



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.cmrct.ac.in

Department of Master of Business Administration

Details of Paper Publications in International Journals by the Faculty 2025-26

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	Dominance of Bitcoin on Selected Token Coins and Platform Coins	Finance India – Indian Institute of Finance	Vol.39 No.4	0970-3772	December, 2025	Scopus	https://www.financeindia.org/data/2025/FI394/FI-394-Art03.pdf
2	Dr. P. Alekhya	Dominance of Bitcoin on Selected Token Coins and Platform Coins	Finance India – Indian Institute of Finance	Vol.39 No.4	0970-3772	December, 2025	Scopus	https://www.financeindia.org/data/2025/FI394/FI-394-Art03.pdf
3	Mrs. P.V. Rajyalakshmi	From Intelligence to Influence: The Role of Culture and Sustainability in Driving Artificial Intelligence Performance	Exploresearch by MGM Publications	Vol. 03, No.01, pp.94-106	e-ISSN: 3048-815X	January-March, 2026	Peer Reviewed	https://mgmpublications.com/uploads/volume/1772882254.pdf

		with Reference to Manufacturing Sector in Hyderabad City						
4	Dr. A. Kotishwar	From Intelligence to Influence: The Role of Culture and Sustainability in Driving Artificial Intelligence Performance with Reference to Manufacturing Sector in Hyderabad City	Exploresearch by MGM Publications	Vol. 03, No.01, pp.94-106	e-ISSN: 3048-815X	January- March, 2026	Peer Revie wed	https://mgmpublications.com/uploads/volume/1772882254.pdf
5	Bushra Fathima	A Study on Impact of ESG Criteria on Mutual Fund Performance	International Advanced Research Journal in Science, Engineering and Technology DOI: 10.17148/IARJSET.2026.133112	Vol.13 Issue.3 pp.734-742	2393-8021	March, 2026		https://iarjset.com/papers/a-study-on-impact-of-esg-criteria-on-mutual-fund-performane/
6	Y. Bhavya Sri	A Study on Impact of ESG Criteria on Mutual Fund Performance	International Advanced Research Journal in Science, Engineering and Technology DOI: 10.17148/IARJSET.2026.133112	Vol.13 Issue.3 pp.734-742	2393-8021	March, 2026		https://iarjset.com/papers/a-study-on-impact-of-esg-criteria-on-mutual-fund-performane/
7	K. Visali	A Study on Employee Retention as a Catalyst for Sustainable Empirical Growth at Textus Info Solutions Pvt. Ltd.	International Journal of Innovative Research in Management Studies	Vol.08 Issue.02 pp.47-54	2455-7188	February, 2026		—
8	Santoshi	A Study on Employee Retention as a Catalyst for Sustainable Empirical Growth at Textus Info	International Journal of Innovative Research in Management Studies	Vol.08 Issue.02 pp.47-54	2455-7188	February, 2026		—

		Solutions Pvt. Ltd.						
9	Ch. Satish Yadav	Employee Perception towards Conflict Resolution Measures with reference to IT Sector in Telangana State	International Journal of Innovative Research in Management Studies	Vol.08 Issue.02 pp.39-46	2455-7188	February, 2026		—
10	Dr. A. Suresh Kumar	Determinants of Customers' Adoption of Digital Banking Services: Evidence from the Commercial Bank of Ethiopia, Semera District	International Advanced Research Journal in Science, Engineering and Technology	Vol.13 Issue.2 pp.448-455	2393-8021	February, 2026		https://iarjset.com/papers/determinants-of-customers-adoption-of-digital-banking-services-evidence-from-the-commercial-bank-of-ethiopia-semera-district/
11	Dr. B. D. Hansraj	Determinants of Customers' Adoption of Digital Banking Services: Evidence from the Commercial Bank of Ethiopia, Semera District	International Advanced Research Journal in Science, Engineering and Technology	Vol.13 Issue.2 pp.448-455	2393-8021	February, 2026		https://iarjset.com/papers/determinants-of-customers-adoption-of-digital-banking-services-evidence-from-the-commercial-bank-of-ethiopia-semera-district/
12	R. Raju	Investigating the Impact of Omni-Channel on Loyalty Intentions of Customers in Presence of Retail Shopping Experience in Hyderabad	International Advanced Research Journal in Science, Engineering and Technology	Vol.13 Issue.2 pp.300-311	2393-8021	February, 2026		https://iarjset.com/papers/investigating-the-impact-of-omni-channel-on-loyalty-intentions-of-customers-in-presence-of-retail-shopping-experience-

