

KL BUSINESS SCHOOL



APPLIED RESEARCH FINANCE CENTER

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ABOUT US

The Finance Research Group (FRG) is at the forefront of financial research and innovation. Our mission is to advance the understanding of financial systems, markets, and institutions through cutting-edge research, providing valuable insights and solutions to the industry. By bringing together leading experts, practitioners, and academics, we drive meaningful conversations and developments in finance.

Our research not only contributes to academic knowledge but also has a tangible impact on policy-making, industry practices, and investment strategies. We collaborate with financial institutions, regulatory bodies, and other stakeholders to ensure our work drives positive change in the financial sector.



Vision

To be a global leader in financial research, shaping the future of finance through groundbreaking studies, collaborations, and thought leadership.



Mission

- To advance the field of finance by conducting innovative and impactful research that addresses critical challenges and opportunities in the global financial landscape.
- To serve as a hub for global financial knowledge exchange, fostering collaboration among researchers, policymakers, and industry leaders to develop solutions that benefit society.
- To be a thought leader in the financial industry, providing insights and recommendations that influence policy decisions, market trends, and business practices.
- To invest in the development of future generations of financial researchers by providing mentorship, training, and opportunities for growth.

Objectives

1. To conduct cutting-edge research to advance the field of finance and address critical challenges.
2. To build and maintain strong partnerships with leading financial research institutions worldwide.
3. To be a trusted source of insights and recommendations for policymakers, investors, and businesses.
4. To invest in the development of our researchers to foster innovation and creativity.
5. To use our research to make a positive impact on society by addressing pressing financial challenges and promoting economic stability.

Key Research Areas

Corporate Finance
Financial Markets
International Finance
Financial Risk Management
Behavioral Finance
Financial Development

Asset Pricing
Financial Institutions
Sustainable Finance
Financial Innovation
Financial Regulation

Outcomes

- The research group consistently publishes high-quality research in top-tier academic journals and industry publications.
- The group forms strong collaborations with leading financial institutions, corporations, and regulatory bodies.
- The group is widely recognized as a leading authority in the field of finance, shaping industry trends and best practices.

Finance Research Team



Dr. P Venkateswara Rao



Dr. V Ajay Kumar



Dr. K Hema Divya



Dr. M Srinivas



Dr. S Shantha Kumari



Dr. V N Sailaja



Dr. KS Venkateswara
Kumar



Dr. K Veera Venkata Raju



Dr. V Siva Prasad Kandi



Dr. S Venkata Ramana



Dr. A V N Murthy



Dr. Venu Gopal
Chowdary



Dr. N Subramaniam



Dr. Y Kanaka Durga

Finance Research Team



Dr. Robert Edwin



Dr. R V N Sailaja



Dr. M Subramanyam



Dr. Shiva Kumar



Dr. Ch Balaji



Dr. P Rohini



Dr. V Chandu



Dr. A J Mohan Rao



Dr. R Narendra



Dr. Debadatta Das



Dr. B Ratnavalli



Dr. A. Jagdish
Mohan Rao



Dr. S V N M Sastry



Dr. Itikela Shyam Sundar



Dr. Waheed Ahmed

Scholars Information

S.No	Scholar REGD NO	RESEARCH SCHOLAR NAME	SUPERVISOR NAME
1	183510026	SREEDURGA KAMMA	Dr. A V N Murty
2	2002550001	GAURAV KUMAR	Dr. A V N Murty
3	2202551010	Jagadeshwara Rao Minda	Dr.N.Subrahmanyam
4	2312550002	Guduri Nagaveni	Dr.N.Subrahmanyam
5	183520001	M.Raju	Dr.P.Venkateswara Rao
6	163510023	GUMPARTHI VENKATA SREERAM KUMAR	Dr. V Venumadhav
7	173510038	Samudrala Ramesh	Dr. K..Hema Divya
8	183510005	Sai Kishore. V	Dr. K..Hema Divya
9	183510039	VIJAYA LAKSHMI YALAMANCHALI	Dr. K. Hema Divya
10	2202551002	JALLI SADDAPPA	Dr. K. Hema Divya
11	173510030	M.Vijaya Kumar	Dr. B.Kishore Babu
12	173510021	Veereedhi V Deepika	Dr.K.Srinivas
13	183510006	Vootukuri Kiranmayi	Dr. KS. Venkateswara Kumar
14	2080546	CHAITHANYA L	Dr. KS. Venkateswara Kumar
15	2002551015	VENKATA SATYA KRISHNA T	Dr. KS. Venkateswara Kumar
16	183510029	PADMA KIRAN	Dr. V .N. Sailaja

