



**LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING**  
(AUTONOMOUS)  
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## **MASTER OF BUSINESS ADMINISTRATION**

### **STUDENT PUBLICATIONS**

#### **A.Y. 2025-2026**

#### **Peer reviewed Journals -: 21**

1. Dr. Naresh Ogirala; Shaik Mohammad Syfulla (24761E0057); Kondiboyina Pavansai (24761E0031); Kandula Sravani (24761E0024) "A Comparative Analysis of NSE Banking Stocks Using Integrated Fundamental and Technical Analysis with Moving Average Indicators" in the International Journal of Scientific Research in Engineering and Management (IJSREM), Volume 10, Issue 06, June 2026. DOI/Link: <https://doi.org/10.55041/IJSREM64491>
2. Mrs. Yaramala Nagamani; Nimani Sri Lekha (24761E0043); Yogitha Madala (25761E0098); NagaMalleswari (25761E00B0); Nimmakayala, Tirumala Ullasa (25761E00C8) "Impact of Consumer Awareness on Engagement and Career Outcomes in Emerging EdTech Platforms: A Case Study of Intern Stump" in the Advanced International Journal for Research (AIJFR), Volume 7, Issue 3, May-June 2026. <https://www.aijfr.com/papers/2026/3/6332.pdf>
3. Saggurthi Srilatha (24761E00B5); Dr. Denduluri Venkateswarlu; Yarabolu Akhila (24761E00D2); Patapanchala Nikhil Karthik (24761E00B1); Donkena Raja Venkata Naga Sai Manikanta (24761E0087) "A Study on the Influence of Workplace Stress on Psychological Health of Employees in the Modern Era with Special References to Corporates Working Environment" in the International Journal of Science, Strategic Management and Technology (IJSMT), Volume 02, Issue 04, Pages 1-7, April 2026. DOI: <https://doi.org/10.55041/ijsmt.v2i4.496>. <https://doi.org/10.55041/ijsmt.v2i4.496>.
4. Dr. Denduluri Venkateswarlu; Yogitha Madala (25761E0098); Juluru Thanvi Sai Sharmista (25761E0087); Pasupuleti Ramana Prashanth (25761E0041); Appala Meghana (24761E0068); Kodati Meghana (24761E0096) "An Analysis of Customer-Controlled Marketing as a Strategy for Building Consumer Trust" in the International Multidisciplinary Research Journal Reviews (IMRJR), Volume 3, Issue 4, Pages 33-38, April 2026.. <https://imrjr.com/wp-content/uploads/2026/05/IMRJR.2026.030404-An.pdf>  
[DOI:10.17148/IMRJR.2026.030404](https://doi.org/10.17148/IMRJR.2026.030404)
5. Dr. Denduluri Venkateswarlu; Neppalli Jaya Satya Pradeepa (24761E00A8); Lakkireddy Navya (24761E00A3); B. Thanmy Chakravarthi Reddy (24761E0078); J. Geetha Kaliyani Rama (25761E0017) "A Study on Work-Life-Balance and Employee Productivity with Special Reference to Man Power at Tata Consultancy

Services" in the International Journal of Science, Strategic Management and Technology (IJSMT), Volume 02, Issue 04, Pages 1–12, April 2026. DOI: <https://doi.org/10.55041/ijsmt.v2i4.434>.

6. Dr. Denduluri Venkateswarlu; Kodati Naga Satya Sai Prakash (24761E0097); Uddanti Harshitha (24761E00C8) "An Analytical Study on the Strategic Evolution and Growth Trajectory of Unacademy Institutions in India" in the International Journal of Science, Strategic Management and Technology (IJSMT), Volume 02, Issue 04, Pages 1–8, April 2026. DOI: <https://doi.org/10.55041/ijsmt.v2i4.541>.

7. Uddanti Harshitha (24761E00C8); Kodati Naga Satya Sai Prakash (24761E0097); Gajjala Mounika (24761E0090); Neppalli Jaya Satya Pradeepa (24761E00A8); Dr. Denduluri Venkateswarlu "An Analytical Study of Service and Operational Issues in Indigo Airlines with Reference to Marketing Practices in the Aviation Sector" in the International Journal of Science, Strategic Management and Technology (IJSMT), Volume 02, Issue 04, Pages 1–7, April 2026. DOI: <https://doi.org/10.55041/ijsmt.v2i4.400>.

