



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

Students Publications in the Academic Year 2025-26

S.No	Authors	Title of the Paper	Publisher	Published Year
1.	Dr. Naresh Ogirala; Shaik Mohammad Syfulla; Kondiboyina Pavansai; Kandula Sravani	A Comparative Analysis of NSE Banking Stocks Using Integrated Fundamental and Technical Analysis with Moving Average Indicators	International Journal of Scientific Research in Engineering and Management (IJSREM)	Volume 10, Issue 06, June 2026.
2.	Mrs. Yaramala Nagamani, Nimani Sri Lekha, Yogitha Madala, NagaMalleswari Nimmakayala, Tirumala Ullasa	Impact of Consumer Awareness on Engagement and Career Outcomes in Emerging EdTech Platforms: A Case Study of Intern Stump	Advanced International Journal for Research (AIJFR)	Volume 7, Issue 3, May-June 2026
3.	Saggurthi Srilatha, Dr. Denduluri Venkateswarlu, Yarabolu Akhila, Patapanchala Nikhil Karthik, 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	International Journal of Science, Strategic Management and Technology (IJSMT)	Volume 02, Issue 04, April 2026
4.	Dr. Denduluri Venkateswarlu, Yogitha Madala, Juluru Thanvi Sai Sharmista, Pasupuleti Ramana Prashanth, Appala Meghana, Kodati Meghana	An Analysis of Customer-Controlled Marketing as a Strategy for Building Consumer Trust	International Multidisciplinary Research Journal Reviews (IMRJR)	Volume 3, Issue 4, April 2026
5.	Dr. Denduluri Venkateswarlu, Neppalli Jayasatyapradeepa, Lakkireddy Navya, B. Thanmy Chakravarthi Reddy, J. Geetha Kaliyani Rama	A Study on Work-Life-Balance and Employee Productivity with Special Reference to Man Power at Tata Consultancy Services	International Journal of Science, Strategic Management and Technology (IJSMT)	Volume 02, Issue 04, April 2026
6.	Dr. Denduluri Venkateswarlu, Kodati Naga Satya Sai Prakash, 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 (IJSMT)	Volume 02, Issue 04, April 2026
7.	Uddanti Harshitha, Kodati Naga Satya Sai Prakash, Gajjala Mounika, Neppalli Jayasatyapradeepa, Dr. Denduluri Venkateswarlu	An Analytical Study of Service and Operational Issues in Indigo Airlines with Reference to Marketing Practices in the Aviation Sector	International Journal of Science, Strategic Management and Technology (IJSMT)	Volume 02, Issue 04, April 2026
8.	Dachepalli Purushotham (24761E0011), Dr. Naresh Ogirala	Analysis and Future Prediction of Financial Ratios in the Cement Sector	International Multidisciplinary Research Journal Reviews (IMRJR)	Vol. 3, Issue 4, April 2026, Page 22
9.	Dr. Denduluri Venkateswarlu, Ullasa Tirumala, Kodati Meghana, Delli Triveni	A Study of Turnover in Employee Entry-Level Sales Jobs in India	International Multidisciplinary Research Journal Reviews (IMRJR)	Vol.3, Issue 4, April 2026
10.	Yaramala N., Nimani S., Gayatri N., Navya G.	Impact of the New Labour Codes on HR Compliance Practices in Indian Organizations	International Multidisciplinary Research Journal Reviews (IMRJR)	Vol.3, Issue 2, 2026
11.	Undabatta R., Meghana K., Meghana A.	A Performance Analysis of Automobile Sector Stocks in India (2020-2025): Risk-Adjusted Returns and Investment Insights	International Multidisciplinary Research Journal Reviews (IMRJR)	Vol.3, Issue 2, 2026



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



12.	Undabatta R., Meghana A., Vijaya Y.	An Empirical Assessment of the Effectiveness of Selected Mid-Cap Mutual Funds in India	International Multidisciplinary Research Journal Reviews (IMRJR)	Vol.3, Issue 2, 2026
13.	Mendem Varun Tej, Undabatta Rambabu	The Efficiency of Shriram Mutual Funds: A Risk-Adjusted Return Perspective	International Multidisciplinary Research Journal Reviews (IMRJR)	Vol.3, Issue 1, January 2026
14.	Dr. Undabatta Rambabu, Kodati Meghana	An Empirical Study on Risk Return Performance of Small-Cap Mutual Funds in India	International Multidisciplinary Research Journal Reviews (IMRJR)	Vol.3, Issue 1, January 2026
15.	Varabolu Akhila, Undabatta Rambabu	A Comparative Analysis of Risk Adjusted Returns in ELSS Tax-Saving Funds	International Multidisciplinary Research Journal Reviews (IMRJR)	Vol.3, Issue 1, January 2026
16.	Dachepalli Purushotham, Memdem Varun Tej, Dr. Naresh Ogirala, Shaik Tasneem Tabassum, Tummuru Krishna Chaithanya Reddy	Forecasting Risk-Adjusted Performance Metrics Using ARIMA Models: Evidence from Sharpe, Jensen, and Treynor Ratios	International Multidisciplinary Research Journal Reviews (IMRJR)	Vol.3, Issue 1, January 2026
17.	Mendem Varun Tej, Dachepalli Purushotham, Undabatta Rambabu, Shaik Tasneem Tabassum, Kondiboyina Pavan Sai	A Multi-Metric Performance Evaluation of Indian Mutual Funds: Evidence from Arbitrage, Hybrid, and Balanced Advantage Schemes	International Multidisciplinary Research Journal Reviews (IMRJR)	Vol.3, Issue 1, January 2026
18.	Dachepalli Purushotham, Memdem Varun Tej, Undabatta Rambabu, Kondiboyina Pavan Sai, Shaik Mohammad Syfulla	Risk-Adjusted Performance Analysis of Nifty 50 Stocks	International Multidisciplinary Research Journal Reviews (IMRJR)	Vol.2, Issue 12, December 2025
19.	Shaik Mohammad Syfulla, Gajji Vasu Dey, Undabatta Rambabu, Palli Jayasri, Arigela Sri Krishna Mani Vikas	A Comparative Performance Analysis of Banking and IT Stocks in India: Risk-Adjusted Returns and Investment Insights	International Multidisciplinary Research Journal Reviews (IMRJR)	Vol.2, Issue 12, December 2025
20.	Yaramala Nagamani, Nyed Nalibu Puvina, N. Gayatri, Md. Nimani M. Tekha	Circular Economy 2.0: Transforming Business Models for a More Sustainable Future	International Journal of Innovative Research in Engineering & Multidisciplinary Physical Sciences	Vol.13, Issue 6, Nov-Dec 2025
21.	Yaramala N., Sri Lekha N., Gayathri N., Abdul Rahaman S.	Beyond Efficiency: Harnessing Digital Twin Technologies for Sustainable Management Innovation	Journal of Emerging Technologies and Innovative Research (JETIR)	Vol.12, Issue 7, 2025

Head of the Department