

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

S.No	HT Number	Name of the Student	Project Title	Guide Name
1	22H51E0061	Gudem Pavan Kumar	A Study on Tax Awareness, Planning and Tax Saving Investments of Individual Assesses in Hyderabad City	Dr. P. Alekhya
2	22H51E0062	Gundla Kanakaraju	A study on influencing the customer reviews on brand image and consumer purchase behaviour with amazon	Mr. P. Ashok Reddy
3	22H51E0063	GUNDLAPALLI KEERTHANA	A STUDY ON INVESTMENT PATTERNS	DR DOWLATH AHAMMAD
4	22H51E0064	H. Pooja	A study on macroeconomics variables on the impact of stock market returns in India with reference to nifty	Dr. P. Alekhya
5	22H51E0065	H GURUNATH	Examining how global ETF trends shapes and Indian ETF market	Dr.Kotishwar sir
6	22H51E0067	Jakkani Saikiran	The impact of interest rate policies on housing market dynamics: Evidence from Emerging economies	Dr. Dowlath Ahammad
7	22H51E0068	J Raju Goud	A study on Digitization of marketing it's impact on customer satisfaction and experience	Satish yadav
8	22H51E0069	Jally nandini	A study on Optimizing returns and exchange in E-commerce: it's impact on brand reputation, Customer loyalty and Competitive advantage	P Ashok Reddy
9	22H51E0070	J Satish Kumar	A study on impact of dividends on Indian stock market indices	Renuka
10	22H51E0071	Jatta Nandini	Sector Correlation dynamics: A Time Series Analysis of Sector Relationship in Stock Market	Dr Dowlath Ahammad
11	22H51E0073	KAKKIRALA VIVEK	Prediction Model of NPA: Assessing an early warning system with reference to City union Bank	Dr. Dowlath Ahmed
12	22H51E0074	V.Nikitha	Evaluating the impact of dividend policies on investor wealth of select IT Companies	Dowlath Ahammad
13	22H51E0075	Kamalapuram Vinay	A STUDY ON THE IMPACT OF NON-PERFORMING ASSETS ON STOCK MARKET PERFORMANCE OF SELECTED BANKS IN INDIA	Dr. A. Kotishwar
14	22H51E0076	Kammari Siddartha Chari	Secondary market surge: Exploring it's correlation with the rise of the primary market in India	P.Alekhya
15	22H51E0077	Kammari Uday Kiran	A study on investigating the factors affecting the performance of Blue collar employees	S Swapna

