

S.No	EMP ID	Name of of the PI/ Co-PI/Name of the person holding the Chair	Title of the research project, endowments, Research Chairs	Name of the funding agency	Duration	Sanction Order Date	Amount in INR.
1	5719	Dr.Anuradha Averineni	Analysis on effectiveness of Employee Training Module	A.P. Boiler Services & Spares	1 Year	10/8/2019	23000
2	5678	Dr.Parvathaneni Krishna Priya	Financial Statement Analysis for Business Performance Assessment	Sai Spurthi Packaging Industires	4 Months	9/20/2019	21000
3	3664	Dr.V.N.Sailaja	A study on customer satisfaction towards the services of Standard Solutions	Sammys Enterprises	1 Year	12/18/2019	21000
4	5026	Dr.Kolachina Srinivas	Evaluating the Effectiveness of Performance Appraisal System	Admission Arrow Pvt. Ltd	1 Year	8/14/2019	26900
5	4076	Dr.Sundari Dadhabai	A study on effectiveness of in-plant training on employees' efficiency at Precicion Metal Stampings,Hyderabad	N Constructions	1 Year	9/14/2019	24650
6	5579	Dr. Kalla V Bangaru Ganesh	Promoting Health and Wellness Initiatives Among Employees	Sri Azhagu Murugan Home Appliances	1 Year	12/14/2019	22650
7	5841	Dr.R S V Rama Swathi	Understanding Employee Grievance Resolution in Contemporary Work Environments	Sammys Enterprises	1 Year	11/19/2019	26000
8	5892	Dr.N Subrahmanyam	Strategies for effective Tax Planning	Sai Spurthi Packaging Industires	6 Months	11/21/2019	21,450
9	4588	Dr.Simanchala Das	Cost Control and Expense Management in Organizations	Sri Azhagu Murugan Home Appliances	6 Months	11/21/2019	20000
10	3665	Dr.Narayanam Bindu Madhavi	A study on customer perception towards Technical Consulting and IT Enabled Services	Sai Spurthi Packaging Industires	4 Months	12/18/2019	21000
11	5679	Dr. Sabbineni Poojitha	Measuring the Efficiency of Working Capital Management	Sammys Enterprises	1 Year	9/16/2019	23500

12	5484	Dr.Ch Balaji	Development of spectrophotometric method for analysis of pigments in fabric	Om Velumayyil Textiles	4 Months	8/31/2019	23500
13	5376	Dr.R Pradeep Kumar Patnaik	Corporate Governance and Ethical Financial Practices	Sammys Enterprises	1 Year	12/5/2019	22000
14	5444	Dr.J Venkata Ramana	Enhancing Textile Manufacturing and Supply Chain Operations	Om Velumayyil Textiles	4 Months	8/13/2019	30000
15	5153	Dr.Romala Vijaya Srinivas	Analysis of Social Media Marketing Campaign Effectiveness	J B M Computers	1 Year	9/7/2019	24000
16	3431	Dr.A.Uday Shankar	Analysis of Recruitment and selection practices on retention of employees	Rock Heights Infra Pvt. Ltd.	1 Year	8/13/2019	23000
17	4141	Dr.Atluri Bala Saraswathi	Leadership and Organizational Dynamics: Om Velumayyil Textiles Management Insights	Om Velumayyil Textiles	4 Months	12/6/2019	23500
18	6204	Dr.Venkateswara Rao Podile	Financial Performance Analysis of Calibrage Info Systems Pvt. Ltd.	Calibrage Info Systems Pvt. Ltd.	1 Year	9/19/2019	21,860
19	6870	Dr.Domathoti Prasanna Kumar	Assessing the Impact of Employee Recognition Programs	Sammys Enterprises	1 Year	10/30/2019	21000
20	5585	Dr.K Anusha	Optimizing Operations and Management Strategies	Om Velumayyil Textiles	4 Months	1/1/2020	21790
21	3431	Dr.A.Uday Shankar	customer feedback survey on the maintenance of web designing and mobile application development of sak informatics, Hyderabad	Sri Sambasiva Enterprises	6 Months	9/8/2020	20300
22	3664	Dr.V.N.Sailaja	A study on customer perception towards the e-Commerce services of Sak Infrmatics	Sri Sambasiva Enterprises	6 Months	10/12/2020	20300
23	6214	Dr.Savanam Chandra Sekhar	A Study on Digital Marketing and its impact on revenue generation	Kakatiya Educational Society	1 Year	10/30/2020	21000
24	5579	Dr. Kalla V Bangaru Ganesh	A Study of employee wellness and welfare	A.P. Boiler Services & Spares	1 Year	10/8/2020	21000

