



## MASTER OF BUSINESS ADMINISTRATION

### RESEARCH GROUPS

| <b>Group</b>                             | <b>S. No.</b> | <b>Name of the Faculty</b> | <b>Designation</b>                | <b>Details<br/>(Publications /<br/>Book<br/>Chapters /<br/>Link)</b> |
|--|---------------|----------------------------|-----------------------------------|--|
| <b>Finance Research Group</b>            | 1             | Dr. A. Adisesha Reddy      | Professor / Coordinator           | <a href="#">Click Here</a>   |
|  | 2             | Dr. R. Jeyalakshmi         | Associate Professor               |  |
|  | 3             | Dr. U. Rambabu             | Associate Professor               |  |
|  | 4             | Mr. B. Kalyan Kumar        | Assistant Professor               |  |
| <b>Marketing Research Group</b>          | 1             | Dr. D. Venkateswarlu       | Professor / Coordinator           |  |
| <b>Human Resource Research Group</b>     | 1             | Dr. K. Deepika             | Associate Professor / Coordinator |  |
|  | 2             | Mr. M. S. Chakravarthy     | Assistant Professor               |  |
|  | 3             | Dr. PB. Lavanya            | Assistant Professor               |  |
|  | 4             | Mrs. Y. Nagamani           | Assistant Professor               |  |
| <b>Business Analytics Research Group</b> | 1             | Dr. O. Naresh              | Associate Professor / Coordinator |  |
|  | 2             | Ms. T. Meghana             | Assistant Professor               |  |



# MASTER OF BUSINESS ADMINISTRATION

***(MBA Research Groups Based on Specializations)***

## Introduction:

The success of any institution depends greatly on collaborative research and teamwork. The Department of Management Studies has formed research groups based on key functional areas — Finance, Marketing, Human Resource Management, and Business Analytics — to foster collaboration among faculty members, enhance research productivity, and promote multidisciplinary learning.

These groups aim to identify current trends, share expertise, and develop innovative approaches in their respective domains. Faculty members will work collectively toward publications, project proposals, consultancy works, and knowledge-sharing initiatives.

## Objectives:

Each Research Group will work toward the following objectives:

- To identify emerging research areas and contemporary issues in their specialization.
- To promote joint research publications and conference presentations.
- To encourage faculty to apply for funded research projects and consultancy.
- To develop case studies, business models, and data-driven insights beyond the curriculum.
- To mentor young faculty members and motivate them to pursue Ph.D. programs in reputed institutions.

## Research Groups and Members:

### 1. Finance Research Group

| S.No | Name of the Faculty   | Designation         |
|------|-----------------------|---------------------|
| 1    | Dr. A. Adisesha Reddy | Professor           |
| 2    | Dr. R. Jeyalakshmi    | Associate Professor |
| 3    | Dr. U. Rambabu        | Associate Professor |
| 4    | Mr. B. Kalyan Kumar   | Assistant Professor |

## 2. Marketing Research Group

| S.No | Name of the Faculty  | Designation |
|------|----------------------|-------------|
| 1    | Dr. D. Venkateswarlu | Professor   |

## 3. Human Resource Management Research Group

| S.No | Name of the Faculty    | Designation         |
|------|------------------------|---------------------|
| 1    | Dr. K. Deepika         | Associate Professor |
| 2    | Mr. M. S. Chakravarthy | Assistant Professor |
| 3    | Dr. PB. Lavanya        | Assistant Professor |
| 4    | Mrs. Y. Nagamani       | Assistant Professor |

## 4. Business Analytics Research Group

| S.No | Name of the Faculty | Designation         |
|------|---------------------|---------------------|
| 1    | Dr. O. Naresh       | Associate Professor |
| 2    | Ms. T. Meghana      | Assistant Professor |

### Focus Areas of Research:

- **Finance:** Risk and Return Analysis, Portfolio Management, Financial Modelling, Behavioural Finance, and FinTech Applications.
- **Marketing:** Consumer Behaviour, Digital Marketing, Brand Management, and Market Analytics.
- **Human Resource:** Talent Management, Organizational Behaviour, Employee Engagement, and HR Analytics.
- **Business Analytics:** Predictive Modelling, Data Visualization, AI in Business Decisions, and Business Intelligence Tools.

