



CMR COLLEGE OF ENGINEERING & TECHNOLOGY

(UGC Autonomous)

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

Kandlakoya (V), Medchal Road, Hyderabad, Telangana State -501 401

Website: www.cmracet.ac.in

Department of Master of Business Administration

Details of Paper Publications in International and National Journals by the Faculty- 2024-25

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. A. Kotishwar	Artificial intelligence role and financial considerations with reference to micro financing and banking services in India	IET DOI: 10.1049/icp.2025.0284		ISBN:978-1-83724-286-3	March 2025	Scopus	https://ieeexplore.ieee.org/document/10916217
2	Dr. A. Kotishwar	Impact of Global Recession on Carbon Credits with special reference to India	Internal Journal of Business and Globalization https://doi.org/10.1504/IJBG.2024.140584	Vol.38, No.1 pp 114-135	1753-3635	August, 2024	Scopus	https://www.inderscience.com/info/inarticle.php?artid=140584
3	Dr. A. Kotishwar	A Study on Unlocking the Power of Data: Modeling and Forecasting Conditional Volatility of Indian Stock	International Journal of Advance and Applied Research	Vol. 05 Issue No.29 Pp.10-20	2347-7075	Sep. – Oct. 2024	Peer Review	

4	Dr. P. Alekhya	A Study on Unlocking the Power of Data: Modeling and Forecasting Conditional Volatility of Indian Stock	International Journal of Advance and Applied Research	Vol. 05 Issue No.29 Pp.10-20	2347-7075	Sep. – Oct. 2024	Peer Review	
5	Dr. A. Kotishwar	Exploring Work Life Balance if Migratory Labors in the Industrial Sector (Telangana)	IEOM Society International, USA	NA	NA	November, 2024	Peer Review	https://ieomsociety.org/proceedings/india2024/73.pdf
6	Dr. A. Kotishwar	Profitability Analysis on Green Banking Practices of State Bank of India with special reference to NEFT Transactions	ITSEIT	Vol. 12 Issue NO.01 pp. 184-195	1009-6744	December, 2024	Peer Review	
7	Dr. A. Kotishwar	Tribal Living Conditions and Development by Self Employment through the support of Micro Credit in Telangana State	SEEJPH https://doi.org/10.70135/seejph.vi.4096	Vol.25 S2	2197-5248	December, 2024	Peer Review	https://www.seejph.com/index.php/seejph/article/view/4096
8	Dr. A. Kotishwar	Investment Feasibility of Green Banking Practices and its Impact on Financial Performance of Banks	International Journal of Environmental Sciences	Vol.11 No. 13 pp.744-747	2229-7359	Jan – March, 2025	Peer Review	https://theaspd.com/index.php/ijes/article/view/1935
9	Dr. Sayyad Saadiq Ali	Corporate Governance Disclosures Reporting in India: A Bibliographic Analysis	Journal of Management and Entrepreneurship	Vol. 18, No.3	2229-5348	July - September 2024	UGC CARE	https://www.researchgate.net/publication/392884766_CORPORATE_GOVENANCE_DISCLOSURES_REPORTING_IN_INDIA_A_BIBLIOGRAPHIC_ANALYSIS

10	Dr. Dowlath Ahammad	The Role of Artificial Intelligence in Enhancing Financial Services: Opportunities and Challenges	Journal of Research and Innovation in Technology Commerce and Management	Vol. 02 Issue. 05 pp.2535-2543	3049-3129	May, 2025	Peer Review	https://jritm.org/Upload/The%20Role%20of%20Artificial%20Intelligence%20in%20Enhancing%20Financial%20Services%20Opportunities%20and%20Challenges.pdf
11	Mrs. K. Visali	The Role of Artificial Intelligence in Enhancing Financial Services: Opportunities and Challenges	Journal of Research and Innovation in Technology Commerce and Management	Vol. 02 Issue. 05 pp.2535-2543	3049-3129 (O)	May, 2025	Peer Review	https://jritm.org/Upload/The%20Role%20of%20Artificial%20Intelligence%20in%20Enhancing%20Financial%20Services%20Opportunities%20and%20Challenges.pdf
12	Mrs. A. Renuka	The Role of Artificial Intelligence in Enhancing Financial Services: Opportunities and Challenges	Journal of Research and Innovation in Technology Commerce and Management	Vol. 02 Issue. 05 pp.2535-2543	3049-3129 (O)	May, 2025	Peer Review	https://jritm.org/Upload/The%20Role%20of%20Artificial%20Intelligence%20in%20Enhancing%20Financial%20Services%20Opportunities%20and%20Challenges.pdf
13	Dr. Dowlath Ahammad	Performance of Crypto Currency in Comparison with Traditional Financial Markets	Indian Journal of Psychology	Vol.02	0019-5553	January – March, 2025	Peer Review	https://www.cmaoi.org/conference1/Performance%20of%20Cryptocurrency%20in%20Comparison%20With%20Traditional%20Financial%20Markets.pdf
14	Dr. Dowlath Ahammad	The Effect of Currency Fluctuations on Debt and Equity Markets	IPE Journal of Management	Vol. 14 No. 22 pp. 1-9	2249-9040	July – December, 2024	UGC CARE	
15	Mrs. P. Akhila	The Effect of Currency Fluctuations on Debt and Equity Markets	IPE Journal of Management	Vol. 14 No. 22 pp. 1-9	2249-9040	July – December, 2024	UGC CARE	
16	Dr. Dowlath Ahammad	Investigation into The Influence of Monetary Policy on Banking Performance	Humanities and Social Science Studies	Vol. 13, Issue 2, No.1 pp.73-78	2319-829X	July – December: 2024	UGC CARE	

