from Sharpe, Jensen, and Treynor Ratios, IMRJR, e-ISSN: 3108-026X, Vol. 3, Issue 1, pp. 37–43, January 2026.
DOI: <https://doi.org/10.17148/IMRJR.2026.030105>
7. Mendem Varun Tej, Dachepalli Purushotham, **Undabatla Rambabu**, Shaik Tasneem Tabassum, and Kondiboyina Pavan Sai
A Multi-Metric Performance Evaluation of Indian Mutual Funds: Evidence from Arbitrage, Hybrid, and Balanced Advantage Schemes, IMRJR, e-ISSN: 3108-026X, Vol. 3, Issue 1, pp. 76–84, January 2026.
DOI: <https://doi.org/10.17148/IMRJR.2026.030111>
8. **Dachepalli Purushotham, Mendem Varun Tej, Undabatla Rambabu, Kondiboyina Pavan Sai, and Shaik Mohammad Syfulla**
Risk-Adjusted Performance Analysis of Nifty 50 Stocks, IMRJR, e-ISSN: 3108-026X, Vol. 2, Issue 12, pp. 37–48, December 2025. DOI: <https://doi.org/10.17148/IMRJR.2025.021205>
9. **Shaik Mohammad Syfulla, Gajji Vasu Dev, Undabatla Rambabu, Palli Jayasri, and Arigela Sri Krishna Mani Vikas**
A Comparative Performance Analysis of Banking and IT Stocks in India: Risk-Adjusted Returns and Investment Insights, IMRJR, e-ISSN: 3108-026X, Vol. 2, Issue 12, pp. 49–55, December 2025.
DOI: <https://doi.org/10.17148/IMRJR.2025.021206>
10. **Undabatla Rambabu**
Risk-Adjusted Excellence: Performance Analytics of India's Top Large-Cap Mutual Funds, IMRJR, e-ISSN: 3108-026X, Vol. 2, Issue 12, pp. 60–67, December 2025.
DOI: <https://doi.org/10.17148/IMRJR.2025.021208>
11. **Undabatla Rambabu, Varalakshmi Saikam, and Suresh Talamala**
Forecasting Stock Market Trends using ARIMA Time Series Modeling: A Data-Driven Approach to BSE Index, International Journal of Innovative Research in Science, Engineering and Technology (IJIRSET), Vol. 14, Special Issue 6, pp. 3–9, December 2025.
Link: <https://www.ijirset.com/special-issue-NCELGTTVG-2025>
12. **Dr. Naresh Ogirala, Dr. A. Adishesha Reddy, Dr. K. Deepika, Y. Nagamani, and Dr. M. Paparao**
Cryptocurrency and Its Role in Portfolio Diversification, IJIRSET, Vol. 14, Special Issue 6, pp. 50–57, December 2025. Link: <https://www.ijirset.com/special-issue-NCELGTTVG-2025>

Marketing Research Group

1. **Denduluri V., Chikkala R. B., Nagakumari Y. V., and Maddala P.**
Unlocking the Potential of Social Media Marketing: Examining How Posting, Interacting, and Monitoring Skills Contribute to the Development of Brand Equity, LEAD 2024, Springer Proceedings in Business and Economics, Vol. 1, Springer, Singapore, 2025. DOI: https://doi.org/10.1007/978-981-96-2548-2_17