### Expected Outcomes:

- Publication of quality research papers in reputed journals.
- Development of innovative teaching-learning materials.
- Collaboration with industries for live projects and consultancy.
- Encouragement of student research participation in each specialization area.

## **MBA DEPARTMENT - RESEARCH PUBLICATIONS (A.Y. 024-25)**

| S.No.    | Dept.      | SCI       | ESCI      | Scopus-J  | Scopus-C  | Total Scopus | UGC/Open Access | Books     | Chapters  |
|----------|------------|-----------|-----------|-----------|-----------|--------------|-----------------|-----------|-----------|
| <b>1</b> | <b>MBA</b> | <b>00</b> | <b>00</b> | <b>02</b> | <b>12</b> | <b>14</b>    | <b>19</b>       | <b>00</b> | <b>05</b> |

### **Finance Research Group**

#### **1. K. Ravi Kiran Yasaswi**

*A Study on Unfolding Asymmetric Volatility in Selected IT Stocks in NSE, International Journal of Electronic Finance (Scopus-Q3), Vol. 14, Issue 2, March 2025.*

#### **2. K. Ravi Kiran Yasaswi**

*An Empirical Study on Foreign Institutional Investors in Indian Capital Market, International Journal of Intelligent Enterprise (Scopus-Q4), Vol. 12, Issue 2, April 2025.*

#### **3. Undabatla Rambabu**

*Comparative Cointegration of Stock Markets: Focus on NYSE, NSE and Shanghai Stock Exchange, International Conference on Intelligent Computing and Sustainable Innovations in Technology (IC-SIT: 2024), Feb 2025.*

#### **4. Undabatla Rambabu**

*Evaluating the Efficiency of Index-Based Exchange-Traded Funds in the Indian Stock Market: A Case Study with Emphasis on BSE, International Conference on Frontiers of Intelligent Computing: Theory and Applications (FICTA 2024), March 2025.*

#### **5. Undabatla Rambabu**

*Analyzing ETF Investor Dynamics in Indian Stock Market: A Case Study in Andhra Pradesh, 1st International Conference on Digital Transformation & Sustainability of Business (ICDTSB), March 2025.*

#### **6. Naresh Ogirala**

*Reducing Complexities in Business Processing by Using Salesforce Customer Relationship Management, 1st International Conference on Digital Transformation & Sustainability of Business (ICDTSB), March 2025.*

#### **7. Adisesha Reddy Appidi & Naresh Ogirala –**

*A Critical Evaluation of Working Capital Management Strategies and Profitability, Journal of Information Systems Engineering and Management, Vol. 10, Issue 3, March 2025.*

**8. Dr. Naresh Ogirala**

*Evaluating the Impact of AI and Block-Chain on Credit Risk Mitigation: A Predictive Analytic Approach Using Machine Learning, International Journal of Scientific Research in Engineering and Management (IJSREM), Vol. 9, Issue 3, March 2025.*

**9. Naresh Ogirala**

*Fintech Disruption and Its Effect on the Profitability of Indian Banks: Public vs. Private, International Journal of Scientific Research in Engineering and Management (IJSREM), Vol. 9, Issue 3, March 2025.*

**10. Naresh Ogirala**

*AI-Powered Risk Assessment Models: Transforming Credit Scoring and Default Prediction, International Journal of Scientific Research in Engineering and Management (IJSREM), Vol. 9, Issue 3, March 2025.*

**11. Undabatla Rambabu**

*Evaluating Financial Services in India: A Risk-Adjusted Performance Analysis Using the Treynor Ratio, International Journal of Research in Management, Vol. 7, Issue 1, April 2025.*

**12. Undabatla Rambabu**

*Risk and Return Analysis of Financial Services in India Using the Sharpe Ratio: A Sectoral Comparison with Nifty Financial Services Index, International Journal of Research in Finance and Management, Vol. 8, Issue 1, April 2025.*

**13. A. Adisesha Reddy & Naresh Ogirala**

*Bankruptcy Prediction Using Altman Z Score on Vizag Steel Plant, International Conference on Emerging Trends in Social Business and Management Science Research (ICSBMR – 2025), March 2025.*

