

DEPARTMENT OF MANAGEMENT
MAIN PROJECT OF M.B.A (2022-2024) SEC-A

S.No	HT Number	Name of the Student	Project Title	Guide Name
1	22H51E0003	Akkena .Alekhya	A study on impact of Green HRM practices on sustainable performance	A.Mounika
2	22H51E0005	A. Nikhilsai	A Study on retail performance through omnichannel personalization	S. Swapna
3	22H51E0006	Alvala Aravind	A study on customer relationship management for potential customers in an practice	Ramanjaneya
4	22H51E0007	A. Vema reddy	A study on promotional pricing and premium strategies for consumer pull in FMCG sector with reference to hyderabad	Mohammad sirajuddin
5	22H51E0008	A shivashankar	A STUDY ON IMPACT OF CONTENT MARKETING ON CUSTOMER ENGAGEMENT THROUGH SOCIAL MEDIA PLATFORMS WITH SPECIAL REFERENCE TO COCO-COLA	R.Raju
6	22H51E0009	Atukuri manoj kumar	Analysing the dynamic between fiscal deficit, public debt and bond yields in india	Kotishewar
7	22H51E0010	B Rohan	Enhancing quick payment services : achieving interoperability between upi and imps	Dr.P.Alekhya
8	22H51E0011	B.Rohith	MARKET MICROSTRUCTURE ANALYSIS: ORDER FLOW IMBALANCE AND PRICE DISCOVERY IN HIGH FREQUENCY TRADING DATA	DR Dowlath Ahammad
9	22H51E0012	Bhuvaneswari	A study on impact of workplace deviant behaviour on employee performance.	Santhoshi mam
10	22H51E0013	B.srichandana	A STUDY ON GAMIFYING JOB TRAINING ON EMPLOYEE SKILLS AND EMPLOYEE ENGAGEMENT	A.Mounika
11	22H51E0014	Balla sowmya	A study on impact of cross training programs on organizational efficiency	Rajya lakshmi
12	22H51E0015	Bandari Kalyan	A study on the effect of advertising on the sales generation with reference to FMCG	Ashok Reddy
13	22H51E0016	Bandi Vinny Reddy	A Study to reduce women employee attrition in mahavir group	S.Swapna mam
14	22H51E0017	Anvesh Nayak	A study on purchase decision process towards ITC Food limited reference to Hyderabad	Sathish yadav
15	22H51E0018	Bathula Laxman	Intricate Relationship Of Fiscal Deficit And Defence Expenditure With Reference To India	Dr.P.Alekhya
16	22H51E0019	B.Swathi	A study on the impact of gold price fluctuation on the stock market	Dr.P.Alekhya
17	22H51E0020	B.Rahul	A study on corruption index role in indian economic growth with reference to interfontinental evidence	Dr.P.Alekhya

