



CMR COLLEGE OF ENGINEERING & TECHNOLOGY

AN UGC AUTONOMOUS INSTITUTION

(Approved by AICTE, Permanently Affiliated to JNTU Hyderabad)

Kandlakoya (v), Medchal Road, Hyderabad – 501401

DEPARTMENT OF MANAGEMENT

MAIN PROJECT OF M.B.A (2023-2025) SEC-B

S.No	HT Number	Name of the Student	Project Title	Guide Name
1	23H51E0063	INDLA SRIHARI	A Study On Impact Of Global Oil Prices On Indian Stock Market	A. Renuka
2	23H51E0064	Jakkam Sri Dharani	A Study On Performance Analysis Of Top 10 ELSS Mutual Fund Schemes.	Dr A. Kotishwar
3	23H51E0065	J Shravani	A Study On Risk Assessment Of Debt Funds In Mutual Fund Investments.	Dr. P. Alekhya
4	23H51E0066	janapaneni pallavi	Analysing The Impact Of Stock Split Announcement On Share Prices	Dr Dowlath Ahammad
5	23H51E0067	Jangiti Chandrakanth	A Study On Factors Affecting Consumer Perceptions Towards Online Shopping	Dr L. Ramanjaneya
6	23H51E0068	Janugani Sai Krishna	"The Impact Of Surrogate Advertisement On Consumer Response To ITC Products In Hyderabad	Dr L. Ramanjaneya
7	23H51E0069	Jella Manisha	A Study On The Role Of Microfinance In Enhancing Agricultural Productivity In Rural Areas Of Medchal District	Dr. P.Himabindhu
8	23H51E0070	Jinka Deepak	A Study On The Performance Of Product Line Of Asian Paints In Hyderabad City	Dr.P.Himabindhu
9	23H51E0071	Jinka Sai Samyuktha	A Study On Investor Behaviour Patterns And Satisfaction Levels In Mutual Fund Investment In Medchal	A. Renuka
10	23H51E0073	Kairamkonda Ashwini	A Study On Analysing The Impact Of Pre And Post Union Budget Announcements On Stock Market Movements	Dr A. Kotishwar
11	23H51E0074	Kakarla thulasi	An Empirical Study Of Macro-Economic Variables And Stock Market Performance In India	Dr. P. Alekhya
12	23H51E0075	Kamble Arthi	A Study On Impact Of ESG Criteria On Mutual Funds' Performance	Dr Dowlath Ahammad

13	23H51E0076	Kandula Haritha	A Study On The Impact Of Mergers And Acquisitions On Capital Structure Decisions	Dr. Sayyed Saadiq Ali
14	23H51E0077	Kaparthi Laxmi Pavan	A Comparative Analysis Of Investor Regarding Bank And Company Fixed Deposits At Medchal District	Dr K Mahesh Kumar
15	23H51E0078	K.laxmi prasanna	A Study On Enhancing Quick Payment Services: Achieving Interoperability Between UPI And IMPS Services	Dr. P. Alekhya
16	23H51E0079	Kiran Kumar	A Study On Engaging Generation Z Through Social Media Marketing And Promotion With Reference To Hyderabad City	Ch Satish Yadav
17	23H51E0080	KARNE ABHILASH	A Study On Factors Influencing Customer Loyalty With Reference To Hyundai Motors Limited In Hyderabad District	Mohammad Sirajuddin
18	23H51E0081	Karne. Bhargavi	An Empirical Study On The Influence Of Hr Practices On Csr Activities & Organizational Change	A. Mounika
19	23H51E0082	kasindala laxmi prasanna	Comparative Analysis Of The Performance Of Actively Managed And Passively Managed Mutual Funds	Dr Dowlath Ahammad
20	23H51E0083	K Uday Yadav	A Study On The Effectiveness Of Sustainability-Focused Advertising In Brand Positioning • With Reference To ARROW PAPER PRODUCTS	R. Raju
21	23H51E0085	Kesamreddy vishnu	A Study On Impact Of Gamification On Customer Loyalty Towards Apollo Pharmacy In Hyderabad City	G. Sujatha
22	23H51E0086	Kistapuram.Shravani	Impact Of Macroeconomics Factors On Money Supply	Dr. Sayyed Saadiq Ali
23	23H51E0087	KODADALA HEMANTH	A Study On Impact Of Content Marketing Towards Customers Online Engagement.	Dr L. Ramanjaneya
24	23H51E0088	Kolisetty Mounika	A Study On Analyzing The Impact Of Systematic Investment Plan (Sip) Investments On Mutual Funds In India	A. Renuka
25	23H51E0089	K. Sai Anirudh	A Study On Association Between Gold Prices And Stock Market Returns	Dr A. Kotishwar
26	23H51E0090	Komati vinuthna	A Study On Behavioural Finance In Investment Decisions Of Individual Investors In Sangareddy	Dr. P. Alekhya

