



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

❖ Approved by AICTE ❖ ISO 21001:2018 Certified

Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

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KLBS - MRP TITLES 2025-26				
Sl. No	ID	NAME	GUIDE	TITLE
1	2401510001	Guvvala Leela Kumar Reddy	KANAGALA ANUSHA (S 10)	Mitigating reverse logistics returns challenges in E-Commerce using a random forest model.
2	2401510002	Aravapalli Venkata Varun	S Ramesh Babu (S 15)	A study on assessing the impact of dealer relationship management on cement sales performance.
3	2401510004	Nannapaneni Kavya	Chintala Balaji (S 9)	Exploring factors contributing to negative perceptions and purchase hesitation from MSME marketing.
4	2401510006	Chaitanya Shubhakar Tenali	S Ramesh Babu (S 15)	A study on the impact of promotional strategies of online retailing on the shopping behaviours of youth.
5	2401510007	Saarika Iluri	Sundari Dadhabai (S 6)	A predictive model of student engagement at higher educational institutions-utilising multidimensional engagement scores
6	2401510008	Batraju Tejaswini	K. Hema Divya (S 1)	Human capital efficiency and market performance in service industries
7	2401510009	Vijaya Naga Krishna Sai Medikonduru	K. Hema Divya (S 1)	Impact of rating and reviews on online shopping
8	2401510010	Andugula Raju Kishore	B. Vamsi Krishna (S 17)	A study of HR in change management during digital transformation
9	2401510011	Gundapu Ganapathi Sai Kumar	T V S S Swathi (S 21)	The role of trust and privacy concerns in online purchase behaviour
10	2401510012	Ravi Hari Priya	S. Venkata Ramana (S 19)	Analysing the relationship between social media marketing and stock market investment
11	2401510013	Murthyneni Rithika Chowdary	B. Vamsi Krishna (S 17)	AI and impact on higher education perceptual study in Telangana
12	2401510014	Guntha Vijay Krishna	B. Kishore (S 7)	A study on awareness and attitudes in the recruitment process of MBA students towards social media
13	2401510015	Shaik Noor Himambee	S. Venkata Ramana (S 19)	Balancing innovation and assurance: Investigating the safety and trust-building growth
14	2401510016	Brohit Sai Koushik Nallajerla	T V S S Swathi (S 21)	A study on the impact of social media influencers towards consumers buying decisions of gen Z on electronic gadgets.
15	2401510017	Nikhitha Sai Modepalli	Shyamasundar Tripathy (S 18)	Reinventing organisational culture through MR digital ethics



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16	2401510018	Gunisetty Padma Latha	Shyamasundar Tripathy (S 18)	Micro-level workforce planning with HR analytics and AI evidence from the start-up's ecosystem in Hyderabad.
17	2401510019	Dhanya Sree Ganta		Embedding cybersecurity awareness into HR practices toward long-term organisational resilience in AP and Telangana
18	2401510020	Lingam Hanisha	Shyamasundar Tripathy (S 18)	Integrating artificial intelligence in HR policies ethical dilemmas and efficiency gains in Telangana startups and the IT sector.
19	2401510021	Narala Akash Reddy	Srikanth Akondi (S 08)	Comparative study of consumer trust in online food delivery apps (Swiggy Vs Zomato)
20	2401510022	Sarepalli Tanishka	M. Kishore Babu (S 11)	A study on shadow marketing and its effect on consumer trust in cosmetics.
21	2401510023	Boddu V S G Naveen Kumar	M. Narasimha Rao (S 03)	A study on factors influencing consumers' preference between traditional and EV four-wheeler in Vijayawada
22	2401510025	Purna Chandra Rao Kanakam	KANAGALA ANUSHA (S 10)	Last mile distribution of pesticides in Andhra Pradesh: usages and gaps and opportunities
23	2401510026	Satwik Chilukoti	T V S S Swathi (S 21)	A study on impact of AI recommendations that driving promotional strategies and customer intentions in reliance Jio.
24	2401510027	Ballepalli Naga Sahiti	Chintala Balaji (S 9)	Investor behavioural responses to the forces certification market actions and shifts in involvement platform.
25	2401510028	Peddiboena Rohith	M. Narasimha Rao (S 03)	A study on customer satisfaction towards Blinkit services in Vijayawada
26	2401510029	Rokkam Swarna Latha	J. Venkata Ramana (S 24)	Evaluating the impact of capital structure decisions on the profitability and financial performance of business forms.
27	2401510030	Nikitha Chandanala	A. Udaya Shankar (S 04)	A study on the impact of short-term videos on brand awareness and consumer
28	2401510031	Chelluboina Divya Sarika	J. Venkata Ramana (S 24)	The role of AI in empowering diverse teams and collaborations in the workplace
29	2401510033	Addepalli Tejaswini	T V S S Swathi (S 21)	A study on sustainability practices in textile SME's: operational constraints
30	2401510034	Nalabotula Gopi Chand	S Ramesh Babu (S 15)	A study on sustainability and ethics
31	2401510035	Mulugurthi Venkata Prasad	B. Kishore (S 7)	A study on post-purchase behaviour in omni-channel retailing and its effect on consumer satisfaction
32	2401510036	Krishna Pranathi Yeeswarapu	Shyamasundar Tripathy (S 18)	The role of supporting entrepreneurs in MSME AP



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33	2401510037	Guvvala Leela Naga Karthik Reddy	Srikanth Akondi (S 08)	Segmentation strategies by E-Commerce
34	2401510038	Sateesh Sanam	J. Venkata Ramana (S 24)	To improve patient outcomes for HM by using P analytics
35	2401510039	Pavan Kalayan Tadikonda	S. Venkata Ramana (S 19)	Impact of financial mini through IOCM
36	2401510040	Chikkam Sri Harsha	KANAGALA ANUSHA (S 10)	Study on the impact of digital services on customer loyalty in online pharmacy APPs
37	2401510041	Tenali Bala Manikanta Reddy	S Ramesh Babu (S 15)	A study on the impact of grocery customer services in Guntur delivery apps towards
38	2401510042	Chagarlamudi Chudamani	Srikanth Akondi (S 08)	Volatility prediction in financial stocks using ML
39	2401510043	Palem Shameer Uddin	P. Raja Babu (S 20)	A study on consumer behaviour towards e-commerce grocery apps
40	2401510044	M Gnanendra Reddy	T V S S Swathi (S 21)	Study on the effectiveness of OUN: Channel supply chain in enhancing consumer purchase
41	2401510045	Reddy Jaya Lokesh	Chintala Balaji (S 9)	A study of the financial performance and growth of NBFC
42	2401510046	Mamidi Teja Sree	A. Udaya Shankar (S 04)	Understanding education loans- A comparative study of financial parameters and customer segmentation
43	2401510047	Nikhila Pulivarthi	Sundari Dadhabai (S 6)	Talent acquisition and employer branding in competitive markets
44	2401510048	Jakka Sai Siva Sandeep	K. Hema Divya (S 1)	Systematic Risk -Analyse the rise of retail investors in the mutual fund market
45	2401510049	Bommareddy Naga Lakshmi	B. Vamsi Krishna (S 17)	Sustainable education adopted by higher educations
46	2401510050	Manaswini Vuchuru	Srikanth Akondi (S 08)	An empirical review on green marketing with customer trust and loyalty
47	2401510051	Alamuri Sai Sri Durgesh	Shyamasundar Tripathy (S 18)	Job Satisfaction among Women Employees in the Textile Industry
48	2401510052	Kondreddi Manideep	A. Udaya Shankar (S 04)	A study on innovative features and consumer engagement in e-commerce
49	2401510053	Majeti Lohitha Nagasree	S. PADMA (S 25)	Work-life balance and its effect on employee productivity
50	2401510054	Nidumolu Venkata Prasanth	B. Kishore (S 7)	A study on the influence of social media companies on Gen Z consumers' attitudes towards purchase
51	2401510055	Odigala Chandrika	Chintala Balaji (S 9)	Role of leadership development programs in promoting equity and diversity through learning



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52	2401510056	Alli Mamatha	Shyamasundar Tripathy (S 18)	Role of LDPs in promoting equity and diversity in learning
53	2401510057	Venkata Naga Sai Kaithepalli	Chintala Balaji (S 9)	A study on UPI's impact on money savings and spending in investments
54	2401510058	Gangumolu Pavan Kumar		A study on brand awareness and consumer perception of Campa Cola in Vijayawada
55	2401510059	Guduru Anusha	Srikanth Akondi (S 08)	Determinants of financial inclusion and digital financial inclusion: A comparative study
56	2401510061	Yadlapalli Indrasena	P. Raja Babu (S 20)	Role of security analysis in investment DM of the private sectors
57	2401510062	Tarigopula Jyothi Gowthami	V. Naga sailaja (S 05)	The effect of US tariffs on the Indian stock market sectoral analysis
58	2401510063	Medagam Harish Reddy	T V S S Swathi (S 21)	Consumer Perception towards Digital Fin Services
59	2401510064	Islavath Umasri	K V V RAJU (S 16)	Flying into the future: perceptions and readiness of Indian farmers toward agriculture.
60	2401510065	Gopala Krishna Bellamkonda	B. Vamsi Krishna (S 17)	Technology integration and its impact on student learning in Andhra Pradesh
61	2401510066	Tiruveedhula Poojitha	K. Hema Divya (S 1)	Price efficiency in the age of algorithms: an empirical microstructure study
62	2401510067	Repalle Hima Surya Saketh	Srikanth Akondi (S 08)	The impact of band hate on consumer well-being
63	2401510068	Vasipalli Dheeraj Kumar Reddy	M. Kishore Babu (S 11)	Guerilla Marketing vs Traditional marketing: A study of impact and relevance
64	2401510069	Shaik Madhecha	Srikanth Akondi (S 08)	determinants of economic growth: a comparative study
65	2401510070	Dhupam Deepthi	J. Venkata Ramana (S 24)	Financial management statistics based on sustainable firms
66	2401510071	Aitha Pallavi Naga Sai Sarvani	Srikanth Akondi (S 08)	Analysing the influence of MM determinants on consumer PI
67	2401510072	Aradyula Raj Kumar	B. Kishore (S 7)	A study on the influence of micro influencers on consumer buying behaviour and sales performance.
68	2401510073	Velusami Manikanta	Subhodeep Mukherjee (S 23)	A study on food services challenges in Guntur, AP
69	2401510074	Narra Sai Kumar	Subhodeep Mukherjee (S 23)	Measures the impact of last-mile delivery and people involved in the urban areas of AP
70	2401510078	Makkela Eswara Kumar	T V S S Swathi (S 21)	Are food reviews helpful for consumers or not



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71	2401510079	Yepuri Vijitha	Chintala Balaji (S 9)	A study of social media algorithms on CBB
72	2401510080	Chinmayee Polisetty	S. Venkata Ramana (S 19)	Impact of Robo advising on wealth Management
73	2401510081	Tahir Shaik	S Ramesh Babu (S 15)	A comparative analysis of purchases in Forbes
74	2401510082	Keerthana Saahithi Prathipati	Chintala Balaji (S 9)	The role of AI in personalised marketing strategies.
75	2401510083	Yassir Sayyed Yasin	Kanagala Anusha (S 10)	A study on the work-life balance of employees involved in last-mile delivery
76	2401510084	Kuricheti Durga Pradeep	S Ramesh Babu (S 15)	The comeback of Campa Cola: A study of consumer adaptation and brand switching
77	2401510085	Seelam Srilekhana	J. Venkata Ramana (S 24)	Temporary teams' diversity and collaboration
78	2401510086	Renuka Sai Sindhu Karpuram	V. Naga sailaja (S 05)	The sustainable finance: the role of ESG in Making Investment Decisions
79	2401510087	Sesha Sai Keerthana Mandapati	Chintala Balaji (S 9)	AI in credit scoring in NBFC
80	2401510088	Nadendla Srilakshmi	Srikanth Akondi (S 08)	Determinants of online purchase behaviour: a mediation analysis through delivery performance
81	2401510089	Manchikalapati Sai Charitesh Singh	Chintala Balaji (S 9)	Economic analysis of key macroeconomic factors on the Indian stock market
82	2401510090	Srikanth Titti	M. Kishore Babu (S 11)	Study on consumer awareness towards adulterated milk and its impact on health
83	2401510092	Yalamati Gnana Deepthi	Archana Nag (S-22)	Impact of crop market prices using Power BI
84	2401510097	A. Sabeera Anee	S. PADMA (S 25)	A study on the impact of digital career platforms on choosing employment opportunities for management and engineering students
85	2401510098	A Shaul Ameen	S. PADMA (S 25)	A study on patient satisfaction towards private vs. government hospitals
86	2401510099	Sri Kavya Sruthi Nedunuri	Sundari Dadhabai (S 6)	Impact of HR automation on organisational effectiveness: employee experience as a mediating factor.
87	2401510100	Duggineni Naga Abhinav	S. Venkata Ramana (S 19)	Cryptocurrencies and Digital Assets: Transforming the conventional financial structure in India
88	2401510101	Buragadda Naga Venkata Yeswanth	Shiva Prasad Kandi (S 12)	Marketing volatility: an empirical analysis of selected IT stocks selected in NISF 50



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89	2401510103	Chennakesavula Vignayathryy	Shyamasundar Tripathy (S 18)	Role of mentorship and sponsorship in elevating women to senior HR leadership in Hyderabad organisations
90	2401510104	Batthula Venkann Dora	K V V RAJU (S 16)	The role of financial literacy in shaping young people's investment choices
91	2401510105	Bhargavi Reddy	V. Naga sailaja (S 05)	The role of fintech in promoting financial inclusion
92	2401510106	Dammalapati Sai Teja	M. Narasimha Rao (S 03)	A study on consumer awareness and aptitude towards eco-friendly packaging solutions
93	2401510108	Dadisetty Latha Madhuri	V. Shiva Prasad Kandi (S 12)	Equity analysis of selected chemical companies: an empirical study in the Indian context
94	2401510109	Bhimaneni Teja Sree	Srikanth Akondi (S 08)	Emotional appeals influence on customer purchase intention: assessing the moderating role of demographics
95	2401510110	Kolisetty Ruchitha	Srikanth Akondi (S 08)	The impact of E-HRM practices on employee performance - Empirical research
96	2401510111	Tadisetti Ajay Kumar	S. Venkata Ramana (S 19)	A comparative study of AI-based portfolio optimisation and human decision-making in investment management
97	2401510112	Lingamsetty Danush	K. Hema Divya (S 1)	Data-driven marketing image
98	2401510113	Shaik Nurulla	K V V RAJU (S 16)	Innovation business models for delivering sustainable low-cost housing in India: challenges and prospects
99	2401510114	Gade Dilip Kumar	S Ramesh Babu (S 15)	Impact of voice communication and voice assistance on consumers in digital marketing.
100	2401510116	Karamsetty Venkata Vishnu Charan	K. Hema Divya (S 1)	To study factors influencing fintech firms and their impact on financial infusion in Vijayawada
101	2401510117	Yamini Jami	K. Hema Divya (S 1)	AI in HR decision-making and its impact on financial efficiency
102	2401510118	Thorati Sai Keerthi	K V V RAJU (S 16)	Industry expectations Vs graduate competencies: study in AP and employability
103	2401510119	Maddala Karthik Manikya Sanjay	S. PADMA (S 13)	A study on customer satisfaction from Zomato food delivery
104	2401510120	Yerramsetti Veerendra Sai Teja	K. Hema Divya (S 1)	Corporate value enhancement through ESG consideration: financial and non-financial perspectives.
105	2401510123	Paruchuru Hema Harshita	T V S S Swathi (S 21)	The influence of coisual marketing on purchase intention in online retail



