



# CMR COLLEGE OF ENGINEERING & TECHNOLOGY

(UGC Autonomous)

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## Academic Year 2024-25

### International Conferences attended by MBA Faculty Members

Sl. No.	Name of the Faculty	Paper Title	Conference Theme	Organized by & Place	Date
1	Dr. A. Kotishwar	“Impact of Payments Interface on Digitalization Growth in Banks: A Comprehensive Study”	Online “International Research Conference & Award Summit 2025”	Indian Institute of Finance, New Delhi	20th April, 2025
2	Dr. A. Kotishwar	“The Impact of Artificial Intelligence in Human Resource Practice Training and Development with Reference to Private Airlines in India”	Online “International Research Conference & Award Summit 2025”	Indian Institute of Finance, New Delhi	20th April, 2025
3	Dr. P. Alekhya	“Impact of Payments Interface on Digitalization Growth in Banks: A Comprehensive Study”	Online “International Research Conference & Award Summit 2025”	Indian Institute of Finance, New Delhi	20th April, 2025
4	Dr. Dowlath Ahammad	“The Impact of Interest Rate Policies on Housing Market Dynamics: Evidence from Emerging Economies”	Online “International Research Conference & Award Summit 2025”	Indian Institute of Finance, New Delhi	20th April, 2025
5	Dr. Dowlath Ahammad	“AI-Driven Green Finance and Renewable Energy Investments: A Comparative Study of Brazil and India”	Online “International Research Conference & Award Summit 2025”	Indian Institute of Finance, New Delhi	20th April, 2025
6	Dr. L. Ramanjaneya	“Role of CRM in Customer Acquisition and Retention with	International Research Conference &	Indian Institute of Finance, New Delhi	20th April, 2025

		Reference to Select Private Sector Banks in Hyderabad District”	Award Summit 2025		
7	Mrs. A. Mounika	“A Study on Motivational Factors Affecting Generationally Diverse Workforce”	International Research Conference & Award Summit 2025	Indian Institute of Finance, New Delhi	20th April, 2025
8	Mrs. K. Visali	“Managing Remote Employees with Artificial Intelligence–Driven Performance Tracking with Reference to Nonprofit Organizations in Telangana State”	International Research Conference & Award Summit 2025	Indian Institute of Finance, New Delhi	20th April, 2025
9	Dr. P. Hima Bindu	Supporting HR Strategies for Differently Able Employees and Inclusive Workforce in the Information Technology Sector in India.	International Research Conference & Award Summit 2025	Indian Institute of Finance, New Delhi	20th April, 2025
10	Mr. MD. Sirajuddin	Supporting HR Strategies for Differently Able Employees and Inclusive Workforce in the Information Technology Sector in India.	International Research Conference & Award Summit 2025	Indian Institute of Finance, New Delhi	20th April, 2025
11	Mrs. S. Swapna	“Managing Remote Employees with Artificial Intelligence–Driven Performance Tracking with Reference to Nonprofit Organizations in Telangana State”	International Research Conference & Award Summit 2025	Indian Institute of Finance, New Delhi	20th April, 2025
12	Mr. R. Raju	“Role of CRM in Customer Acquisition and Retention with Reference to	International Research Conference & Award Summit 2025	Indian Institute of Finance, New Delhi	20th April, 2025

		Select Private Sector Banks in Hyderabad District”			
13	Dr. Sayyad Saadiq Ali	“AI-Driven Green Finance and Renewable Energy Investments: A Comparative Study of Brazil and India”	Online “International Research Conference & Award Summit 2025”	Indian Institute of Finance, New Delhi	20th April, 2025
14	Dr. Dowlath Ahammad	“The Role of Artificial Intelligence in Enhancing Financial Services: Opportunities and Challenges”	International Conference on “AI, ML, and Emerging Technologies: Transforming Industries and Society”	AMIEE Association & CMAOI Association, Patna	11th to 13th April, 2025
15	Mrs. K. Visali	“The Role of Artificial Intelligence in Enhancing Financial Services: Opportunities and Challenges”	International Conference on “AI, ML, and Emerging Technologies: Transforming Industries and Society”	AMIEE Association & CMAOI Association, Patna, Bihar	11th–13th & 18th–19th April, 2025
16	Mr. Ch. Satish Yadav	“Marketing Manifestation and Artificial Intelligence: An Exploration of Customer Involvement Techniques in India”	7th International Conference on Smart Computing and Informatics 2025	Faculty of Engineering and Technology, Sunway University, Malaysia	8th & 9th April, 2025
17	Dr. L. Ramanjaneya	“Marketing Manifestation and Artificial Intelligence: An Exploration of Customer Involvement Techniques in India”	7th International Conference on Smart Computing and Informatics 2025	Faculty of Engineering and Technology, Sunway University, Malaysia	8th & 9th April, 2025
18	Mr. MD. Sirajuddin	“Marketing Manifestation and Artificial Intelligence: An Exploration of Customer Involvement Techniques in India”	7th International Conference on Smart Computing and Informatics 2025	Faculty of Engineering and Technology, Sunway University, Malaysia	8th & 9th April, 2025
19	Dr. Dowlath Ahammad	“Preserving Financial Health: Predictive Analysis	4th International Conference on Innovation and	VIT-AP School of Business (India), Newcastle Business	14th & 15th February, 2025