16	22H51E0078	KANDAGATLA VENKATESH	A STUDY ON ANALYSIS OF FACTORS AFFECTING CNSUMER PERCEPTION ON JAWA MOTORCYCLE IN HYDERABAD	S Swapna
17	22H51E0081	K shubham	A study on Capital Asset Pricing Model CAPM Through Both Theoretical and Empirical lenses	Dr Dowlath Ahmad
18	22H51E0082	Karne Jithendhar reddy	A comparative study of consumer price determination towards Amazon prime and Netflix	Raju Rathipelli
19	22H51E0083	Ronith kasturi	Islamic finance and conventional finance: a comparative Analysis of Risk and return profiles	Renuka
20	22H51E0084	Katta Deepak Venkata Krishna	A study on Unveiling the Factors behindÂ Consumer adoption of Electric Two wheeler Vehicles.(Ev's).	L.Ramanjaneya
21	22H51E0085	Sripriya kolavi	A project report on Factors influence to enter into in commodity exchanges with reference to MCX and NCDX	Alekhya mam
22	22H51E0086	K.Keerthana	A study on risk and return analysis of select securities(IT and Pharma Sectors)	Dr.A.Kotishwar
23	22H51E0087	Kondapuram Bhavani	A study on assessing the impact of hybrid work moedel on job execution.	Swapna
24	22H51E0088	Konki Saikumar	A study on factors effecting purchase of eletric vehicles	Ch. Satish Yadav
25	22H51E0089	Kontham Charan Reddy	A STUDY ON EXPLORING THE INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT IN A RETAIL COMPANY WITH REFERENCE TO HERITAGE FOODS LIMITED	Mohammad Sirajuddin
26	22H51E0090	Kovuru Sravani	A study on exploring the impact of consumer perception and satisfaction towards digital payments system	Dr.L.Ramanjaneya
27	22H51E0091	K.Sneha	A STUDY ON PERFORMANCE EVALUATION OF THEMATIC FUNDS IN INDIA	DR. DOWLATH AHAMMAD
28	22H51E0092	KUMBOJJI UDAY KIRAN	A STUDY ON IMPACT FACTORS ON MOONLIGHTING AT ZNALYTICS BUSINESS SOLUTIONS	K.M. LALITHA
29	22H51E0094	L.Sravan kumar	Assessing Global Attackâ€™s Role In Defense Stocks Performance: Insights From The Indian Equity Market	Dr.A. Kotishwar
30	22H51E0095	L.Nikhileshwar	A STUDY ON ONLINE PURCHASE BEHAVIOR OF CONSUMER WITH REFERENCE TO FMCG AND SALES PROMOTION TOOLS	Mr. Mohammed Sirajuddin
31	22H51E0096	Nandhini	A study on enhancing hr competency for achieving perform ana and sustainability	K m lalitha
32	22H51E0099	MADDELA NAVEEN KUMAR	A STUDY ON FACTORS AFFECTING ON CONSUMER PERCEPTION TOWARDS MAHINDRA ELECTRIC CARS	P. ASHOK REDDY
33	22H51E00A0	M. Jagadeshwar Goud	Impact of Digital Marketing Strategy on Impulse Buying Behavior	P. Ashok Reddy
34	22H51E00A1	Madiha Ammatul Rasool	Preserving Financial Health: Predictive Analysis of Financial Distress in the	Dr. Dowlath Ahammad

			Healthcare Sector	
35	22H51E00A2	M.Anji	A STUDY ON IMPACT OF CRUDE- OIL PRICES ON INDIAN ECONOMY	Dr. P. ALEKYHA
36	22H51E00A3	Maloth Renuka	A study on the risk and return on select FMCG companies	Dr .A. Kotishwar
37	22H51E00A4	Malothu Janavi	A STUDY ON IMPACT OF RESKILLING AND UPSKILLING PROGRAMS ON EMPLOYEE RETENTION IN MAHAVIR GROUP	Ms. S. SWAPNA
38	22H51E00A6	MANCHI MADHU	State GDP ripple effect on Indian economic performance with reference to india	Dr.P. Alekhya
39	22H51E00A7	M.Pavan Goud	INVESTIGATING the role of emotional branding and customer loyalty brand ADVOCACY	Swapan
40	22H51E00A8	M.Hari krishna	A study on promotional mix elements and its impact on brand preference towards maruti suzuki	L.Ramanjaneya
41	22H51E00A9	Mangali umalatha	A STUDY ON MARKETING SUSTAINABILITY TOWARDS MARIE BISCUIT BRAND IMAGE	Mohammad sirajuddin
42	22H51E00B0	M.Priyanka	Factors affecting the adoption of e-filing of income tax returns of IT professionals at Hyderabad city	Dr.A.Kotishwar
43	22H51E00B1	M Uday Kiran	A comprehensive study on Artificial intelligence and it's impact of Marketing automation	R . Raju
44	22H51E00B2	Marripally Sannith Kumar	MERGERS AND ACQUISITIONS IN INDIAN BANKING SECTOR. A STUDY ON SELECT BANK	Dr. P. Alekya
45	22H51E00B3	Matam Ashwitha	A Study on exploring the relationship between remote work optimization strategies on employee performance	Swapna Mam
46	22H51E00B4	Matam varsha sri	Nexus between economic growth and enivironmental index in emerging countries	Alekhya
47	22H51E00B5	M.sruthik	A study on impact of sensory marketing on brand recall customer experience and impulse purchase	P. Ashok reddy
48	22H51E00B6	Mohammad Abdul Riyaz	A STUDY ON ROBO VS HUMAN TOUCH: EXPLORING FINANCIAL ADVISORY SERVICES	Dowlath Ahmed Sir
49	22H51E00B7	MOHAMMED RIYAAZ	A Study on Impact of Hygienic Factors on Buying Behavior towards Heritage Products	Ch. Satish yadav
50	22H51E00B8	Moka Varsha	A study on effectiveness of video marketing in increasing brand awareness	S.Swapna
51	22H51E00B9	MOLIGE NITHIN SAI	A STUDY OF THE IMPACT OF SELECTED EXCHANGE RATE FLUCTUATIONS ON STOCK MARKET INDICES (NIFTY & SENSEX)	Dr. A. Kotishwar Professor & HOD
52	22H51E00C0	M.Pavani	A study on post listing ipo returns and it's performance in India	Dowlath Ahammad
53	22H51E00C1	M.SUMANTH	EXPLORING THE RELATIONSHIP BETWEEN NATIONAL GOLD RESERVES AND ECONOMIC RESILIENCE	MS. A. RENUKA MAM
54	22H51E00C2	Mucharla Preethi	An evaluation of stress testing practices for financial risk management at ICICI Bank	Dowlath sir
55	22H51E00C3	Munigela Nithish	A study on the factors influencing on	DR.L RAMANJANEYA