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106	2401510124	Keerthi Pandalaneni	J. Venkata Ramana (S 24)	Predictive financial distress in the Indian Automotive industry through Machine Learning Algorithms
107	2401510125	Bayya Ganesh	A. Udaya Shankar (S 04)	AI-driven personalisation redefining customer engagement in the digital era
108	2401510128	Mullapudi Hema Sri	J. Venkata Ramana (S 24)	Analysing the leadership on employee motivation and predicting performance
109	2401510131	Challa Dinesh	CHOWDARY RAO (S 26)	Design and implementation of a trading engine
110	2401510133	Garre Shalini	Shyamasundar Tripathy (S 18)	Innovative HR strategies of hybrid work: maximising employee performance
111	2401510134	Pinnamaneni Varshitha	Shyama Sundar Tripathy (S 18)	Diversity and inclusion in the workplace: A study in selected IT companies
112	2401510135	Rayapudi Bharath Kumar	T V S S Swathi (S 21)	Impact of geopolitics and global crises on consumer behaviour
113	2401510137	Sontyana Dheeraj Anjan Brahmaji	B. Kishore (S 7)	Digital free engagement and the RTS spill-over effect on online FMCG sales
114	2401510138	Dusanapudi Satya Sai Sampath	Subhodeep Mukherjee (S 23)	Examine the logistics and transportation in the e-commerce
115	2401510139	Vinay Kumar Yandava	A. Udaya Shankar (S 04)	Study on the impact of short-term video marketing, brand awareness, and consumer behaviour among Gen Z and millennials
116	2401510140	Gudimetla Sai Deepika	J. Venkata Ramana (S 24)	Impact of student spending behaviour on digital payments
117	2401510141	P.Pavan Kumar	S. PADMA (S 25)	Impact of financial literacy on personal investment decisions
118	2401510142	Kavala Shanmitha Satya Sri Kavya	K. Hema Divya (S 1)	A study on employee well-being and its impact on engagement and retention
119	2401510143	Potnuri Satya Deva Raj	M. Narasimha Rao (S 03)	A study on the impact of short video platform reels on Instagram, YouTube shots on brand awareness
120	2401510144	Kilaru Pavithra Chowdary	K. Hema Divya (S 1)	Role of employee branding in at trading and retailing millennials and gen Z with reference to toll gate
121	2401510145	Shaik Shajahan	K V V RAJU (S 16)	A study on business opportunities and challenges
122	2401510147	Lingala Mahesh	Shyamasundar Tripathy (S 18)	Impact of hybrid work policies on employee



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123	2401510148	Gayathri Yemineni	T V S S Swathi (S 21)	A study on comparative analysis of android vs iPhone users from security view point
124	2401510149	Chunduru Chaitanya	B. Kishore (S 7)	A study on eco-friendly retention particles and their long-term impact on customer retention
125	2401510150	Srikanth Eperi	K V V RAJU (S 16)	Impact of brand equity on financial performance - Indian auto mobile
126	2401510151	Rajendra Reddy Bandapu	B. Kishore (S 7)	A study on the influence of sustainable marketing strategies of EV
127	2401510152	Tirumani Jaya Krishna	Shyamasundar Tripathy (S 18)	The role of digital HR in balancing work-life in manufacturing sector
128	2401510153	Gunisetty Prasanna Kumar	KANAGALA ANUSHA (S 10)	A study on impact of e-commerce adoption on operational performance
129	2401510154	Korabandi Manaswini	Venkateswara Kumar K S (S 02)	Customer satisfaction and impact of digital banking adoption
130	2401510157	Garikapati Ramya Sree	A. Udaya Shankar (S 04)	A study on impact of influencer marketing on brands switching on Gen Z
131	2401510159	Duggirala Priyanka	T V S S Swathi (S 21)	A study on consumer perception towards selective skin care brands in India
132	2401510160	Bandaru Bharat Sai	B. Vamsi Krishna (S 17)	Psychological safety has a moderator between hybrid work and team innovation
133	2401510161	Saikiran Jambavi	A. Udaya Shankar (S 04)	A study on impact of short-term video marketing on brand awareness and consumer behavior
134	2401510162	Appineni Sidhu	A. Udaya Shankar (S 04)	Marketing challenges for small business with competing industry giants
135	2401510163	Tatipaka Jitendra Kumar	A. Udaya Shankar (S 04)	A study on consumer perception towards selective skin care brands in India
136	2401510164	Kandregula Hemanth	V. Shiva Prasad Kandi (S 12)	A study on financial performance of public sector banks post-merger scenario using the CAMAL model
137	2401510166	Sobila Phanindra	Shyamasundar Tripathy (S 18)	Reskilling and upskilling for the future workforce: transforming skill gaps into skills in AP
138	2401510168	Kundeti Chandhini	J. Venkata Ramana (S 24)	Data-driven insights on remote and hybrid work: an analytics approach to productivity, stress, and job satisfaction
139	2401510172	Likitha Yaragani	S. PADMA (S 25)	Influence of online reviews on consumer buying behaviour
140	2401510173	Shaik Abdul Bashid	B. Vamsi Krishna (S 17)	Role of social media platforms in enhancing job opportunities and networking for rural skilled youth in AP



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141	2401510175	Sadvika Dala	J. Venkata Ramana (S 24)	A study on silent signal of employee disengagement using business analytics to predict disengagement of employees
142	2401510177	Lode Anusha	Chintala Balaji (S 9)	Emotional branding: How brands connect with consumers beyond the products in Guntur
143	2401510179	Potnuru Sai Tirumala	M. Kishore Babu(S 11)	The effectiveness of gorilla marketing in the digital era
144	2401510181	Rayapudi Rakesh Vardhan	B. Vamsi Krishna (S 17)	Change management in the context of digital transformation
145	2401510182	Kattukolu Praneetha Reddy	T V S S Swathi(S 21)	A study on developing AI-powered fraud detection awareness for UPI transactions in India
146	2401510188	Govindu Molli	P. Raja Babu (S 20)	Security analysis in public sector banks with performance to fundamental and technical analysis.
147	2401510189	Sanagapati Venkata Lakshmi Suma	V. Naga sailaja (S 05)	A study on impact of credit risk on financial efficiency of SBI, DHFC
148	2401510191	Vasushree B S	S. Venkata Ramana (S 19)	SIP investment and mutual fund behaviour of gen Z
149	2401510193	Hafijunnisa Mohammad	Srikanth Akondi (S 08)	Talent management strategies and its impact on employee performance
150	2401510194	Kailasa Nagaraja Dedeepya	V. Shiva Prasad Kandi (S 12)	Strengthening the corporate sector through good government practices
151	2401510196	Pavani Ganga Bhavani Painni	B. Vamsi Krishna (S 17)	Sill development and employment patterns of Indian migrants in Australia's front-line workforce
152	2401510197	Bhogyam Harshini		A study on workforce analytics using to enhance diversity and inclusion initiatives
153	2401510199	Mokshagna Chanumolu	K. Hema Divya (S 1)	Behavioural finance in emerging economics evidence from the Indian stock market
154	2401510200	Kolluru Mouli Sri Krishna Manoj	S. PADMA(S 25)	A study on employee experience on retention and termination
155	2401510203	Neelakanta Pranav Sri Sai Nandipati	Chintala Balaji (S 9)	Risk management strategies in multinational corporations
156	2401510206	Naveen Sunkara	KANAGALA ANUSHA (S 10)	A study on digitalization impact on firm performance
157	2401510207	Reddy Charla Ashok Varma	Sundari Dadhabai (S 6)	Building sustainable and purpose driven organization.
158	2401510209	Nissi Shekinah Khandavalli	S. Venkata Ramana (S 19)	A study on neo banking in Gen Z era: expect financial behaviour



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159	2401510210	Chinmayi Thammina	S. PADMA(S 25)	Hybrid work mode impact on employee productivity access study in Mangala Giri
160	2401510211	Katakam Neha	S Ramesh Babu (S 15)	A study on consumer trust by format on social media towards user generator content
161	2401510212	Ratakonda Srivalli	S. PADMA(S 13)	Impact of workplace communication on teamwork and productivity
162	2401510214	Dega Venkata Sudheer	M. Kishore Babu(S 11)	A study on influence of CSR activities on consumer buying behaviour with reference to FMCG products
163	2401510215	Manepalli Sai Sriram Swaroop	Subhodeep Mukherjee (S 23)	Analysing the impact of AI-based chatbots among third-party logistics (3 PC) companies
164	2401510216	Balam Murali Krishna Vamsi	B. Kishore (S 7)	A study on purchase behaviour and its impact on customer loyalty in the consumer durable industries
165	2401510217	Ivaturi Siva Nanda Kashyap	Chintala Balaji (S 9)	Role of block chain in transforming banking
166	2401510221	Kari Sudarsan Preetham	A. Udaya Shankar (S 04)	The influence of social media marketing on consumer engagement and behaviour
167	2401510222	Jyothish Kumar Busam	S Ramesh Babu (S 15)	A study on marketing challenges of authentic Kalam Kaari textiles
168	2401510223	Sai Vyshnavi Tadikonda	Chintala Balaji (S 9)	Effectiveness of physical and emotional and financial wellness programs in enhancing employee happiness.
169	2401510224	Y Akash	CHOWDARY RAO (S 26)	Reframing of risk and return through ESG: Transforming financial decision making.
170	2401510228	Katakam Naga Pavan Kumar Reddy	CHOWDARY RAO (S 26)	AI empowering financial innovations in BFSI sector.
171	2401510229	Mohammad Rehman Sharif	Archana Nag (S-22)	A data-driven study of crime trends using PB
172	2401510230	Pamidala Jyothika	Chintala Balaji (S 9)	The impact of influencer marketing on consumer purchases
173	2401510235	Kasturi Nithin Kumar	Chintala Balaji (S 9)	Impact of treasury management on firms' liquidity and profitability
174	2401510237	Shaik Umera Azmi	Srikanth Akondi (S 08)	The influence of macro-economic factors on Indian stock market
175	2401510238	Thota Uday Kiran	V. Naga sailaja (S 05)	Transforming banking through technology: customer perception in AP
176	2401510241	Kovvuri C V Sri Venkata Reddy	KANAGALA ANUSHA (S 10)	A study on evaluating role of fortified rice kernels and its distribution and efficiency in AP



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177	2401510242	Akahay Perumalla	KANAGALA ANUSHA (S 10)	A study on supply chain challenges in the production and distribution of FRIC rice in Telangana
178	2401510243	Parida Sajan Kumar	S. Venkata Ramana (S 19)	Impact of digital payments on consumer spending habits.
179	2401510245	Ragha Suma Dokku	V. Naga sailaja (S 05)	Corporate environmental performance and financial outcomes: exploring the effects of green finance policies
180	2401510247	Sathvik Ogirala	S. PADMA(S 25)	The role of social media in Gen Z purchase intention
181	2401510251	Perugu Sravan Kumar	KANAGALA ANUSHA (S 10)	The role of Free Trade Arrangement in reducing tariff impact
182	2401510253	Kowshik Betha	Srikanth Akondi (S 08)	Predicting the financial distress for jewellery sector: A comparative study on alma and MC models
183	2401510258	Bavisetti Veera Dhanush	T V S S Swathi(S 21)	The influence of colour psychology in branding and advertising
184	2401510261	Ayesha Shaik	T V S S Swathi(S 21)	The role of packaging sustainability in building customer trust and loyalty in FMCG
185	2401510262	Charan Teja Kotte	Archana Nag (S-22)	FI sponsorship on brand equity
186	2401510264	Adda Saran Karthikeya	S. Venkata Ramana (S 19)	Measuring financial efficiency of selected 5 companies in India
187	2401510265	Mani Satwika Kolla	J. Venkata Ramana (S 24)	Influence of social media influences on gen Z purchase intentions
188	2401510268	Ujjini Lohithram	S Ramesh Babu (S 15)	A study on customer perception towards Vande Bharat trains in AP
189	2401510271	Shaik Karishma	Sundari Dadhabai (S 6)	Strategic downsizing in the age of destruction assessing survival outcomes and managerial coping strategies.
190	2401510272	Tadikonda Naishitha	Sundari Dadhabai (S 6)	Effectiveness of physical and emotional and financial wellness programs in enhancing employee happiness.
191	2401510274	Pamarthi Madhuri	T V S S Swathi(S 21)	Impact of cause related marketing on consumer perception and brand loyalty
192	2401510275	Manukonda Kesa Harsha Venkat	Archana Nag (S-22)	The role of influencer marketing in shopping brand loyalty among Gen Z consumers
193	2401510277	Sravani Balagam	J. Venkata Ramana (S 24)	The impact of working capital management on profitability Indian FMCG companies
194	2401510279	Bevara Lahari Devi	S. PADMA(S 25)	Analysing factors influencing online government purchase decisions: A study among MBA students.