17	Mrs. P. Akhila	Investigation into The Influence of Monetary Policy on Banking Performance	Humanities and Social Science Studies	Vol. 13, Issue 2, No.1 pp.73-78	2319-829X	July – December: 2024	UGC CARE	
18	Dr. L. Ramanjaneya	Impact of Digital Marketing: Virtual Platform on Consumer Buying Behavior	Indian Literature	Vol.342, Issue 1 pp.63-69	0019-5804	July-August 2024	UGC CARE	
19	Mr. Ch Satish Yada	Impact of Digital Marketing: Virtual Platform on Consumer Buying Behavior	Indian Literature	Vol.342, Issue 1 pp.63-69	0019-5804	July-August 2024	UGC CARE	
20	Dr. L. Ramanjaneya	Marketing Strategies Implementation Driven by Artificial Intelligence for Creating Customer Relationship in Telangana State	Journal of Management and Entrepreneurship	Vol.18 No.04 pp.1-6	2229-5348	Oct – Dec, 2024	UGC CARE	
21	Mr. Ch. Satish Yadav	Marketing Strategies Implementation Driven by Artificial Intelligence for Creating Customer Relationship in Telangana State	Journal of Management and Entrepreneurship	Vol.18 No.04 pp.1-6	2229-5348	Oct – Dec, 2024	UGC CARE	
22	Dr. L. Ramanjaneya	Investigation of Incorporated Advertising Correspondence and its Impact towards Improvement of Brand Decency	IPE Journal of Management	Vol. 14 No. 22 pp.16-20	2249-9040	Jul – Dec, 2024	UGC CARE	

23	Mr. Md. Sirajuddin	Investigation of Incorporated Advertising Correspondence and its Impact towards Improvement of Brand Decency	IPE Journal of Management	Vol. 14 No. 22 pp.16-20	2249-9040	Jul – Dec, 2024	UGC CARE	
24	Dr. P. Alekhya	A Study on Impact of ESG on Financial Performance of the Selected Indian Banks	Humanities and Social Science Studies	Vol.13 Issue.02 pp.82-91	2319-829X	Jul – Dec, 2024	UGC CARE	
25	Mrs. A. Renuka	A Study on Impact of ESG on Financial Performance of the Selected Indian Banks	Humanities and Social Science Studies	Vol.13 Issue.02 pp.82-91	2319-829X	Jul – Dec, 2024	UGC CARE	
26	Dr. B. D. Hansraj	A Study on Artificial Intelligence Reshaping the Future of Employment in Hyderabad	Journal of Emerging Technologies and Innovative Research	Vol.12 Issue. 12 pp.617-625	2349-5162	December, 2025	Peer Review	https://www.jetir.org/papers/JETIR2512477.pdf
27	Mrs. K. Bhavani	A Study on Assessing the Impact of Hybrid Work Model on Job Execution	International Advanced Research Journal in Science, Engineering and Technology DOI: 10.17148/IARJSET.2025.125398	Vol. 12, Issue:5 pp.1395-1406	ISSN: 2393-8021 (O) 2394-1588(P)	May, 2025	Peer Review	https://iarjset.com/wp-content/uploads/2025/06/IARJSET.2025.125398.pdf
28	Dr. Dowlath Ahammad	A Study on Performance of Green Bonds Vs Traditional Fixed Income Assets	International Advanced Research Journal in Science, Engineering and Technology DOI: 10.17148/IARJSET.2025.12659	Vol. 12, Issue:6 pp.451-459	ISSN: 2393-8021 (O) 2394-	June, 2025	Peer Review	https://iarjset.com/papers/a-study-on-performance-of-green-bonds-vs-traditional-fixed-income-assets/

