



CMR COLLEGE OF ENGINEERING & TECHNOLOGY

(UGC Autonomous)

*Approved by AICTE *Affiliated to JNTUH * NAAC Accredited with A+ GRADE

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Academic Year 2023-24

International Conferences attended by MBA Faculty Members

Sl. No.	Name of the Faculty	Paper Title	Conference Theme	Organized by & Place	Date
1	Dr. L. Ramanjaneya	Buying Motives Impact on Sales Promotion and Segmentation with Reference to Omni Channel in Hyderabad City	Two-Day International Conference on “Paradigm Shift Towards Sustainable Management & Digital Practices: Exploring Global Trends and Innovations”	Vishwa Vishwani Institutions, Hyderabad	24th & 25th May, 2024
2	Mr. Mohammad Sirajuddin	Buying Motives Impact on Sales Promotion and Segmentation with Reference to Omni Channel in Hyderabad City	Two-Day International Conference on “Paradigm Shift Towards Sustainable Management & Digital Practices: Exploring Global Trends and Innovations”	Vishwa Vishwani Institutions, Hyderabad	24th & 25th May, 2024
3	Mr. R. Raju	“A Study on Impact of Affiliate Marketing on Behaviour Loyalty through Perceived Value in Presence of Customer Application with Special Reference to Hyderabad”	Two-Day International Conference on “Paradigm Shift Towards Sustainable Management & Digital Practices: Exploring Global Trends and Innovations”	Vishwa Vishwani Institutions, Hyderabad	24th & 25th May, 2024

National Conferences attended by MBA Faculty Members

Sl. No.	Name of the Faculty	Paper Title	Conference Theme	Organized by & Place	Date
1	Dr. P. Alekhya	“A Study on Impact of ESG on Financial Performance of the Selected Indian Banks”	National e-Conference on Industry 5.0: Transition Towards Sustainability	Ashoka Business School in affiliation with Savitribai Phule Pune University, Pune	22nd & 23rd May, 2024
2	Mrs. A. Renuka	“A Study on Impact of ESG on Financial Performance of the Selected Indian Banks”	National e-Conference on Industry 5.0: Transition Towards Sustainability	Ashoka Business School in affiliation with Savitribai Phule Pune University, Pune	22nd & 23rd May, 2024
3	Mr. R. Raju	“A Study on Exploring the Impact of Green Attitude on Purchase Intention Using Theory of Planned Behaviour”	National e-Conference on Industry 5.0: Transition Towards Sustainability	Ashoka Business School in affiliation with Savitribai Phule Pune University, Pune	22nd & 23rd May, 2024
4	Mrs. S. Swapna	Employee Satisfaction Level Towards Hybrid Work Model with Reference to Webmasters 4SEO in Hyderabad, Telangana.	National e-Conference on Industry 5.0: Transition Towards Sustainability	Ashoka Business School in affiliation with Savitribai Phule Pune University, Pune	22nd & 23rd May, 2024
5	Ms. K. M. Lalitha	Hybrid Work Initiative & Its Impact on Employee Engagement with Special Reference to IT Organizations in Telangana State.	National e-Conference on Industry 5.0: Transition Towards Sustainability	Ashoka Business School in affiliation with Savitribai Phule Pune University, Pune	22nd & 23rd May, 2024
6	Dr. Dowlath Ahammad	An Investigation into the Influence of Monetary Policy on Banking Conference	National e-Conference on Industry 5.0: Transition Towards Sustainability	Ashoka Business School in affiliation with Savitribai Phule Pune University, Pune	22nd & 23rd May, 2024
7	Mr. Mohammad Sirajuddin	Employee Perception towards Conflict Resolution Measures with	National e-Conference on Industry 5.0:	Ashoka Business School in affiliation with Savitribai Phule	22nd & 23rd May, 2024

		Reference to IT Sector in Telangana	Transition Towards Sustainability	Pune University, Pune	
8	Mr. Ch. Satish Yadav	Employee Perception towards Conflict Resolution Measures with Reference to IT Sector in Telangana	National e-Conference on Industry 5.0: Transition Towards Sustainability	Ashoka Business School in affiliation with Savitribai Phule Pune University, Pune	22nd & 23rd May, 2024
9	Mrs. A. Mounika	Employee Satisfaction Level Towards Hybrid Work Model with Reference to Webmasters 4SEO in Hyderabad, Telangana.	National e-Conference on Industry 5.0: Transition Towards Sustainability	Ashoka Business School in affiliation with Savitribai Phule Pune University, Pune	22nd & 23rd May, 2024
10	Mrs. P. Akhila	An Investigation into the Influence of Monetary Policy on Banking Conference	National e-Conference on Industry 5.0: Transition Towards Sustainability	Ashoka Business School in affiliation with Savitribai Phule Pune University, Pune	22nd & 23rd May, 2024
11	Mrs. A. Mounika	“Employee Satisfaction Level Towards Hybrid Work Model with Reference to Webmasters 4SEO in Hyderabad, Telangana”	National e-Conference on Industry 5.0: Transition Towards Sustainability	Ashoka Business School in affiliation with Savitribai Phule Pune University, Pune	22nd & 23rd May, 2024
12	Dr. Dowlath Ahammad	Empowering Entrepreneurship: Exploring the Role of Microfinance Crowd Funding, Peer-to-Peer Lending in Access in Capital	One Day National Conference on RTBMCA	Annamacharya Institute of Technology and Sciences, Kadapa	3rd May, 2024
13	Mrs. S. Swapna	The Impact of Learning Organization on Knowledge Performance and Adaptive Performance	One Day National Conference on RTBMCA	Annamacharya Institute of Technology and Sciences, Kadapa	3rd May, 2024
14	Mr. Mohammad Sirajuddin	Consumer Behaviour and Digital Marketing on Virtual Platform: A	One Day National Conference on RTBMCA	Annamacharya Institute of Technology and Sciences, Kadapa	3rd May, 2024

		Revolutionary Impact			
15	Dr. L. Ramanjaneya	Consumer Behaviour and Digital Marketing on Virtual Platform: A Revolutionary Impact	One Day National Conference on RTBMCA	Annamacharya Institute of Technology and Sciences, Kadapa	3rd May, 2024
16	Mrs. A. Renuka	Empowering Entrepreneurship: Exploring the Rolw of Microfinance Crowd Fundng, Peer-to-Peer Lending in Access in Capital	One Day National Conference on RTBMCA	Annamacharya Institute of Technology and Sciences, Kadapa	3rd May, 2024
17	Mrs. A. Mounika	“The Impact of Learning Organization on Knowledge Performance & Adaptive Performance”	One Day National Conference on RTBMCA	Annamacharya Institute of Technology and Sciences, Kadapa	3rd May, 2024
18	Dr. L. Ramanjaneya	“Understanding the Exertion of Influence: Exploring the Correlation and Drivers of Purchase Intent for Organic Food”	Two-Day National Conference on A Multi-Disciplinary Approach for Revitalization of Environment and Health	Indian Institute of Plantation Management, Bengaluru	1st & 2nd February, 2024
19	Dr. A. Kotishwar	“Mapping of the NFT Transactions and Its Effect on Global NFT Index”	74th All India Commerce Conference of Indian Commerce Association	Department of Commerce, University of Delhi	13th to 15th December, 2023