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195	2401510281	Koviri Gopala Siva Appalaraju	M. Kishore Babu(S 11)	Impulse and anxiety utility fomo for maximum impacting digital marketing
196	2401510282	Pavani Ankisarao	S. Venkata Ramana (S 19)	Early warning systems for corporate financial distress
197	2401510283	Sathwik Eate	S. Venkata Ramana (S 19)	The role of SEBI regulations in enhancing stock market efficiency
198	2401510284	Motepalli Sai Sathwika	S. PADMA(S 25)	Impact of employer engagement on organizational performance in Indian startups a human resource perspective
199	2401510286	Kasireddy Tharun Kumar	B. Kishore (S 7)	Semiotics in eco conscious packaging - understanding its impact on consumer purchase using EKB model.
200	2401510287	Kollipara Vijay Krishna	B. Kishore (S 7)	An empirical study on the psychological determinants of brand loyalty
201	2401510296	Bontalakoti Sai Sandeep	B. Vamsi Krishna (S 17)	Consumer trust in digital payment marketing
202	2401510298	Donga Sravani	B. Vamsi Krishna (S 17)	Dark side of digital marketing
203	2401510299	Shaik Mohammad Rafi	KANAGALA ANUSHA (S 10)	Impact of economic before and after GST
204	2401510301	Thanuj Munnangi	Chintala Balaji (S 9)	A short-term performance analysis of NSE IAOS post pandemic
205	2401510302	Murali Akurathi	CHOWDARY RAO (S 26)	Impact of AI on financial forecasting in banks
206	2401510303	Ravipati Eka Vardhan	CHOWDARY RAO (S 26)	The literacy dividend: how knowledge drives youth investment choices in India.
207	2401510304	Kamma Praveena	Shyamasundar Tripathy (S 18)	Micro level sustainability training effectiveness in shaping employee behaviour: a study in specific in healthcare industry
208	2401510305	Bheemireddy Raaga Deepika Reddy	M. Kishore Babu(S 11)	A study on effect of personalization on online shopping behaviour in clothing sector.
209	2401510308	Ajesh Kumar Kura	Venkateswara Kumar K S (S 02)	Digital payment: Driving financial inclusion in India
210	2401510311	M Shravani .	K. Hema Divya (S 1)	Study on impact of HR practices on performance enhancement and employee support
211	2401510313	Nandan Kumar	Sundari Dadhabai (S 6)	Impact of employees' experience on employee performance
212	2401510315	Avnish Kumar Vishwas	Sundari Dadhabai (S 6)	The GIG economy and its impact on HRM
213	2401510316	Matta Yogeswar Babu	T V S S Swathi(S 21)	Management of inventory practices in dairy cold chain



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214	2401510318	Chejarla Sai Vinathi	Sundari Dadhabai (S 6)	A structured equation approach of ethical leadership contribution to organisational citizenship behaviour using psychological empowerment as mediator
215	2401510322	Tripuraneni Yaswanth	B. Kishore (S 7)	A study on AI personalised advertising and its influence on consumer engagement in fashion apparel marketing on Instagram and YouTube
216	2401510323	Pedapudi Shiny Sundar	B. Vamsi Krishna (S 17)	Unpacking socio-cultural dynamics shaping skill application and employment outcomes among rural youth in Andhra Pradesh
217	2401510324	Allada Sai Teja	S. Venkata Ramana (S 19)	Impact of GST on Indian economy: A sectorial analysis
218	2401510325	Upamaka Sri Manikanta	P. Raja Babu (S 20)	The evaluation of value: Bitcoin, Dogecoin in the global economy
219	2401510326	Anne Mahitha	B. Vamsi Krishna (S 17)	Integration of AI-power digital resource management for sustainable education in Andhra Pradesh engineering colleges
220	2401510327	Lakshmi Padma	P. Raja Babu (S 20)	Time series analysis of financial statements
221	2401510328	Yashaswi Rama Lingeswar	P. Raja Babu (S 20)	Business analytics tools on finance analysis
222	2401510329	Shaik Arshiya	B. Vamsi Krishna (S 17)	impact of clouded driven ERP systems on administrative efficiency in Andhra Pradesh higher educational institutes.
223	2401510330	Bonu Sri Krishna Abhishek	Venkateswara Kumar K S (S 02)	Impact of capital structure on firms' performance
224	2401510331	Mani Sri Anmitha Tunuguntla	Srikanth Akondi (S 08)	Assessing users perception on chatbot effectiveness
225	2401510332	Siva Keerthana Padala	S. Venkata Ramana (S 19)	Cryptocurrency as an alternative asset class: A comparative risk return analysis
226	2401510333	Konduri - Apoorva	Shyamasundar Tripathy (S 18)	Influence of workplace culture on employees' mental health in IT sector
227	2401510334	Mugada Harshitha	J. Venkata Ramana (S 24)	Predictive modeling of loan default risk using alternative data in digital leading platforms
228	2401510335	Muddineni Naga Veera Raghavaiah	V. Naga sailaja (S 05)	The role of private equity investment on the financial performance of the SMES
229	2401510341	Shaik Sharif	Sundari Dadhabai (S 6)	Assessing the efficiency of WhatsApp in local governance from citizen satisfaction perspective



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230	2401510346	Vallence Peter Langeni	V. Naga sailaja (S 05)	Assessing the impact of regtech on complains in Tanzanian banks and path ahead.
231	2401510352	Chitti Sai Lakshman	V. Shiva Prasad Kandi (S 12)	Impact of digital payments on socio-economic development on roadside women vendors - A study with Vijayawada rural
232	2401510354	Bandi Narmada	S. Venkata Ramana (S 19)	The impact of financial incentives on consumer adoption of E wallets
233	2401510355	Panthagada Naveen Kumar	J. Venkata Ramana (S 24)	Social media analytics to predict buying intentions in fashion retail
234	2401510357	Nammi Krishna Priya	K. Hema Divya (S 1)	Behavioural finance: how emotions impact investors' decision making
235	2401510359	Honey Sri Katta Sri Katta	A. Udaya Shankar (S 04)	Metaverse marketing - A futuristic opportunity or just a passing trend
236	2401510361	Appineni Chaitanya Naga Aditya	CHOWDARY RAO (S 26)	AI in financial decision making - can replace human investment
237	2401510365	Bhavana Kesanupalli	V. Shiva Prasad Kandi (S 12)	Universal health coverage through Ayushman Bharat: promise and practice
238	2401510366	Varun G	V. Naga sailaja (S 05)	Assessing the impact of digital payment platforms on consumer spending behaviour

KLBS - MRP TITLES 2024-25

Sl.No.	ID No.	Name of the Student	Guide Name	Title
1	2301510001	Shaik Sadiya Almas	Dr.Udaya Shankar (S4)	Impact of consumer perception on the turnover of FMCG
2	2301510002	Nitheesh Kumar Kanderi	Dr.Sailaja (S5)	Impact of Genz investors decisions
3	2301510003	Chadarajupalli Gopi	Dr.Siva Prasad (S12)	Volatility of banking stocks
4	2301510004	Bevara Raghu Ram	Dr.Siva Prasad (S12)	Investing in Knowledge: The Role of Financial Literacy in Shaping Young People Investment Choices.
5	2301510005	Chinta Rahul Kumar	Dr.Srikanth (S8)	Evaluating the Effectiveness of Digital Banking and E wallets in KL University
6	2301510006	Pinapaka V N Sai Lakshmi Varshitha	Dr.K.Hema Divya (S1)	Impact of Fintech on Financial Inclusion
7	2301510007	Sadhu Thirusa	Dr.RamaSwathi (S13)	HR Tech Start-ups as Catalysts for Enhancing Employee Well-being and Interpersonal Collaboration
8	2301510008	Rishitha Chowdary Murthyneni	Dr.Ch.Balaji (S9)	A study on volatility of share



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9	2301510009	Lanka Koushik Venkata Satya	Dr.Ch.Balaji (S9)	The impact of union budget on stock market's volatility and behavior
10	2301510010	Vijayasri Yarkareddy	Dr.Sailaja (S5)	Fuelling the future: how green finance is powering sustainable economic growth in india
11	2301510011	Padmini Sree Lasya Chennavajhala	Dr.Tripathy (S18)	The Influence of Business Analytics Education on MBA Students' Career Prospects in Andhra Pradesh
12	2301510012	Naramsetty Jaswanth	Dr.Ch.Balaji (S9)	A Study on Impact of Macro Economical Factors on exchange rate of India
13	2301510013	Ponnaganti Jagadeesh Kumar	Dr. Subba Rao Adhikari (S22)	The Impact of Influencer Marketing on Consumer Purchase Decisions and Sales Performance
14	2301510014	Rajesh Kolla	Dr.Ch.Balaji (S9)	Impact on Email Marketing
15	2301510015	Chinnareddygari Mounika Yadav	Dr.S.Ramesh babu (S15)	Consumer perceptions towards organic food products
16	2301510016	Chanumolu Pavan Sai	Dr.Vamsi Krishna (S17)	Local Youth Movements and the Digital Divide: Harnessing Technology for Social Change
17	2301510017	Keerthana Ramiseti	Dr.MVALNarasimha Rao(S3)	A study on consumer perception towards term insurance policies
18	2301510018	Kommula Amrutha	Dr.Venkateswara Kumar(S2)	Study on the impact of phishing on investment banks: risks, consequences, mitigation strategies
19	2301510019	Madhavarapu Bala Murali Krishna	Dr.MVALNarasimha Rao(S3)	The impact of digital influencers on consumer purchase decisions in fitness and wellness
20	2301510020	Panyam Sai Tarun	Dr.Venkateswara Kumar(S2)	Insurtech disruption in insurance
21	2301510021	Charu Hasini Perla	Dr.B.Kishore Babu (S7)	A Study on the Impact of Personalized Email Campaigns on Customer Engagement and Select on Email Marketing
22	2301510022	Kandeapu Pavan Kumar	Dr.B.Kishore Babu (S7)	Empowering Entrepreneurial Mindsets: Integrating Innovation, Design Thinking, and Entrepreneurship in MBA Programs to Drive Sustainable Development Goals
23	2301510023	Konda Aashish Reddy	Dr.Sailaja (S5)	The study on artificial intelligence in banking with reference to customer satisfaction



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24	2301510024	Haritha Devi Bandaru	Dr.Tripathy (S18)	Traditional handloom fashion in trend: to what extent does peer influence affect the adoption of conventional handloom fashion among youth in colleges and universities
25	2301510026	Panda Kusuma	Dr.Tripathy (S18)	Does the gig economy provide greater flexibility and opportunities for workers, or does it undermine traditional employment and labour rights?
26	2301510027	Chandu Sri Venkata Sai Durgarao	Dr.K.Hema Divya (S1)	IPO Timing and Market Conditions
27	2301510028	Chandini Killamshetti	Dr.Anusha (S10)	Inventory Management Practices in Dairy Cold Chain: A Study on Stock Rotation, Spoilage, and Perishable Goods Handling among Retailers in Guntur
28	2301510029	Madineni Vineela	Dr.Srikanth (S8)	Effectiveness of code basics and Data Professor: Comparative study of two EdTech channels
29	2301510030	Gokavarapu Lakshmi Mangadevi Amrutha Valli	Dr.K.Hema Divya (S1)	Impact of credit risk scoring on peer-to-peer lending using machine learning
30	2301510031	Shaik Naseema	Dr.Siva Prasad (S12)	Green economy and finance
31	2301510032	Palacharala Yashoda	Dr.Ch.Balaji (S9)	A study on factors affecting investors' behaviour towards stock market
32	2301510033	Geethika Kondaveeti	Dr.Tripathy (S18)	Reimagining Educational Quality: Enhancing Student Engagement and Personalised Learning with AI-Driven Tools in a New Era
33	2301510034	Chinthala Kavya	Dr.K.Hema Divya (S1)	A study on the evaluation of selected Mutual funds
34	2301510035	Syed Muskan	Dr.Sailaja (S5)	Impact of macroeconomic factors on bank profitability
35	2301510036	Lodagala Pravallika	Dr.Ch.Balaji (S9)	A study on - Impact of upi transactions on financial inclusion and economic development
36	2301510037	Achanta Kavya	Dr.B.Kishore Babu (S7)	Influence of Green Human Resource Management on Organisational Citizenship Behaviour for the Environment (OCBE)
37	2301510038	Kuchipudi Srinija	Dr.S.Venkata Ramana (S19)	The impact of digital transformation on the banking sector with reference to customer perspective, Andhra Pradesh
38	2301510039	Karumuri Satvik Reddy	Dr.Anusha (S10)	Analysing Customer Satisfaction with Mobile Health Apps and mobile devices for Comprehensive Fitness and Wellness Monitoring



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39	2301510040	Balla Rajya Lakshmi	Dr.Siva Prasad (S12)	Impact of macroeconomics factors on selected stock index of BRICS Nations
40	2301510041	Chikkavarapu Tirumala Venkata Sai Teja	Dr.B.Kishore Babu (S7)	Impact of Supply Chain Disruptions on Customer Loyalty in E-Commerce: Examining the Role of Service Recovery and Perceived Service Failure
41	2301510042	Tadiboyina Naveen	Dr.B.Kishore Babu (S7)	The Role of mobile security features impacting on consumer purchase behavior: Analyzing trust , Awareness
42	2301510043	Sai Surya Kolluru	Dr.S.Venkata Ramana (S19)	Role of cryptocurrency in the modern financial market
43	2301510044	Kotha Nageswara Uday	Dr.Anusha (S10)	THE IMPACT OF ETHICAL CONSIDERATION IN AI TECHNOLOGY FOR PATIENT-CENTRIC HEALTHCARE SOLUTIONS
44	2301510045	Pranathi Priya Cherukuri	Dr.Anusha (S10)	Inventory Management to Address Drug storages: Insides from Franchise pharmacies
45	2301510046	Prasad Siva Naga Lakshmi	Dr.Srikanth (S8)	Evaluating the Determinants of Absenteeism at Workplace Using Machine Learning Algorithms
46	2301510047	Nadigatla Prasanth Kumar	Dr.S.Ramesh babu (S15)	A Study on Digital Marketing Influence on Consumer Purchase Behavior towards Small Business
47	2301510048	Akhila Tadisetty	Dr.S.Venkata Ramana (S19)	A study on customer perception towards foreign exchange services at Thomas cook
48	2301510049	Arigela Veera Raghavendra	Dr.Ch.Balaji (S9)	Improving future online payments: A study on the current scenario
49	2301510050	Pedamallu Sai Ravishankar	Dr.S.Ramesh babu (S15)	A study on merchandise management practices for stand-alone retailers
50	2301510051	Divya Sri Pandanaboyina	Dr.Sundari Dadhabai (S6)	Employee experience and service quality in healthcare
51	2301510052	Gade Maneesha Veera Sri Sai Alwaru	Dr.Sundari Dadhabai (S6)	The effectiveness of work mode on team collaboration comparative analysis
52	2301510053	Jaya Narendra Kumar Koliparthi	Dr.Udaya Shankar (S4)	An Extensive Study on Role of AI in Search Engine optimization
53	2301510054	Desu Pavana Sindhu	Dr.S.Venkata Ramana (S19)	A Study on Effect of Interest Rate and Income Level on the Consumer Perception towards Housing Affordability in Vijayawada Region
54	2301510055	Likhith Chowdary Kanneganti	Dr.Vamsi Krishna (S17)	Bridging the Skills Gap: Can Workforce Development Keep Pace with Agricultural Automation?