25	5892	Dr.N Subrahmanyam	Investigating the Influence of Notches on Cantilever Beams Made of Glass Fiber Reinforced Polymer	Sai Spurthi Packaging Industires	4 Months	10/8/2020	20,000
26	5753	Dr.K V Siva Prasad	A study on Brand Promotion of Sammys Enterprises in Guntur District	Sammys Enterprises	6 Months	11/27/2020	18300
27	5444	Dr.J Venkata Ramana	Innovative Management Approaches in Textile Manufacturing	Sai Spurthi Packaging Industires	4 Months	9/24/2020	19250
28	5153	Dr.Romala Vijaya Srinivas	Appraisal of Internal control system in large firms	Handlooms India	6 Months	12/2/2020	18300
29	5376	Dr.R Pradeep Kumar Patnaik	Impact of social media marketing on performance of Micro and small businesses	Lakshya CME	6 Months	9/8/2020	20000
30	5484	Dr.Ch Balaji	A study on financial statement analysis of SAK Infrmatrics	Hari Sai Enterprises	6 Months	10/22/2020	19600
31	4141	Dr.Atluri Bala Saraswathi	Strategies for the improvement of Team Communication	Sai Spurthi Packaging Industires	3 Months	10/5/2020	19000
32	5926	Dr.Atanu Talukdar	Comparative Analysis and Risk Management Strategies in Real Estate Financing Models	Sai Spurthi Packaging Industires	4 Months	1/4/2021	18,600
33	5719	Dr.Anuradha Averineni	Document level text classification algorithms using R	Creovsys Solutions India Pvt. Ltd.	1 Year	10/29/2020	30000
34	5841	Dr.R S V Rama Swathi	Talent Development in Tech: HR Best Practices at Sri Sambasiva Enterprises	Sri Sambasiva Enterprises	6 Months	12/26/2020	19600
35	3665	Dr.Narayanam Bindu Madhavi	Determination of pigments in fabric	Om Velumayyil Textiles	5 Months	10/12/2020	20300
36	5679	Dr. Sabbineni Poojitha	Enhancing the Conflict Resolution strategies in the Workplace	Kakatiya Educational Society	6 Months	10/16/2020	20300

37	2058	Dr.P.V. Vijaya Kumar Reddy	Market Analysis and Strategy Development for a New Product Launch	CS V B S S Prasad	1 Year	10/12/2020	28300
38	1967	Mr.M.V.A.L.Narasimha Rao	Promoting Consumer Awareness among Rural Folks	Dhruva Industrial Consultants	6 Months	10/20/2020	18250
39	6870	Dr.Domathoti Prasanna Kumar	Market Analysis and Sales Development of Sai Ashwini paints & Agro sprayers	Sammys Enterprises	6 Months	10/16/2020	19000
40	4588	Dr.Simanchala Das	Analysis on Automated Payroll Management System	Sammys Enterprises	6 Months	9/22/2020	18250
41	5255	Dr.Akondi Srikanth	A Study on Develop a Strategies to rise in sales volume with the efforts of advertising and sales promotion.	V B Ceramic Consultants	6 Months	11/25/2020	18300
42	5585	Dr.K Anusha	A study on Exploring the Impact of Branding and Advertising of Sak Infrmatrics	Rock Heights Infra Pvt. Ltd.	6 Months	10/26/2020	19600
43	1456	Dr.K. Hema Divya	Maximizing Returns through Financial Excellence	J B M Computers	6 Months	11/13/2020	20500
44	4076	Dr.Sundari Dadhabai	A Study on the effectiveness HRIS system	J B M Computers	6 Months	10/16/2020	20300
45	1455	Dr.Marivina Kishore Babu	Identification of Gaps in Technology Utilization and Training for the Development of employees	Dhruva Industrial Consultants	6 Months	10/20/2020	19,300
46	1555	Dr.K.S.Venkateswara Kumar	A study on Enhancing Financial Literacy among Information technology professionals	Sai Spurthi Packaging Industires	4 Months	10/1/2021	12000
47	5719	Dr.Anuradha Averineni	Study on Customer Feedback and Product Improvement	Sai Plastics	6 Months	9/24/2021	17800
48	5108	Dr.Gokarakonda Jaya Lalitha	Hybrid deep neural networks for face emotion recognition	Pink Breast Cancer Centre	6 Months	9/23/2021	17000
49	6204	Dr.Venkateswara Rao Podile	Evaluating the Efficacy of Advertising Channels in Kalyani Enterprises	Kalyani Enterprises	6 Months	11/24/2021	13,200

