

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

S. No	Hall Ticket No	Student Name	Project Title	Guide
1	24H51E00K3	ASHISH KRISHNA	A STUDY ON ROLE OF TRANSFORMATIONAL LEADERSHIP IN DRIVING ORGANISATIONAL GROWTH: WITH SPECIAL REFERENCE TO MAHINDRA & MAHINDRA AND FORD MOTOR COMPANY	S. Swapna
2	24H51E00K4	HARMANJIT SINGH SEERAY	IMPACT OF TECHNO-PRESSURE ON EMPLOYEE STRESS IN DIGITALLY DRIVEN WORK ENVIRONMENT	Manju Ushasri
3	24H51E00K5	KULDEEP SINGH RATHEE	A QUALITATIVE STUDY ON INDIA'S DEFENCE MANUFACTURING ECOSYSTEM TOWARDS ENHANCING DEFENCE EXPORT POTENTIAL	Dr Dowlath Ahammad
4	24H51E00K6	MEHAR PRADHIT	A STUDY ON THE IMPACT OF HYBRID WORK CULTURE ON EMPLOYEE ENGAGEMENT	S. Swapna
5	24H51E00K7	PARTHA SARATHI NANDA	A STUDY ON PORTFOLIO MANAGEMENT OF SELECTED STOCKS WITH REFERENCE TO NSE AND BSE	Dr B. D. Hansaraj
6	24H51E00K8	PRATAP SINGH	A STUDY ON THE ROLE OF MODERN HR PRACTICES AND THEIR IMPACT ON IMPROVING EMPLOYEE CONTENTMENT	K. Visali
7	24H51E00K9	PUNURU CHANDRAKANTH REDDY	ROLE OF WORLD UNCERTAINTY INDEX ON THE GROWTH OF STOCK MARKET INDICES IN BRICS COUNTRIES- STARC RESEARCH SOLUTIONS	Dr P. Alekhya
8	24H51E00M0	RAGULAPALLY SNEHA	A COMPARATIVE STUDY OF DEFENSIVE Vs CYCLICAL STOCKS IN INDIA	Dr A. Kotishwar
9	24H51E00M1	RAJABOINA JYOTHI YADAV	A STUDY ON FLUCTUATIONS OF GOLD AND SILVER PRICES IMPACT ON STOCK MARKET PRICES IN INDIA	Dr Challa Madhavi Latha
10	24H51E00M2	RAJANA SHARADHA	A STUDY ON INTERRELATIONSHIP BETWEEN INDIAN STOCK MARKET AND INDIAN BOND MARKET	Bushra Fathima
11	24H51E00M3	RAJANAMONI CHANIKYA	A STUDY ON IMPACT OF PROMOTIONAL STRATEGIES AT KAREER QUICK START Pvt.Ltd. ON SKILL DEVELOPMENT PROGRAMS FOR STUDENTS IN HYDERABAD	D. Konda
12	24H51E00M4	RAJAPETA SRAVYA	A STUDY ON THE ROLE OF GLASS CEILING AND ITS IMPACT ON WOMEN'S CAREER PROGRESSION	Manju Ushasri
13	24H51E00M5	RAJULDEV VARUN KUMAR	A STUDY ON BITCOIN AND ITS IMPACT ON SELECT GLOBAL CURRENCIES AT STARC RESEARCH SOLUTIONS	A. Renuka
14	24H51E00M6	RAKESH MISHRA	A STUDY ON THE IMPACT OF AI TOOL ADOPTION ON WORKPLACE BEHAVIOUR AMONG MILLENNIALS	K. Visali
15	24H51E00M7	RAMPELLY KEERTHI PRIYA	A STUDY ON AWARENESS ABOUT TAX SAVING SCHEMES AND INVESTMENT PATTERN OF A SALARIED INDIVIDUAL IN HYDERABAD CITY	Dr P. Alekhya
16	24H51E00M8	RAVULA PRANAY	THE INFLUENCE OF SEARCH ENGINE OPTIMIZATION (SEO) ON ONLINE CONSUMER BEHAVIOUR AND PURCHASE DECISIONS	T. Tharun
17	24H51E00M9	ROSHINI BEGUM	IMPACT OF ESG ON FINANCIAL PERFORMANCE USING ANNUAL REPORTS AND FINSUPP DATA	Dr B. D. Hansaraj
18	24H51E00N0	S PRANITHA	A STUDY ON CHATBOTS AND BLOCKCHAIN TECHNOLOGY AND ITS IMPACT ON ORGANIZATIONAL EFFECTIVENESS AND EMPLOYEE ENGAGEMENT AT LYROS TECHNOLOGIES	Santoshi