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55	2301510056	Alla Bhuvaneswar Reddy	Dr.RamaSwathi (S13)	Employee branding building brands - A study on employee branding at zomato
56	2301510057	Nalamati Geetha Sai	Dr.S.Ramesh babu (S15)	From Attention to Conversion: How Short-Form Content Influence Consumer Behaviour and Brand Recognition
57	2301510058	Mutyala Badrinath	Dr.Udaya Shankar (S4)	Wearable Health Devices: A Study on the usage of health apps in smartwatches
58	2301510059	Nukala Hemanth Manikanta	Dr.Tripathy (S18)	Rural Vs. Urban Perspectives: A Comparative Study Of Environmental Awareness Among Generation Alpha In India?
59	2301510060	Kamma Chakradhar Chowdary	Dr.RamaSwathi (S13)	Social Media Advocacy in the Workplace: Exploring HRâ€™s Role in Facilitating Employee-Driven Branding Efforts
60	2301510061	Peetha Padmavathi	Dr.Tripathy (S18)	Upskilling Employees for Industry 4.0 in India
61	2301510062	Kondipati Moulika	Dr.S.Ramesh babu (S15)	Evaluating Product Visibility Impact on Consumer Purchasing Decision in Soft Drink Market
62	2301510063	Sai Sri Nivedita Nidumolu	Dr.Venkateswara Kumar(S2)	Financial Literacy and its effect on budgeting behaviour among college students
63	2301510064	Kambhampati Jaya Naga Sri	Dr.Atanu Talukdhar (S14)	Training and development of employees in the retail industry of Vijayawada city
64	2301510065	Nuthakki Tejaswi	Dr.K.Hema Divya (S1)	Effective Talent acquisition and retention in a competitive Job market
65	2301510066	Alluri Roop Chand	Dr.Anusha (S10)	The Transformative Role of Chatbots in Customer Service: Insights from Generation Z
66	2301510067	Ambati Srivani	Dr.Srikanth (S8)	Exploring the Challenges and Critical Success Factors of Select Organizations Adopted Influencer Marketing for Improving Organization Performance.
67	2301510068	Mutluri Pavani Devi	Dr.K.Hema Divya (S1)	Impact of remote and hybrid work models on employee engagement
68	2301510069	Pavani Surya Dommeti	Dr.P.Daniel (S20)	Recruitment and Selection Process in HR Department
69	2301510070	Mungara Harika	Dr.Sailaja (S5)	Evaluating the Predictive Power of Macroeconomic Indicators on Sectoral Indices Over Different Time Horizons
70	2301510071	Adiraju Santhakumari Praneetha	Dr.Udaya Shankar (S4)	Meditating Role of Digital App in APSRTC to enhance the customer satisfaction



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71	2301510072	Marri Jagadeesh	Dr.Tripathy (S18)	Passion vs. Circumstance: A Comparative Study on the Effectiveness of Employees Based on Career Motivation
72	2301510073	Thota Kavya Priya	Dr.Venkateswara Kumar(S2)	AI Driven Predictive Models for Banking Stocks
73	2301510074	Kolluri Pooja Susmitha	Dr.RamaSwathi (S13)	The role of social media in employee branding
74	2301510075	Sri Sai Lakshman M Prabhakar Yadav Mummidi	Dr.Venkateswara Kumar(S2)	The Role of AI in Sustainability Marketing: Enhancing Revenue Growth, Profitability, and Competitive Advantage
75	2301510076	Akanksha Enimireddy	Dr.Sailaja (S5)	Assessing the Role of Fintech Educational Resources in Enhancing Financial Literacy, Mitigating Behavioural Biases, and Influencing Investment Decisions
76	2301510077	Guduru Charitha	Dr.B.Kishore Babu (S7)	The Study of HR Professionals' Perceptions of Servant Leadership and Its Impact on Organizational Culture Development
77	2301510078	Yerra Venkateswararao	Dr.S.Venkata Ramana (S19)	AI in Health Insurance: Transforming Risk Assessment and Customer Experience
78	2301510079	Sridevi Sowmya Mutya	Dr.S.Venkata Ramana (S19)	A study on impact of global events on investor perceptions in financial markets
79	2301510080	Pathan Nizmi	Dr.Srikanth (S8)	Mediating role of employee engagement on the relationship between employee motivation and performance
80	2301510081	Karri Vaishnavi	Dr.S.Venkata Ramana (S19)	Assessing the impact and risk of cryptocurrency
81	2301510082	Pasupuleti Venkata Manohar	Dr.Anusha (S10)	A study on Relationship between Supplier and retailer of footwear industry
82	2301510083	Govindu Bonitha Sri	Dr.B.Kishore Babu (S7)	The Influence of Content Marketing on Consumer Behaviour and Experience: A Tech-Driven and Sustainable Perspective
83	2301510084	Kothamasu Redanka	Dr.Venkateswara Kumar(S2)	A Study on the Significance of corporate actions in Invest Decision Making
84	2301510085	Kotta Dileep	Dr.K.Hema Divya (S1)	Assessing the role of private equity investments on the financial performance of SMES
85	2301510086	Rishav Kumar	Dr.T V S S Swathi (S21)	The rise of digital marketing in current scenario.
86	2301510087	Jayakumar Bindu Aiswarya	Dr.Sundari Dadhabai (S6)	Employer branding and its impact on talent acquisition
87	2301510088	Jiddu Balaji	Dr.Venkateswara Kumar(S2)	Impact of AI and Machine Learning on Credit Card Risk Assessment



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88	2301510089	Thatikonda Ramya	Dr.Sundari Dadhabai (S6)	enhancing artificial intelligence in human resources: emerging trends and impacts in recruitment and training.
89	2301510090	Mokkarala Rajeswari Haritha	Dr.Sailaja (S5)	Volatility spillover over in Indian commodity market
90	2301510091	Meduri Sri Poushya	Dr.B.Kishore Babu (S7)	An Empirical study on Employer Branding And its influence on Millennial and Zen G work forces preferences
91	2301510092	Jalagam Himaja	Dr.B.Kishore Babu (S7)	Evaluating the impact of CI & CD on the supply chain management in software driven systems
92	2301510093	Vallamkondu Naga Shreya	Dr.Vamsi Krishna (S17)	Children of migrant workers: Educational and social consequences
93	2301510094	Gontla Bana Sankari	Dr.Vamsi Krishna (S17)	Influence of Leadership on Non-profit Organization's Success and Mission Fulfilment
94	2301510095	Ravva Sarath Kumar	Dr.Vamsi Krishna (S17)	University-Industry Collaboration for Socially Responsible Innovation: A Model for Sustainable Growth
95	2301510096	Kaligithi Vinesh	Dr.Tripathy (S18)	Ai In Education: A Comprehensive Review of Its Impact n Teaching, Learning, And Social Structures A Study in Andhra Pradesh management
96	2301510097	Mannepalli Venkata Srimanvitha	Dr.P.Daniel (S20)	A study on role of talent analytics in enhancing hiring decisions
97	2301510098	Divvela Venkata Sasank	Dr.S.Venkata Ramana (S19)	A study on proposed changes in Capital Gains & it's impact on Tax Assesses
98	2301510099	Tata Bhavya Charitha	Dr.P.Daniel (S20)	Human Resources Management role at Employee Engagement
99	2301510100	Gude Veera Babu	Dr.S.Venkata Ramana (S19)	A study on customer perception of neo banking services in India
100	2301510101	Ravipati Venkata Deepthi	Dr.Sailaja (S5)	Analysis of impact of financial literacy on investment decisions among young professionals in India
101	2301510102	Talatam Satya Veera Ganga Naga Lakshmi	Dr.S.Ramesh babu (S15)	Influence of digital marketing on consumer purchase behavior in the retail sector
102	2301510103	Nishitha Dasari	Dr.K.Hema Divya (S1)	Investigating the determinants of successful venture capital investments in tech startups
103	2301510104	Vamsi Thanneeru	Dr.Sundari Dadhabai (S6)	Impact of digital ethics on employee privacy
104	2301510105	Jakka Tarun	Dr.Anusha (S10)	The role of chatbots in customer service: insights from generation y



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105	2301510106	Savada Ysaswini	Dr.RamaSwathi (S13)	A Study on Implementation of blockchain in HR Practices by Startup Companies
106	2301510108	Swathi Yama	Dr.S.Ramesh babu (S15)	Work life balance among women private teachers
107	2301510109	Yenduri Padmini Priya	Dr.Siva Prasad (S12)	The impact of external debt on economic growth: a critical analysis of bimstecâ nations
108	2301510110	Challagulla Dedeepya	Dr.Sailaja (S5)	The Evaluation of value: Bitcoin, Dogecoin, and Gold in the global economy
109	2301510111	Shaik Nagur Basha	Dr.Udaya Shankar (S4)	Investigating the Determinants of Consumer Loyalty and Satisfaction in Toothpaste Purchases in Vijayawada
110	2301510112	Naga Malleswari Kommuri	Dr.KVV Raju (S16)	Regtech compliance management. Trends and challenges
111	2301510113	Gajjala Venkata Naga Lakshmi Sri Tulasi	Dr.Sailaja (S5)	Effect of ESG factors on portfolio construction
112	2301510114	Vyshnavi Polisetty	Dr.Venkateswara Kumar(S2)	A Study on Impact of Robo advisors on wealth management
113	2301510115	Saumya Sakshi	Dr.Tripathy (S18)	Developing Green Skill: The Role of HR in Training Employees for Sustainable Tourism job
114	2301510116	Ariga Ritheesha	Dr.Atanu Talukdhar (S14)	The influence of diversity and inclusion on workforce performance
115	2301510118	Pethakamsetty Sai Bhoomika	Dr.Siva Prasad (S12)	Volatility spillover effects among Indian equity, bond, and commodity markets: a study of nifty 50, government bonds, and gold prices
116	2301510119	Rayi Naga Priyanka	Dr.Vamsi Krishna (S17)	Enhancing Financial Fraud Detection and Prevention Through the Application of Artificial Intelligence Techniques
117	2301510120	Vemula Durga Akshaya	Dr.KVV Raju (S16)	Measuring the performance of State Bank of India (SBI) before and after merger using camel's framework
118	2301510121	Kizhakekozhuvanal John Alen	Dr.RamaSwathi (S13)	The role of strategic harm in enhancing remote work: talent acquisition, employee engagement, and organizational performance
119	2301510122	Pagadala Vidhya	Dr. RamaSwathi (S13)	Impact of AI on performance management
120	2301510123	J Vasavi	Dr.S.Venkata Ramana (S19)	Analytical Study of Digital Financial Literacy among Millennials of India
121	2301510124	Abir Maji	Dramas Krishna (S17)	Impact of AI-Integrated Learning Tools on Student Engagement in Andhra Pradesh's Government Schools



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122	2301510125	Keerthi Konide	Dr.Ch.Balaji (S9)	FII's DII's
123	2301510126	Pammi Manju Sree	Dr.Sailaja (S5)	Exploring the impact of capital structure on the financial resilience of NBCs in India
124	2301510127	R Vamsi Krishna	Dr.KVV Raju (S16)	The effect of mergers and acquisition on its share price
125	2301510128	Thiruveedula Karthik	Dr.P.Daniel (S20)	Supply chain risk management
126	2301510129	Juluru Venkata Pavan Saketh	Dr.Tripathy (S18)	Leveraging AI-Driven Insights for Enhancing Employee Productivity and Engagement in the Workplace
127	2301510130	Hemanth Venkata Sai Mastan Naidu Savaram	Dr.Siva Prasad (S12)	Relevance of CAPM, Fama-French, and Carhart Models in Emerging Markets
128	2301510131	Lukka Hema Deepika	Dr.Srikanth (S8)	Comparative Analysis of SAIL, JSW steel, TATA Steel and Jindal Steel and Power using web scraping
129	2301510132	Somula Goutham Reddy	Dr.Sundari Dadhabai (S6)	Effectiveness of retention strategies at Wipro
130	2301510133	Yaswanth Reddy Challa	Dr K.Hema Divya (S1)	Effects of interest rates on inflation and economic growth
131	2301510134	Tumuluru Sri Rajeswari Raja	Dr.P.Daniel (S20)	An Extensive Study on Role of AI in Search Engine optimization
132	2301510135	Sri Lekhya Grandhi	Dr.Tripathy (S18)	Utilizing gamification strategies to magnify the organizational success, promoting employee engagement and retention.
133	2301510136	Gana Naga Venkatesh Karnati	Dr.B.Kishore Babu (S7)	The Impact of Omnichannel Retailing on Customer Experience, Satisfaction, and Loyalty in the Electronic Home Appliance Sector
134	2301510137	Vanka Divya Sree Chowdary	Dr.K.Hema Divya (S1)	A study on perception of employees towards learning in hybrid work culture
135	2301510138	Gangisetty Nikitha	Dr.B.Kishore Babu (S7)	Leveraging Celebrity Endorsements for Sustainable Branding in IPO Campaigns: An Analysis of Investor Behaviour
136	2301510139	Om Sai Vineetha Parvathaneni	Dr.Sundari Dadhabai (S6)	The impact of cultural diversity on organizational values and behavioural norms: in select multinational companies
137	2301510140	Chinni Sai Naga Avinash	Dr. Subba Rao Adhikari (S22)	An Extensive Study on Role of AI in Search Engine optimization
138	2301510141	Muppala Yuva Vamsi	Dr.Anusha (S10)	A study on assessing the efficiency and challenges of paddy storage facilities in rural supply chain



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139	2301510142	Thalari Meghana	Dr.RamaSwathi (S13)	The effect of employer branding on attracting and retaining young professionals
140	2301510143	Vijji Nagesh Babu	Dr.MVALNarasimha Rao(S3)	A Study on the Impact of Ambience on Gen Z Customer Engagement towards Spaces in Vijayawada
141	2301510144	Preethi Reddy Marreddy	Dr.RamaSwathi (S13)	Ai in hr practices: employee engagement in IT sector
142	2301510145	Tirumalasetty Kumar Varma	Dr.P.Daniel (S20)	Management of Inventory Practices in Dairy Cold Chain
143	2301510146	Arigela Shanmukha Priyanka	Dr.Srikanth (S8)	Assessing the Mediating Role of Faculty Leadership Styles on the Effect of Student Readiness on Student Performance
144	2301510147	Himabindu Kunapareddy	Dr.S.Venkata Ramana (S19)	Role of NBFC's in Education Financing
145	2301510148	Sunil Kumar Kambham	Dr.S.Venkata Ramana (S19)	A Study on Awareness of Bootstrapping a Startup among Entrepreneurs in India
146	2301510149	Giri Venkata Sai Manendra Althi	Dr.Sailaja (S5)	Evaluation of mutual fund performance
147	2301510150	Rajagiri Jyothish Naga Vara Prasad	Dr.Srikanth (S8)	Bayesian Statistics Surpasses Frequentist Statistics
148	2301510151	Jarajapu Disowja	Dr.S.Venkata Ramana (S19)	A Study on machine learning in credit risk assessment for startup companies
149	2301510152	Annapureddy Meghana	Dr.Sundari Dadhabai (S6)	Accessing the factors affecting the last mile delivery on rural users' satisfaction using quantitative analysis
150	2301510153	Talupula Sreya Valli	Dr RamaSwathi (S13)	Impact of social media on the recruitment process
151	2301510154	Cheboyina Sai Venkata Sahadev	Dr.Ch.Balaji (S9)	The impact of buyback shares on stock price and market performance
152	2301510155	Shaik Nafeez	Dr.P.Daniel (S20)	A study in general diversity and impact of glass ceiling in healthcare sector
153	2301510156	Vasukuri Subhakar	Dr.Ch.Balaji (S9)	Impact of financial literacy to invest in Indian stock market
154	2301510157	Sanjana Guduri	Dr B.Kishore Babu (S7)	International Human Resource Management using AI within HR
155	2301510158	Mounika Robbi	Dr.P.Daniel (S20)	A Study on Green Finance
156	2301510159	Kolluru Prem Chand	Dr.P.Daniel (S20)	A study on the perception of employees towards learning in a hybrid work culture
157	2301510160	Shubhagya Nagalingam	Dr.Atanu Talukdhar (S14)	The impact of employer branding on talent attraction