								in-hyderabad-2/
13	Ch. Satish Yadav	Investigating the Impact of Omni-Channel on Loyalty Intentions of Customers in Presence of Retail Shopping Experience in Hyderabad	International Advanced Research Journal in Science, Engineering and Technology	Vol.13 Issue.2 pp.300-311	2393-8021	February, 2026		https://iarjset.com/papers/investigating-the-impact-of-omni-channel-on-loyalty-intentions-of-customers-in-presence-of-retail-shopping-experience-in-hyderabad-2/
14	Dr. P. Alekhya	A Study on Impact of Corporate Actions on Share Prices Movements	International Advanced Research Journal in Science, Engineering and Technology	Vol.13 Issue.2	2393-8021	February, 2026		https://iarjset.com/papers/a-study-on-impact-of-corporate-actions-on-share-price-movements/
15	P. Akhila	A Study on Impact of Corporate Actions on Share Prices Movements	International Advanced Research Journal in Science, Engineering and Technology	Vol.13 Issue.2	2393-8021	February, 2026		https://iarjset.com/papers/a-study-on-impact-of-corporate-actions-on-share-price-movements/
16	G. Sujatha	A Study on Factors Affecting Consumer Perception Towards Online Shopping	International Advanced Research Journal in Science, Engineering and Technology	Vol.13 Issue.2 pp.213-222	2393-8021	February, 2026		https://iarjset.com/papers/a-study-on-factors-affecting-consumer-perception-towards-online-shopping/
17	Dr. L. Ramanjaneya	A Study on Factors Affecting Consumer Perception Towards Online Shopping	International Advanced Research Journal in Science, Engineering and Technology	Vol.13 Issue.2 pp.213-222	2393-8021	February, 2026		https://iarjset.com/papers/a-study-on-factors-affecting-consumer-perception-

								towards-online-shopping/
18	Santoshi Shetty	A Study on the Role of Artificial Intelligence in Talent Acquisition in Selected IT Companies, Hyderabad	International Advanced Research Journal in Science, Engineering and Technology	Vol.13 Issue.2 pp.197-205	2393-8021	February, 2026		https://iarjset.com/papers/a-study-on-the-role-of-artificial-intelligence-in-talent-acquisition-in-selected-it-companies-hyderabad/
19	K. Visali	A Study on the Role of Artificial Intelligence in Talent Acquisition in Selected IT Companies, Hyderabad	International Advanced Research Journal in Science, Engineering and Technology	Vol.13 Issue.2 pp.197-205	2393-8021	February, 2026		https://iarjset.com/papers/a-study-on-the-role-of-artificial-intelligence-in-talent-acquisition-in-selected-it-companies-hyderabad/
20	Ch. Satish Yadav	Consumer Perception Towards Digital Payment Platforms in Rural Area with reference Kodad Mandal	International Advanced Research Journal in Science, Engineering and Technology	Vol.13 Issue.2 pp.223-233	2393-8021	February, 2026		https://iarjset.com/papers/consumer-perception-towards-digital-payment-platforms-in-rural-area-with-reference-kodad-mandal/
21	R. Raju	Consumer Perception Towards Digital Payment Platforms in Rural Area with reference Kodad Mandal	International Advanced Research Journal in Science, Engineering and Technology	Vol.13 Issue.2 pp.223-233	2393-8021	February, 2026		https://iarjset.com/papers/consumer-perception-towards-digital-payment-platforms-in-rural-area-with-reference-kodad-mandal/