18	22H51E0021	B.sai jyoshna	A study on influence of customer experience management on customer retention and branding	Dr.L.ramanjaneya
19	22H51E0022	Bikkannagari Harika Reddy	A study on impact of global commodities on global inflation	Dr. A. Kotishwar
20	22H51E0024	Bolleddu Rishi	A study on investment risk and return of select energy stock in india at adani power	Dowlath Ahammad
21	22H51E0025	Ruchika	A study on exploring the shift in investor mindsets post covid 19 at Hyderabad	Dr. A. Kotishwar
22	22H51E0026	Burgula Malleshwari	A study on the impact of organizational culture factors on employee burnout	Santoshi shetty
23	22H51E0027	BYAGARI THARUN KUMAR	A study on impact of service quality on customer satisfaction and loyalty towards Toyota services	Dr.L.Ramanjaneya
24	22H51E0028	C.Nikitha	The relationship between Employment factors and Insurance:A study of push and pull dynamics	A.Renuka
25	22H51E0029	Challa Keerthana	A study on the relationship between cryptocurrency and indian stock market pre and post with covid 19	Dr. A. Kotishwar
26	22H51E0030	Challa Panthej Reddy	A STUDY ON THE IMPACT OF TECHNOLOGICAL ADVANCEMENTS ON CONSUMER PREFERENCES TOWARDS AUTOMOBILES INDUSTRIES IN HYDERABAD	Mohammad Sirajuddin
27	22H51E0034	Ch.krishna	A study of global peace index impact on economic growth of india	Dr.A.Kotishwar
28	22H51E0035	CH.Hima Bindhu	A study on the impact of financial risk management on the profitability of select insurance company	Dr.A.Kotishwar
29	22H51E0036	Chityala bhavani chary	A study on the impact of guerrilla marketing strategies on modern consumers	P Ashok
30	22H51E0037	Chokkala Ramya	A Study on Green Marketing impact on Brand image and purchase decision with reference to Amazon in South India	Mohammad Siraj Udhin
31	22H51E0039	D Akhil	The influence of personalization in email marketing on customer engagement and conversion rate	R.Raju
32	22H51E0040	D.Sneha	A study on the impact of HR technology on Work Ethics in ComTec IT	S.Swapna
33	22H51E0041	Damarasingi Navya	A STUDY ON EQUITY ANALYSIS OF SELECTED STOCK USING A MOVING AVERAGE CONVERGENCE/DIVERGENCE (MACD)â€	Dr. Dowlath Ahammad
34	22H51E0042	Dasari Bhavana	The impact of employee recognition programs on employee performance and employee Engagement	A.Mounika
35	22H51E0043	Devarashetty Sai Prasad	A STUDY ON OPTIMIZING ECONOMIC PERFORMANCE: THE ROLE OF MONETARY POLICY IN LIQUIDITY MANAGEMENT WITH REFERENCE TO INDIAâ€	Dr P Alekhya
36	22H51E0044	Pallavi Dhumale	A study of venture capital financing and growth in IndiaÂ (2014-2023)	Dr.A.Kotishwar

37	22H51E0045	Doguparthi.Ganesh	A study on determinants of employee retention strategies	A.mounika
38	22H51E0046	Donakanti Poojitha	DIVERSIFICATION BENEFITS IN INDIA REAL ESTATE INVESTMENT TRUSTS(I-REITs);ANALYSIS BY PROPERTY	Dr. Dowlath Ahammad
39	22H51E0047	Enaganti Harish	Unraveling the complex relationship between corporate sovereign and Indian bond indices	Dr.p.Alekhyia
40	22H51E0048	E.Pooja	Impact of CSR initiatives and financial performance on select IT companies.	P. Alekhya
41	22H51E0049	Etthadi Nivas	A STUDY ON FACTORS INFLUENCING DISTRIBUTION CHANNEL OF MUTUAL FUND (ADITYA BIRLA SUN LIFE MUTUAL FUNDS)	Dr.L. RAMANJANEYA
42	22H51E0050	Gadde Akshaya	CATALYST FOR GROWTH: THE ROLE OF REFINANCING INSTITUTIONS IN THE INDIAN ECONOMY	Dr. Dowlath Ahammad
43	22H51E0051	Ganapuram Bhavya	A STUDY OF EXCHANGE RATES ON FOREIGN DIRECT INVESTMENT IN COMPARISON WITH INDIA AND AUSTRALIA	Dr. P. Alekhya
44	22H51E0052	G ASHISH	A STUDY ON INTENSIVE DISTRIBUTION OF FMCG PRODUCTS WITH REFERENCE TO HYDERABAD REGION	SIRAJUDDIN
45	22H51E0053	G Vamshee	Comparitive study on futures and options in NSE and BSE	Dr. A. Koteswar
46	22H51E0054	Gavilla Ruchitha	A study on role of succession planning impact on talent management	S.Swapna
47	22H51E0055	G.VINAY	A STUDY ON IMPACT OF DIVERSIFICATION OF COMMERCIAL BANKS IN INDIA	Dr.P.ALEKHYA
48	22H51E0056	G Sharath Kumar	A STUDY ON INTERRELATIONSHIP BETWEEN INDIAN STOCK MARKET AND INDIAN BOND MARKET	Dr. A. Kotishwar
49	22H51E0057	Godugu Tharun	A Study on Impact of Promotional Offers on Consumer Buying Behaviour at Max Retail	R.Raju
50	22H51E0058	Golla Praveen Kumar	INVESTOR SENTIMENT AND MARKET ANOMALIES EVIDENCE FROM SECONDARY DATA ON MARKET VOLUME AND PRICE MOVEMENT	Dowlath Ahammad
51	22H51E0060	G.Sindhu Priya	A Study on financial inclusion in India	Dr.P Alekhya