2. **Yaramala Nagamani, Nimani Sri Lekha, Natta Gayathri, and Shaik Abdul Rahaman**
A Study on Beyond Efficiency: Harnessing Digital Twin Technologies for Sustainable Management Innovation, Journal of Emerging Technologies and Innovative Research (JETIR), ISSN: 2349-5162, Vol. 12, Issue 7, pp. g210–g214, July 2025. **Link:** <https://www.jetir.org/view?paper=JETIR2507634>
3. **Yaramala Nagamani, Syed Sabiha Parvin, P. B. Lavanya, and Nimani Sri Lekha**
Circular Economy 2.0: Transforming Business Models for a Regenerative Future, International Journal of Innovative Research in Engineering & Multidisciplinary Physical Sciences (IJIRMP), e-ISSN: 2349-7300, Vol. 13, Issue 6, pp. 1–6, November–December 2025.
DOI: <https://doi.org/10.37082/IJIRMP.v13.i6.232828>
4. **Dr. Denduluri Venkateswarlu, Yogitha Madala, Juluru Thanvi Sai Sharmista, Pasupuleti Ramana Prashanth, Appala Meghana, and Kodati Meghana**
An Analysis of Customer-Controlled Marketing as a Strategy for Building Consumer Trust, IMRJR, Vol. 3, Issue 4, pp. 33–38, 2026.
DOI: <https://doi.org/10.17148/IMRJR.2026.030404>
5. **Dr. Denduluri Venkateswarlu, Kodati Naga Satya Sai Prakash, and Uddanti Harshitha**
An Analytical Study on the Strategic Evolution and Growth Trajectory of Unacademy Institutions in India, International Journal of Science, Strategic Management and Technology (IJSSMT), Vol. 2, Issue 4, pp. 1–8, 2026. **DOI:** <https://doi.org/10.55041/ijssmt.v2i4.541>
6. **Uddanti Harshitha, Kodati Naga Satya Sai Prakash, Gajjala Mounika, Neppalli Jayasatyapradeepa, and Dr. Denduluri Venkateswarlu**
An Analytical Study of Service and Operational Issues in Indigo Airlines with Reference to Marketing Practices in the Aviation Sector, IJSSMT, Vol. 2, Issue 4, pp. 1–7, 2026.
DOI: <https://doi.org/10.55041/ijssmt.v2i4.400>

Human Resource Research Group

1. **Yaramala Nagamani, Dr. A. Adishesha Reddy, Dr. O. Naresh, and Dr. K. Deepika**
Techno-Entrepreneurial Leadership in Industry 4.0: Guiding Teams Toward Visionary Goals, IJIRSET, Vol. 14, Special Issue 6, pp. 123–126, December 2025. **Link:** <https://www.ijirset.com/special-issue-NCELGTTVG-2025>
2. **Dr. Denduluri Venkateswarlu, Ullasa Tirumala, Kodati Meghana, and Delli Triveni**
Study of Turnover in Employee Entry-Level Sales Jobs in India, IMRJR, e-ISSN: 3108-026X, Vol. 3, Issue 4, pp. 1–5, April 2026. **DOI:** <https://doi.org/10.17148/IMRJR.2026.030401>
3. **Saggurthi Srilatha, Dr. Denduluri Venkateswarlu, Yarabolu Akhila, Patapanchala Nikhil Karthik, and Donkena Raja Venkata Naga Sai Manikanta**
A Study on the Influence of Workplace Stress on Psychological Health of Employees in the Modern Era with Special References to Corporates Working Environment, IJSSMT, Vol. 2, Issue 4, pp. 1–7, 2026.
DOI: <https://doi.org/10.55041/ijssmt.v2i4.496>

4. **Dr. Denduluri Venkateswarlu**, Neppalli Jayasatyapradeepa, Lakkireddy Navya, B. Thanmy Chakravarthi Reddy, and J. Geetha Kaliyani Rama
A Study on Work-Life-Balance and Employee Productivity with Special Reference to Man Power at Tata Consultancy Services, IJSSMT, Vol. 2, Issue 4, pp. 1–12, 2026.
DOI: <https://doi.org/10.55041/ijssmt.v2i4.434>

Business Analytics Research Group

1. Hareesha D., Senthilkumaran B., Prasanna K. L., Ramesh J. V. N., **Jeyalakshmi R.**, and Naidu S. M.
Sustainable Deep Learning-Based Fault Detection for Next-Generation 6G Networks, IAENG International Journal of Computer Science, Vol. 52, Issue 7, 2025.
Link: https://www.iaeng.org/IJCS/issues_v52/issue_7/IJCS_52_7_39.pdf
2. Ramu Bhukya, S. V. D. Anil Kumar, Mylavarapu Kalyan Ram, Janjhyam Venkata Naga Ramesh, **R. Jeyalakshmi**, and Ranjith Kumar Rupani
Intelligent Congestion Management for Power Transmission Systems: Integration of Machine Learning and FACTS Devices, IAENG International Journal of Computer Science, Vol. 52, Issue 10, 2025.
Link: https://www.iaeng.org/IJCS/issues_v52/issue_10/index.html
3. V. Srinivasa Rao, B. Senthilkumaran, Kundha Laxmi Prasanna, Janjhyam Venkata Naga Ramesh, **R. Jeyalakshmi**, Swarna Mahesh Naidu, Yaminisri Nelluri, and Anusha B
A Machine Learning-Based Framework for Communication Failure Detection in Directional Industrial IoT Networks, IAENG International Journal of Computer Science, Vol. 52, Issue 11, 2025.
Link: https://www.iaeng.org/IJCS/issues_v52/issue_11/index.html
4. **K. Deepika**, R. P. K., T. Kholmukhamedov, N. Roopalatha, D. J. Preshiya, and V. S. Babu
Explainable AI for Operational Risk Management in Logistics and Procurement Systems, 2025 International Conference on Artificial Intelligence and Quantum Computation-Based Sensor Application (ICAIQSA), Nagpur, India, 2025, pp. 1–6.
DOI: <https://doi.org/10.1109/ICAIQSA67794.2025.11440401>