50	5841	Dr.R S V Rama Swathi	The Effect of Environmental Factors on the Performance of Small and Medium Scale Businesses	Dhruva Industrial Consultants	6 Months	10/25/2021	15000
51	5892	Dr.N Subrahmanyam	Price Sensitivity and Perception of customers	Sai Spurthi Packaging Industries	4 Months	9/30/2021	17,800
52	7053	Dr. Swarupa Pelleti	The effect of Non-Financial Incentive on Staff Productivity in Security Printing and Minting Company	Aiboz R & D Private Limited	6 Months	8/11/2021	13500
53	4076	Dr.Sundari Dadhabai	Sai Spurthi Packaging Industries: Innovative Solutions for Packaging Needs	Om Velumayyil Textiles	3 Months	12/30/2021	35000
54	5678	Dr.Parvathaneni Krishna Priya	Understanding students' preference towards overseas education: A Market Analysis	Sree Overseas Software Solutions Pvt. Ltd.	6 Months	11/18/2021	18500
55	5026	Dr.Kolachina Srinivas	Ensuring Accountability in Financial Management: An Examination of the Procedures	Admission Arrow Pvt. Ltd	1 Year	8/13/2021	21000
56	1456	Dr.K. Hema Divya	A study on Quality of Worklife among IT employees	Kakatiya Educational Society	6 Months	1/3/2022	16500
57	2058	Dr.P.V. Vijaya Kumar Reddy	Providing strategic solution to EMPLOYEES for effective performace	Lakshya CME	1.5 Year	11/15/2021	35000
58	5634	Dr.Sukhavasi Santha Kumari	The Impact of E-Commerce on Emerging Markets	Maruthi Envirotech Solutions	4 Months	10/23/2021	24600
59	5255	Dr.Akondi Srikanth	Study of Impact of Bank Loans on Business Growth	Sriram & Co.,	6 Months	10/16/2021	18500
60	5585	Dr.K Anusha	Analysing Debt Management Techniques in Business Organisations	Sriram & Co.,	6 Months	9/30/2021	13000

61	5975	Dr.Arumugam Raju	The Impact of Road Network on the Marketing of Computers and other it appliances	J P Engineering Corporation	6 Months	10/1/2021	16200
62	6214	Dr.Savanam Chandra Sekhar	Customer Satisfaction Survey for improving the Business	Sai Spurthi Packaging Industires	3 Months	9/29/2021	30000
63	2584	Dr.Kola Hemamalini	Offer expertise in designing energy-efficient circuit	Sri Azhagu Murugan Home Appliances	6 Months	12/21/2021	17800
64	5471	Dr. P Vasavi	THE IMPACT OF demonetization on business growth	Dhruva Industrial Consultants	6 Months	8/23/2021	18500
65	3670	Dr.Adhibatla Varaha Narsingmurthy	Strategising Corporate Social Responsibility activities	Kakatiya Educational Society	1 Year	11/9/2021	24,000
66	4141	Dr.Atluri Bala Saraswathi	Managing Workplace Conflict: Strategies for HR Professionals	Sammys Enterprises	1 Year	9/22/2021	25000
67	5376	Dr.R Pradeep Kumar Patnaik	Strategy for enhancement of business	Om Velumayyil Textiles	4 Months	10/3/2018	25000
68	5926	Dr.Atanu Talukdar	Train employees of Sri Srinivasa Selections	Dhruva Industrial Consultants	1.5 Year	9/27/2021	35,000
69	1455	Dr.Marivina Kishore Babu	A study on developing a Comprehensive Marketing Plan for effectice sale	J B M Computers	6 Months	11/18/2021	16,000
70	5399	Dr.S Vijay Prasad	Strategic Analysis and Market Penetration Strategies for Om Velumayyil Textiles: A Case Study in Textile Industry Innovation	Om Velumayyil Textiles	4 Months	12/30/2021	15000
71	3664	Dr.V.N.Sailaja	Evaluation of Bank Lending Practices and Credit Management	Calibrage Info Systems Pvt. Ltd.	6 Months	8/10/2021	13200
72	5162	Dr.Landa Ramesh	The Role of Corporate Citizens in National Development	Chandrakala Scan Systems	6 Months	8/11/2021	13200
73	5444	Dr.J Venkata Ramana	Development and planning of Strategies for Talent acquisition	S A S Solutions	6 Months	9/17/2021	14500

