

DEPARTMENT OF MANAGEMENT

MAIN PROJECT OF M.B.A (2021-2023) SEC-A

S.No	HT Number	Name of the Student	Project Title	Guide Name
1	21H51E0001	A. Laxmi	A study on corruption and economic growth -Asian Pacific Countries	Dr. A. Kotishwar
2	21H51E0002	A. Poojitha	Impact of economy on public and private debt in india	Dr. P. Alekhya
3	21H51E0003	A.Sravya	A study on gold derivatives in comparison with nifty	Dr. P. Alekhya
4	21H51E0004	Abhishek Muraleedharan	A Study on performance evaluation of public and private equity mutual funds in India	Dr. A. Kotishwar
5	21H51E0006	Achuth Alladi	Riding the waves of oil price volatility:How It impacts on India's Economy and stock market	Dr. P. Alekhya
6	21H51E0007	Anand Pandey	Determinants of space leasing companies -an empirical study of Solomon capital advisory	Dr. P. Umapathi
7	21H51E0008	Annemoni Srivani	Impact of Banking scams of Stock market- A Study	Dr. A. Kotishwar
8	21H51E0009	Arroju Sreeharsha	A study on corporate governance of indian financial sector companies and it's impact on firm performance	Dr. Dowlath Ahammad
9	21H51E0010	Asa Upender	The role of emotional advertising on consumer buying behaviour towards Domino's Pizza	Dr. L. Ramanjaneya
10	21H51E0011	Asma	The effect of wages and welfare facilities on employee productivity : Mediating role of employee work motivation	Mrs. A Mounika
11	21H51E0012	Avuthu Spoorthi Reddy	A study on understanding user emotions on reuse of online food delivery applications using PAD & SOR theories with special reference to Zomato Hyderabad	Dr. T. Seshadri Kiran
12	21H51E0013	B.Anil	A study on impact of FDI on agriculture and industrial sector	Dr. Dowlath Ahammad
13	21H51E0014	B Madhava Charan	A study on exploring impact of green attitude on purchase intention using theory of planned behaviour with reference to Organic India private limited Hyderabad	Dr. T. Seshadri Kiran

14	21H51E0015	Bakkagoni Vikas Goud	A study on impact of promotional mix elements on buyer Behaviour towards Yamaha Bike	Dr. T. Seshadri Kiran
15	21H51E0016	Badam Rakesh	Economic growth on the development of financial market-A study	Dr. P. Alekhya
16	21H51E0017	Raju Bakkannagari	A study on Brand image and purchase intention with reference to Toyota	Mr. Mohammad Sirajuddin
17	21H51E0018	Bakkathatla Sandeep	A study on Artificial intelligence Revolutionizing Digital marketing with reference to Media mint	Mr. P. Ashok Reddy
18	21H51E0019	Balagam.Saiteja	Determinants of space leasing companies -an empirical study of Solomon capital advisory	Dr. Dowlath Ahammad
19	21H51E0020	Banavath Divya	A study on examine the branding tribes on customer purchase decision and brand image towards Yamaha	Mr. R. Raju
20	21H51E0021	Bandela Manoj Kumar	A study on investigating on effect of digital marketing on online purchase intention: mediation effect of customer engagement and brand image	Dr. T. Seshadri Kiran
21	21H51E0022	Banuri Pranay Goud	Impact of social networking on talent acquisition	Dr. T. Seshadri Kiran
22	21H51E0023	Bedaramaina Srikanth	The role of emotional advertising on consumer buying behaviour towards Domino's Pizza	Dr. P. Alekhya
23	21H51E0024	Bhootham Manisha	A study on impact of HRIS adoption on job satisfaction through employee motivation	Mrs. S. Swapna
24	21H51E0025	Bidari Anusha	A Volatility Effect Analysis of Comdex on Sensex-Indian Evidence.	Dr. A. Kotishwar
25	21H51E0026	Boddu Ramesh	A study on the impact of earning Announcement on the stock prices of companies listed in NSE	Dr. Dowlath Ahammad
26	21H51E0027	Boddula Deepika	social media impact on purchase intentions "an empirical study of heritage foods	Dr. P. Umapathi
27	21H51E0028	Pantangir Prasad	A study on impact of relationship marketing and customer loyalty towards bajaj auto mobiles hyderabad	Dr. L. Ramanjaneya
28	21H51E0030	C.Nikitha	A study on corruption and economic growth -BRICS countries	Mrs. M. Pavani
29	21H51E0031	C.Vaishnavi	A study on the role of Green HRM strategies on employee work place behaviour.	Mrs. S. Swapna