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
(AUTONOMOUS)

Approved by AICTE, New Delhi and Permanently affiliated to JNTUK, Kakinada
L.B. Reddy Nagar, Mylavaram, N.T.R. District, Andhra Pradesh-521230



MASTER OF BUSINESS ADMINISTRATION

RESEARCH GROUPS

Group	S. No.	Name of the Faculty	Designation	Details (Publications / Book Chapters / Link)
Finance Research Group	1	Dr. A. Adishesha Reddy	Professor / Coordinator	Click Here
	2	Dr. R. Jeyalakshmi	Associate Professor	
	3	Dr. U. Rambabu	Associate Professor	
	4	Mr. B. Kalyan Kumar	Assistant Professor	
Marketing Research Group	1	Dr. D. Venkateswarlu	Professor / Coordinator	
Human Resource Research Group	1	Dr. K. Deepika	Associate Professor / Coordinator	
	2	Mr. M. S. Chakravarthy	Assistant Professor	
	3	Dr. PB. Lavanya	Assistant Professor	
	4	Mrs. Y. Nagamani	Assistant Professor	
Business Analytics Research Group	1	Dr. O. Naresh	Associate Professor / Coordinator	
	2	Ms. T. Meghana	Assistant Professor	



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MASTER OF BUSINESS ADMINISTRATION

(MBA Research Groups Based on Specializations)

Introduction:

The success of any institution depends greatly on collaborative research and teamwork. The Department of Management Studies has formed research groups based on key functional areas — Finance, Marketing, Human Resource Management, and Business Analytics — to foster collaboration among faculty members, enhance research productivity, and promote multidisciplinary learning.

These groups aim to identify current trends, share expertise, and develop innovative approaches in their respective domains. Faculty members will work collectively toward publications, project proposals, consultancy works, and knowledge-sharing initiatives.

Objectives:

Each Research Group will work toward the following objectives:

- To identify emerging research areas and contemporary issues in their specialization.
- To promote joint research publications and conference presentations.
- To encourage faculty to apply for funded research projects and consultancy.
- To develop case studies, business models, and data-driven insights beyond the curriculum.
- To mentor young faculty members and motivate them to pursue Ph.D. programs in reputed institutions.

Research Groups and Members:

1. Finance Research Group

S.No	Name of the Faculty	Designation
1	Dr. A. Adishesha Reddy	Professor
2	Dr. R. Jeyalakshmi	Associate Professor
3	Dr. U. Rambabu	Associate Professor
4	Mr. B. Kalyan Kumar	Assistant Professor

2. Marketing Research Group

S.No	Name of the Faculty	Designation
1	Dr. D. Venkateswarlu	Professor

3. Human Resource Management Research Group

S.No	Name of the Faculty	Designation
1	Dr. K. Deepika	Associate Professor
2	Mr. M. S. Chakravarthy	Assistant Professor
3	Dr. PB. Lavanya	Assistant Professor
4	Mrs. Y. Nagamani	Assistant Professor

4. Business Analytics Research Group

S.No	Name of the Faculty	Designation
1	Dr. O. Naresh	Associate Professor
2	Ms. T. Meghana	Assistant Professor

Focus Areas of Research:

- **Finance:** Risk and Return Analysis, Portfolio Management, Financial Modelling, Behavioural Finance, and FinTech Applications.
- **Marketing:** Consumer Behaviour, Digital Marketing, Brand Management, and Market Analytics.
- **Human Resource:** Talent Management, Organizational Behaviour, Employee Engagement, and HR Analytics.
- **Business Analytics:** Predictive Modelling, Data Visualization, AI in Business Decisions, and Business Intelligence Tools.

