

DEPARTMENT OF MANAGEMENT MAIN PROJECT OF M.B.A (2024-2026) SEC-B

S.No	Hall Ticket No	Student Name	Project Title	Guide
1	24H51E0061	DASARI LAKSHMI RAMANI	IMPACT OF VENTURE CAPITAL FUNDING ON THE FINANCIAL GROWTH OF STARTUPS IN TELANGANA: A STUDY	Kodati Priyanka
2	24H51E0062	DASHAMUKHA SOUMIKA	A STUDY ON IMPACT OF PROMOTER SHARE PLEDGING ON CORPORATE RISK IN SELECT INDIAN COMPANIES	Dr A. Kotishwar
3	24H51E0063	DHARIPALLY KARTHIK REDDY	A STUDY ON EFFECTIVENESS OF BRAND POSITIONING ON MARKET PERFORMANCE OF MARUTI SUZUKI AT HYDERABAD	Dr L. Ramanjaneya
4	24H51E0064	DONVAN SAI VEERENDRA	AN EMPIRICAL STUDY ON THE IMPACT OF GST REFORMS ON CASH FLOW MANAGEMENT AND LIQUIDITY POSITION OF MSME IN INDIA	A. Renuka
5	24H51E0065	DUBBAKA RAJU	A STUDY ON IMPACT OF DELIVERY EXPERIENCE ON CUSTOMER LOYALTY IN E-COMMERCE LOGISTICS WITH REFERENCE TO DELIVERY LIMITED IN GAIJWEL REGION	R. Raju
6	24H51E0066	DUBBIREDDY NARASIMHA KRISHNA CHAITANYA	A STUDY ON IPO PERFORMANCE IN INDIA DURING 2020-2025	Bushra Fathima
7	24H51E0067	DUMPALA TEJASRI	A STUDY ON CONNECTIVITY APPROACH: EXPLORING THE RELATIONSHIP BETWEEN NATIONAL GOLD RESERVES AND ECONOMIC RESILIENCE	T. Narsinga Rao
8	24H51E0068	DUNDIGAL ADITHYA BRAHMA	A STUDY ON IMPACT OF FIN TECH INNOVATIONS ON INVESTMENT DECISIONS FOR RETAIL INVESTORS	Dr P. Alekhya
9	24H51E0069	ERRA KAVYA	A STUDY ON THE IMPACT OF ARTIFICIAL INTELLIGENCE ON DIGITAL MARKETING EFFECTIVENESS IN THE E-COMMERCE	Y. Bhavya Sri
10	24H51E0070	G KEERTHANA	A STUDY ON THE IMPACT OF COMPETENCY MAPPING ON SUCCESSION PLANNING AND CAREER DEVELOPMENT AT KIRBY BUILDING SYSTEMS	K. Mohini Lalitha
11	24H51E0071	G NAVEENA	A STUDY ON CAPITAL ASSET PRICING MODEL (CAPM) AND ITS IMPACT ON EQUITY PERFORMANCE	Y. Bhavyasri
12	24H51E0072	GADDAM NIKHITHA	AN EMPIRICAL STUDY ON THE PERFORMANCE OF SOVEREIGN GOLD BONDS IN INDIA	Dr B. D. Hansaraj
13	24H51E0073	GADDAM VAISHNAVI	A STUDY ON QUIT VACATIONING AND ITS IMPACT ON EMPLOYEE WELL-BEING AND ORGANIZATIONAL CULTURE	Manju Ushasri
14	24H51E0074	GADDAMIDI SRI BHAVANI	A STUDY ON THE IMPACT OF FOREIGN DIRECT INVESTMENT(FDI) INFLOWS ON THE INDIAN EQUITY MARKET	Dr Challa Madhavi Latha
15	24H51E0075	GANGARA SHASHIKIRAN	A STUDY ON DEMAND ANALYSIS BY USING ECONOMIC PRINCIPLES IN THE SEMI CONDUCTOR INDUSTRY	Dr A. Suresh Kumar
16	24H51E0076	GANUGA JAYANTH YADAV	A STUDY ON CONSUMER PREFERENCE TOWARDS BRANDED VERSUS NON-BRANDED CLOTHING PRODUCTS	Dr K. Mahesh Kumar

