



CMR COLLEGE OF ENGINEERING & TECHNOLOGY

(UGC Autonomous)

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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Details of Paper Publications in International and National Journals by the Faculty- 2022-23

S. No.	Name of the Faculty	Title of the Paper	Name of the Journal	Volume / Issue	ISSN No	Year of Publication	Indexing	Weblink
1	Dr. A. Kotishwar	Employee Cost Effect on Operating Profit with Relation to Digital Transaction of Select Bank: Connectivity Approach	Finance India	Vol.37 No.1 pp.255-266	0970-3772	March 2023	Scopus	https://www.financeindia.org/data/2023/FI371/FI-371-CP05.pdf
2	Dr. P. Alekhya	Employee Cost Effect on Operating Profit with Relation to Digital Transaction of Select Bank: Connectivity Approach	Finance India	Vol.37 No.1 pp.255-266	0970-3772	March 2023	Scopus	https://www.financeindia.org/data/2023/FI371/FI-371-CP05.pdf
3	Dr. A. Kotishwar	An Effect of Covid-19 on Select Asset Class Growth in India – A Study	Academy of Accounting and Financial Studies Journal	Vol.26 No.2 pp.1-16	1096-3685 / 1528-2635	July–Dec 2022	NA	https://www.abacademies.org/articles/An-effect-of-covid-19-on-select-asset-class-growth-in-india-a-study-1528-2635-26-1-148.pdf
4	Dr. P. Alekhya	An Effect of Covid-19 on	Academy of	Vol.26	1096-3685	July–Dec	NA	https://www.abacademies.org/articles/An-effect-of-covid-19-on-select-asset-class-growth-in-india-a-study-1528-2635-26-1-148.pdf

		Select Asset Class Growth in India – A Study	Accounting and Financial Studies Journal	No.2 pp.1-16	/ 1528-2635	2022		org/articles/An-effect-of-covid-19-on-select-asset-class-growth-in-india-a-study-1528-2635-26-1-148.pdf
5	Mrs. M. Pavani	Competitive Index Role on the Growth of Country Economy with reference to BRIC Countries	Madhya Bharti	Vol: 82 Issue No: 14 pp. 109-122	0974-0066	July – December 2022	UGC Care Group - I	
6	Dr. A. Kotishwar	Competitive Index Role on the Growth of Country Economy with reference to BRIC Countries	Madhya Bharti	Vol: 82 Issue No: 14 pp. 109-122	0974-0066	July – December 2022	UGC Care Group - I	
7	Dr. P. Alekhya	Impact of GST on Fasting Moving Consumer Goods Sector in India –An Empirical Study	Madhya Bharti	Vol.82 No.14 pp. 194-200	0974-0066	July – December 2022	UGC Care Group 1	
8	Dr. Dowlath Ahammad	A Study on the Effectiveness of ARIMA Time Series Modeling in Predicting Stock Prices	South India Journal of Social Science	Vol.21 No.34 pp. 66-78	0972-8945	Jan-June 2023	UGC Care Group-1	
9	Dr. Dowlath Ahammad	Analysis of Factors Impacting the Adaption of FinTech Application in Micro Enterprises.	Journal of the Oriental Institute	Vol.72 No.1 pp. 66-80	0030-5324	Jan - March 2023	UGC Care Group-1	
10	Mrs. M. Pavani	Analysis of Factors Impacting the Adaption of FinTech Application in Micro Enterprises.	Journal of the Oriental Institute	Vol.72 No.1 pp. 66-80	0030-5324	Jan - March 2023	UGC Care Group-1	
11	Dr. Dowlath	Are Personality Traits and Behavioral Biases	ANVESAK	Vol-53 No.1	0378-4568	Jan-June 2023	UGC Care	