Expected Outcomes:

- Publication of quality research papers in reputed journals.
- Development of innovative teaching-learning materials.
- Collaboration with industries for live projects and consultancy.
- Encouragement of student research participation in each specialization area.

MBA DEPARTMENT - RESEARCH PUBLICATIONS (A.Y. 024-25)

S.No.	Dept.	SCI	ESCI	Scopus-J	Scopus-C	Total Scopus	UGC/Open Access	Books	Chapters
1	MBA	00	00	02	12	14	19	00	05

Finance Research Group

1. K. Ravi Kiran Ysaswi

A Study on Unfolding Asymmetric Volatility in Selected IT Stocks in NSE, International Journal of Electronic Finance (Scopus-Q3), Vol. 14, Issue 2, March 2025.

2. K. Ravi Kiran Ysaswi

An Empirical Study on Foreign Institutional Investors in Indian Capital Market, International Journal of Intelligent Enterprise (Scopus-Q4), Vol. 12, Issue 2, April 2025.

3. Undabatla Rambabu

Comparative Cointegration of Stock Markets: Focus on NYSE, NSE and Shanghai Stock Exchange, International Conference on Intelligent Computing and Sustainable Innovations in Technology (IC-SIT: 2024), Feb 2025.

4. Undabatla Rambabu

Evaluating the Efficiency of Index-Based Exchange-Traded Funds in the Indian Stock Market: A Case Study with Emphasis on BSE, International Conference on Frontiers of Intelligent Computing: Theory and Applications (FICTA 2024), March 2025.

5. Undabatla Rambabu

Analyzing ETF Investor Dynamics in Indian Stock Market: A Case Study in Andhra Pradesh, 1st International Conference on Digital Transformation & Sustainability of Business (ICDTSB), March 2025.

6. Naresh Ogirala

Reducing Complexities in Business Processing by Using Salesforce Customer Relationship Management, 1st International Conference on Digital Transformation & Sustainability of Business (ICDTSB), March 2025.

7. Adishesha Reddy Appidi & Naresh Ogirala –

A Critical Evaluation of Working Capital Management Strategies and Profitability, Journal of Information Systems Engineering and Management, Vol. 10, Issue 3, March 2025.

8. Dr. Naresh Ogirala

Evaluating the Impact of AI and Block-Chain on Credit Risk Mitigation: A Predictive Analytic Approach Using Machine Learning, International Journal of Scientific Research in Engineering and Management (IJSREM), Vol. 9, Issue 3, March 2025.

9. Naresh Ogirala

Fintech Disruption and Its Effect on the Profitability of Indian Banks: Public vs. Private, International Journal of Scientific Research in Engineering and Management (IJSREM), Vol. 9, Issue 3, March 2025.

10. Naresh Ogirala

AI-Powered Risk Assessment Models: Transforming Credit Scoring and Default Prediction, International Journal of Scientific Research in Engineering and Management (IJSREM), Vol. 9, Issue 3, March 2025.

11. Undabatla Rambabu

Evaluating Financial Services in India: A Risk-Adjusted Performance Analysis Using the Treynor Ratio, International Journal of Research in Management, Vol. 7, Issue 1, April 2025.

12. Undabatla Rambabu

Risk and Return Analysis of Financial Services in India Using the Sharpe Ratio: A Sectoral Comparison with Nifty Financial Services Index, International Journal of Research in Finance and Management, Vol. 8, Issue 1, April 2025.

13. A. Adishesha Reddy & Naresh Ogirala

Bankruptcy Prediction Using Altman Z Score on Vizag Steel Plant, International Conference on Emerging Trends in Social Business and Management Science Research (ICSBMR – 2025), March 2025.

14. Naresh Ogirala

Evaluation of Financial Risk Profile of Selected Cement Companies in India, International Conference on Emerging Trends in Social Business and Management Science Research (ICSBMR – 2025), March 2025.

15. Naresh Ogirala

Assessing the Stability of the Indian Dairy Sector Using Altman's Model: An Overview, 9th International Conference on Emerging Strategies for Business Advancement (ICESBA-2024), Oct 2024.