		of Financial Distress in the Healthcare Sector”	Sustainable Business Practices in the Digital Era 2025	School (Australia), Birmingham City University (UK), Heriot-Watt University (UK)	
20	Dr. Dowlath Ahammad	“Performance Comparison of Sustainability Indices vs. Traditional Indices in the Indian Stock Market”	13th International “Communication in the New World” Congress	Çanakkale Onsekiz Mart University & IKSAD, Turkey	1st–3rd October, 2024
21	Dr. Dowlath Ahammad	“Stumbling Blocks for Instructors Utilizing Electronic Resources in Literacy Classrooms”	13th International “Communication in the New World” Congress	Çanakkale Onsekiz Mart University & IKSAD, Turkey	1st–3rd October, 2024
22	Dr. P. Alekhya	A Study on Financial Inclusion and Economic Growth: With Reference to BRICS Countries	13th International “Communication in the New World” Congress	Çanakkale Onsekiz Mart University & IKSAD, Turkey	1st–3rd October, 2024
23	Dr. P. Alekhya	Islamic Finance and Conventional Finance: A Comparative Analysis of Risk and Return Profiles	13th International “Communication in the New World” Congress	Çanakkale Onsekiz Mart University & IKSAD, Turkey	1st–3rd October, 2024
24	Mrs. KM. Lalitha	“A Study on Enhancing HR Competency for Achieving Performance and Sustainability at IIHT Limited”	13th International Conference on “Communication in the New World Congress”	Çanakkale Onsekiz Mart University, ISKAD Turkey	1st–3rd October, 2024
25	Mrs. A. Mounika	“A Study on Enhancing HR Competency for Achieving Performance and Sustainability at IIHT Limited”	13th International Conference on “Communication in the New World Congress”	Çanakkale Onsekiz Mart University, ISKAD, Turkey	1st–3rd October, 2024
26	Mrs. Santoshi Shetty	“The Impact of Organizational Culture on Employee Burnout”	Online 13th International Conference on “Communication in the New World Congress”	Çanakkale Onsekiz Mart University, ISKAD Turkey	1st–3rd October, 2024

27	Mrs. K. Visali	“A Study on the Impact of Organizational Culture on Employee Burnout”	Online 13th International Conference on “Communication in the New World Congress”	Çanakkale Onsekiz Mart University, ISKAD, Turkey	1st–3rd October, 2024
28	Dr. L. Ramanjaneya	Promotional Pricing and Premium Strategies to Sustain Consumers in Fast Moving Sector with Reference to Hyderabad City	Two-Day 2nd International Conference on Advanced Research and Applications	Türkiye in collaboration with Sivas Cumhuriyet University, Azerbaijan Technical University & IKSAD Institute	19th–20th September, 2024
29	Mrs. A. Mounika	“A Study on the Impact of Green HRM Practices on Sustainable Performance”	Two-Day 2nd International Conference on Advanced Research and Applications	Türkiye in collaboration with Sivas Cumhuriyet University, Azerbaijan Technical University & IKSAD Institute	19th–20th September, 2024
30	Mrs. G. Sujatha	“A Study on Visual Merchandising in Triggering Impulsive Buying Behaviour among Generation Z and Millennials Customers in D Mart”	Two-Day 2nd International Conference on Advanced Research and Applications	Türkiye in collaboration with Sivas Cumhuriyet University, Azerbaijan Technical University & IKSAD Institute	19th–20th September, 2024
31	Mr. Ch. Satish Yadav	“Promotional Pricing and Premium Strategies to Sustain Consumers in Fast Moving Sector with Reference to Hyderabad City”	Two-Day 2nd International Conference on Advanced Research and Applications	Türkiye in collaboration with Sivas Cumhuriyet University, Azerbaijan Technical University & IKSAD Institute	19th–20th September, 2024
32	Mr. Ch. Satish Yadav	“A Study on Purchase Decision Process Towards ITC Food Limited with Reference to Hyderabad”	Two-Day 2nd International Conference on Advanced Research and Applications	Türkiye in collaboration with Sivas Cumhuriyet University, Azerbaijan Technical University & IKSAD Institute	19th–20th September, 2024
33	Mr. R. Raju	“A Study on Visual Merchandising in Triggering Impulsive Buying Behaviour among Generation Z and Millennials Customers in D Mart”	2nd International Congress on Advanced Research and Applications	Sivas Cumhuriyet University (Türkiye), Azerbaijan University, Azerbaijan Technical University & IKSAD Institute	19th–20th September, 2024

34	Ms. KM Lalitha	Artificial Intelligence Revolution in HR: Measuring the Impact on Employee Effectiveness	2nd International Congress on Advanced Research and Applications	Sivas Cumhuriyet University (Türkiye), Azerbaijan University, Azerbaijan Technical University & IKSAD Institute	19th–20th September, 2024
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### National Conferences attended by MBA Faculty Members

Sl. No.	Name of the Faculty	Paper Title	Conference Theme	Organized by & Place	Date
1	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, 2024
2	Dr. A. Kotishwar	“A Study on Unlocking the Power of Data: Modelling and Forecasting Conditional Volatility of Indian Stock”	National Conference on New Horizons in Commerce, Economics & Management Science	Department of Commerce & Economics, Anandrao Dhonde Alias Babaji Mahavidyalaya, Beed, Maharashtra	3rd September, 2024