**14. Naresh Ogirala**

*Evaluation of Financial Risk Profile of Selected Cement Companies in India, International Conference on Emerging Trends in Social Business and Management Science Research (ICSBMR – 2025), March 2025.*

**15. Naresh Ogirala**

*Assessing the Stability of the Indian Dairy Sector Using Altman's Model: An Overview, 9th International Conference on Emerging Strategies for Business Advancement (ICESBA-2024), Oct 2024.*

**16. Naresh Ogirala**

*Empirical Evaluation of the Efficacy of Tariff-Saving Mutual Fund Schemes, 9th International Conference on Emerging Strategies for Business Advancement (ICESBA-2024), Oct 2024*

**Marketing Research Group**

**1. Yaramala Nagamani**

*Revolutionizing Customer Engagement: The Unseen Potential of AI in Modern Marketing, International Journal of Modern Engineering Research (IJMER), Vol. 14, Issue 5, Oct 2024.*

**2. Yaramala Nagamani**

*A Comparative Study of Marketing Campaigns Aimed at Generation Z and Millennials, International Journal of All Research Education and Scientific Methods (IJARESM), Vol. 12, Issue 11, Nov 2024.*

**Human Resource Research Group**

**1. Ogirala Naresh**

*An Analysis of the Impact of Artificial Intelligence on HR Functions and Employee Experience, Global Conference for Advancement in Technology (GCAT-2024), March 2025.*

**2. K. Ravi Kiran Yasaswi**

*A Study on Performance Appraisal, International Journal of Scientific Research in Science, Engineering and Technology, Vol. 11, Issue 4, July 2024.*

**3. K. Ravi Kiran Yasaswi**

*Flexible Working Conditions, International Journal of Scientific Research in Science, Engineering and Technology, Vol. 11, Issue 4, July 2024.*

**4. Yaramala Nagamani,**

*Evaluating Job Satisfaction in the Telecommunication Sector: A Study on Telebu Communications, International Journal of Creative Research Thoughts (IJCRT), Vol. 13, Issue 2, Feb 2025.*

**5. Yaramala Nagamani**

*Digital Leadership in the Era of AI: Transforming Workforce Productivity and Innovation, Journal of Information Systems Engineering and Management, Vol. 10, Issue 23, March 2025.*

**6. Yaramala Nagamani**

*Stress Management: Strategies and Approaches for Enhancing Well-Being, International Journal of Creative Research Thought (IJCRT), Vol. 12, Issue 7, July 2024.*

**Business Analytics Research Group**

**1. K. Deepika**

*Financial Risk Prediction in E-Commerce: Leveraging Vampire Bat Optimization and Factor Analysis for Enhanced Decision-Making, IEEE 3rd International Conference on Smart Technologies and Systems for Next Generation Computing (ICSTSN), Aug 2024.*

**2. D. Venkateswarlu**

*Harmful News Detection Using BERT Model Through Sentimental Analysis, International Conference on Intelligent Systems and Advanced Applications (ICISAA-2024), Jan 2025.*

**3. D. Venkateswarlu**

*Enhancing Engineering Pedagogy through Deep Learning: Applications of Explainable AI and Neural Networks, IEEE 1st International Conference on Green Industrial Electronics and Sustainable Technologies (GIEST), April 2025.*

**4. K. Ravi Kiran Yasaswi**

*Advanced Facial Recognition with Behavioural Analysis for Intelligent Security Monitoring, IEEE 5th International Conference on Advances in Electrical, Computing, Communication and Sustainable Technologies (ICAECT), April 2025.*

**5. R. Jeyalakshmi**

*Achieving Balanced Allocation in Human Resources through LSTM Framework Method, IEEE 2025 International Conference on Intelligent Systems and Computational Networks (ICISCN), May 2025.*

**6. K. Deepika**

*Artificial Intelligence and Dynamic Pricing Strategies: Enhancing Competitiveness in E-Commerce, IEEE 3rd International Conference on Smart Systems for Applications in Electrical Sciences (ICSSES), May 2025.*