16. Naresh Ogirala

Empirical Evaluation of the Efficacy of Tariff-Saving Mutual Fund Schemes, 9th International Conference on Emerging Strategies for Business Advancement (ICESBA-2024), Oct 2024

Marketing Research Group

1. Yaramala Nagamani

Revolutionizing Customer Engagement: The Unseen Potential of AI in Modern Marketing, International Journal of Modern Engineering Research (IJMER), Vol. 14, Issue 5, Oct 2024.

2. Yaramala Nagamani

A Comparative Study of Marketing Campaigns Aimed at Generation Z and Millennials, International Journal of All Research Education and Scientific Methods (IJARESM), Vol. 12, Issue 11, Nov 2024.

Human Resource Research Group

1. Ogirala Naresh

An Analysis of the Impact of Artificial Intelligence on HR Functions and Employee Experience, Global Conference for Advancement in Technology (GCAT-2024), March 2025.

2. K. Ravi Kiran Yaraswi

A Study on Performance Appraisal, International Journal of Scientific Research in Science, Engineering and Technology, Vol. 11, Issue 4, July 2024.

3. K. Ravi Kiran Yaraswi

Flexible Working Conditions, International Journal of Scientific Research in Science, Engineering and Technology, Vol. 11, Issue 4, July 2024.

4. Yaramala Nagamani,

Evaluating Job Satisfaction in the Telecommunication Sector: A Study on Telebu Communications, International Journal of Creative Research Thoughts (IJCRT), Vol. 13, Issue 2, Feb 2025.

5. Yaramala Nagamani

Digital Leadership in the Era of AI: Transforming Workforce Productivity and Innovation, Journal of Information Systems Engineering and Management, Vol. 10, Issue 23, March 2025.

6. Yaramala Nagamani

Stress Management: Strategies and Approaches for Enhancing Well-Being, International Journal of Creative Research Thought (IJCRT), Vol. 12, Issue 7, July 2024.

Business Analytics Research Group

1. K. Deepika

Financial Risk Prediction in E-Commerce: Leveraging Vampire Bat Optimization and Factor Analysis for Enhanced Decision-Making, IEEE 3rd International Conference on Smart Technologies and Systems for Next Generation Computing (ICSTSN), Aug 2024.

2. D. Venkateswarlu

Harmful News Detection Using BERT Model Through Sentimental Analysis, International Conference on Intelligent Systems and Advanced Applications (ICISAA-2024), Jan 2025.

3. D. Venkateswarlu

Enhancing Engineering Pedagogy through Deep Learning: Applications of Explainable AI and Neural Networks, IEEE 1st International Conference on Green Industrial Electronics and Sustainable Technologies (GIEST), April 2025.

4. K. Ravi Kiran Yasaswi

Advanced Facial Recognition with Behavioural Analysis for Intelligent Security Monitoring, IEEE 5th International Conference on Advances in Electrical, Computing, Communication and Sustainable Technologies (ICAECT), April 2025.

5. R. Jeyalakshmi

Achieving Balanced Allocation in Human Resources through LSTM Framework Method, IEEE 2025 International Conference on Intelligent Systems and Computational Networks (ICISCN), May 2025.

6. K. Deepika

Artificial Intelligence and Dynamic Pricing Strategies: Enhancing Competitiveness in E-Commerce, IEEE 3rd International Conference on Smart Systems for Applications in Electrical Sciences (ICSSES), May 2025.

7. Yaramala Nagamani

Ethical Considerations of AI in Financial Services: Privacy, Bias, and Algorithmic Transparency, IEEE International Conference on Knowledge Engineering and Communication Systems (ICKECS-2024), March 2025.

8. Naresh Ogirala

Key Factors Influencing the Indian SME Pharmaceutical Industry: Analyzing Using Porter's Five Forces Framework for a Comparative Assessment, International Journal for Recent Development in Science and Technology, Vol. 8, Issue 12, Dec 2024.