8. Dachepalli Purushotham (24761E0011); Dr. Naresh Ogirala "Analysis and Future Prediction of Financial Ratios in the Cement Sector" in the International Multidisciplinary Research Journal Reviews (IMRJR), Volume 3, Issue 4, Page 22, April 2026 <https://imrjr.com/wp-content/uploads/2026/04/IMRJR.2026.030403-Analysis.pdf>, DOI: 10.17148/IMRJR.2026.030403.

9. Dr. Denduluri Venkateswarlu; Ullasa Tirumala (25761E00C8); Kodati Meghana (24761E0096); Delli Triveni (24761E0084) "A Study of Turnover in Employee Entry-Level Sales Jobs in India" in the International Multidisciplinary Research Journal Reviews (IMRJR), Volume 3, Issue 4, Pages 1–5, April 2026. DOI: [10.17148/IMRJR.2026.030401](https://imrjr.com/wp-content/uploads/2026/04/IMRJR.2026.030401-AI.pdf) <https://imrjr.com/wp-content/uploads/2026/04/IMRJR.2026.030401-AI.pdf>,

10. Yaramala Nagamani; Nimani Srilekha (24761E0043); Gayatri N (24761E0041); Navya G (24761E0014) "Impact of the New Labour Codes on HR Compliance Practices in Indian Organizations" in the International Multidisciplinary Research Journal Reviews (IMRJR), Volume 3, Issue 2, 2026. DOI: [10.17148/IMRJR.2026.030210](https://imrjr.com/wp-content/uploads/2026/03/IMRJR.2026.030210-IMPACT.pdf). <https://imrjr.com/wp-content/uploads/2026/03/IMRJR.2026.030210-IMPACT.pdf>

11. Undabatta Rambabu; Meghana K (24761E0096); Meghana A (24761E0068) "A Performance Analysis of Automobile Sector Stocks in India (2020–2025): Risk-Adjusted Returns and Investment Insights" in the International Multidisciplinary Research Journal Reviews (IMRJR), Volume 3, Issue 2, 2026. DOI: [10.17148/IMRJR.2026.030208](https://imrjr.com/wp-content/uploads/2026/02/IMRJR.2026.030208-A.pdf). <https://imrjr.com/wp-content/uploads/2026/02/IMRJR.2026.030208-A.pdf>

**12.** Undabatta Rambabu; Meghana A (24761E0068); Vijay Y (24761E00D1) "An Empirical Assessment of the Effectiveness of Selected Mid-Cap Mutual Funds in India" in the International Multidisciplinary Research Journal Reviews (IMRJR), Volume 3, Issue 2, 2026 **DOI: 10.17148/IMRJR.2026.030207.**

<https://imrjr.com/wp-content/uploads/2026/02/IMRJR.2026.030207-AN.pdf>

**13.** Mendem Varun Tej (24761E0034); Undabatta Rambabu "The Efficiency of Shriram Mutual Funds: A Risk-Adjusted Return Perspective" in the International Multidisciplinary Research Journal Reviews (IMRJR), Volume 3, Issue 1, Pages 1–9, January 2026.**DOI: 10.17148/IMRJR.2026.030101.**

<https://imrjr.com/wp-content/uploads/2026/01/IMRJR.2026.030101-the.pdf>

**14.** Dr. Undabatta Rambabu; Kodati Meghana (24761E0096) "An Empirical Study on Risk Return Performance of Small-Cap Mutual Funds in India" in the International Multidisciplinary Research Journal Reviews (IMRJR), Volume 3, Issue 1, Pages 17–30, January 2026.**DOI: 10.17148/IMRJR.2026.030103.**