19	24H51E00N1	SADAMANI MURALI	A STUDY ON IMPACT OF ONLINE REVIEWS ON THE BUYING BEHAVIOUR GENERATIONZ IN THE MOBILE PHONE MARKET	Ch Satish Yadav
20	24H51E00N2	SADURLA KEERTHI	A COMPARATIVE RISK ANALYSIS OF CRYPTOCURRENCY VERSUS TRADITIONAL INVESTMENTS	V. Sridhar
21	24H51E00N3	SAGGIDI SWATHI	A STUDY ON PSYCHOLOGICAL EFFECT OF WORKPLACE SURVEILLANCE ON EMPLOYEE WELL-BEING	S. Swapna
22	24H51E00N4	SAKSHI SAHU		S. Anusha
23	24H51E00N6	SHAIK ABDUL	A STUDY ON THE INFLUENCE OF CONSUMER BEHAVIOUR ON WILLINGNESS TO PAY FOR ECO-FRIENDLY FMCG PRODUCTS	G. Sujatha
24	24H51E00N7	SHAIK SAMEENA	ROLE OF DIGITAL DETOX POLICES IN MITIGATING EMPLOYEE BURNOUT AND ENHANCING PSYCHOLOGICAL WELL-BEING AT VISYS CLOUD TECHNOLOGIES	K. Bhavani
25	24H51E00N8	SHEELAM PAVANI	THE CORRELATION BETWEEN BRSR SCORES AND EQUITY VALUATIONS: AN EMPIRIAL ANALYSIS OF NIFTY 50 COMPANIES (2022-2026	Dr Dowlath Ahammad
26	24H51E00N9	SINDURA SRILATHA	A STUDY ON COPILOT CULTURE AND ITS IMPACT ON ORGANISATION CULTURE AND EMPLOYEE EMPOWERMENT	K. Bhavani
27	24H51E00P0	SOGADA BHANU PRASAD	A STUDY ON IMPACT OF CUSTOMER EXPERIENCE ON BRAND ADVOCACY IN HEALTH CARE SECTOR IN HYDERABAD WITH REFERENCE TO ZOI HOSPITAL	Dr A. Suresh Kumar
28	24H51E00P1	SOMANA GURTHI SREENIDHI	A STUDY ON THE EFFECT OF WORKPLACE TRUST ON EMPLOYEE RETENTION AND ITS IMPACT ON TURNOVER	Archana Kandula
29	24H51E00P2	SONNAILA SALOMI	A COMPARATIVE STUDY OF CORPORATE BONDS AND GOVERNMENT BONDS I INDIA: EVALUATING YIELD PERFORMANCE AND RISK LEVEL	Kodati Priyanka
30	24H51E00P3	SRI RAJ KISHAN YADAV	A STUDY ON THE IMPACT OF ASSET-LIABILITY MANAGEMENT ON THE LIQUIDITY AND PROFITABILITY OF SELECTED INDIAN BANKS	Dr Challa Madhavi Latha
31	24H51E00P4	SUREEL SRIVASTAVA	AI OVERSIGHT- HUMAN MONITORING OF AI- BASED HR DECISIONS	A. Mounika
32	24H51E00P5	SUNDHALE NIKHITHA	A STUDY ON COGNITIVE DIVERSITY & IT'S INFLUENCE ON ORGANISATIONAL INNOVATION & TEAM PERFORMANCE	A. Mounika
33	24H51E00P7	SURYAVAMSHI NIKITHA	AN ANALYSIS OF THE IMPACT OF INTEREST RATE CHANGES ON BOND MANAGEMENT	Dr P. Alekhya
34	24H51E00P8	SWEETY BISWAS	A STUDY ON CREDIT RISK MANAGEMENT IN SELECTED PRIVATE AND PUBLIC SECTOR BANKS	P. Akhila
35	24H51E00P9	SWETHA DAS	A STUDY ON THE MANAGEMENT OF NON-PERFORMING ASSETS IN KOTAK MAHINDRA BANK	Dr B. D. Hansaraj
36	24H51E00Q0	SYED ABBAS		K. Mohini Lalitha
37	24H51E00Q1	SYED RAYYAN AHMED	A STUDY ON U.S. DOLLAR INDEX MOVEMENTS AND THEIR EFFECTS ON GLOBAL IMPORTS AND EXPORTS	Dr A. Kotishwar
38	24H51E00Q2	TADOOR VENKATESH	TERRORISM AND MARKET TURBULENCE: AN EMPIRICAL INVESTIGATION OF GLOBAL TERRORISM INDEX ON INDIAN STOCK MARKET VOLATILITY	P. Akhila
39	24H51E00Q3	TALARI MADHU		P. Akhila