74	5466	Dr.Marimganti Srinivasa Narayana	Exploring Diversity and Inclusion Initiatives in the Workplace	S A S Solutions	1 Year	9/3/2021	24,000
75	3431	Dr.A.Uday Shankar	Studying the Impacts of professional development on employee retention	Dhruva Industrial Consultants	6 Months	11/22/2021	15000
76	2946	Dr.Sonti Venkata Nagamalleswara Sastry	investigation of Nanomaterials for advanced Drug Delivery Systems	CHEMJ PHARMA	6 Months	9/24/2021	18400
77	5484	Dr.Ch Balaji	Cost Control Strategies for Sustainable Growth	Sammys Enterprises	1.5 Year	11/24/2021	35000
78	4588	Dr.Simanchala Das	Analysis on effects of energy efficiency regulations & standards for boilers industry	A.P. Boiler Services & Spares	1 Year	9/12/2022	27500
79	5444	Dr.J Venkata Ramana	Impact of Pricing Policies on the Profitability Level of an Organization	Hawk Innovations Private Limited	1 Year	9/24/2022	27500
80	2946	Dr.Sonti Venkata Nagamalleswara Sastry	Marketing Strategies of solar industries-A study of select companies	Jayram Industries India Pvt Ltd	1 Year	3/3/2023	23700
81	7481	Dr.Srinivasa Rao Kasisomayajula	An Analysis of Promotional Techniques and Their Fit with some Selected Private Sector Organizations	Hari Sai Enterprises	1 Year	3/3/2023	31000
82	5634	Dr.Sukhavasi Santha Kumari	Real Estate Financing Models: Comparative Analysis and Risk Management Strategies	Maruthi Envirotech Solutions	6 Months	3/3/2023	31000
83	5255	Dr.Akondi Srikanth	Employee Relations and it Effects on Employee Productivity	Sree Oversears Software Solutions Pvt. Ltd.	1 Year	1/18/2023	27000
84	5484	Dr.Ch Balaji	Performance assessment of Small and Medium Scale Enterprises	Sriram & Co.,	1 Year	3/20/2023	24000
85	6352	Dr.Itikela Shyam Sundar	A Report on Evaluating the Growth Challenges of indigenous Electrode Materials	Nanosol Energy Private Limited	1 Year	3/25/2023	24000