	Ahammad	Controlling the Investment Decisions Evidence from Hyderabad City.		pp.142-151			Group-1	
12	Dr. Shesadri Kiran Tharimala	Are Personality Traits and Behavioral Biases Controlling the Investment Decisions Evidence from Hyderabad City.	ANVESAK	Vol-53 No.1 pp.142-151	0378-4568	Jan-June 2023	UGC Care Group-1	
13	Dr.Dowlath Ahammad	A Study on Factors Influencing Investments in Crypto Currencies	Madhya Bharti	Vol.82 No.14 pp. 33-38	0974-0066	July – December 2022	UGC Care Group 1	
14	Mrs. P. Samyukta	Insurance Penetration and Density Effect on Insurance Growth In India - A Study	Madhya Bharti	Vol.82 No.14 pp. 257-267	0974-0066	July – December 2022	UGC Care Group 1	
15	Dr. L. Ramanjaneya	Review of Rural Marketing and Innovation in promotional activities in India	Journal of Cardiovascular Disease Research	Vol.14 No.1 pp. 3711-3722	0975-3583	March 2023	Peer Review	https://www.jcdronline.org/index.php/JCDR/article/view/6551
16	Mr. Md Sirajuddin	Review of Rural Marketing and innovation in promotional activities in India	Journal of Cardiovascular Disease Research	Vol.14 No.1 pp. 3711-3722	0975-3583	March 2023	Peer Review	https://www.jcdronline.org/index.php/JCDR/article/view/6551
17	Dr. P. Umaphathi	Brand Tribalism's Effects on Customer Acquisition and Loyalty	ANVESAK	Vol-53 No.1 pp. 152-158	0378-4568	Jan-June 2023	UGC Care Group-1	
18	Mr. P. Ashok Reddy	Brand Tribalism's Effects on Customer Acquisition and Loyalty	ANVESAK	Vol-53 No.1 pp. 152-158	0378-4568	Jan-June 2023	UGC Care Group-1	

19	Dr. P. Umapathi	Impact of Social Media on Purchase Intention: A Mediating Effect of Information Quality and Trust on The Relationship of social media and Purchase Intentions.	Journal of the Oriental Institute	Vol.72 No.2 pp. 40-46	0030-5324	April-June 2023	UGC Care Group-1	
20	Dr. Shesadri Kiran Tharimala	Impact of Social Media on Purchase Intention: A Mediating Effect of Information Quality and Trust on The Relationship of social media and Purchase Intentions.	Journal of the Oriental Institute	Vol.72 No.2 pp. 40-46	0030-5324	April-June 2023	UGC Care Group-1	
21	Dr. Shesadri Kiran Tharimala	Does Customer Brand Engagement Affects Brand Loyalty? An Empirical Study in presence of Customer Trust with reference to Two-Wheeler Market in Hyderabad	South India Journal of Social Science	Vol.21 No.34 pp.54-65	0972-8945	Jan-June 2023	UGC Care Group-1	
22	Mrs. S. Swapna	Does Customer Brand Engagement Affects Brand Loyalty? An Empirical Study in presence of Customer Trust with reference to Two-Wheeler Market in Hyderabad	South India Journal of Social Science	Vol.21 No.34 pp.54-65	0972-8945	Jan-June 2023	UGC Care Group-1	
23	Mr. Md.	An Analytical Study on Meta Morphosis of	Turkish Journal of	Vol.14 No.01 pp.	1309-4653	Jan-June 2023	Peer Review	

	Sirajuddin	Digitalization and its Impact on Employee Engagement in Telangana.	Computer and Mathematics Education	167-176				
24	Dr. P. Alekhya	An Analytical Study on Meta Morphosis of Digitalization and its Impact on Employee Engagement in Telangana.	Turkish Journal of Computer and Mathematics Education	Vol.14 No.01 pp. 167-176	1309-4653	Jan-June 2023	Peer Review	
25	Dr. P. Umapathi	Remote work: A Paradigm shift of Working Culture in IT Industry	Madhya Bharti	Vol.82 No.14 pp. 213-218	0974-0066	July – December 2022	UGC Care Group 1	
26	Mrs. A. Mounica	Remote work: A Paradigm shift of Working Culture in IT Industry	Madhya Bharti	Vol.82 No.14 pp. 213-218	0974-0066	July – December 2022	UGC Care Group 1	
27	Dr. A. Kotishwar	Green Accounting and its Role in Developing Countries like India	Turkish Journal of Computer and Mathematics Education	Vol. 13 No. 3 pp.1279- 1287	1279-1287	July – December 2022	Peer Review	
28	Dr. A. Kotishwar	The Micro Finance Impact on Rural Sector and its Contribution towards Indian Economy	Journal of Critical Reviews	Vol. 09 No. 5 pp. 853-955	2394-5125	July – December 2022	Peer Review	