**7. Yaramala Nagamani**

*Ethical Considerations of AI in Financial Services: Privacy, Bias, and Algorithmic Transparency, IEEE International Conference on Knowledge Engineering and Communication Systems (ICKECS-2024), March 2025.*

**8. Naresh Ogirala**

*Key Factors Influencing the Indian SME Pharmaceutical Industry: Analyzing Using Porter's Five Forces Framework for a Comparative Assessment, International Journal for Recent Development in Science and Technology, Vol. 8, Issue 12, Dec 2024.*

## MBA DEPARTMENT - RESEARCH PUBLICATIONS (A.Y. 23-24)

| S.No. | Dept. | SCI | ESCI | Scopus-J | Scopus-C | Total Scopus | UGC/Open Access |
|-------|-------|-----|------|----------|----------|--------------|-----------------|
| 1     | MBA   | 00  | 00   | 01       | 0        | 1            | 11              |

## FINANCE RESEARCH GROUP

### 1 Kalyan Kumar Bethu

 *Are Markets Efficient in Weak Form? Evidence from Indian Indices*  
 *Community Practitioner*, Vol. 21, Issue 06, June 2024. (Scopus Journal)

### 2 Dr. Naresh Ogirala

 *A Study on the Impact of Covid-19 on Indian Portfolio Management Companies: An Empirical Analysis of Top 10 Fund-Based Companies in India*  
 *Communication and Management Journal*, Vol. 8, Issue 11, Nov 2023. (Open Access)

### 3 Undabatla Rambabu

 *Evaluating the Efficiency of Index-Based Exchange-Traded Funds in the Indian Stock Market: A Case Study with Emphasis on BSE*  
 *FICTA-2024 (Springer, Scopus Indexed Conference / Book Chapter)*

### 4 Undabatla Rambabu

 *Analysing ETF Investor Dynamics in Indian Stock Market: A Case Study in Andhra Pradesh*  
 *ICDTSB 2024 (Taylor & Francis Book Chapter)*

### 5 Dr. D. Venkateswarlu *A Study on Impact of E-Commerce on Indian's Economic Growth*

 *International Conference, Motherhood University, Roorkee, Dec 2023. (Scopus Indexed Conference)*

## MARKETING RESEARCH GROUP

### 1 Mr. Ogirala Naresh

 *Online Trading Analysis of Impact on Consumer Buying Behaviour of Cosmetic*

*Products in Advertisement Industrial Marketing Management Systems*  
■ *Educational Administration: Theory and Practice*, Vol. 30(4), 2024. (Open Access)

2 ■ **Y. Nagaman**

■ *3rd International Conference on Reinventing Business Practices, Start-ups, and Sustainability (ICRBSS - 2023)*  
■ *SRM University, Amaravathi*, Nov 2023. (Scopus Indexed Conference)

## **HUMAN RESOURCE RESEARCH GROUP**

1 ■ **Dr. R. Jeya Lakshmi**

■ *HR Analytics for Predicting Employee Attrition with Logistic Regression*  
■ *Journal of Informatics Education and Research (ABDC & Scopus Indexed)*, June 2024.

## **BUSINESS ANALYTIC RESEARCH GROUP**

1 ■ **K. Ravi Kiran Yasaswi**

■ *Performance Analysis of a Parameter Selection Model on a Big Data Set*  
■ *International Journal of Intelligent Systems and Applications in Engineering*, Vol. 12(3), 2024. (Scopus Journal)

2 ■ **Dr. K. Deepika**

■ *Strengthening Cybersecurity in the Hospitality Sector: Identifying Network Menaces and Proposing Security Measures*  
■ *Anvesak (UGC Care Group I)*, Aug 2023.

3 ■ **Dr. K. Deepika** ■ *The Evaluation of the Threats and Challenges Impacting the Global Financial Cyber Security Market*

■ *International Journal of Creative Research Thoughts (IJCRT)*, Vol. 11, Issue 8, Aug 2023.

4 ■ **Naresh Ogirala**

■ *Reducing Complexities in Business Processing by Using Salesforce Customer Relationship Management*  
■ *1st International Conference on Digital Transformation & Sustainability of Business (ICDTSB)*, Hyderabad, March 2024.