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158	2301510161	Lanka Venkata Sai Kalyan	Dr.T V S S Swathi (S21)	An Extensive Study on the Role of AI in Search Engine Optimisation
159	2301510162	Amanulla Shaik	Dr.P.Daniel (S20)	A study on marketing strategies between Zomato and Swiggy
160	2301510163	Mohan Sri Sai Manikanta Penugonda	Dr.P.Daniel (S20)	Study of consumer behaviour towards Samsung
161	2301510164	Vemula Jaya Raja Rajeswari	Dr.Ch.Balaji (S9)	A Study on Green Finance
162	2301510165	Panchakarla Vasanthi	Dr.P.Daniel (S20)	A Study on the Impact of UPI Transactions on Financial Inclusion and Economic Development
163	2301510166	Meda Santosh	Dr.S.Venkata Ramana (S19)	Impact of Financial Literacy Programs on Awareness and Uptake of Insurance Schemes by Rural Women
164	2301510167	Kommuri Preethi Lawrence	Dr.Vamsi Krishna (S17)	AI-Driven Student Grievance Redressal: Evaluating Response Time and Satisfaction Levels in Government vs. Private Universities in Andhra Pradesh
165	2301510168	Gontu Uma Ujwala	Dr.S.Venkata Ramana (S19)	Cybersecurity challenges and their impact on financial technology
166	2301510169	Vudata Vasu Deva	Dr.K.Hema Divya (S1)	Impact of ESG factors on an organisation's performance
167	2301510170	Gajji Lakshmana Deva Raju	Dr.Atanu Talukdhar (S14)	Awareness of drone culture among farmers of the Godavari districts
168	2301510171	N.Hari Kiran Reddy	Dr.Anusha (S10)	A study on customer satisfaction towards electric vehicles and sustainability
169	2301510172	Raghavaraju Rushendra Varma	Dr.K.Hema Divya (S1)	A comprehensive study of equity funds
170	2301510173	Kusuluri Aarthi Sri	Dr.Sundari Dadhabai (S6)	The impact of organizational justice on employee performance and job satisfaction
171	2301510174	D Veera Venkata Sri Bharat Ponnuru	Dr.Sailaja (S5)	Fintech disruption in traditional banking
172	2301510175	Senapati Rajesh	Dr.KVV Raju (S16)	Cryptocurrency is an emerging asset class in capital markets.
173	2301510176	Pakkurthi Siva Sankar	Dr.Sailaja (S5)	Impact on peer-to-peer lending in the traditional banking system
174	2301510177	Jagu Durgaprasad	Dr.KVV Raju (S16)	Health care in Artificial Intelligence and Data Science
175	2301510178	Paidimarri Manisha	Dr.S.Venkata Ramana (S19)	Understanding DeFi: Exploration of User Awareness and Behaviour



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176	2301510179	Marella Lavanya	Dr.Sundari Dadhabai (S6)	The impact of digital leadership on employee belongingness in remote working culture
177	2301510180	Sarvasiddi Bhargav	Dr.Anusha (S10)	The Impact of Retailer Relationships on Supply Chain Flexibility and Performance: A Study with Reference to Footwear Retailer
178	2301510181	Puldas Kiran Kumar	Dr.S.Ramesh babu (S15)	Predicting Market Momentum: A Technical Study of Red-Green Candlestick Pairs in Indian Stock Charts
179	2301510183	Sanchari Roy	Dr.Vamsi Krishna (S17)	Students' Views on Incorporating AI, Virtual Reality (VR), and Augmented Reality (AR) in Higher Education Curricula in Andhra Pradesh
180	2301510184	Chirasani Harshini	Dr.B.Kishore Babu (S7)	Exploring farmers' perception of smart Agro- Entrepreneurship in the digital age and its impact on rural development.
181	2301510185	Yashwanth Mehersai Gunapu	Dr Anusha (S10)	Transforming Inventory Practices in Indian Textiles: A Roadmap for Supply Chain Success
182	2301510186	Kunuku Bindu Madhuri	Dr.Siva Prasad (S12)	Mutual funds: performance of selected large cap mutual funds
183	2301510187	Siva Sai Krishna Reddy Datla	Dr B.Kishore Babu (S7)	The Influence of Cybersecurity in Mitigating Environmental and Social Risks in Sustainable Pharmaceutical Retail Supply Chains: A Retailer Perspective
184	2301510188	Polisetty Shanmukha Sai	Dr.B.Kishore Babu (S7)	Artificial Intelligence in Supply Chain Risk Management: Perceptions, Expectations, and Adoption Barriers Among Supply Chain Managers
185	2301510189	Palakayala Uma Maheswari	Dr.B.Kishore Babu (S7)	Exploring the Influence of AI on Sustainable and Efficient Warehouse Management: Insights from Supply Chain Managers
186	2301510190	Naga Revathi Madasu	Dr.Sundari Dadhabai (S6)	Effectiveness of gamification in employee the training and development
187	2301510191	Abdul Rasheed	Dr.Ch.Balaji (S9)	Impact of Post-Pandemic Foreign Institutional Investments on Performance of Indian IT & ITES Sector Companies.
188	2301510192	Jyosnika Dasari	Dr.Atanu Talukdhar (S14)	An Extensive Study on Role of AI in Search Engine optimization
189	2301510193	Vanga Sai Sumanth Reddy	Dr B.Kishore Babu (S7)	The influence of social media platforms on purchase decisions
190	2301510196	Kallam Someswara Reddy	Dr.K.Hema Divya (S1)	A study on awareness and effectiveness of var in e-commerce
191	2301510197	V S D N Sivaram Chowdary Tummala	Dr.Udaya Shankar (S4)	To study the opinion of audience on the usage of ott platforms as entertainment and their effect on the theatre



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192	2301510198	Payyavula Komalika	Dr.Vamsi Krishna (S17)	The role of hr flexibility in enhancing firm innovativeness: a behavioural perspective
193	2301510199	Sanam Jaswanth	Dr.Vamsi Krishna (S17)	Can Early Education Shape Environmental Consciousness in India's Generation Alpha?
194	2301510200	Pranavi Perumalla	Dr.Ch. Balaji (S9)	Sector-wise short-term performance analysis of nse ipos: post-pandemic
195	2301510201	Pravallika Reddy Mallidi	Dr.Udaya Shankar (S4)	Impacts of feeds and supplements on prawn growth
196	2301510202	Likitha Sai Katragadda	Dr.Udaya Shankar (S4)	Awareness of drone culture among farmers of Godavari districts
197	2301510203	Karedla Veera Nageswararao	Dr.Venkateswara Kumar(S2)	Role of internal campaigns in changing ethical behaviour of bank employees.
198	2301510204	Bollimuntha Akhila	Dr.Vamsi Krishna (S17)	Exploring the impact AI driven training modules on personalized wellness strategies: A Study of IT professional in Hyderabad
199	2301510205	Neduri Naveen	Dr.Venkateswara Kumar(S2)	The influence of social media in IPO success-an investors perception
200	2301510206	Somavarampeta Geethika	Dr.S.Venkata Ramana (S19)	A study on impact of technological innovation on insurance industry
201	2301510207	Ashish Choudhary Pothakamuri	Dr.Anusha (S10)	Sentimental Analysis of customer Satisfaction with Electric vehicles Sustainability: A Study of selected Companies
202	2301510208	Dendukuri Madhuri	Dr.Atanu Talukdhar (S14)	Spiritual Leadership, Organizational Identification and Unethical Pro-Organizational Behavior in Hospitality Sector: A Social Exchange perspective
203	2301510209	Pusuluri Tarun Venkat	Dr.Anusha (S10)	The impact of trust worthiness with ai technology for patient centric Healthcare solution
204	2301510210	Kommula Sandeep	Dr.Venkateswara Kumar(S2)	The Role of AI in mobile friendly Apps and Websites To improve Customer engagement
205	2301510211	Durvasula Mrudula	Dr.Siva Prasad (S12)	Liquidity predictions in Indian stock market: A study with reference to BSE and MCX
206	2301510212	Lankireddy Rohit Reddy	Dr.Udaya Shankar (S4)	Employee branding building brands - a study on employee branding at Zomato
207	2301510213	Vallamreddy Pavankumarreddy	Dr.Siva Prasad (S12)	Volatility of banking stocks in stock market
208	2301510214	Muga Keerthi Krishna	Dr.Venkateswara Kumar(S2)	A study on impact of AI on online buying behavior in E- commerce



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209	2301510215	Pattan Jaffar Sadhik	Dr.S.Venkata Ramana (S19)	Investigating the Prevalence of Financial Misinformation on social media in India
210	2301510216	Dasiga Subramanaya Sai Karthik	Dr.B.Kishore Babu (S7)	The influence of online reviews on customer decision making by using Nicosia method
211	2301510217	Akkarapaka Sravani	Dr.Sailaja (S5)	Impact of Sustainable Finance on Inclusive Growth of India
212	2301510218	Yandakuditi Uday Naga Siva Durga Venkat	Dr.S.Venkata Ramana (S19)	Impact of Market Sentiment on IPO Pricing in India: A Sectorial Analysis
213	2301510219	Domma Pavan Sai Venkat	Dr.KVV Raju (S16)	Study on customer (passenger) satisfaction towards Vande Bharat express in Hyderabad
214	2301510220	Sai Sneha Anusha Bhogaraju	Dr.Venkateswara Kumar(S2)	A study on gender and financial inclusion
215	2301510221	Mouktika Saraswatula	Dr.Ch.Balaji (S9)	Sector-wise short-term performance analysis of NSE IPOS: post-pandemic
216	2301510222	Venna Venkata Siva Kumar Reddy	Dr.Venkateswara Kumar(S2)	Evaluating Borrower Confidence in AI-Powered Lending Decisions
217	2301510223	Bandlamudi S Rohan Nityanand	Dr.MVALNarasimha Rao(S3)	The role of Omnichannel Strategy in shaping delivery efficiency and customer satisfaction: A study on Nike.Inc
218	2301510224	Pardha Saradhi S Venkata Devalla	Dr.S.Venkata Ramana (S19)	The impact of smart contracts on transport industry
219	2301510225	Kakaraparthi Lakshmi Raja Manjunadh	Dr Anusha (S10)	Analysing Customer Satisfaction with Mobile Health Apps and Wearables for Comprehensive Fitness and Wellness Monitoring
220	2301510226	Thotakura Sai Srinivas	Dr Udaya Shankar (S4)	Evaluating the Impact of Technology Integration on Order Picking Efficiency in Warehouses
221	2301510227	Jarugu Pooja Sree	Dr.Srikanth (S8)	Predicting Employee Loyalty Using a Web-Based Machine Learning Application
222	2301510228	Jagadish Alaparthi	Dr Udaya Shankar (S4)	The Impact of social media on Consumer Perceptions and Behavior Towards Sustainable Brands: A Study on Its Role in Promoting Eco-Friendly Products
223	2301510229	John Saida Noorbasha	Dr.KVV Raju (S16)	The Impact of Inflation on Personal Savings and Investment Strategies: A comprehensive Analysis



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224	2301510231	Chinthalacheruvu Nainee Sharon Joyce	Dr.Srikanth (S8)	Performance Assessment of selective food delivery apps: A Comparative study using conjoint analysis
225	2301510232	Gajjela Rama Sowjanya	Dr.Tripathy (S18)	Literacy policies for equity and inclusion in education - A study in Andhara Pradesh
226	2301510233	Gajjela Lakshmi Lavanya	Dr.Tripathy (S18)	The role of technology in sustaining family bonds - Virtual communication and emotional support among immigrant families
227	2301510234	Vakapalli Deepika	Dr.P.Daniel (S20)	Talent acquisition strategies and their impact: a case study of SBI recruitment and selection process
228	2301510235	Vangipurapu Tarun	Dr.K.Hema Divya (S1)	A study on performance evaluation of selected diversified equity mutual funds in India.
229	2301510236	Suvarna Lakshmi Sruthi Bayana	Dr. Sailaja (S5)	An Empirical Study on the Impact of Gen-Z Investors Financial literacy to invest in Indian Stock Market
230	2301510237	Gujjuru Hemanth	Dr. Tripathy (S18)	Developing Green Leadership: The Impact of Leadership Development Programs on Employee Practices Related to Scope 3 Emissions
231	2301510238	Saiarpitha Inapala	Dr. Rama Swathi (S13)	Impact of AI driven recruitment on job searches in Andhra Pradesh banking sector Pradesh
232	2301510239	Manasa Gowri Chadaram	Dr. Ch. Balaji (S9)	Trends and Barriers in the Adoption of Mobile Wallets in Rural and Urban Areas
233	2301510240	Sandeep Doppala	Dr.Anusha (S10)	Evaluating Inventory Management Practices in the Indian Textile sector: A Framework for Enhancing supply Chain Efficiency.
234	2301510241	Syam Sundar Kumpati	Dr.Sundari Dadhabai (S6)	A study on effectiveness of talent analytics in workforce planning
235	2301510242	Dabbada Naveen	Dr.K.Hema Divya (S1)	Stock market predictions using sentiment analysis
236	2301510243	Edula Padmaja	Dr.RamaSwathi (S13)	Assessing the readiness of MBA students towards the immediate recruitment at KL university
237	2301510244	Purushotham Haasitha	Dr.MVALNarasimha Rao(S3)	A Study on impact of influencers on customers product selection
238	2301510245	Challagundla Harika	Dr.Tripathy (S18)	Beyond Benefits: The Dynamic Influence of Holistic Well-being on Redefining Employee Experience