17	24H51E0077	GODISHALA SRAVANI	A STUDY ON THE IMPACT OF FOREIGN INSTITUTIONAL INVESTOR (FII) FLOWS ON THE INDIAN STOCK MARKET	Dr Challa Madhavi Latha
18	24H51E0079	GORLE GAYATHRI	A STUDY ON IMPACT OF ESG SCORES ON STOCK MARKET PERFORMANCE: AN EMPIRICAL STUDY ON SELECTED INDIAN COMPANIES	Dr B. D. Hansaraj
19	24H51E0080	GOTTIMUKKULA KAVYA	A STUDY ON GAMIFICATION AND ITS INFLUENCE ON INVESTMENT MANAGEMENT BEHAVIOUR OF GEN Z INVESTORS AT IBM	T. Narsinga Rao
20	24H51E0082	GOURU PRAVEEN	A STUDY ON EFFECTIVENESS OF DIGITAL ADVERTISING CAMPAIGNS ON CONSUMER BEHAVIOUR	Dr L. Ramanjaneya
21	24H51E0083	GOVINDU VINOD	A STUDY ON IMPACT OF USD-INR EXCHANGE RATE VOLATILITY ON GOLD AND SILVER PRICES IN INDIA	Dr P. Alekhya
22	24H51E0084	GUGULOTH PAVANI	A STUDY ON INSTITUTIONAL FINANCING FOR RURAL DEVELOPMENT WITH APEICAL REFERENCE TO TELANGANA GRAMEENA BANK	Dr B. D. Hansaraj
23	24H51E0085	GUGULOTH SRAVANI	ANALYZING THE INFLUENCE OF AI PERSONALIZATION ON CONSUMER BEHAVIOUR IN SOCIAL & DIGITAL PURCHASE PATTERNS	R. Raju
24	24H51E0087	GUNDA SAHITYA	A STUDY ON EMPLOYEE STOCK OPTIONS PLANS ON COMPANY PERFORMANCE WITH REFERENCE TO SELECTED COMPANIES	Dr B. D. Hansaraj
25	24H51E0088	GUNNAM GREESHMA SRI	A STUDY ON GOLD AS A HEDGE OR SAFE HAVEN UNDER STOCK MARKET VOLATILITY	Dr Dowlath Ahammad
26	24H51E0089	GUNTUKA CHINMAYA	A STUDY ON PRICING STRATEGIES AND CONSUMER DEMAND IN THE RETAIL SECTOR IN HYDERABAD WITH REFERENCE TO DEMART	D. Konda
27	24H51E0090	HARIJANA BUJJI	A COMPARATIVE STUDY ON THE PERFORMANCE OF THEMATIC ETFs Vs TRADITIONAL ETFs IN INDIA	Dr A. Kotishwar
28	24H51E0091	HASEENA BEGUM	PERFORMANCE EVALUATION STUDY OF MUTUAL FUND SCHEMES WITH REFERENCE TO SELECTED COMPANIES	Dr B. D. Hansaraj
29	24H51E0092	JAMPALA HARIKA	A STUDY ON ANTI-PERKS AND THEIR IMPACT ON EMPLOYEE BEHAVIOUR AND ORGANISATIONAL EFFECTIVENESS AT ITC	Santoshi Shetty
30	24H51E0093	JAMPANI MANISH KUMAR	IMPACT OF BILATERAL INVESTMENT TREATIES ON FOREIGN DIRECT INVESTMENT	Y. Bhavyasri
31	24H51E0094	JAYANTHI	A STUDY ON THE IMPACT OF MONETARY POLICY ON THE PERFORMANCE AND GROWTH OF SELECTED BANKS	Dr Challa Madhavi Latha
32	24H51E0095	JELLA AKHILA	A STUDY ON THE IMPACT OF TRANSGRESSIVE LEADERSHIP ON EMPLOYEE REACTIONS: THE MEDIATING ROLE OF LEADERSHIP LEGITIMACY	Dr P. Hima Bindu
33	24H51E0096	JHARAPLA BALRAM	"A STUDY ON SHORT-FORM VIDEO COMMERCE (REELS/SHORTS) AND ITS INFLUENCE ON IMPULSE BUYING BEHAVIOUR OF MOBILE GADGETS	G. Sujatha
34	24H51E0097	JUPALLY GANESH	"A STUDY NON-PERFORMING ASSETS OF PRIVATE AND PUBLIC SECTOR BANKS IN INDIA	P.Renuka
35	24H51E0098	JUTTU TEJASWINI	A STUDY ON THE IMPACT OF MONETARY POLICY ON INDIAN FINANCIAL MARKETS	Dr B. D. Hansaraj
36	24H51E0099	KADAMANCHI BHOOMIKA	A COMPARATIVE FINANCIAL ANALYSIS OF REVERSE MORTGAGE AND TRADITIONAL RETIREMENT PLAN	Dr Dowlath Ahammad
37	24H51E00A1	KALLEM SRI	A COMPARATIVE STUDY ON THE PERFORMANCE OF	Dr A. Kotishwar