## MBA DEPARTMENT - RESEARCH PUBLICATIONS (A.Y. 22-23)

| S.No. | Dept. | SCI | ESCI | Scopus-J | Scopus-C | Total Scopus | UGC/Open Access |
|-------|-------|-----|------|----------|----------|--------------|-----------------|
| 1     | MBA   | 00  | 00   | 01       | 0        | 1            | 5               |

### FINANCE RESEARCH GROUP

#### 1 Dr. O. Naresh,

 *Business Intelligence in Finance: Impact of Tools and Analytics*  
 *European Chemical Bulletin*, June 2023, ISSN 2063-5346. (Scopus Journal) not indexed

#### 2 Mr. K. Ravi Kiran Yasaswi

 *A Study on Unfolding Asymmetric Volatility in IT Stocks in NSE*  
 *INDERSCIENCE Journal*, Submission ID: IJEF146207, June 2023. (Scopus Journal) not indexed

### MARKETING RESEARCH GROUP

#### 1 Dr. D. Venkateswarlu,

 *A Comparative Study of Customer Satisfaction with Online Banking Services with Reference to SBI and HDFC Bank in Bangalore City*  
 *European Chemical Bulletin*, June 2023, ISSN 2063-5346. (Scopus Journal) not indexed

#### 2 Dr. K. Deepika

 *Identifying and Converting Opt-in Prospects at International Markets*  
 *European Chemical Bulletin*, June 2023, ISSN 2063-5346. (Scopus Journal) not indexed

### HUMAN RESOURCE RESEARCH GROUP

#### 1 .U. Rambabu,

 *An Assessment of Potential Appraisal on Software Industries in Hyderabad*  
 *European Chemical Bulletin*, Vol. 12, Issue S6, pp. 29–39, May 2023, ISSN 2063-5346. (Scopus Journal) not indexed

### BUSINESS ANALYTICS RESEARCH GROUP

**1 R. Jeya Lakshmi, D. Venkateswarlu**

 *A Study in Analysing Key Factors in Adopting Artificial Intelligence in Revamping Supply Chain Systems in Aqua Field*

 *Journal of Survey in Fisheries Sciences*, Vol. 10, Issue 4, pp. 2157–2162, May 2023, ISSN 2368-7487. (Scopus Journal)

 **INTERDISCIPLINARY / POLICY STUDIES GROUP**

**1 Dr. Kovvali Bhanu Prakash, Dr. D. Surya Chandra Rao, K. Ravi Kiran Yasaswi**

 *Land Pooling Practices in India – A Case Study of Amaravathi and Magarpatta*

 *International Journal of Engineering Research and Technology (IJERT)*, Vol. 11, Issue 11, pp. 278–283, December 2022, ISSN 2278-0181. (Open Access Journal)

## MBA DEPARTMENT - RESEARCH PUBLICATIONS (A.Y. 21-22)

| S.No. | Dept. | SCI | ESCI | Scopus-J | Scopus-C | Total Scopus | UGC/Open Access |
|-------|-------|-----|------|----------|----------|--------------|-----------------|
| 1     | MBA   | 00  | 00   | 00       | 0        | 1            | 4               |

### FINANCE RESEARCH GROUP

#### 1 Undabatla Rambabu

 *A Comparison of Gold and Gold Exchange Traded Funds in India: An Empirical Study*  
 *Journal of Education: Rabindra Bharati University*, Vol. 7, Issue 1, July 2021, ISSN 0972-7175. (UGC CARE Journal)

### 2 HUMAN RESOURCE RESEARCH GROUP

#### 1 Srinivas Lakkoju

 *Does Changing Workplace Culture Accelerate Work-Family Conflicts?!*  
 *SSRN Electronic Journal*, April 18, 2022, ISSN 1556-5068, DOI 10.2139/ssrn.4085905. (Elsevier, Open Access)

### 3 GENERAL MANAGEMENT / SOCIO-ECONOMIC STUDIES GROUP

#### 1 R. Jeya Lakshmi

 *Marine Fishermen in Andhra Pradesh: An Analysis*  
 *International Journal of Creative Research Thoughts (IJCRT)*, Vol. 9, Issue 9, September 2021, ISSN 2320-2882. (Open Access Journal)