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239	2301510246	Shaik Khadar Bi	Dr.Venkateswara Kumar(S2)	The role of technology in enhancing of foreign banks performance in India: camels model analysis
240	2301510248	Angelgrace Kambhampati	Dr.Sundari Dadhabai (S6)	Workforce flexibility and job satisfaction: A study on multigenerational needs in present day organisations
241	2301510249	Sadhik Shaik	Dr.T V S S Swathi (S21)	Performance - base marketing: How Affiliate network are redefining Digital commerce
242	2301510250	Kondramutla Krishna Rachana	Dr.Vamsi Krishna (S17)	The Role of Artificial Intelligence in Enhancing Academic Research: A Study of Selected Universities in Hyderabad City
243	2301510251	Shaik Ashika Mubeen	Dr.Srikanth (S8)	Developing and validating a model for predicting employee retention period using ML techniques
244	2301510252	Potti Purna Vamsi	Dr.T V S S Swathi (S21)	the role of data in modern marketing and its implications
245	2301510253	Sai Ravindra Babu Goparaju	Dr.Venkateswara Kumar(S2)	User experience and accessibility issue in digital payments adoption an empirical analysis
246	2301510254	Marupilla Sri Rama Harsha Vardhan	Dr.Srikanth (S8)	Lean management practices: A comparative study of national and international organisations
247	2301510255	Battula Nikhil Praveen	Dr.KVV Raju (S16)	Impact of digital payments on small and medium enterprises
248	2301510256	Shaik Riyaz Ahmad	Dr.Anusha (S10)	Optimizing Inventory Management to Address Drug Shortages: Insights from Community Pharmacies
249	2301510257	Sri Bhaskar Sai Ram Satram	Dr.KVV Raju (S16)	The impact of Artificial intelligence on financial reporting and compliance
250	2301510258	Galem Sivaanjaneyulu	Dr.S.Ramesh babu (S15)	AI co-operation on product and brand management strategies
251	2301510259	Gayathri Vakacherla	Dr.Srikanth (S8)	Evaluating the gamification skills of ug and PG teachers: A focused
252	2301510260	Arekuti Sai Keerthana	Dr.S.Ramesh babu (S15)	impact of social media marketing on online retail patronage
253	2301510261	Odil Rose Horo	Dr.Ch.Balaji (S9)	Predictive analytics on Business Decision-Making
254	2301510262	Vishnumolakala Venkatesh	Dr.Ch.Balaji (S9)	A study of investor awareness about investment of mutual fund with reference to UTI Mutual fund
255	2301510263	Tanubuddi Jhansi Lakshmi	Dr.RamaSwathi (S13)	"Enhancing of the Manager Onboarding Process Through Digital Twin"
256	2301510264	Bhamidipati Satya Jnana Prasoonamba	Dr.Ch.Balaji (S9)	Impact of Behavioural Finance on modern investment strategies



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257	2301510265	Shaik Mohammed Imran	Dr.MVALNarasimha Rao(S3)	The impulse buying behaviour in the age of e-commerce and mobile shopping
258	2301510266	Dane Tharuni Sai	Dr.KVV Raju (S16)	Impact of social media and news on investor psychology and share prices
259	2301510267	Davuluri Venkatesh	Dr.Venkateswara Kumar(S2)	Study of AI-Driven Customer Behavior Prediction in E-Commerce
260	2301510269	Vadluri Venkata Naga Dhatri	Dr.RamaSwathi (S13)	Strategic human resource management role in ai within hr
261	2301510270	Shaik Asad	Dr.Sailaja (S5)	The impact of IMF and world Bank program on poverty
262	2301510271	Bezawada Jamalayya	Dr.Srikanth (S8)	Analysis of crime rate using Power BI
263	2301510273	Rudru Sudheer	Dr.Srikanth (S8)	Effect of imputation techniques on model performance
264	2301510274	Kalisetty Tejaswi	Dr.RamaSwathi (S13)	Impact of AI on talent acquisition
265	2301510275	Sunke Rakshitha	Dr.Ch.Balaji (S9)	The Impact of Dividend policy in Shareholders equity
266	2301510276	Musunuru Poornima	Dr.KVV Raju (S16)	Financial performance comparisons of private banks: A study of HDFC Bank (India) and JP Morgan Chase (USA)
267	2301510277	Yericharla Lasya	Dr.S.Venkata Ramana (S19)	AI in portfolio management
268	2301510278	Oruganti J S A Muralidhar	Dr.Srikanth (S8)	Evaluation of meta-analysis results: A comparative study using r, python and JASP
269	2301510279	Tungum Anusha	Dr.Siva Prasad (S12)	Assessing volatility in selected indices in BSE India
270	2301510280	Vellanki Abhi Lasya	Dr.Vamsi Krishna (S17)	Inclusive Personalized Learning Using AI Migrant Children in Urban Slums
271	2301510281	Niharika Chinnari	Dr.Ch.Balaji (S9)	Ai in payment and security
272	2301510282	Kanagala Ravi Kiran	Dr.S.Venkata Ramana (S19)	The impact of blockchain technology on banking system
273	2301510285	Manubolu Sravani	Dr.Tripathy (S18)	Leveraging AI-Enabled Psychometric Assessments for Predictive Performance Management in Hyderabad IT Sector
274	2301510286	Jahnavi Neelisetty	Dr.Vamsi Krishna (S17)	An analysis of the influence of remote work culture on corporate HR management
275	2301510287	Aashu Singh	Dr.Venkateswara Kumar(S2)	The Impact of Stock Exchange on Indian Economy
276	2301510288	Gopisetty Durga Lakshman	Dr.Venkateswara Kumar(S2)	The Psychological Impact of Discounts on Consumer Buying Behaviour with Respect to the EKB Model



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277	2301510289	Kandula Deepak Sai	Dr. M. Kishore Babu (S11)	A study of non-vegan with reference to skincare product reviews
278	2301510290	Parisa Bhuvaneswari	Dr.Vamsi Krishna (S17)	The role of digital communication tools in bridging educational gaps in remote areas
279	2301510291	Tavva Sampath Kumar	Dr.P.Daniel (S20)	A case study of optimization of inventory management system
280	2301510292	Kakarlapudi Yuvaraju	Dr.RamaSwathi (S13)	The Role of Employee Experience Platforms (EEPs) in Sharing IT Industry Work Culture
281	2301510293	Praneetha Urubandi	Dr.K.Hema Divya (S1)	Impact on gold fluctuations on Indian economy
282	2301510294	Vytla Sri Naga Prajna	Dr.S.Ramesh babu (S15)	The role of augmented reality in enhancing consumer experience in retail marketing: a study of retail market
283	2301510295	Veenam Raja Sekhar	Dr.B.Kishore Babu (S7)	The Influence of Emojis on Eco-Conscious Buying Behaviour Among Generation Z Consumers: An Analysis Using the EKB Model
284	2301510296	Chalamalasetti Tejaswi	Dr.Atanu Talukdhara (S14)	Transformation of leadership and digital maturity
285	2301510297	Chilamkurthi Vandana	Dr.Venkateswara Kumar(S2)	Exploring the impact of cognitive biases on investment decisions A behavioural finance approach
286	2301510298	Gudimetla Siva Sai Nikas Reddy	Dr.Anusha (S10)	The Future of Remote Work and Virtual Collaboration Tools in IT sector
287	2301510299	Vuliseti Raja Krishna Nithin	Dr.Sundari Dadhabai (S6)	Impact of Artificial Intelligence on the employability of Gen-z prospective employees
288	2301510300	D N L Bhumika Appala	Dr.Sundari Dadhabai (S6)	Impact on diversity and inclusion initiative on employee engagement with mediating role of work environment
289	2301510301	Shaik Arifa	Dr.Sundari Dadhabai (S6)	Employees Feedback system Tools and its effectiveness
290	2301510302	Sanisetty Nikhila	Dr.RamaSwathi (S13)	The Future of Remote Work and Virtual Collaboration Tools in IT sector
291	2301510303	Kuchi Manikanta	Dr.Venkateswara Kumar(S2)	The influence of product reviews on consumer decision making wrt mobile: an ekb approach
292	2301510304	Penmatsa Vamsi Krishan Raju	Dr.S.Ramesh babu (S15)	A study on consumer satisfaction on the continued intention of re-ordering towards online food delivery apps. (a comparative study on swiggy & Zomato)
293	2301510305	Gudipudi Susanth Kumar	Dr.Sundari Dadhabai (S6)	Measuring the effectiveness of deloitte hr framework strategy



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294	2301510306	Palacharla Veerasai Sai	Dr.KVV Raju (S16)	An Extensive Study on Role of AI in Search Engine optimization
295	2301510307	SRINIVAS Arepalli	Dr.P.Daniel (S20)	The impact of artificial intelligence on decision making in business environment
296	2301510308	Nuthakki Charan Teja	Dr.Ch.Balaji (S9)	Impact of npa on the banking sector
297	2301510309	Shaik Ismail	Dr.Ch.Balaji (S9)	How do the characteristics, trading dynamics, and corporate actions related to equity shares fundamentally shape the structure, efficiency, and overall behavior of the stock market
298	2301510310	Nagireddy Raghu Rami Reddy	Dr.KVV Raju (S16)	Blockchain and it's applications
299	2301510311	Kuthani Eswari	Dr.Srikanth (S8)	Content recommendation using collaborative filtering
300	2301510312	Karanam Mallik Sai Vijay Prabhakar	Dr.K.Hema Divya (S1)	Evaluating the Resilience of Indian Banks: A Statistical Study on CAR, NPA, and LCR
301	2301510313	Guru Gowtham Bhuma	Dr.Udaya Shankar (S4)	A study on factors influencing using of deodorants in purchase behavior of men and women in Vijayawada
302	2301510314	Esarapu Sai Manikanta Vinay	Dr.Tripathy (S18)	The role of public-private partnerships in advancing renewable energy integration
303	2301510315	Akkina Sri Sai Ruthwik	Dr.Anusha (S10)	A Study on Assessing the Efficiency and Challenges of Paddy Storage Facilities in the Rural Supply Chain with Special reference to Farmers perception in West Godavari District.
304	2301510316	Maheswar Godithi	Dr.KVV Raju (S16)	A study on influence of customer loyalty programs on purchasing behaviour using EKB models.
305	2301510317	Chinthapalli Naga Sai Satyadeva	Dr.Anusha (S10)	A Study on Sustainability Practices of Drone-Based Supply Chain Networks in the Agriculture Sector: Challenges
306	2301510318	Katari Rajamouli	Dr.MVALNarasimha Rao(S3)	A study on consumer involvement while purchasing fashion apparels in Vijayawada
307	2301510319	Tummuri Venkata Suryanarayana	Dr.Sailaja (S5)	A study on the evolution of SIP on mutual funds
308	2301510320	Jana Seeta Rama Raju	Dr.MVALNarasimha Rao(S3)	A study on customer satisfaction on electric scooters: A comparative study on Ola and Iqube
309	2301510321	Yarabati Tarun Kumar	Dr.K.Hema Divya (S1)	The impact of ai performance on IDFC Bank



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310	2301510322	Kesana Shey Sai Rama	Dr.Venkateswara Kumar(S2)	Digital Media's Influence on Sexual Norms within Rural Indian Families
311	2301510323	Pasupuleti Naga Durga Prasad	Dr. Subba Rao Adhikari (S22)	Potential impact of central bank digital currency on Indian financial system
312	2301510324	Kukalakunta Tharuni	Dr. M. Kishore Babu (S11)	A comparative sentimental analysis of vegan skin care products reviews
313	2301510325	Vamsi Krishna Lingolu	Dr.Udaya Shankar (S4)	A detailed study about the performance appraisal of the company
314	2301510326	Pamidala Nikesh Shreenivas	Dr. Subba Rao Adhikari (S22)	The Impact of Influencer Marketing on Consumer Purchase Decisions and Sales Performance
315	2301510327	Allari Srinivasarao	Dr.Sailaja (S5)	A study of investor behaviour in mutual funds: key and preferences
316	2301510329	Muskan Sethiya	Dr.Tripathy (S18)	Facilitators as Change Agents: Overcoming Barriers to Innovation in Professional Learning Networks (PLNs)
317	2301510330	Kavya Pasupuleti	Dr.RamaSwathi (S13)	Ai tools for strategic Human Resource management
318	2301510331	Vasavi Ponnuru	Dr.KVV Raju (S16)	Hybrid work culture challenges in IT sector: A Myth or Reality
319	2301510332	Anjani Ravula	Dr.Sundari Dadhabai (S6)	Role of technology in improving workplace happiness
320	2301510333	Katta Likhil Siddhardha	Dr.Venkateswara Kumar(S2)	Tye role of sovereign wealth funds on global stability
321	2301510334	Vuta Vijay Veera Venkata Prasad	Dr KVV Raju (S16)	Long-term vs. short-term investment approaches: Insights from Stock Market Investors.
322	2301510335	Teja Kalluri	Dr.Vamsi Krishna (S17)	Digital Media's Influence on Sexual Norms within Rural Indian Families
323	2301510336	Paricharla Mahitha	Dr.K.Hema Divya (S1)	Potential impact of central bank digital currency on Indian financial system
324	2301510338	Janapati Aditya Vardhan	Dr.KVV Raju (S16)	Gigonomics: Financial Innovations for a Changing Workforce Landscape
325	2301510339	Satya Ananth Mantrala	Dr.Udaya Shankar (S4)	Pharmaceutical distributors' perception towards digital tools and its role in enhancing the pharmaceutical supply chain performance
326	2301510340	Tata Tharini	Dr.Srikanth (S8)	Data cleanings using Tableau Prep
327	2301510341	Asrita Moningi	Dr.Tripathy (S18)	The impact of employee relations on job satisfaction and service quality in the hotel industry: a study of employee engagement and retention strategies
328	2301510342	Rajanala Tanmai	Dr.S.Venkata Ramana (S19)	Investor perceptions and preferences: a study of fundamental, technical, and behavioral approaches in modern financial decision-making



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329	2301510343	Ilavarapu Anitha	Dr.S.Venkata Ramana (S19)	Sustainability in Marketing: The Role of Technology in advancing Green Practices and Consumer Perception
330	2301510344	Bellana Durga Prasad	Dr.Srikanth (S8)	Decision science by using multi methods of bibliometric analysis
331	2301510345	Raya Adinarayana	Dr.K.Hema Divya (S1)	Impact of FinTech on stock market in India
332	2301510347	Batchu Varun Krishna	Dr.Sundari Dadhabai (S6)	The impact of artificial intelligence on student learning and academic performance
333	2301510348	Gilaka Siva Peddanna	Dr.Venkateswara Kumar(S2)	A study on influence of customer loyalty programs on purchasing behaviour using EKB models.
334	2301510349	Ghantasala Sahithi	Dr.K.Hema Divya (S1)	A Short -Term Performance Analysis of NSE IPO: Post Pandemic
335	2301510350	Jonnalagadda Chandra Sekhar	Dr.Udaya Shankar (S4)	The key challenges faced by the pharmaceuticals, wholesalers, retailers and manufacturers in coordinating reverse logistics activities master of business administration
336	2301510352	Jonnakuti Naga Phanidra Kumar	Dr.Srikanth (S8)	Empirical evidence of impact of reverse repo rate on scheduled communication banks deposits with RBI
337	2301510353	Nagula Hima Sri	Dr.Vamsi Krishna (S17)	Enhancing School Counselling with Technology
338	2301510354	Seelam Jahnvi	Dr.Tripathy (S18)	Enhancing Employee Performance Through AI-Based Training: A Micro-Level Study of Retail Stores in Hyderabad City
339	2301510355	Bavireddy Karthik	Dr.K.Hema Divya (S1)	Assessing the impact of technology on the efficiency and effectiveness of investment banking services
340	2301510356	Tauhid Shaik	Dr.Atanu Talukdhar (S14)	Impact of technology on generation z in organisational functions
341	2301510357	Varshanth Thirupathi	Dr.S.Ramesh babu (S15)	A study on Logistics, supply chain, sustainability and global changes
342	2301510358	Vasundhara Karaka	Dr.S.Venkata Ramana (S19)	Peer to peer lending and its impact on traditional banking system
343	2301510359	Chitikela Sri Saini Ganga Aasritha	Dr.Siva Prasad (S12)	Impact of Vix on selected sectorial indices with reference to NSE
344	2301510360	Mohammad Irfan	Dr.P.Daniel (S20)	Sustainability in Marketing: The Role of Technology in advancing Green Practices and Consumer Perception
345	2301510362	Kokku Siddhartha	Dr.Udaya Shankar (S4)	Understanding the consumer journey electrical bikes purchases in Vijayawada