					1588(P)			
29	Ms. K. M. Lalitha	A Study on Impact of Employee Engagement during Hybrid WorkModel with Special Reference to Unify Technologies	International Advanced Research Journal in Science, Engineering and Technology DOI: 10.17148/IARJSET.2025.12658	Vol. 12, Issue:6 pp.443-450	ISSN: 2393-8021 (O) 2394-1588(P)	June, 2025	Peer Review	https://iarjset.com/papers/a-study-on-impact-of-employee-engagement-during-hybrid-work-model-with-special-reference-to-unify-technologies/
30	Mrs. A. Mounika	The Impact of Employee Recognition Programs on Employee performance and Employee Engagement at Tech Mahindra	International Advanced Research Journal in Science, Engineering and Technology DOI: 10.17148/IARJSET.2025.124121	Vol. 12, Issue:4 pp.788-795	ISSN: 2393-8021 (O) 2394-1588(P)	April, 2025	Peer Review	https://iarjset.com/papers/the-impact-of-employee-recognition-programs-on-employee-performance-and-employee-engagement-at-tech-mahindra/
31	Dr L Ramanjaneya	A Study on Impact of Influencer Marketing & Online Customer Review on Purchase of Generation Z	International Advanced Research Journal in Science, Engineering and Technology DOI: 10.17148/IARJSET.2025.125397	Vol. 12, Issue:5 pp.1387-1394	ISSN: 2393-8021 (O) 2394-1588(P)	May, 2025	Peer Review	https://iarjset.com/papers/a-study-on-impact-of-influencer-marketing-online-customer-review-on-purchase-of-generation-z/
32	Mrs. Santoshi	A Study on Impact of Workplace Deviant Behaviour on Employee Performance at Mahavir Group	International Advanced Research Journal in Science, Engineering and Technology DOI: 10.17148/IARJSET.2025.124122	Vol. 12, Issue:4 pp.796-802	ISSN: 2393-8021 (O) 2394-1588(P)	April, 2025	Peer Review	https://iarjset.com/papers/a-study-on-impact-of-workplace-deviant-behaviour-on-employee-performance-at-mahavir-group/

33	Mrs. S Swapna	Role of HR Diversity Practices Influencing Work Group Inclusion in Selected IT Companies in Telangana	International Advanced Research Journal in Science, Engineering and Technology DOI: 10.17148/IARJSET.2025.12243	Vol. 12, Issue:2 pp.324-329	ISSN: 2393-8021 (O) 2394-1588(P)	February, 2025	Peer Review	https://iarjset.com/papers/role-of-hr-diversity-practices-influencing-work-group-inclusion-in-selected-it-companies-in-telangana/
34	Mrs. P. Akhila	A Study on Impact of Macro Economic Factors on ETFs Performance	International Advanced Research Journal in Science, Engineering and Technology DOI: 10.17148/IARJSET.2025.12347	Vol. 12, Issue:3 pp.335-342	ISSN: 2393-8021 (O) 2394-1588(P)	March, 2025	Peer Review	https://iarjset.com/wp-content/uploads/2025/04/IARJSET.2025.12347.pdf
35	Dr. P Alekhya	Impact of Tax Reforms on Individual Taxpayers in India: A Study of Tax Saving Schemes	International Advanced Research Journal in Science, Engineering and Technology DOI: 10.17148/IARJSET.2025.12346	Vol. 12, Issue:3 pp.324-334	ISSN: 2393-8021 (O) 2394-1588(P)	March, 2025	Peer Review	https://iarjset.com/papers/impact-of-tax-reforms-on-individual-taxpayers-in-india-a-study-of-tax-saving-schemes/
36	Mr. R. Raju	A Study on the Effect of Video Marketing on Consumer Engagement and Brand Recall	International Advanced Research Journal in Science, Engineering and Technology DOI: 10.17148/IARJSET.2025.12244	Vol. 12, Issue:2 pp.330-336	ISSN: 2393-8021 (O) 2394-1588(P)	February, 2025	Peer Review	https://iarjset.com/papers/a-study-on-the-effect-of-video-marketing-on-consumer-engagement-and-brand-recall/

37	Mrs. K. Vishali	A Study on Developing Anti-Fragile Leadership, Nurturing Leaders Who Thrive Under Pressure	International Advanced Research Journal in Science, Engineering and Technology DOI: 10.17148/IARJSET.2025.12147	Vol. 12, Issue:1p p.395-401	ISSN: 2393-8021 (O) 2394-1588(P)	January, 2025	Peer Review	https://iarjset.com/wp-content/uploads/2025/02/IARJSET.2025.12147.pdf
38	Dr. P Hima Bindu	A Study on Impact of Moonlighting on Employee Job Satisfaction And Retention In It Sector Hyderabad	International Advanced Research Journal in Science, Engineering and Technology DOI: 10.17148/IARJSET.2025.12148	Vol. 12, Issue:1p p.402-412	ISSN: 2393-8021 (O) 2394-1588(P)	January, 2025	Peer Review	https://iarjset.com/papers/a-study-on-impact-of-moonlighting-on-employee-job-satisfaction-and-retention-in-it-sector-hyderabad/
39	Mrs. A. Renuka	A Study on Risk Return Analysis of Infrastructure Stocks	ANVESAK	Vol.54 No.02 pp.202-210	0378-4568	Jul – Dec. 2024	Peer Review	
40	Mrs. A. Renuka	A Study on Portfolio Management	ANVESAK	Vol.54 No.02 pp.211-219	0378-4568	Jul – Dec. 2024	Peer Review	
41	Mrs. A. Renuka	Ethical Implications of AI in Marketing	Asian and Pacific Economic Review	Vol 17, No.1 pp.138-159	1000-6052	Aug 2024	ABDC C-Category	