#### 2 R. Jeya Lakshmi

 *Socio-Economic Conditions of Marine Fishermen in Prakasam District: A Survey*  
 *Aut Aut Research Journal*, Vol. 12, Issue 11, November 2021, ISSN 0005-0601. (Open Access Journal)

## MBA DEPARTMENT - RESEARCH PUBLICATIONS (A.Y. 20-21)

| S.No. | Dept. | SCI | ESCI | Scopus-J | Scopus-C | Total Scopus | UGC/Open Access |
|-------|-------|-----|------|----------|----------|--------------|-----------------|
| 1     | MBA   | 00  | 00   | 01       | 0        | 1            | 9               |

### FINANCE RESEARCH GROUP

#### **1 Undabatla Rambabu**

 *Performance Evaluation of Gold-ETFs in India*  
 *International Journal of Business Insights and Transformation*, Vol. 13, Issue 2, September 2020, ISSN 0974-5874. (Open Access Journal)

#### **2 Undabatla Rambabu**

 *Performance Evaluation of Select Index Exchange Traded Funds in India: An Empirical Study*  
 *Anvesak*, Vol. 51, Issue 1, January 2021, ISSN 0378-4568. (UGC CARE Journal)

### MARKETING RESEARCH GROUP

#### **1 Dr. Venkateswarlu D., Dr. T. Rajasekhar, Dr. K. Deepika**

 *A Study on Buying Behaviour of Consumers Towards Samsung Mobiles in Coastal Andhra Pradesh*  
 *International Journal of Aquatic Science*, Vol. 12, Issue 3, June 2021, ISSN 2008-8019. (Open Access Journal)

### HUMAN RESOURCE RESEARCH GROUP

#### **1 Dr. Srinivas L.**

 *Work-Family Conflict: Gender Customised Support to Boost Faculty Satisfaction*  
 *SCMS Journal of Indian Management*, Vol. XVIII, Issue 2, June 2021, ISSN 0973-3167. (Scopus Indexed)

#### **2 Dr. Rajasekhar T., Dr. Venkateswarlu D., Dr. K. Chinni Krishna, Dr. K. Deepika**

 *Effect of Occupational Stress on Job Satisfaction and Life Satisfaction*  
 *International Journal of Aquatic Science*, Vol. 12, Issue 3, March 2021, ISSN 2008-8019. (Open Access Journal)

**3 Dr. K. Deepika, Dr. Venkateswarlu D., R. Jeya Lakshmi**

 *Impact of Stress on Quality of Teaching – A Case Study with Reference to Women Faculty in Post Graduate Colleges in Visakhapatnam, Andhra Pradesh*  
 *Paideuma Journal*, Vol. XIV, Issue 1, January 2021, ISSN 0090-5674. (Open Access Journal)

## GENERAL MANAGEMENT

**1 P. Siva Reddy**

 *The Land Acquisition (RFCLARR) Act, 2013 – The Antecedents and Precedents*  
 *Indian Journal of Finance and Economics*, Vol. 1, Issue 1, July 2020, ISSN 2582-340X. (Open Access Journal)

**2 P. Siva Reddy**

 *Comparative Study on Land Acquisition and Land Pooling Practices in India*  
 *Journal of Micro & Small Business Management*, Vol. 1, Issue 2, December 2020, ISSN 2582-8851. (Open Access Journal)

**3 P. Siva Reddy, K. Ravi Kiran Yasaswi**

 *Problems and Issues of Micro, Small & Medium Enterprises (MSMEs) in Krishna District of Andhra Pradesh*  
 *Journal of Business Analytics and Data Visualization*, Vol. –, Issue –, July 2020. (Open Access Journal)

**4 Dr. Adisesha Reddy A., Dr. V. V. Narsi Reddy**

 *Small and Medium Enterprises and Inclusive Growth in the Globalisation Era*  
 *International Journal for Innovative Engineering and Management Research*, Vol. 9, Issue 12, December 2020, ISSN 2456-5083. (Open Access Journal)