86	5471	Dr. P Vasavi	Analysis of Employee Grievance Resolution in Contemporary Work Environments	Sri Sambasiva Enterprises	1 Year	8/17/2022	25000
87	6371	Dr. Subham Saxena	Durability Study on Concrete With Terinary Blend Cementitious Materials	Sai Spurthi Packaging Industires	5 Months	11/17/2022	25,000
88	1555	Dr.K.S.Venkateswara Kumar	Analysis of Monetary incentives and Employee Performance	J B M Computers	1.5 Year	9/28/2022	40000
89	5376	Dr.R Pradeep Kumar Patnaik	Price Sensitivity Analysis: Understanding Customer Value Perception	K S R ENTERPRISES	1 Year	3/21/2023	32,600
90	5579	Dr. Kalla V Bangaru Ganesh	Target Audience Profiling for Effective Marketing Strategies	Pratyusha Enterprises	1.5 Year	3/1/2023	35,000
91	6214	Dr.Savanam Chandra Sekhar	Promotional Strategies for Balaji Weighing Services	Sai Spurthi Packaging Industires	5 Months	1/4/2023	27300
92	5883	Dr.Vahed Shakeel Ahammad	Evaluating the Effectiveness of online Learning Platforms in Computer Training	J B M Computers	1 Year	1/23/2023	27,300
93	5841	Dr.R S V Rama Swathi	The Effect of advertisement on Consumer Brand Preference	Dhruva Industrial Consultants	1 Year	3/28/2023	24,700
94	5679	Dr. Sabbineni Poojitha	Development of strategic plan for Product Development Aligning with Customer Desires	A.P. Boiler Services & Spares	1 Year	9/22/2022	26,500
95	5026	Dr.Kolachina Srinivas	Exploring Emerging Markets of boilers in Andhra Pradesh	A.P. Boiler Services & Spares	1 Year	1/6/2023	27300
96	5678	Dr.Parvathaneni Krishna Priya	Framework on Employee Feedback Mechanisms: Enhancing Communication Channels	Jayram Industries India Pvt Ltd	1 Year	1/9/2023	27,300
97	5753	Dr.K V Siva Prasad	Sustainability Study in Textile Industry Management	Om Velumayyil Textiles	5 Months	11/17/2022	23,500
98	7053	Dr. Swarupa Pelleti	Measuring the Effectiveness of online Shopping	S S Traders	1 Year	3/3/2023	23500

99	5892	Dr.N Subrahmanyam	Auditing Standards and their Influence on Financial Reporting	Shama Associates	1 Year	3/15/2023	24,600
100	5153	Dr.Romala Vijaya Srinivas	Bitumen Performance Evaluation in Giddaluru Pavement Construction	Om Velumayyil Textiles	5 Months	3/27/2023	25,500
101	2510	Mr.Chava Srinivasa Rao	Employee Turnover: Identifying Causes and Implementing Retention Strategies	Sai Spurthi Packaging Industires	5 Months	3/8/2023	24000
102	2766	Mr.V.Shouri Reddy	Child Protection and Safeguarding" - A training program on identifying and responding to child abuse and neglect, with a focus on creating safe environments for children	Kakatiya Educational Society	1 Year	3/15/2023	32,000
103	5975	Dr.Arumugam Raju	Evaluation of the Role of Social and Economic infrastructure in the Promotion of Business Activities	Nagendra and Eswar Services India Pvt. Ltd.	1 Year	3/17/2023	27,000
104	5719	Dr.Anuradha Averineni	Exploring Customer perception and Satisfaction	Sri Azhagu Murugan Home Appliances	1 Year	3/17/2023	24,500
105	7045	Dr.Burra Vamsi Krishna	The effect of employee diversity on organizational performance	Giridharvani Industries	1 Year	2/24/2023	23,500
106	6870	Dr.Domathoti Prasanna Kumar	Competitor Analysis through the Lens of Customer Perspective	Sammys Enterprises	1 Year	9/10/2022	23750
107	6469	Mr. Sekhar Ranga	THE ROLE OF THE AUDITOR IN SMALL BUSINESS ORGANIZATIONS	Dhruva Industrial Consultants	1.5 Year	1/14/2023	35,600
108	7518	Dr.Subir Kumar Sinha	An Effective Promotional Tool for Marketing New Product	Spicy Glass	1 Year	1/2/2023	24000
109	4076	Dr.Sundari Dadhabai	Analysis of factors influencing the recruitment and selection process	Dhruva Industrial Consultants	1 Year	1/25/2023	23500
110	5585	Dr.K Anusha	Personality and its Effects on Group Performance	Vishwam Incorporate	1 Year	1/10/2022	23,000
111	6779	Dr. Sontineni Ramesh Babu	Work-Life Balance and its Effect on Employee Productivity	S S Engineers	1 Year	6/9/2022	23000

