

Academic Year 2022-23

International Conferences attended by MBA Faculty Members

Sl. No.	Name of the Faculty	Paper Title	Conference Theme	Organized by & Place	Date
1	Dr. L. Ramanjaneya	“Exploring Behavioural Intentions towards Omni Channel Marketing: An Empirical Investigation through Utaut2 in Presence of Brand Equity, Value Equity and Relationship Equity”	International Research Conference & Award Summit 2023	Indian Institute of Finance, New Delhi	20th & 21st May, 2023
2	Dr. T. Shesadri Kiran	“Exploring Behavioural Intentions towards Omni Channel Marketing: An Empirical Investigation through Utaut2 in Presence of Brand Equity, Value Equity and Relationship Equity”	International Research Conference & Award Summit 2023	Indian Institute of Finance, New Delhi	20th & 21st May, 2023
3	Dr. P. Umapathi	“Exploring Behavioural Intentions towards Omni Channel Marketing: An Empirical Investigation through Utaut2 in Presence of Brand Equity, Value Equity and Relationship Equity”	International Research Conference & Award Summit 2023	Indian Institute of Finance, New Delhi	20th & 21st May, 2023
4	Dr. A. Kotishwar	“Dominance of Bitcoin on Selected Token Coins and Platform Coins”.	Online International Conference on “International Research Conference & Award Summit	Indian Institute of Finance, New Delhi	6th to 8th January, 2023
5	Dr. Dowlath Ahammad	“Efficiency of Time Series Modelling (ARIMA) In Predicting Stock Prices: A Study”.	Two-Day International Conference on IEFICS-2022	Department of Commerce, VISTAS, Chennai	20th & 21st October, 2022

6	Dr. L. Ramanjaneya	“Impact of Promotional Activities in Digital Marketing with reference to E-Marketing Platform – A Study”	Two-Day International Conference on “IEFICS-2022”	Department of Commerce, VISTAS, Chennai	20th & 21st October, 2022
7	S. Swapna	“Does Customer Brand Engagement affects Brand loyalty? An Empirical study in presence of Customer Trust”.	Two-Day International Conference on “IEFICS-2022”	Department of Commerce, VISTAS, Chennai	20th & 21st October, 2022
8	Dr. Dowlath Ahammad	“Evaluation of Factors Influencing Usage of FinTech Applications in Micro Business”.	International Conference on Empowering to Create Smart Future through E-Governance and Digitization	School of Management, Presidency University, Bengaluru	8th July, 2022

National Conferences attended by MBA Faculty Members

Sl. No.	Name of the Faculty	Paper Title	Conference Theme	Organized by & Place	Date
1	Mohammad Sirajuddin	A Conceptual Study on Digital Revolution and Human Resource Management	National e–Conference on Managing Business in Digital Era	AJK College of Arts and Science, Coimbatore	27th February, 2023
2	Dr. A. Kotishwar	“Competitive Index Role on the Growth of Country Economy with reference to BRIC Countries”	Two-Day National Conference on “Sustainable Business Practices (SBP’22)”	Telangana Mahila Viswavidyalayam, Women’s University, University College for Women, O.U., Koti, Hyderabad	14th & 15th September, 2022
3	S. Swapna	An Empirical Study on Impact on Virtual Teams on Employee Performance	Two-Day National Conference on “Sustainable Business Practices (SBP’22)”	Telangana Mahila Viswavidyalayam, Women’s University, University College for Women, O.U., Koti, Hyderabad	14th & 15th September, 2022
4	Dr. Dowlath Ahammad	“A Study on Factors Influencing Investments in Crypto Currencies”	Two-Day National Conference on Sustainable Business Practices	Department of Commerce, Telangana Mahila Vishwavidyalayam	14th & 15th September, 2022