22	A. Mounika	Recruitment Using Artificial Intelligence on Candidate Engagement and Employee Retention Rate	International Advanced Research Journal in Science, Engineering and Technology	Vol.13 Issue.2 pp.234-242	2393-8021	February, 2026	https://iarjset.com/papers/recruitment-using-artificial-intelligenceai-on-candidate-engagement-and-employee-retention-rate-at-hiringeye-solutions-private-limited/
23	S. Swapna	Recruitment Using Artificial Intelligence on Candidate Engagement and Employee Retention Rate	International Advanced Research Journal in Science, Engineering and Technology	Vol.13 Issue.2 pp.234-242	2393-8021	February, 2026	https://iarjset.com/papers/recruitment-using-artificial-intelligenceai-on-candidate-engagement-and-employee-retention-rate-at-hiringeye-solutions-private-limited/
24	K. Visali	Workforce Reskilling and Upskilling during Employee Development at Selected IT Companies	International Advanced Research Journal in Science, Engineering and Technology	Vol.13 Issue.1 pp.477-484	2393-8021	January, 2026	https://iarjset.com/papers/a-study-on-the-workforce-reskilling-and-upskilling-during-employee-development-at-selected-it-companies-hyderabad/
25	Santoshi	Workforce Reskilling and Upskilling during Employee Development at Selected IT Companies	International Advanced Research Journal in Science, Engineering and Technology	Vol.13 Issue.1 pp.477-484	2393-8021	January, 2026	https://iarjset.com/papers/a-study-on-the-workforce-reskilling-and-upskilling-during-employee-development-at-selected-it-companies-hyderabad/

								employee-development-at-selected-it-companies-hyderabad/
26	Dr. L. Ramanjaneya	Marketing Manifestation and Artificial Intelligence an Exploration of Customer Involvement Techniques in India	International Advanced Research Journal in Science, Engineering and Technology	Vol.13 Issue.1 pp.461-469	2393-8021	January, 2026		https://iarjset.com/papers/marketing-manifestation-and-artificial-intelligence-an-exploration-of-customer-involvement-techniques-in-india/
27	G. Sujatha	Marketing Manifestation and Artificial Intelligence an Exploration of Customer Involvement Techniques in India	International Advanced Research Journal in Science, Engineering and Technology	Vol.13 Issue.1 pp.461-469	2393-8021	January, 2026		https://iarjset.com/papers/marketing-manifestation-and-artificial-intelligence-an-exploration-of-customer-involvement-techniques-in-india/
28	Dr. Dowlath Ahammad	A Study on Tax Awareness, Planning and Tax Saving Investments of Individual Assesses in Hyderabad City	International Advanced Research Journal in Science, Engineering and Technology	Vol.13 Issue.1 pp.485-492	2393-8021	January, 2026		https://iarjset.com/papers/a-study-on-tax-awareness-planning-and-tax-saving-investments-of-individual-assesses-in-hyderabad-city/
29	P. Akhila	A Study on Tax Awareness, Planning and Tax Saving Investments of Individual Assesses in Hyderabad City	International Advanced Research Journal in Science, Engineering and Technology	Vol.13 Issue.1 pp.485-492	2393-8021	January, 2026		https://iarjset.com/papers/a-study-on-tax-awareness-planning-and-tax-saving-investments-of-

								individual-assesses-in-hyderabad-city/
30	S. Swapna	A Study on Impact of Group Cohesion on Social Loafing at Selected IT Companies, Hyderabad	International Advanced Research Journal in Science, Engineering and Technology	Vol.13 Issue.1 pp.470-476	2393-8021	January, 2026		https://iarjset.com/papers/a-study-on-impact-of-group-cohesion-on-social-loafing-at-selected-it-companies-hyderabad/
31	A. Mounika	A Study on Impact of Group Cohesion on Social Loafing at Selected IT Companies, Hyderabad	International Advanced Research Journal in Science, Engineering and Technology	Vol.13 Issue.1 pp.470-476	2393-8021	January, 2026		https://iarjset.com/papers/a-study-on-impact-of-group-cohesion-on-social-loafing-at-selected-it-companies-hyderabad/
32	A. Renuka	A Study on Impact of Global Oil Prices on Indian Stock Market	International Advanced Research Journal in Science, Engineering and Technology	Vol.12 Issue.7 pp.420-429	2393-8021	July, 2025		https://iarjset.com/papers/a-study-on-impact-of-global-oil-prices-on-indian-stock-market/
33	D. Babu	A Study on the Technical Analysis of Selected Stocks in the Financial Services Sector for Predicting Future Share Prices	International Advanced Research Journal in Science, Engineering and Technology	Vol.12 Issue.7 pp.411-419	2393-8021	July, 2025		https://iarjset.com/papers/a-study-on-the-technical-analysis-of-selected-stocks-in-the-financial-services-sector-for-predicting-future-share-prices/