27	23H51E0091	Kommagalla santhosh	A Comparative Analysis Of Stock Market Volatility In India And China	Dr Dowlath Ahammad
28	23H51E0092	Konkumutti Sravani	A Study On Technical Analysis In Predicting Stock Prices On The Nse	Y.Bhavya Sri
29	23H51E0093	Kontham Keerthana	A Study On Impact Of Corporate Actions On Share Price Movements	Dr Mahesh Kumar
30	23H51E0094	K.chandana	A Study On Crypto Currencies And Indian Stock Market: An Analysis Their Relationship Pre And Post COVID-19 Pandemic	Dr Challa Madhavalatha
31	23H51E0095	K. Sanjay Chary	A Study On Forecasting The Prices Of Bit Coin Through Technical Analysis	Dr. P. Alekhya
32	23H51E0096	Kotturisrikanth	A Study On The Role Of Data-Privacy Concerns In Personalized Marketing Strategies With Reference To Amazon	Mohammad Sirajuddin
33	23H51E0097	Koyalkar Mokshitha	The Study On The Impact Of Toxic Work Environment On Organisation Culture	K. M. Lalitha
34	23H51E0098	Kummari Naresh	A Study On The Evaluation Of Tax Subsidies And Their Impact On Sectorial Growth In India	Dr Dowlath Ahammad
35	23H51E0099	Kummari Poojitha	A Study On A Credit Risk And Market Risk Management In SBI: Analysing Its Impact On Profitability	Dr. Challa Madhavalatha
36	23H51E00A0	KUNA DIVYA	A Study On Developing Ant Fragile Leadership Nurturing Leaders Who Thrive Under Pressure	K. Visali
37	23H51E00A1	Kundugari Deekshitha	A Study On Comparative Analysis Of Indian Stock Market With Select International Markets	Dr A. Kotishwar
38	23H51E00A2	Langaru Sai Rachana	A Comparative Study On Perception Preference And Satisfaction Towards Elss And Other 80c Investment Options •	Dr. P. Alekhya
39	23H51E00A3	Likki Nishitha	A Study On Impact Of Interest Rate Fluctuations On Stock Market Performance	Dr Challa Madhavalatha
40	23H51E00A4	Mada Sushanth	A Study On Union Bank Capital Restructuring Decisions And Their Effect On Credit Growth.	Dr. Sayyed Saadiq Ali
41	23H51E00A5	M.Srikanya	The Study On The Role Of Artificial Intelligence In Talent Acquisition In Selected IT Companies, Hyderabad.	Santoshi

42	23H51E00A6	M.keerthi	A Study On The Impact Of Quiet Hiring On Workforce Agility And Business Growth In IT Sector	S. Swapna
43	23H51E00A7	Mahendrakar Anusha	A Study On Impact Of National Education Policy (NEP) 2020 On Accounting Education At Medchal District	Dr A. Kotishwar
44	23H51E00A8	Malkanagari Vikram Reddy	A Comparative Study On The Financial Performance Of ICICI Bank And HDFC Bank In India	Dr. P. Alekhya
45	23H51E00A9	Saritha Mallavalli	Impact Of Financial Leverage Of Profitability In Steel Manufacturing Companies	Dr Dowlath Ahammad
46	23H51E00B1	Mamidi Neha	A Study On The Impact Of Hustle Culture In Shaping Career Path At K N Biosciences	K. Visali
47	23H51E00B2	M.SAMPATH KUMAR	A Comparative Study On Claim Settlement Ratios Of LIC And HDFC Life Insurance Companies In India.	Dr. Sayyed Saadiq
48	23H51E00B3	Mariyam Siddiqua	Comparative Analysis Of Systematic Investment Plan Versus Lump Sum Investment In Mutual Funds	Dr A. Kotishwar
49	23H51E00B4	Mattam Venkataramana	A Study On Bankers Perceptive For Credit Information Report And Credit Score At Secunderabad City.	Dr. P. Alekhya
50	23H51E00B5	MD KHALEEL PASHA	A Study On Impact Of Currency Fluctuations On Indian It Companies	Dr Dowlath Ahammad
51	23H51E00B6	Mohammad Asif	A Study On The Role Of Green HR Practices In Enhancing Employee Performance And Productivity In Manufacturing Industries ,Hyderabad	Santoshi
52	23H51E00B7	Mohammad. Farheen Fathima	A Study On Managing Cross-Cultural Communication In Digital Nomads	A. Mounika
53	23H51E00B8	Mohammad Majeed	A Comparative Study On The Growth Of Exchange Traded Funds And Mutual Funds	V.Sridhar
54	23H51E00B9	Mohammed Mazhar	A Study On Reducing Absenteeism With Data Driven Six Sigma Strategies At Delta Agrigenetics Pvt Ltd	Santoshi
55	23H51E00C0	Mohammed Muzammil Ahmed	A Study On The Impact Of Labour Hoarding On The Morale And Performance Of Employees In TCS Hyderabad	K. M. Lalitha
56	23H51E00C1	Moola Ranjith Reddy	A Study On Impact Of Marketing Digitalization On Customer Satisfaction And Experience With Reference To Amazon In Hyderabad City	Ch Satish Yadav

58	23H51E00C2	Mudigonda Sripriya	A Study On Customer's Awareness, Preference And Satisfaction With Green Energy Funds At Sangareddy District	Dr A. Kotishwar
59	23H51E00C3	M. Sushmitha	Impact Of Microfinance On Women's Economic Empowerment In Rural Areas Of Ranga Reddy District	Dr. P. Alekhya
60	23H51E00C4	Anitha Mukrala	A Study On Impact Of Group Cohesion On Social Loafing At Kn Biosciences.	S. Swapna
61	23H51E00C5	N Nandakishore	A Study On Effect Of Price Sensitivity On Consumer Behaviour In The Grocery Retail Stores In Telangana State	R. Raju