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346	2301510363	Gundapu Jahnvi	Dr.Vamsi Krishna (S17)	Transforming workplaces: the strategic integration of hr and business goals
347	2301510364	Meghana Desu	Dr.Sailaja (S5)	Impact of buyback of share on the firm value
348	2301510365	Varre Veera Venkata Durga Narasimha Swamy	Dr.Sailaja (S5)	Role of technology in improving workplace happiness
349	2301510366	Shaik Rasheed	Dr.Ch.Balaji (S9)	Impact of fiis on leading IT enabled services company post Covid 19
350	2301510367	Abdul Rehman	Dr.Anusha (S10)	Inventory Management Practices in Diary Cold Chain: A Study on Stock Rotation, Spoilage, and Perishable Goods Handling among Retailer in Vijayawada
351	2301510368	Sourabh Sori	Dr.P.Daniel (S20)	Role of technology in improving workplace happiness and gender equality
352	2301510371	Sowmika Anumalasetty	Dr.S.Ramesh babu (S15)	A short-term performance analysis of NSE and IPOs: post-pandemic
353	2301510372	Harsha Vardhan Pakalapati	Dr. M. Kishore Babu (S11)	A study on consumer perception and market response to chicken flu
354	2301510373	Sai Vamsi Immadisetty	Dr.Udaya Shankar (S4)	A study on consumer experience in online shopping in Flipkart and amazon
355	2301510375	Atmakuri Gopichand Reddy	Dr.Udaya Shankar (S4)	The challenges of iron sheets manufacture in outbound logistics
356	2301510376	Hari Krishna Chetla	Dr.K.Hema Divya (S1)	Impact of technology on Supply chain management
357	2301510377	Sai Venkata Siva Rakesh Ramayanapu	Dr. Subba Rao Adhikari (S22)	Customer Behaviour towards Retail Stores at Vijayawada
358	2301510378	Sayeed Qureshi Mohammad	Dr.KVV Raju (S16)	How do the characteristics, trading dynamics, and corporate actions related to equity shares fundamentally shape the structure, efficiency, and overall behavior of the stock market
359	2301510379	Siripurapu Sudheer Kumar	Dr.MVALNarasimha Rao(S3)	A study on preference and consumption of fast-food college going students.
360	2301510380	Naga Ayyappa Galla	Dr.K.Hema Divya (S1)	Role of technology in improving workplace happiness
361	2301510382	Addagarla Aswini	Dr.Vamsi Krishna (S17)	The role of Artificial Intelligence in vocational Education
362	2301510383	Bhanu Prakash Kalyanam	Dr.B.Kishore Babu (S7)	A study on the influence of marketing strategies of television on determining consumer purchasing behaviour w.r.t to Nicosia model
363	2301510384	Kalangi Venkata Nakul	Dr.Sailaja (S5)	Retirement planning in India strategic approach security and sustainable wealth management analysis



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364	2301510386	Kasetti Naveen	Dr.Ch.Balaji (S9)	Strategic Retirement Planning: Transitioning from Systematic Investment to Systematic Withdrawal Planning
365	2301510387	Vamsi Krishna Dondapati	Dr.Sundari Dadhabai (S6)	A study on how culture affects brand image in marketing
366	2301510388	Burri Mahendra	Dr.Sailaja (S5)	Fundamental and technical analysis of stock market
367	2301510389	Jagannadham Anjaneyulu	Dr.Venkateswara Kumar(S2)	An AI model integration location, whether and purchase pattern for real-time marketing
368	2301510390	Syed Karimulla	Dr.Udaya Shankar (S4)	The Evaluation of Marketing Automation in Enhancing the Conversion Rates of Customers at Vijayawada, Andhra Pradesh
369	2301510392	Shaik Khaja	Dr.P.Daniel (S20)	Role of technology in improving workplace happiness
370	2301510394	Mullapudi Neelesh	Dr.Udaya Shankar (S4)	The Issues and Challenges of iron sheets manufacture in inbound logistics
371	2301510396	Ranjitha Guvvala	Dr.RamaSwathi (S13)	The role of HR in enhancing employee well-being through comprehensive support programs
372	2301510398	Shaik Akheel Mushraaf	Dr.P.Daniel (S20)	Customer loyalty towards a Brand
373	2301510401	Meda Abhishiktha	Dr. M. Kishore Babu (S11)	Market response to chicken flu
374	2301510402	Pedarla Taraka Ram	Dr.KVV Raju (S16)	The role of government spendings in stimulating economic development
375	2301510403	Prattipati Venkata Manikanta	Dr.Ch.Balaji (S9)	Muharat Trading
376	2301510404	Dhanush R S	Dr.Sailaja (S5)	Impact of capital budget on firm performance
377	2301510405	Anirudha Raju D	Dr.KVV Raju (S16)	An Analytical Study on the Impact of Dividend Policy Decisions on the Fluctuations and Long-term Trends in Stock Prices Across Diverse Market Conditions
378	2301510406	Nafees Shaik	Dr.RamaSwathi (S13)	"Synergizing on Implementation of Blockchain Technology in HR Practices of IT Companies"
379	2301510407	Mannepalli Jithendra Sai Charan	Dr.Sailaja (S5)	Impact of Technology, ESG Practices, and Economic Integration on the Global Finance Landscape: A Comparative Analysis of Adani Green and Tata Power
380	2301510409	Karri Vigneswari	Dr.K.Hema Divya (S1)	Ai driven brokerages-evolution of robo advisors in India
381	2301510410	Tavva Akhil Babu	Dr.S.Ramesh babu (S15)	Impact of Cold Storage Infrastructure on Reducing Food Wastage in the Indian Supply Chain



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382	2301510411	Mowafag Awad Uosif	Dr S. Ramesh Babu (S15)	Impacts of feed and supplements on prawn growth in opinion of aqua farmers of Godavari districts
383	2311510065	Battula Anil Kumar	Dr. Subba Rao Adhikari (S22)	Measuring employees' productivity in the micro, small & medium enterprises (MSMEs)



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Sl.no	Regd. no	Name of the student	MRP Title	Name of the Faculty Guide
1	2101511036	Patan Roshni	“Impact Of Csr On Net Profit With Mediation Of Brand Value	Dr K.V.Siva Prasad
2	2101510151	B.Niharika	Impact Of Crude Oil Price On Oil And Gas Selected Companies Share Price :An Evidence From Indian Scenario”	Dr K.V.Siva Prasad
3	2101511035	Kavya Reddy Ambavaram	The Impact Of Influencer Marketing On Brand Loyalty Towards Luxury Cosmetics Brands: Generation Z	Dr. K.V.V. Raju,
4	2101510119	Sri Rama Allwar	A Study On Awareness & Implementation Of Inventory Management In Unorganized Retail Pharma Stores In Guntur	Dr. J V Ramana
5	2101510015	Ajay Gonnabhaktula	A Study On Retailers Perception To “Unnati” App Of Itc Pvt Ltd	Dr. M Kishore Babu
6	2101511030	Rabia Shehnaz	Public Perception Towards Online Cricket Betting	Dr. K. Anusha
7	2101510038	Kvns Kowsik Gupta	Impact Of Institutional Investors On Indian Capital Markets: With Reference To Nse Nifty	Dr K.V.Siva Prasad
8	2101510043	J. Manoj Kumar	Cointegration Of Emerging Stock Markets: An Empirical Analysis On Brics Stock Markets	Dr K.V.Siva Prasad
9	2101510013	Ajjarapu.Sri.Sai.Sameer	Study On Influence Of Celebrity Characteristics On Brand Resonance With Reference To Apparel Market Vijayawada	Dr.B.Kishore Babu
10	2101510075	Majji Tarun	Adoption Of Block Chain Into Health Care	Dr. K. Anusha
11	2101511013	P. Twinkle	Predicting Nse Nifty 50 Price Using Arima And Lstm Models	Dr K.V.Siva Prasad
12	2101510017	P. Mounica Sai	Impact Of Corporate Social Responsibility – A Study With Reference To Bse Sensex Companies	Dr K.V.Siva Prasad
13	2101510062	K. Kavya	Unfolding Asymmetric Volatility : A Case Study On Selected Banking Stocks In Nse Nifty	Dr K.V.Siva Prasad
14	2101510060	R.V.S. Malavika	Volatility Spillover Effects Of Nifty Futures Returns On Nifty Spot Returns	Dr K.V.Siva Prasad
15	2101511043	S. Rajesh Kumar	A Study On The Influence Of Ai In Enhancing Customer Satisfaction With Respect To E-Commerce Websites	Dr K.V.Siva Prasad
16	2101510137	M. Omprakash	A Study On The Financial Performance Of Housing Finance Companies In India	Dr. K. S. Venkateswara Rao

Sl.no	Regd. no	Name of the student	MRP Title	Name of the Faculty Guide
17	2101510042	Nadella Kishore	Marketing Of Block Chain Into Care Delivery	Dr. K. Anusha
18	2101510019	D. Varalakshmi	A Study On Relationship Between Forex Rate And Selected It Stock Prices In Bse Sensex	Dr. Ch. Balaji
19	2101511019	P. Jnsi Vennela Reddy	Challenges Of Hr Outsourcing In Gig Economy	Dr. K.V.V. Raju
20	2101510071	Guthi Jogi Bala Koteswararao	A Study On Fulfilling Patient Expectation Towards Service Provided By The Hospitals In Vijayawada	Dr. J V Ramana
21	2101510127	Bhargav Sai Ram Jampani	Bridging The Gap: Meeting Patient Expectations With Nabh Accreditation In Hospital Services With Reference To Guntur	Dr. J V Ramana
22	2101510126	A.L.K. Nanditha	Bridging The Gap: Telemedicine And Its Potential To Improve Healthcare Access For Rural Communities	Dr. K. Anusha
23	2101511002	Murari Sangeetha	A Study Of The Impact Of Digital Finance On Financial Inclusion	Dr. K. Hema Divya
24	2101510130	Muntha Ram Chaithanya	A Study On Customer Satisfaction Towards Tirupati Airport	Dr. K.V.V. Raju
25	2101510053	Potluri Dhriti	The Mediating Effect Of Price On The Relationship Between Brand Image And Customer Satisfaction Towards Dairy Products	Dr. M Kishore Babu
26	2101510067	R. Gaeya Chowdary	A Study On Academic Stress And Its Impact On Medical Student Academic Performance	Dr. B. Vamsi Krishna
27	2101510139	N. Tejaswini	Impact Of Technology On Operational Efficiency:An Evidance To Private Sector Banks	Dr K.V.Siva Prasad
28	2101510100	Aderla. Likitha Reddy	A Study On Adoption Of Agriculture Drone Technology And Its Impacts	Dr. Uday Shankar
29	2101510033	Achanti Jahnavi	A Study On Influences Of Social Media Consumer Reviews On Consumer Buying Behaviour W.R.T Select Consumer Durables Byusing Ekb Model	Dr. B Kishore Babu
30	2101510016	Pathuri Divya Sarika	Effective E-Crm Strategies For Online Apparel Retailers: Leveraging Purchase Patterns For Improved Customer Engagement	Dr. S. Ramesh Babu
31	2101510083	Monica Akula	A Study On The Impact Of Customer Satisfaction Towards Adoption Of Online Food Delivery Apps	Dr. J V Ramana
32	2101510156	K. Naveen Kumar	Examining Inidan Women’S Attitude And Perception Towards Cosemtic And Its Impact On Their Purchasing Behaviour For Cosemtics	Dr. Daniel Pilli
33	2101510009	Vyshnavi Bhattad	Role Of Leadership In Employee Development - Employee Personality As A Mediating Factor	Dr. Sundari Dadhabai
34	2101511063	Habib Mohammad	A Study On Consumer Perception Towards Onine Shopping In Vijayawada	Dr. P . Daniel

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35	2101511004	Tabitha .K. Katukula	A Study Of Foreign Direct Investment And Its Determinants In India With Reference To Macro-Economic Factors	Dr. K.V.V. Raju
36	2101510027	P. Venu Gopal Krishna	A Study On Retailers Perception With The Adoption Of Unnati Apps By ITC Limited; Ongole	Dr. M. Kishore Babu
37	2101510106	Lingala Sahithi	Improvising The Features Of Limca Using Conjoint Analysis	Sri. Mval Narasimha Rao
38	2101510104	Perli Rajeev	Public Awareness & Perception Towards E- Governance In Healthcare In Andhra Pradesh	Dr. B. Kishore Babu
39	2101510023	Vidya Sree Supriya Polisetty	A Study On Remote Work Culture And Its Impact On Employees Work Life-Balance	Dr. B. Vamsi Krishna
40	2101510024	K. Deepthi	Awareness, Acceptability & Public Towards Vegetable Extract Marketing In Vijayawada	Dr. B Kishore Babu
41	2101510078	Kolla Nikhitha	Problems & Challenges Faced By Selected Vegetable Vendors In Their Supply Chain Process: A Qualitative Study	Dr . Akondi Srikanth
42	2101510030	Ravella Sirisha	A Study On Factors Influencing Brand Loyalty Towards Online Food Delivery Apps In Vijayawada	Dr. S. Ramesh Babu
43	2101510013	Neha Sa	Technology Inclusiveness To Combat The Shortage Of Healthcare Professionals Across Globe	Dr. M. Kishore Babu
44	210151106	Thanushma Jasti	A Study On Factors Influencing Tourists In Selection Of Tourism Agencies With Reference To Vijayawada City	Dr. J V Ramana
45	2101510072	Kalla Mohan Reddy	Determinants Of Consumer Decision Making Process Towards Housing	Dr. S. Ramesh Babu
46	2101510005	Peram Mahesh	Evaluating The Relationship Between Customer Satisfaction And Service Quality In Online Food Delivery Platforms	Dr. J V Ramana
47	2101510097	P.Narayana Rao	A Study On Channel Perception Towards On Select Channel Members In Distribution System Of Sangam Dairy, Guntur	Dr. J V Ramana
48	2101510105	D.Reethika	Impact Of Work Engagement On Turnover Intention	Dr. A. Srikanth
49	2101511010	Sure Sri Harsha	Role Of Work Ethics And Its Impact On Remote Work Culture: A Study On Selected IT Companies	Dr. B. Vamsi Krishna
50	2101511007	Palepu Sripoojitha	Emerging Changes And Transformation In IT Industry With Special Continues References To Work From Home Cultural In Post Covid Era	Dr. B. Vamsi Krishna
51	2101511023	T. Harini	A Study On Empirical Study On Large Cap Mutual Funds In India	Dr. Ch Balaji
52	2101511017	Yenugula Vaishnavi	Inter-Team Rivalry In Hospitality Industry: Implications for Performance & Productivity	Dr. R.S.V. Rama Swathi

