

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

S.No	HT Number	Name of the Student	Project Title	Guide Name
1	21H51E0061	Jamalpur Shambhavi	A study on role of succession planning and its impact on organizational sustainability.	Mrs. S. Swapna
2	21H51E0063	Jeedula Manasa	To study the impact of merger on Union bank shareholder value and Risk profile	Dr. A. Kotishwar
3	21H51E0064	Jende Soumya Goud	A study on stock market performance of public and private sector banks	Dr. A. Kotishwar
4	21H51E0065	Jodu Bhanu Prasad	A study on understanding generational effects on workplace flexibility and work engagement on employee commitment	Dr. Dowlath Ahammad
5	21H51E0073	Kashireddy Sai Charan Reddy	The Dark Side of Stock Market Investing: Understanding Pumping and Dumping	Dr. Dowlath Ahammad
6	21H51E0066	Kolachalam Naga Sai Dheeraj Koushik	organisational career growth and career commitment moderated mediation model of work engagement and role modeling	Dr. P. Umapathi
7	21H51E0067	Kakkerla Srihitha	A study on Impact of employee Participation and team spirit through quality circle on organisation performance	Mrs. S. Swapna
8	21H51E0068	Kaala Bharath Yadav	The impact of the Baltic dry index on the global currency index a connectivity approach	Dr. P. Alekhya
9	21H51E0069	Kagithapu Swathanthriya	Study on impact of absenteeism in organisation	Dr. P. Umapathi
10	21H51E0070	Kairamkonda Akhila	A study on equity analysis of IT sector stocks with reference to kotak securities	Dr. Dowlath Ahammad
11	21H51E0071	Kamani Vaishnavi	A study on Emotional intelligence and its effect on job performance	Mrs. S. Swapna
12	21H51E0072	Kamuni Sai Kumar	Financial Inclusion and Economic Growth: With Reference to BRICS countries	Dr. P. Alekhya
13	21H51E0075	Katta Amulya	A Study on EBIT and EPS analysis of TCS	Dr. A. Kotishwar

			company	
14	21H51E0076	Kethavath Saidulu	A Study on role of price fairness in Building Brand Equity and it's impact on purchase Intention with special reference to Hyundai Cars in Hyderabad	Dr. T. Seshadri Kiran
15	21H51E0077	Kidambi Chetana Veena	A Study on Impact of Employee Engagement during Hybrid work model with special reference to IT Sector	Ms. M Lalitha
16	21H51E0078	Kodandam Nandini	Global peace index impact on global economic growth -Connectivity Approach	Dr. A. Kotishwar
17	21H51E0079	Komirelly Uma Maheshwari	A study on understanding generational effects on workplace flexibility and work engagement on employee commitment	Dr. A. Kotishwar
18	21H51E0080	Kondam Abhinaya Reddy	Global inflation impact on the Baltic dry index - A connectivity approach	Mrs. M. Pavani
19	21H51E0081	Manisha Kondu	Assessing the impact of competition commission of India's announcement on selected sector:A sectoral analysis study	Dr. A. Kotishwar
20	21H51E0083	Kore Pooja	Comparing Investments Weightage in Green and Grey stocks: An empirical analysis of Indian Stock Market	Dr. A. Kotishwar
21	21H51E0084	Kotha Archana	A Study on Risk and Return Analysis on IT Sector in India	Dr. A. Kotishwar
22	21H51E0085	Kotha Shirisha	Determinants of artificial intelligence based recruitment: AN empirical study on applicant sourcing, screening and matching	Dr. P. Umapathi
23	21H51E0086	Kothapeta Karnakar Reddy	A Study on Impact of brand awareness and consumer preferences towards coca cola	Mr. R. Raju
24	21H51E0087	Kothuri Shiva Kumar	A study on Impact of Monetary policy on Banking performance	Dr. Dowlath Ahammad
25	21H51E0088	Kurre Alekya Reddy	A study on impact of change management on organization Success.	Mrs. S. Swapna
26	21H51E0089	Lingutla Saharsha Sai	Monetary policy impact on M3 with reference to India - A study	Dr. P. Alekhya