40	24H51E00Q4	TAMTAM SRIKANTH	A STUDY ON SILVER EXCHANGE – TRADED FUNDS(ETFs) IN INDIA: PERFORMANCE ANALYSIS	Dr Dowlath Ahammad

41	24H51E00Q5	TOKALA RISHMITH REDDY		P. Akhila
42	24H51E00Q7	TUPAKULA AVINASH	A STUDY ON THE IMPACT OF PROMOTIONAL OFFERS ON CONSUMER BEHAVIOUR WITH REFERENCE TO FMCG PRODUCTS	Dr A. Suresh Kumar
43	24H51E00Q8	VADLA BHARGAVI	A STUDY ON DIVIDEND POLICY AND ITS EFFECT ON SHARE PRICE VOLATILITY IN INDIA	Dr A. Kotishwar
44	24H51E00Q9	VADLAKONDA SOWMYA	GEOPOLITICAL RISK INDEX ROLE ON THE GROWTH OF GLOBAL FDI	Dr A. Kotishwar
45	24H51E00R0	VADLAPATI VINCENT PAUL	A STUDY ON THE EVOLUTION OF PRIORITY SECTOR LEADING (PSL) ON CREDIT FLOW IN INDIA	P. Akhila
46	24H51E00R1	VAIDYA SAISHASHANK	A STUDY ON THE INFLUENCE OF LIVE STREAMING PLATFORMS ON ONLINE PURCHASE BEHAVIOUR OF GENZ CUSTOMERS	G. Sujatha
47	24H51E00R2	VAJRALA RAM MOHAN REDDY	GEOPOLITICAL RISK IMPACT ON THE GLOBAL EQUITY MARKETS WITH REFERENCE TO MSCI AT STARC RESEARCH SOLUTIONS	Dr B. D. Hansaraj
48	24H51E00R3	VALLEPU GIRISH	IMPACT OF AGENT AI ON DIGITAL MARKETING ENVIRONMENT: FROM AUTOMATION TO AUTONOMOUS	G. Sujatha
49	24H51E00R4	VALLURI VENKATA SAI MANASWINI	A STUDY ON DIGITAL LEADERSHIP AS A DRIVER OF ORGANIZATIONAL EFFECTIVENESS: EXPLORING DIGITAL TRANSFORMATION MEDIATION AT VISYS CLOUD TECHNOLOGIES	N. Rekha
50	24H51E00R5	VANKUDOTH VIJAY	THE INFLUENCE OF SEARCH ENGINE OPTIMISATION ON CONSUMER BEHAVIOUR AND PURCHASE DECISIONS TOWARD D- MART	D. Konda
51	24H51E00R6	VASUDEV PEDDABOINA	A STUDY ON CAUSAL RELATIONSHIP BETWEEN GLOBAL TERRORISM INDEX AND GLOBAL GDP GROWTH	Bushra Fathima
52	24H51E00R8	VEERAREDDYPALLY SADGUNA	A STUDY ON UPI TRANSACTION TRENDS AND SEASONAL VARIATIONS IN INDIA	Kodati Priyanka
53	24H51E00R9	VINSON JOY	THE ROLE OF ASSET ALLOCATION IN LONG TERM WEALTH CREATION	Dr Dowlath Ahammad
54	24H51E00T0	VISHWAKARMA JYOTHI KUMARI	A COMPARATIVE STUDY OF UPI AND TRADITIONAL ELECTRONIC PAYMENT MODES IN INDIA	Dr Challa Madhavi Latha
55	24H51E00T1	VUDA ROSHITHA	A COMPARATIVE STUDY OF REIT PERFORMANCE Vs TRADITIONAL REAL ESTATE STOCKS IN INDIA	A. Renuka
56	24H51E00T2	Y KALYANI	A STUDY ON THE RISK–RETURN TRADE-OFF ACROSS EQUITY, DEBT AND HYBRID MUTUAL FUNDS IN INDIA	Dr Dowlath Ahammad
57	24H51E00T3	Y SWATHI	A STUDY ON IMPACT OF MACROECONOMIC FACTORS ON STOCK MARKET PERFORMANCE	Dr Challa Madhavi Latha
58	24H51E00T4	YASWANTH RAJ CH	A STUDY ON BEHAVIOURAL RELATIONSHIP BETWEEN FII AND DII IN INDIAN STOCK MARKET	Dr Dowlath Ahammad
59	24H51E00T5	YEDLA SHASHI AKHIL RAO	A STUDY ON THE IMPACT OF INTERNATIONAL STOCK MARKETS ON INDIAN STOCK MARKET	Dr Challa Madhavi Latha
60	24H51E00T6	YEDUGANI VAIBHAVI	A STUDY ON AFFECTIVE COMMITMENT AND ITS IMPACT ON EMPLOYEE PERFORMANCE AND ORGANIZATIONAL EFFECTIVENESS	K. Visali