Scholars Information

S.No	Scholar REGD NO	RESEARCH SCHOLAR NAME	SUPERVISOR NAME
17	2302551001	A RAVI KUMAR GOUD	Dr.K.Veera Venkata Raju
18	183510021	Suneetha Rani Tatineni	Dr.Balaji
19	2102551001	G. Prasanna Kumar	Dr. N. Durga Prasad
20	2002551006	NIDHI SREE K	Dr. I Mohana Krishna
21	163510017	V.SREEDEVI	Dr. I Mohana Krishna
22	2102551013	Sai Suman Bussa	Dr. Santha Kumari
23	2202551009	Lelavathi Yeddula	Dr. Santha Kumari
24	2202551005	Rohit Krishna Rachakonda	Dr. Santha Kumari
25	2102551014	Vallabhaneni Ramankanth	Dr. Vahed Shakeel Ahammed
26	2202551008	G. Satya Sivakumar	Dr. Vahed Shakeel Ahammed
27	2202550101	Nageswara Rao Chapala	Dr. Narendra Ryali
28	2302551017	ANITHA NELLURI	Dr. Narendra Ryali
29	2202551108	Nanduri Siva Bharathi	Dr. Venkateswarlu Chandu
30	2202551110	B Kiran Kumar	Dr. V Ratnavalli
31	2302551011	KARICHARLA JAYA SUDHEER KUMAR	Dr.S.Venkata Ramana
32	2302551015	P SRINIVAS	Dr.SVNM.Sastry

Faculty Publications

DR. K S Venkateswara Kumar

1. Published a research paper titled, "Glass ceiling: A study on women employees in select Indian service sectors" in SCOPUS INDEXED JOURNAL titled Organizational Psychology, June 2024, Volume-14, Issue-01, e-ISSN 2312-5942, Pg. No.s – 196-202.
2. Published a research paper titled, "Non-communicable Diseases in India: The Growing Public Health Challenge and the Role of Health Insurance", in SCOPUS INDEXED JOURNAL titled Health Behavior and Policy Review, May 2024, Volume-10, Issue-06, ISSN: 2326-4403, Pg. No.s -1422-1433.
3. Published a research paper titled, "Adapting to Change: Change Management Strategies and Challenges in Modern Pharmacy Organizations, in SCOPUS INDEXED JOURNAL titled International Journal of Chemical and Biochemical Sciences, May 2024, Volume-25, Issue-13, ISSN 2226-9614, Pg. No.s – 340-347.
4. Published a research paper titled, "Exploring University Student Attitudes, Beliefs, and Alcohol Usage Patterns: An Investigation into Alcohol and Drug Use within the Student Lifestyle", in SCOPUS INDEXED JOURNAL titled Journal of Drug and Alcohol Research, Sep 2023, Volume-10, Issue-08, Pg. No.s – 236-258.
5. Published a research paper titled, "Evaluating and ranking the Indian private sector banks—A multicriteria decision making approach" in SCOPUS INDEXED JOURNAL titled Journal of Public Affairs, Sep 2020, e2419, ISSN: 1479-1854, Listed in ABDC Journals. <https://doi.org/10.1002/pa.2419>
6. Published a research paper titled, "Awareness And Myths About Corona Virus: Selected Study On Engineering Students, Guntur, Andhra Pradesh" in SCOPUS INDEXED JOURNAL titled International Journal of Research in Pharmaceutical Sciences, Volume-11, Spl. Issue-01- Mar 2020, ISSN: 0975-7538, Pg. No.s – 533-537.
7. Published a research paper titled, "Impact of Acquisitions on Financial Performance of Selected Software Companies in India" in SCOPUS INDEXED JOURNAL titled International Journal of Innovative Technology and Exploring Engineering, Volume-08, Issue-09, July 2019, ISSN: 2278-3075, Pg. No.s – 2415-2419.
8. Published a research paper titled, "Application of Henry Garrett Ranking Method to Determine Dominant Factors Influencing Smartphone Purchase Decisions of Customers" in SCOPUS INDEXED JOURNAL titled Journal of Advanced Research in Dynamical and Control Systems, Volume-11, Issue-06- Jun 2019, ISSN: 1943-023X, Pg. No.s – 213-218.

Faculty Publications

9. Published a research paper titled, "An Empirical Study on Marketing of Handloom Fabrics in Andhra Pradesh (A Case Study with reference to Guntur District)" in SCOPUS INDEXED JOURNAL titled International Journal of Innovative Technology and Exploring Engineering, Volume-08, Issue-08, June 2019, ISSN: 2278-3075, Pg. No.s – 1071-1075.
10. Published a research paper titled, "A Study on Perception of Pharmacists Towards Goods and Services Tax (GST) in Guntur District of Andhra Pradesh, India" in SCOPUS INDEXED JOURNAL titled Journal of Advanced Research in Dynamical and Control Systems, Issue-08-Special Issue, Aug 2018, ISSN: 1943-023X, Pg. No.s – 374-378.
11. Published a research paper titled, "Changing Trends of Servqual in Indian Banking Industry" in SCOPUS INDEXED JOURNAL titled Journal of Advanced Research in Dynamical and Control Systems, Issue-08-Special Issue Aug 2018, ISSN: 1943-023X, Pg. No.s – 368-373.
12. Published a research paper titled, "A Study on Role of Statutory Bodies in Handling NPAs" in SCOPUS INDEXED JOURNAL titled International Journal of Applied Business and Economic Research, Vol.15 (March-2017), ISSN: 0972-7302, Pg. No.s – 107-115.
13. Published a research paper titled, "Non-Performing Assets & Its Recovery – A Study on Indian Scheduled Commercial Banks" in SCOPUS INDEXED JOURNAL titled International Journal of Economic Research, Vol.14 (March-2017), ISSN: 0972-9380, Pg. No.s – 247-257.
14. Published a research paper as co-author titled, "Agripreneurship For Sustainable Growth in Agriculture and Allied Sectors – A Conceptual Model" in April 2016 in SCOPUS INDEXED JOURNAL, Man in India (ISSN: 0025-1569), published by Serial Publications, Vol, 96, Issue No. 5, Pg. No.s – 1633 to 1641.
15. Published a research paper titled, "Non-Performing Assets and its Management (A Comparative Study Between Public and Private Sector)" in Journal for Studies in Management and Planning, Vol.I No.10 November 2015 e-ISSN: 2395-0463, Pg. No.s – 550-560.