MBA DEPARTMENT - RESEARCH PUBLICATIONS (A.Y. 23-24)

S.No.	Dept.	SCI	ESCI	Scopus-J	Scopus-C	Total Scopus	UGC/Open Access
1	MBA	00	00	01	0	1	11

FINANCE RESEARCH GROUP

1 Kalyan Kumar Bethu

 *Are Markets Efficient in Weak Form? Evidence from Indian Indices*

 *Community Practitioner*, Vol. 21, Issue 06, June 2024. (Scopus Journal)

2 Dr. Naresh Ogirala

 *A Study on the Impact of Covid-19 on Indian Portfolio Management Companies: An Empirical Analysis of Top 10 Fund-Based Companies in India*

 *Communication and Management Journal*, Vol. 8, Issue 11, Nov 2023. (Open Access)

3 Undabatla Rambabu

 *Evaluating the Efficiency of Index-Based Exchange-Traded Funds in the Indian Stock Market: A Case Study with Emphasis on BSE*

 *FICTA-2024 (Springer, Scopus Indexed Conference / Book Chapter)*

4 Undabatla Rambabu

 *Analysing ETF Investor Dynamics in Indian Stock Market: A Case Study in Andhra Pradesh*

 *ICDTSB 2024 (Taylor & Francis Book Chapter)*

5 Dr. D. Venkateswarlu *A Study on Impact of E-Commerce on Indian's Economic Growth*

 *International Conference, Motherhood University, Roorkee, Dec 2023. (Scopus Indexed Conference)*



MARKETING RESEARCH GROUP

1 Mr. Ogirala Naresh

 *Online Trading Analysis of Impact on Consumer Buying Behaviour of Cosmetic*

Products in Advertisement Industrial Marketing Management Systems

 *Educational Administration: Theory and Practice*, Vol. 30(4), 2024. (Open Access)

2 Y. Nagaman

 *3rd International Conference on Reinventing Business Practices, Start-ups, and Sustainability (ICRBSS - 2023)*

 *SRM University, Amaravathi*, Nov 2023. (Scopus Indexed Conference)

 HUMAN RESOURCE RESEARCH GROUP

1 Dr. R. Jeya Lakshmi

 *HR Analytics for Predicting Employee Attrition with Logistic Regression*

 *Journal of Informatics Education and Research (ABDC & Scopus Indexed)*, June 2024.

BUSINESS ANALYTIC RESEARCH GROUP

1 K. Ravi Kiran Ysaswi

 *Performance Analysis of a Parameter Selection Model on a Big Data Set*

 *International Journal of Intelligent Systems and Applications in Engineering*, Vol. 12(3), 2024. (Scopus Journal)

2 Dr. K. Deepika

 *Strengthening Cybersecurity in the Hospitality Sector: Identifying Network Menaces and Proposing Security Measures*

 *Anvesak (UGC Care Group I)*, Aug 2023.

3 Dr. K. Deepika  *The Evaluation of the Threats and Challenges Impacting the Global Financial Cyber Security Market*

 *International Journal of Creative Research Thoughts (IJCRT)*, Vol. 11, Issue 8, Aug 2023.

4 Naresh Ogirala

 *Reducing Complexities in Business Processing by Using Salesforce Customer Relationship Management*

 *1st International Conference on Digital Transformation & Sustainability of Business (ICDTSB)*, Hyderabad, March 2024.

MBA DEPARTMENT - RESEARCH PUBLICATIONS (A.Y. 22-23)

S.No.	Dept.	SCI	ESCI	Scopus-J	Scopus-C	Total Scopus	UGC/Open Access
1	MBA	00	00	01	0	1	5

FINANCE RESEARCH GROUP

1 Dr. O. Naresh,

 *Business Intelligence in Finance: Impact of Tools and Analytics*
 *European Chemical Bulletin*, June 2023, ISSN 2063-5346. (Scopus Journal) not indexed

2 Mr. K. Ravi Kiran Yasaswi

 *A Study on Unfolding Asymmetric Volatility in IT Stocks in NSE*
 *INDERSCIENCE Journal*, Submission ID: IJEF146207, June 2023. (Scopus Journal) not indexed

MARKETING RESEARCH GROUP

1 Dr. D. Venkateswarlu,

 *A Comparative Study of Customer Satisfaction with Online Banking Services with Reference to SBI and HDFC Bank in Bangalore City*

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S.No.	Dept.	SCI	ESCI	Scopus-J	Scopus-C	Total Scopus	UGC/Open Access
1	MBA	00	00	00	0	1	4

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