27	21H51E0090	Linguttla Radheya Chowdary	Bullion market and Global inflation-A Relationship analysis	Dr. Dowlath Ahammad
28	21H51E0092	Madem Akhilraja	Artificial intelligence is a boon or bane to the online shoppers with reference to redmi mobiles	Dr. T. Seshadri Kiran
29	21H51E0093	Navya Madupathi	Role of technology on 3G and 4G on banking digital transactions	Dr. P. Alekhya
30	21H51E0094	Mahmad Afrid	Impact of GST on FMCG sector in India	Mr. Mohammad Sirajuddin
31	21H51E0095	Mailaram Shambhavi	Exploring the Nexus of crypto currency, gold, stock market:an empirical analysis of inter-asset relationship	Dr. A. Kotishwar
32	21H51E0097	Mittapelly Sanjay Kumar	A study on Effect of Catastrophic Disaster on Stock Market	Dr. A. Kotishwar
33	21H51E0098	Manthana Sai Sruthi	Humanizing AI in the Workplace: Unraveling the Mediating Influence of Employee Experience on the Relationship between Artificial Intelligence and Employee Commitment	Dr. P. Umapathi
34	21H51E0099	Mathamshetty Mamatha	A study on impact of buyback of shares on firm value	Dr. Dowlath Ahammad
35	21H51E00A0	Md Sajid	A Study on impact of omni-channel on loyalty intentions of customers in presence of shopping experience in Hyderabad.	Dr. T. Seshadri Kiran
36	21H51E00A1	Medari Ganga Jamuna	A study on comprehensive analysis of relation between employee retention factors and attribution antecedence of retention policy.	Dr. P. Umapathi
37	21H51E00A2	Mekala Shirisha	Impact of GST on FMCG sector in India	Dr. P. Alekhya
38	21H51E00A3	Merugu Sunil Kumar	Antecedents of customer loyalty : An investigation on intricate relationship of service quality and customer loyalty in presence of price, satisfaction, Trust and commitment. with special reference to reliance super market. ameerpet, hyderabad	Dr. T. Seshadri Kiran
39	21H51E00A5	Sri Krishna Miniga	A study on adoption of digital banking services among cybernauts: An investigation	Dr. T. Seshadri Kiran

			based on UTAUT2 model and threat avoidance behaviour in Hyderabad.	
40	21H51E00A6	Mirza Nabeel Ali Baig	A study on adoption of green vehicles in Hyderabad : An investigation in presence of attitude and ethical self-identify.	Dr. T. Seshadri Kiran
41	21H51E00A7	Mohammad Sohail	The role of visual merchandising in triggering impulsive buying behaviour among generation Z and millennials customers in D Mart	Mr. Mohammad Sirajuddin
42	21H51E00A8	Mora Ramya	Competency mapping in determining the organisational commitment and employee participation	Ms. M Lalitha
43	21H51E00A9	Munna Nandini	Brand love towards ecolabel products : A study in presence of moderator i.E health consciousness and environmental concern with special reference to Patanjali	Dr. T. Seshadri Kiran
44	21H51E00B0	Muthyam Kalpana Reddy	impact of liquidity in the system on the economy growth with reference to india	Dr. A. Kotishwar
45	21H51E00B1	Narayanadas Mounika	The impact of learning organization on knowledge performance and adaptive performance	Mrs. S. Swapna
46	21H51E00B2	Nallagatla Chandrahas Reddy	Determinants of strategically suitable decision making:A study on employees of varuna motors pvt ltd	Dr. P. Umapathi
47	21H51E00B3	Nethikuntapavani	Dominance of bitcoin on selected tokens and coins	Dr. Dowlath Ahammad
48	21H51E00B4	Nethikunta Swathi	Impact on equity trading volume on select commodities -A study	Dr. A. Kotishwar
49	21H51E00B5	Odapalli Santhosh Kumar	Impact of Monetary and Non-monetary Rewards on Organizational performance through Employee Engagement	Mrs. A Mounika
50	21H51E00B6	Oki Kranthi Kumar	Technological changes on employee performance .An empirical study on determinants of employee performance	Dr. P. Umapathi
51	21H51E00B7	Perumala Bharadwaja	The Bandwagon effect: It's impact on consumer Brand consumption at reliance	Mr. P. Ashok Reddy

			trends	
52	21H51E00B8	Padakanti Raghu	A study on dominance of digital marketing over cheque transactions	Dr. P. Alekhya
53	21H51E00B9	Pakellapavani	IMF and World Bank's Assistance to Fragile and Conflict - Affected countries	Dr. P. Alekhya
54	21H51E00C0	Palcha Bhargavi	A study on Global Economic meltdown on FII investment with reference to Indian select sectors	Dr. P. Alekhya
55	21H51E00C1	Pandiri Chaitanya	Does perceived security control and service quality lead to adoption of e - commerce? A study in the presence of satisfaction and trust	Dr. T. Seshadri Kiran
56	21H51E00C2	Panjala Sandeep Goud	A study on impact of affiliate marketing on behavioural loyalty through perceived value in presence of customer appreciation with special reference to Hyderabad	Dr. T. Seshadri Kiran
57	21H51E00C3	Papunuka Ajay	A study on personality traits as a cause for change in personal involvement and sensing brand experience and it's effect on brand equity with reference to network Airtel in Hyderabad	Dr. T. Seshadri Kiran
58	21H51E00C4	Parimi Siri Chandana	the impact of learning organization on knowledge performance and adaptive performance	Mrs. A Mounika
59	21H51E00C5	Parsa Monica	Impact of gold price on equity, bonds and domestic credit	Dr. A. Kotishwar
60	21H51E00C7	Pasula Vikram	Impact of CRM processes on Organizational performance: A study in presence of moderation by Market Orientation with special reference to Value Labs	Dr. T. Seshadri Kiran