Sl.no	Regd. no	Name of the student	MRP Title	Name of the Faculty Guide
53	2101510069	Kari Kusuma Sree Vidhya	The Corrosive Effects Of Organizational Cronyism On Social Network In It Industry	Dr. R.S.V. Rama Swathi
54	2101511041	Gayam Bhanu Sri Arun Kumar Reddy	Consumer Perception and The Factors Impacting Towards The Purchase Of Electric Vehicles	Dr. V. N. Sailaja
55	2101511003	Sireesha Jillella	Measuring The Impact Of Fintech Adoption On Banks Profitability	Dr. V. N. Sailaja
56	2101510091	Sarath Kumar Nadimpalli	Impact Of Non-Financial Rewards On The Performance Of Employees: Study On A Selected Startup Company In Telangana	Dr. Atanu Talukdar
57	2101511044	Devanaboyina Sai Manoj Yadav	A Study Of Consumer Behaviour On Electric Vehicles In India	Dr. S. Venakata Ramana
58	2101510089	N. Girish Teja	A Study On Impact Of Customer Preferences On The Supply Chain Of Marine Foods In Vijayawada	Dr. J V Ramana
59	2101511018	Mittapalli Sahithi	Behavioural Training Need Assessment With Psychometric Test: A Study In Self Help Groups Of Ap	Dr. B. Vamsi Krishna
60	2101511048	Divya Sai Supriya Satram	A Study On Workplace Spirituality And Professional Well-Being On Healthcare Institutions	Dr. Shyam Sundar Tripathy
61	2101511026	Gottipati Anvitha	A Study On Exploring The Relationship Between Quality Work Environment And Physician Performance	Dr. Shyam Sundar Tripathy
62	2101511058	Ch. Bhargav Chowdary	Impact Of Personality Factors On Performance At Workplace: A Study On Vijayawada It Sector	Dr. Atanu Talukdar
63	2101511059	Rishikesh	A Study On Brand Perception Of Consumers On Small Scale Paint Industry	Dr. A Srikanth
64	2101510020	Atluri Krishna Prakash	The Factors Influencing Consumer Brand Preference Towards Ready To Cook Food Products	Dr. S. Ramesh Babu
65	2101510026	V. Bhavya Sri	The Impact Of Technological Change In The Organisation On Employee Performance: A Study On Banking Sector	Dr. R.S.V. Rama Swathi
66	2101510028	Shaik.Mahabub Subhani	A Project Report On The Impact Of Monetary Policy On Equity Markets	Dr. K. Hema Divya
67	2101510040	Sidde Naga Gopi Krishna Sai	Consumer Preference Towards Android Smart Phones In Comparison With Ios Smart Phone	Dr. J V Ramana
68	2101510045	Bommu Navya	A Study On Formal Mentoring System In Universities And It'S Impact On Student Performance	Dr. Shyamasundar Tripathy
69	2101510066	Pinnaboina Venkata Yaswanth Kumar	Digital Financial Literacy Influence On Savings And Investment Pattern Of Rural Households Of Prakasam District	Dr. Ch. Balaji
70	2101511032	Gadde Tejesh	A Study On Consumer Perception Towards Online Shopping In Vijayawada	Dr. P. Daniel

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71	2101510132	P. B. Ganesh	Selected Features On Aha App	Dr.A. Srikanth
72	2101510128	Ghanta Eswar Krishna	Analysing The Waste Management Process In Selected Footwear Manufacturing Companies In Vijayawada Using 5S Frame Work	Dr.A. Srikanth
73	2101510012	Marreddy Jaswanth Reddy	A Study On Start Up'S Entrepreneurs Perception Towards Benefits,Risks, Challenges Associated With Crowd Funding Platform'S	Dr. B. Kishore Babu
74	2101510084	K Bhargava Reddy	Measuring The Economic Performance Of G20 Countries Using Mcdm Technique	Dr. K S Venkateswara Kumar
75	2101510054	M.Tejaswini	Impact Of E-Banking Strategies On Customer Satisfaction In Select Public And Private Sector Banks In India	Dr. K S Venkateswara Kumar
76	2101510096	Kovelakonda Mukesh	A Study On Influence Of Supply Chain Activities In Footwear Retail Outlets In Enhancing Customer Satisfaction	Dr. K S Venkateswara Kumar
77	2101510103	Gatta Lokesh Venkata Naga Sai Ganesh	A Study On Dimensions Of E-Service Quality With Respect To Customer Satisfaction Of Public And Private Sector Banks	Dr. K S Venkateswara Kumar
78	2101510014	Nelluri Shiva Saketh	A Study On Influence Of Digital Screen Advertising In Elevators On Consumer Purchasing Behaviour	Dr. B. Kishore Babu
79	2101510003	K. Pardhasaradhi	A Study On Last Mile Analytics In Amazon	Dr Kangala Anusha
80	2101510122	Korlana Srikanth	A Comparative Analysis On Impact Of Coronavirus Disease-2019 On Performance Of Major Stock Market Indices In Brics And Group Seven Countries	Dr. Vedala Naga Sailaja
81	2101510037	Kota Lakshmi Amrutha Varshini	Developing A Model To Estimate Retention Period Of Employees Using Predictive Analytics	Dr. Sundari Dadhabai
82	2101510056	M. Fayaz	Non Performing Assets - A Comparative Study With Reference To Selected Public And Private Banks	Dr. Vedala Naga Sailaja
83	2101511006	Maddi Gayathri Manasa	Revolutionizing Hr Recruitment Practices Through Blockchain Technology: An Exploratory Study On Technology Adoption And Impact	Dr. R. S.V. Rama Swathi
84	2101510153	Nagasai Tangirala	A Study On The Opinion Of The Employees Of Select Banks On The Usability Of Ai In The Banking Operations	Dr. S. Venkata Ramana
85	2101510048	Neha.Bagrecha	Customer Satisfaction Survey On Last Mile Delivery Of Amazon	Dr Kangala Anusha
86	2101510112	Puroshotam Kumar Ojha	An Econometric Study On The Dynamic Relationship Between Volatility, Volume And Open Interest In Nifty Futures Markets	Dr. Vedala Naga Sailaja
87	2101510050	Shaik Subhani	A Study On Forex Risk Management Of Exchange Rates Fluctuation Model	Dr. Vedala Naga Sailaja
88	2101511067	K. Sumanth	Analysis Of Challenges In Distribution Of Lubricants With Reference To Vijayawada Market	Dr. S. Ramesh Babu

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89	2101510051	Syam Prasad Thanneeru	Impact Of Servant Leadership On Performance: The Mediating Role Of Affective And Cognitive Trust	Dr. Atanu Talukdar
90	2101511053	M. Venkat Ram	A Study On “Sales Promotion And Customer Satisfaction On Four Wheeler Vehicle With Reference To Varun Motors Private Limited, Vijayawada	Dr. J V Ramana
91	2101510010	M.Soma Sankar	Impact Of Macro Economic Variables On Stock Prices:An Empirical Evidence From Nifty Bank	Dr. K. V Siva Prasad
92	2101511015	Kodebathula Sri Pavithra	The Study On Grievance Redressal Mechanism And Its Impact On Employee Performance	Dr. Sundari Dadhabai
93	2101510073	Abigaba Murekatete Abigaba	Exploring And Assessing Of An Ecommerce Website For The Marketplace Industry: A Comparative Analysis	Dr. Akondi Srikanth
94	2101511014	Adduri Sirisha	Employee Performance In New Normal Work Culture In Post Covid Era: A Study In Selected Digital Marketing Companies	Dr. Shyam Sundar Tripathy
95	2101510111	Miriyala Anjaneyulu	A Study On Impact Of Brand Loyalty Of A Varun Motors Company In India	Dr. S.Venkataramana
96	2101511012	Bhavya Gajjala	Impact Of Shift System On Selected Hr Metrics	Dr. Sundari Dadhabai
97	2101510117	Bommasani Swapna	A Study On Volatility Of Indian Stock Market With Reference To Selected Stocks	Dr. K. Hema Divya
98	2101510002	Ch Sai Supriya	Improving Patient Flow And Reducing Wait Times In A Hospital: A Value Stream Mapping	Dr . K Anusha
99	2101510068	Ch. Krishna Priyanka	Effectiveness Of Kras And Kpas Used In Evaluating Performance Of Banking Employees	Dr. Sundari Dadhabai
100	2101510092	D. Nagamalleswara Rao	A Study On The Customer Awareness And Perception Towards A2 Milk In Greater Hyderabad	Dr. A. Uday Shankar
101	2101510086	D.Sreepriya	Application Of Mcdm Techniques For Evaluating Performance Of Saarc Nations	Dr. K S Venkateshwara Kumar
102	2101510021	M. Dinesh Kumar Reddy	Impact Of Small Car On Two-Wheeler Industry	Sri. M.V.A.L Narasimha Rao
103	2101510141	G Lakshmi Priya	To Study The Impact Of Factors Influencing On Diabetes	Dr. K. Hema Divya
104	2101510029	Geetha Ramya Nalajala	A Study On Impact Of Macro Economic Factors On Exchange Rate Of India	Dr. Ch. Balaji
105	2101510109	Bunga Hepsiba	A Study On Consumer Preferences Toward Subscription Of Ott (Over-The-Top) Platforms With Special Reference To College Going Students	Sri. M.V.A.L Narasimha Rao
106	2101510140	Chalamala Jahnvi	A Study On Impact Of Foreign Institutional Investores On Stockmarket Volatility In India	Dr. Ch. Balaji

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107	2101510015	K.T.V.S.K.Pavan	Physician'S Perception Towards Benefits, Challenges, And Risks Associated With Chatgpt In Enhancing Patient Satisfaction	Dr. B. Kishore Babu
108	2101510134	K.Vns.Jyothi Swaroopa	Impact Of Gold, Crude Oil And Exchange Rate On Bitcoin	Dr.K. Hema Divya
109	2101510065	Kanyadari Samantha Roy	A Study On Role Conflicts And Its Impact On Research Performance Of Professors	Dr. B. Vamsi Krishna
110	2101510098	Koraganti Amulya	A Study On The Influence Of Online Verses Offline Pricing Of Garments On The Purchase Behaviour Of Women At Vijayawada, Andhrapradesh	Dr. A. Udaya Shankar
111	2101510133	Pulagam Krishna Sai	A Study On The Determents While Purchasing Select Laptop Brands At Vijayawada	Dr. A. Udaya Shankar
112	2101510102	Kuppala Sandeep	To Study Retailer Satisfaction With Reference To Hindustan Coco-Cola Beverages Private Limited, Guntur Dist	Dr . K Anusha
113	2101510085	Nandi Reddy Gnaneswari	Digital Financial Literacy Influence On Savings And Investment Pattern Of Rural Households Of Prakasam District	Dr. Ch. Balaji
114	2101510049	Raavi Pavan Chowdary	A Study And Analysis On Pension Plans Private Employees/Government With Reference To Vijaywada District Andhra Pradesh	Dr. K.V.V. Raju
115	2101510149	P. Pavankalyan	Determinants Of Mango Marketing Along With Problems Faced By The Farmers	Dr. A. Udaya Shankar
116	2101510129	Shaik Adam Babu	A Study On Impact Of Macro Economic Factors On Exchange Rate Of India	Dr. Ch. Balaji
117	2101510135	Shaik Mehendi	A Comparative Study On Volatility Of Commodity And Cryptocurrency	Dr. V N Sailaja
118	2101511028	Paruchuri Siva Purna Kumar	Consumer Behaviour In Online Shopping	Dr. S. Ramesh Babu
119	2101510087	Tuluva Holika	A Study On Impact Of Foreign Institutional 2 Investores On Stockmarket Volatility In 3 India	Dr. Ch. Balaji
120	2101511009	Vagicharla Deepthi	Hybrid Workculture And Employee Satisfaction: A Study In It Company	Dr. Shyam Sundar Tripathy
121	2101511033	Yesaswini Gajavalli	Unveiling The Rise Of Imitation Jewellery And Its Effect On Traditional Gold Market	Dr. K. Hema Divya
122	2101511037	A .Mohammed Thak	Customer Buying Behaviour Of Insurance Through Online With Reference To Shriram Life Insurance	Dr. S. Venkata Ramana
123	2101510154	Anish Chaurasiya	A Study On Fraud Control Activity In Retail Banking - Credit Cards	Dr. S. Venkata Ramana
124	2101510018	G.V.S.L. Hamsika	Cointegration Analysis Of Crude Oil Prices In India And The Nifty Auto Index Returns: An Empirical Investigation	Dr. K. Hema Divya

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125	2101510116	K. Jashuva Babu	A Study On Financial Statement Analysis Of ITC Limited	Dr. K.S. Venkateswarakumar
126	2101511001	Nidumolu Surya Chandra Manojna	A Study On The Impact Of Work Culture On Employee Performance	Dr. Sundari Dadhabai
127	2101510074	Ochama Jermena	Exploring The Potential Of Influencer Marketing In Low-Income Economies: A Case Study Of The Ugandan Processed Dairy Industry	Dr. S. Ramesh Babu
128	2101510150	Anisetty Venkata Sri Naga Sandeep	Engineering Students' Perception Towards Usage, Challenges And Risks Associated With ChatGPT	Dr. B. Kishore Babu
129	2101511029	Gayathri Kankanampati	A Comparative Study Of Nike And Adidas In Sports Merchandising	Dr. A. Srikanth
130	2101511031	Kusumanjali Nagulla	A Study On Factors Influencing The Transformation Process From Browsing To Buying In E-Commerce	Dr. J. Venkata Ramana
131	2101510138	M. Rajesh	A Study To Perception Of Employees On Job Insurance And Developing A Model For Job Insurance	Dr. K.V.V. Raju
132	2101510094	Peeta Sai Mani Renuka Ramya	The Study Of Effectiveness Of Job Portal In Perspective Of Prospective Employees	Dr. Sundari Dhadabai
133	2101511040	Shaik Jalaluddin	A Study On Customer Satisfaction Towards SBI Mutual Funds	Dr. K. Hema Divya
134	2101510041	M. Sai Charan	An Econometric Analysis On A Study On The Impact Of Macroeconomic Variables On Sectorial Indices And Stock Market Index	Dr. Naga Sailaja Vedala
135	2101510145	K. Ramesh Reddy	A Comparative Study On Non-Performing Assets In Selected Public And Private Sector Banks	Dr. K. Hema Divya
136	2101510101	Undavalli Lakshmi Sravani	Customers Perception On The Adoption Of Granite In B2B Market In Prakasam District	Dr. A. Udaya Shankar
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144	2101510147	Vajjala Pravalika	Exploring Organizational Performance And Productivity In The Context Of Inter-Team Rivalry In It Sector	Dr. R.S.V. Rama Swathi
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