<https://imrjr.com/wp-content/uploads/2026/01/IMRJR.2026.030103-AN.pdf>

**15.** Varabolu Akhila (24761E00D2); Undabatta Rambabu "A Comparative Analysis of Risk Adjusted Returns in ELSS Tax-Saving Funds" in the International Multidisciplinary Research Journal Reviews (IMRJR), Volume 3, Issue 1, Pages 31–36, January 2026.**DOI: 10.17148/IMRJR.2026.030104.**

<https://imrjr.com/wp-content/uploads/2026/01/IMRJR.2026.030104-A.pdf>

**16.** Dachepalli Purushotham (24761E0011); Mendem Varun Tej (24761E0034); Dr. Naresh Ogirala; Shaik Tasneem Tabassum (24761E0058); Tummuru Krishna Chaithanya Reddy (24761E0064) "Forecasting Risk-Adjusted Performance Metrics Using ARIMA Models: Evidence from Sharpe, Jensen, and Treynor Ratios" in the International Multidisciplinary Research Journal Reviews (IMRJR), Volume 3, Issue 1, Pages 37–43, January 2026. **DOI: 10.17148/IMRJR.2026.030105.**

<https://imrjr.com/wp-content/uploads/2026/01/IMRJR.2026.030105-Forecasting.pdf>

**17.** Mendem Varun Tej (24761E0034); Dachepalli Purushotham (24761E0011); Undabatta Rambabu; Shaik Tasneem Tabassum (24761E0058); Kondiboyina Pavan Sai (24761E0031) "A Multi-Metric Performance Evaluation of Indian Mutual Funds: Evidence from Arbitrage, Hybrid, and Balanced Advantage Schemes" in the International Multidisciplinary Research Journal Reviews (IMRJR), Volume 3, Issue 1, Pages 76–84, January 2026.**DOI: 10.17148/IMRJR.2026.030111.**

<https://imrjr.com/wp-content/uploads/2026/01/IMRJR.2026.030111-a.pdf>

**18.** Dachepalli Purushotham (24761E0011); Mendem Varun Tej (24761E0034); Undabatta Rambabu; Kondiboyina Pavan Sai (24761E0031); Shaik Mohammad Syfulla (24761E0057) "Risk-Adjusted Performance

Analysis of Nifty 50 Stocks" in the International Multidisciplinary Research Journal Reviews (IMRJR), Volume 2, Issue 12, Pages 37–48, December 2025. DOI: [10.17148/IMRJR.2025.021205](https://doi.org/10.17148/IMRJR.2025.021205).

<https://imrjr.com/wp-content/uploads/2025/12/IMRJR.2025.021205-Risk.pdf>

**19.** Shaik Mohammad Syfulla (24761E0057); Gajji Vasu Dev (24761E0013); Undabatta Rambabu; Palli Jayasri (24761E0046); Arigela Sri Krishna Mani Vikas (24761E0004) "A Comparative Performance Analysis of Banking and IT Stocks in India: Risk-Adjusted Returns and Investment Insights" in the International Multidisciplinary Research Journal Reviews (IMRJR), Volume 2, Issue 12, Pages 49–55, December 2025.

DOI: [10.17148/IMRJR.2025.021206](https://doi.org/10.17148/IMRJR.2025.021206).

<https://imrjr.com/wp-content/uploads/2025/12/IMRJR.2025.021206-a.pdf>

**20.** Mrs. Yaramala Nagamani; Mrs. Syed Sabiha Parvin; Mrs. P. B Lavanya; Ms. Nimani Sri Lekha (24761E0043) "Circular Economy 2.0: Transforming Business Models for a More Sustainable Future" in the International Journal of Innovative Research in Engineering & Multidisciplinary Physical Sciences, Volume 13, Issue 6, November–December 2025. DOI: <https://doi.org/10.37082/IJIRMP.v13.i6.232828>.

**21.** Yaramala Nagamani; Sri Lekha N (24761E0043); Gayathri N (24761E0041); Abdul Rahaman Sk (24761E00B8) "Beyond Efficiency: Harnessing Digital Twin Technologies for Sustainable Management Innovation" in the Journal of Emerging Technologies and Innovative Research (JETIR), Volume 12, Issue 7, July 2025. July 2025. DOI/Link: <https://www.jetir.org/view?paper=JETIR2507634>.

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