30	21H51E0032	Archana Chamanti	A Study on the role of Employer Branding it's effect on employee commitment and employee retention at Unify technology	Mrs. S. Swapna
31	21H51E0033	Chatari Pavan Kumar	A study on understanding generational effects on workplace flexibility and work engagement	Dr. P. Alekhya
32	21H51E0034	Ch.Naresh	A study on impact of brand attitude on online purchase intention of Domino's	Mr. P. Ashok Reddy
33	21H51E0035	Chiliveri Sahithi	Competitive Index role on the growth of country economy with reference to BRICS	Dr. A. Kotishwar
34	21H51E0036	Chittyala Sai Kumar	A study on brand equity as an outcome of social media marketing efforts and it's impact on purchase intention in maruti Suzuki with special reference to Hyderabad	Dr. T. Seshadri Kiran
35	21H51E0037	Churmule Dattaprasad	A project report on analysis of factor influence to improve user engagement for paytm app in india digital payment system	Dr. L. Ramanjaneya
36	21H51E0038	Keertana Conela Kanchu	Fed rate change impact on the selected global indices performance	Dr. Dowlath Ahammad
37	21H51E0039	Nagarani Dandu	The impact of Right issues on share prices:An empirical analysis	Dr. P. Alekhya
38	21H51E0040	Vemika Dappili	A study on exploring the antecedent of Spillover effect on customer loyalty in presence of product image towards Maruti Suzuki in Hyderabad.	Dr. T. Seshadri Kiran
39	21H51E0041	Akhila Deeti	An Empirical study on gold ETFs in India with reference to HDFC Bank	Dr. Dowlath Ahammad
40	21H51E0042	Dev Pareek	A study on investigating the effect of online social network characteristics on consumer purchase intention through type of involvement and SNS Brand Community Commitment with special reference to Hyderabad	Dr. T. Seshadri Kiran
41	21H51E0043	Dhangar Deepika	Crisis in the developing world : Assessing the impact of recession on emerging economics.	Dr. A. Kotishwar
42	21H51E0044	Divya	A Study on Financial literacy and Investment decisions of Investors in Hyderabad.	Dr. P. Alekhya
43	21H51E0045	Dubba Vaishnavi	The Macro-Market Connection: An Empirical Study	Dr. P. Alekhya

			of the Relationship between Macroeconomic Variables and Stock Market Returns in India	
44	21H51E0046	E Mamatha	Unlocking the power of data: modelling and forecasting conditional volatility of indian stock	Dr. A. Kotishwar
45	21H51E0047	Gollapudisusmith	A study on understanding generational effects on workplace flexibility and work engagement	Dr. Dowlath Ahammad
46	21H51E0049	Gangannagari Manisha	Inter relation between the Fiscal deficit, Public debt and Bond yield with reference to the India	Dr. A. Kotishwar
47	21H51E0050	Gidde Meghana	Effectiveness of Reward system on motivational levels of employees at PNB MetLife	Dr. P. Umapathi
48	21H51E0051	Gudala Sonia	A study on impact of enwomb of brand tribes on consumer purchase intention: Through the lens of IAM and IACM theory towards mobiles.	Dr. T. Seshadri Kiran
49	21H51E0052	Gudheti Raghu	A Comparative analysis of financial performance metrics across industries	Dr. L. Ramanjaneya
50	21H51E0053	Prasanthi Guglavath	Impact of social networking on talent acquisition.	Mrs. S. Swapna
51	21H51E0054	Srujana Gunda	Impact of organisation climate on organisational commitment, Job satisfaction and perceived organisation performance	Dr. P. Umapathi
52	21H51E0055	Gurram Harshitha	An analysis of financial planning for salaried employees and strategies for tax saving at HSBC PVT. LTD	Dr. A. Kotishwar
53	21H51E0056	Injapuri Ramakrishna Ramesh	A study on correlation of Total return, Issue price and Issue size of IPO	Dr. A. Kotishwar
54	21H51E0057	Injeti Shiny	A study on understanding generational effects on workplace flexibility and work engagement on employee commitment	Mrs. S. Swapna
55	21H51E0058	Jakkula Mahesh	A Study on impact of Reward Frequency on purchase intention towards MORE super market	Mr. P. Ashok Reddy
56	21H51E0059	Jadi Srikanth	a study on consumer perception towards jawa motor cycle in hyderabad	Dr. T. Seshadri Kiran
57	21H51E0060	Nikitha Jakkula	a study on payroll system	Dr. P. Umapathi
58	21H51E0061	Jamalpur Shambhavi	A study on role of succession planning and it's	Mrs. S. Swapna

			impact on organizational sustainability.	
59	21H51E0063	Jeedula Manasa	To study the impact of merger on Union bank shareholder value and Risk profile	Dr. A. Kotishwar
60	21H51E0064	Jende Soumya Goud	A study on stock market performance of public and private sector banks	Dr. A. Kotishwar