



## CMR COLLEGE OF ENGINEERING & TECHNOLOGY

(UGC Autonomous)

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

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### Department of Master of Business Administration

#### Details of Paper Publications in International and National Journals by the Faculty- 2023-24

S. No	Name of the Faculty	Title of the Paper	Name of the Journal	Volume/ Issue	ISSN No	Year of Publication	Indexing	Website Link
1	Dr. L. Ramanjaneya	Organic Food Purchase Intent Correlation and Drivers: Exploring the Influence and Exertion	IPE Journal of Management	Vol. 14. No. 23 pp.28-34	2249-9040	Jan- Jun 2024	UGC CARE	
2	Ch. Satish Yadav	Organic Food Purchase Intent Correlation and Drivers: Exploring the Influence and Exertion	IPE Journal of Management	Vol. 14. No. 23 pp. 28-34	2249-9040	Jan- Jun 2024	UGC CARE	
3	Dr. L. Ramanjaneya	Omni Channel Impact on Segmentation and Sales Promotion and Buying Motives for FMCG In Hyderabad City	RBU Journal of Economics	Vol. 28. No. 17 pp. 7-12	0975-802X	March, 2024	UGC CARE -1	

4	Md. Sirajuddin	Omni Channel Impact on Segmentation and Sales Promotion and Buying Motives for FMCG In Hyderabad City	RBU Journal of Economics	Vol. 28. No. 17 pp. 7-12	0975-802X	March, 2024	UGC CARE -1	
5	R. Raju	A Study on Impact of Affiliate Marketing on Behavioral Loyalty through Perceived Value in Presence of Customer Appreciation with Special Reference to Hyderabad	RBU Journal of Economics	Vol. 28. No. 17 pp. 245-255	0975-802X	March, 2024	UGC CARE -1	
6	P. Ashok Reddy	Mediating Effect of Perceived Product Sustainability and Influencer Marketing in the Relationship of Social Media Usage and Purchase Intentions of Sustainable Products	International Journal of Cultural Studies and Social Sciences	Vol. 20. No. 01 pp.157-164	2347-4777	Jan- Jun 2024	UGC CARE	
7	Dr. P. Umapathi	Mediating Effect of Perceived Product Sustainability and Influencer Marketing in the Relationship of Social Media Usage and Purchase Intentions of Sustainable Products	International Journal of Cultural Studies and Social Sciences	Vol. 20. No. 01 pp.157-164	2347-4777	Jan- Jun 2024	UGC CARE	
8	A. Renuka	Investigating Accountability and Justification in Research	Juni Khyat	Vol. 14. Issue No. 01	2278-4632	Jan 2024	UGC CARE	

		Development: An Empirical Study for Understanding the Insights		pp.35-41				
9	Ch Satish Yadav	A Study on Impact of Marketing Digitalization on Customer Satisfaction and Experience with Reference to Amazon in Hyderabad City	International Advanced Research Journal in Science, Engineering and Technology DOI: <a href="https://doi.org/10.17148/IARJSE.T.2024.11125">10.17148/IARJSE.T.2024.11125</a>	Vol. 11, Issue No:01 pp.223-228	2393-8021(O) 2394-1588(P)	Jan, 2024	Peer Review	
10	Dr. K. Mahesh	A Study on The Impact of Electronic Payment System on Financial Inclusion in Medchal	International Advanced Research Journal in Science, Engineering and Technology DOI: <a href="https://doi.org/10.17148/IARJSE.T.2024.11360">10.17148/IARJSE.T.2024.11360</a>	Vol. 11, Issue No:3 pp.371-380	2393-8021(O) 2394-1588(P)	March, 2024	Peer Review	
11	G. Sujatha	A Study on Impact of Gamification on Customer Loyalty Towards Apollo Pharmacy in Hyderabad City	International Advanced Research Journal in Science, Engineering and Technology DOI: <a href="https://doi.org/10.17148/IARJSE.T.2024.114111">10.17148/IARJSE.T.2024.114111</a>	Vol. 11, Issue No:4 pp.756-762	2393-8021(O) 2394-1588(P)	April, 2024	Peer Review	
12	Bushra Fathima	A Study on Impact of Artificial Intelligence on Buying and Selling of Shares on Value Labs Investors	International Advanced Research Journal in Science, Engineering and Technology DOI: <a href="https://doi.org/10.17148/IARJSE.T.2024.115117">10.17148/IARJSE.T.2024.115117</a>	Vol. 11, Issue:5 pp.770-776	2393-8021(O) 2394-1588(P)	May, 2024	Peer Review	
13	Md. Sirajuddin	Effectiveness of Nostalgia Marketing with Reference to Heritage Milk Products in	International Advanced Research Journal in Science, Engineering and Technology	Vol. 11, Issue:1 pp.215-222	2393-8021(O) 2394-	January, 2024	Peer Review	

		Hyderabad City, India	DOI: <a href="https://doi.org/10.17148/IARJSE.T.2024.11124">10.17148/IARJSE T.2024.11124</a>		1588(P)			
14	Y. Bhavya Sri	A Study on Risk Assessment of Debt Funds in Mutual Fund Investments	International Advanced Research Journal in Science, Engineering and Technology DOI: <a href="https://doi.org/10.17148/IARJSE.T.2024.11676">10.17148/IARJSE T.2024.11676</a>	Vol. 11, Issue:6 pp.557-563	2393-8021(O)  2394-1588(P)	June, 2024	Peer Review	<a href="https://iarjset.com/papers/a-study-on-risk-assessment-of-debt-funds-in-mutual-fund-investments/">https://iarjset.com/papers/a-study-on-risk-assessment-of-debt-funds-in-mutual-fund-investments/</a>
15	Dr. L. Ramanjaneya	Global Framework of Customer Relationship Management in a Speculative and Realistic Environment	Indian Literature	Vol. 344 No:01 pp.101-106	0019-5804	Jan – June 2024	UGC CARE	
16	Md. Sirajuddin	Global Framework of Customer Relationship Management in a Speculative and Realistic Environment	Indian Literature	Vol. 344 No:01 pp.101-106	0019-5804	Jan – June 2024	UGC CARE	
17	Dr. A. Kotishwar	An Analytical Study on Effect of Pandemic Covid – 19 on Mutual Fund Industry in India	Journal of Contemporary issues in Business and Government	Vol. 29 No.02 pp.85-92	2204-1990(P) 1323-6903(O)	November, 2023	Peer Review	<a href="https://cibgp.com/index.php/1323-6903">https://cibgp.com/index.php/1323-6903</a>