112	3664	Dr.V.N.Sailaja	Analysis of Evolving Marketing Trends in the Digital Era	Subhamasthu Events	1 Year	12/26/2022	23,250
113	4141	Dr.Atluri Bala Saraswathi	A study on sustainable business models across clinical laboratories	R. V. Labs	1 Year	3/2/2023	27,500
114	7494	Dr.Venkata Ramana Sikhakolli	The Role of Microfinance Banks in the Alleviation of Poverty	Calibrage Info Systems Pvt. Ltd.	1 Year	1/2/2023	23000
115	3665	Dr.Narayanam Bindu Madhavi	Analyzing Performance appraisal Techniques in Banks	CVR Multimech	1 Year	9/23/2022	30,000
116	7129	Dr.Rajendran P	A Study on the Impact of Employee Grievances and the Performance of an Organization	ZETA SYSTEMS AND SOLUTIONS	1 Year	12/22/2022	27300
117	5913	Dr. Bhasker Mulam	The Effect of Business Credit Availability on Small and Medium Scale Enterprises	Rock Heights Infra Pvt. Ltd.	1 Year	2/18/2023	23,500
118	3431	Dr.A.Uday Shankar	A Study on the influence of Employee Grievances and the Performance of an industry	S A S Solutions	1 Year	3/28/2023	25000
119	2941	Dr.Puppala Raja Babu	Understanding Human Rights in private companies	Dhruva Industrial Consultants	1 Year	11/19/2022	26700
120	7091	Dr.Md Mazharunnisa Begum	Exploring Digital Marketing Strategies for Rock Heights Infra Pvt. Ltd.	Rock Heights Infra Pvt. Ltd.	1 Year	1/5/2023	23500
121	1967	Dr.M.V.A.L.Narasimha Rao	Analysis of the data on Financial Literacy for Women.	Vishwam Incorporate	1 Year	10/17/2022	23,500
122	6388	Dr. R. Kanimozhi	The Impact of Total Quality Management on the Performance of Company	Unicusmind Technologies Private Limited	1 Year	9/23/2022	23,500
123	5926	Dr.Atanu Talukdar	The Effect of Employee Participation on Organizational Performance	Venkatahanuma Cotton Mills	1 Year	9/23/2022	31,400
124	6955	Dr.Radha Krishan Sharma	Impact of New Product Development in an Organization	Dhruva Industrial Consultants	1 Year	11/22/2022	32,600

125	6496	Ms. P Saritha Naidu	The Role of Mergers and acquisitions as a Survival Tool for Organizations	Dhruva Industrial Consultants	1 Year	12/19/2022	31,400
126	3431	A. Udaya Shankar	An Effect of Macros's Products on the Firm Performance-An opinion of Aqua Farmers of Andhra Pradesh	MARSCO	1 Year	2023-2024	1,00,000
127	3664	Dr. V N Sailaja	Financial Viability of KRYSCON PROJECTS PVT LTD VENTURING into coastal Andhar Pradesh	Krysccon Projects Pvt. Ltd.	1 Year	2023-2024	37,000
128	3665	N. Bindu Madhavi	Analysis of Market potential	Krysccon Projects Pvt. Ltd.	1 Year	2023-2024	38,000
129	7091	Dr. Md. Mazharunnisa Begum	Employee Motivation	K G N Enterprises	1 Year	2023-2024	44,000
130	5444	Dr. J. Venkata Ramana	Women Empowerment in Rural India	ACARD	1 Year	2023-2024	41,000
131	5255	Dr. A. Srikanth	Power up your purse: Mastering Digital Payment in Rural India	ACARD	1 Year	2023-2024	48,000
132	4076	Dr. D. Sundari	Leadership Development for equipping Rural NGO leaders towards Sustainable Change	ACARD	1 Year	2023-2024	50,000
133	4588	Dr. Simanchala Das	Optomizing Human Resource management Practices	Seeram Innovations Pvt. Ltd.	1 Year	2023-2024	31,000
134	5484	Dr. Ch. Balaji	Capital Management in sri venkata sai Engineering works	Sri Venkata Sai Engg. Works	1 Year	2023-2024	82,000