			customer satisfaction towards online shopping from flipkart	
56	22H51E00C5	NAGULAKONDA DHARMA TEJA SRI RAM KUMAR	A STUDY ON COMPARITIVE ANALYSIS OF FACTORS EFFECTING BRAND LOYALTY TOWARDS SAMSUNG ELECTRONICS	MOHAMMAD SIRAJUDDIN
57	22H51E00C6	Neelam Kranthi	A Study on Affiliate Marketing Impact On Consumer Awareness and consumer perception	Swapna Mam
58	22H51E00C7	N. Bhavani	A Study on Analyzing the Roles of Emotions on marketing advertising of Gemini edible & fasts Indian LTD	Ashok Reddy
59	22H51E00C8	N SURYA PRAKASH REDDY	A PROJECT REPORT ON EXPLORING THE INFLUENCE OF SOCIAL MEDIA MARKETING ON CREATING BRAND AWARENESS AND CUSTOMER ENGAGEMENT	swapna
60	22H51E00C9	P KIRAN KUMAR	A Study on Impact of FIIs Investment of Indian Stock Market	Dr. A Kotishwar
38	22H51E00D1	Paidimalla Bhavani	A project report on gold future prices correlation with gold ETF	Dr.P.Alekhyia
39	22H51E00D2	P. Prasoon	A STUDY ON THE PERFORMANCE OF THE CRYPTOCURRENCY IN COMPARISON WITH THE TRADITIONAL FINANCIAL MARKETS AT STARC RESEARCH SOLUTIONS	Dr. Dowlath Ahammed
40	22H51E00D3	Pampari Shailaja	A study on behavioural finance psychology in investment decisions to investors in ranga redy district	Dr. P. Alekhyia
41	22H51E00D4	Panila Khageswara Rao	A Study of financial literacy awareness among software employees at Hyderabad	Dr. A. Kotishwar
42	22H51E00D5	Panuganti. Shireesha	A study on impact of loan portfolio on profitability of bank with reference to SBI	Dr. Dowlath Ahhamad
43	22H51E00D6	Parakala Nishitha	A study on strategies for reducing employee absenteeism	S.Swapna
44	22H51E00D7	PARSA RAKESH	Thematic investing in the indian equity market:an in-depth analysis	DOWLATH AHAMMED
45	22H51E00D8	Pasupula Sai Kiran	Traditional vs Modern Performance Evaluation : Assessing Large, Medium and Small Cap Indices in India	Dr.A.Kotishwar
46	22H51E00D9	Patlolla Aravind Reddy	Global dynamics: Exploring the nexus between crude oil, gold,and equity exchange traded funds	Dr.A.Kotishwar
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