		LAKSHMI	PHYSICAL GOLD Vs DIGITAL GOLD IN INDIA(2022-2025)	
38	24H51E00A2	KAMANT SRIVANI	A STUDY ON THE ROLE OF INCLUSIVE LEADERSHIP AND ITS IMPACT ON EMPLOYER BRANDING AND EMPLOYEE INNOVATION –TECH MAHINDRA	A. Mounika
39	24H51E00A3	KAMMARI SANKEERTHANA	A STUDY ON THE EFFECT OF SHARE BUYBACKS ON SHARE PRICE: AN ANALYSIS OF INDIAN FIRMS	V. Sridhar
40	24H51E00A4	KAMMELA VIDITA	A STUDY ON FINANCIAL LITERACY AND RETIREMENT PLANNING BEHAVIOUR IN WORKING PROFESSIONALS AT VIJAYAWADA	Dr A. Kotishwar
41	24H51E00A5	KANNAM VINAY	A STUDY ON CONSUMER ENGAGEMENT THROUGH SHORT FORM VIDEO CONTENT IN APPAREL BRANDING	Dr L. Ramanjaneya
42	24H51E00A6	KARIGARI ANUSHA	A STUDY ON PERFORMANCE EVALUATION SYSTEMATIC INVESTMENT PLAN EQUITY MUTUAL FUNDS	T. Narsinga Rao
43	24H51E00A7	KARNE CHANDU	A STUDY ON THE IMPACT OF E-MAIL MARKETING AND CONTENT MARKETING ON BRAND LOYALTY AND CUSTOMER RETENTION	Dr A. Suresh Kumar
44	24H51E00A8	KASAMOLLA SANDEEP	A PROJECT REPORT ON EVALUATION OF CREDIT CARD USAGE AND ITS EFFECT ON CASH TRANSACTIONS	Dr B. D. Hansaraj
45	24H51E00A9	KASULA SATHVIK GOUD		Dr Challa Madhavi Latha
46	24H51E00B0	KATIKAREDDY NITHIN	A STUDY ON GREEN BRANDING AND SOCIAL MEDIA ITS IMPACT ON CUSTOMER ENGAGEMENT ON “ELECTRIC VEHICLES” OF TVS MOTORS COMPANY	T. Tharun
47	24H51E00B1	KATTEBOINA ASHOK	A STUDY ON IMPACT OF INSTANT GRATIFICATION ON BRAND LOYALTY OF AMAZON CUSTOMERS	Dr L. Ramanjaneya
48	24H51E00B2	KAVUILLA JAISI JOHN	A STUDY ON RELATIONSHIP BETWEEN INTEREST RATE AND STOCK PRICE EVIDENCE FROM THE INDIAN STOCK MARKET DURING (2020-2026)	Bushra Fathima
49	24H51E00B3	KELOTH MAHESH	DYNAMIC INTERDEPENDENCY BETWEEN CRYPTOCURRENCY AND STOCK MARKET UNDER FINANCIAL STRESS	Dr Dowlath Ahammad
50	24H51E00B4	KETHAVATH RAJESH	A STUDY ON GREEN BANKING PRACTICES AND THEIR IMPACT ON BANK PROFITABILITY IN INDIA	V. Sridhar
51	24h51E00B6	KOKKONDA DEEPA REDDY	A STUDY ON THE IMPACT OF DIGITAL DEXTERITY ON DIGITAL LEADERSHIP AND INNOVATION CAPABILITY	K. Mohini Lalitha
52	24H51E00B7	KOMATI PAVANI	A STUDY ON EVALUATING THE IMPACT OF FINTECH ON FINANCIAL PERFORMANCE OF ICICI BANK	Dr Dowlath Ahammad
53	24H51E00B8	KOMMANA JOHNY	A STUDY ON PRE AND POST MERGER FINANCIAL PERFORMANCE EVALUATION OF PVR INOX Ltd	Dr P. Alekhya
54	24H51E00B9	KOMMU DEVI	A STUDY ON IMPACT OF ARTIFICIAL INTELLIGENCE ON INVESTMENT BEHAVIOUR OF RETAIL INVESTORS IN MEDCHAL-MALKAJGIRI DISTRICT	Dr A. Kotishwar
55	24H51E00C0	KONDLA SHIVA KUMAR	A COMPARATIVE STUDY ON PROFITABILITY ANALYSIS OF SELECTED NBFCs IN INDIA	Dr Challa Madhavi Latha
56	24H51E00C1	KONETI CHANDU	A STUDY ON MARKET REACTION TO EARNINGS ANNOUNCEMENTS BY SELECTED COMPANIES	Y. Bhavyasri
57	24H51E00C2	KONINTI BALAKRISHNA	ALGORITHMIC TRADING Vs HUMAN TRADING: A COMPARATIVE PERFORMANCE STUDY	Dr A. Kotishwar
58	24H51E00C3	KOTAPATI PRANAVI	A STUDY ON EQUITY AND DEBT MUTUAL FUND SCHEMES: A COMPARATIVE APPROACH	Dr B. D. Hansaraj
59	24H51E00C4	KOTHAKAPU	A STUDY ON DYNAMIC PORTFOLIO DIVERSIFICATION	Dr Challa

		MANASA	STRATEGIES ACROSS BULL AND BEAR MARKET PHASES IN INDIAN EQUITY MARKETS	Madhavi Latha
60	24H51E00C5	KOTHAPETA SAI KIRAN GOUD	IMPACT OF VENTURE CAPITAL FUNDING ON THE FINANCIAL GROWTH OF STARTUPS IN TELANGANA: A STUDY	R. Raju