Faculty Publications

16. Published a research paper titled, "Consumer Protection in the Financial Sector Challenges and the way forward" (eds) "Consumer Protection in the era of Advanced Technology" by Prof. T.Uma Maheshwara Rao in September 2015 published by KLU Business School, with ISBN: 978-81-9306-383-5, Pg. No.s -206-215.
17. Published a research paper titled, "The Emerging Digital Commercial Technologies – A Boon or Bane to the Consumer" (eds) "Consumer Protection in the era of Advanced Technology" by Prof. T.Uma Maheshwara Rao in September 2015 published by KLU Business School, with ISBN: 978-81-9306-383-5, Pg. No.s -321-329.
18. Published a research paper titled, "Role of Corporate Governance in Attracting Foreign Direct Investment in India" (eds) "Good Corporate Governance in India and Challenges" by Dr. T. Rama Devi in February 2015 published by Sri Durga Malleswara Siddhardha Mahila Kalasala, with ISBN: 978-81-8424-966-8, Pg. No.s – 127-137.
19. Published a research paper titled, "Sustainability Reporting Practices in India: Challenges and Prospects" in Conference proceedings of Twelfth AIMS International Conference on Management, ISBN: 978-81-924713-8-9.
20. Published a research paper titled, "A Study on India's Business Relations with South Asian Countries" in International Journal of Research & Business Innovation, Vol.2 No.3 July – December 2014. ISSN: 2321 – 5615. Impact Factor: 1.53, Pg. No.s -139-143.
21. Published a research paper titled, "Changing Face of Rural Marketing – Emerging Trends and Strategies" (eds) "Emerging Trends in Marketing" by Dr. M. Bhaskara Rao in March 2014 by Paramount Publishing House. Pg. 196-204. ISBN No. 978-93-82163-66-4.
22. Published a research paper titled, "Social Media in Financial Services – A Theoretical Perspective" in Procedia Economics and Finance (Elsevier). Volume 11, Nov 2014, Pages 306-313 – ISSN: 2212-5671
23. Published a research paper titled, "Impact Of International Financial Flows On Indian Stock Markets – An Empirical Study" listed on SSRN's Top Ten download list for: Econometric Modeling: International Financial Markets – Emerging Markets eJournal (as on 31-05-2013). Posted on: May 03, 2013. SSRN-id2255404. Sections F21 and G15 of the JEL classification system.

Faculty Publications

24. Published a research paper titled, "Indian Depository Receipts – Creating Value Across Globe", in Zenith International Journal of Business Economics and Management Research, Vol. 3 (2) February, 2013 issue. ISSN 2249-8826. Impact Factor: 0.503, Pg.No.s – 127-132.
25. Published a research paper titled, "The Paradigm Shift in Micro Finance – Role of Information and Communication Technology (ICT)", in Asian Journal of Research in Business Economics and Management, Vol. 2 (12) December 2012 issue. ISSN – 2250-1673. Impact Factor: 0.376, Pg. No.s 106-119.
26. Published a research paper titled "Credit Rating- Role in Modern Financial System", in International Journal of Marketing, Financial Services and Management Research, Vol. 1 (8), Aug 2012 ISSN – 2277- 3622. Impact Factor: 0.687, Pg. No.s 126-138.
27. Published a research paper titled "Innovations in Modern Banking and Innovative Financial Inclusion", in CLEAR International Journal of Research in Commerce and Management, Vol-01: Issue: 02 Jul-Dec 2011 issue. ISSN – 2249-6009, Pg. No.s 26-38
28. Published a research paper titled "Focused Rural Marketing – A Real Test" in The Observer of Management Education, February 2011. ISSN – 2321-6353. Pg. No.s 20-27.
29. Published a research paper titled "Securities and Exchange Board of India (SEBI) – Role as a Regulator of Capital Market"(eds) "Indian Capital Market- Retrospect and Prospects" by Dr. Aneet and Dr. Monika Aggarwal in February 2009 by Gian Jyoti Institute of Management and Technology, Mohali.

Faculty Publications

Dr. K V Siva Prasad

1. "Analysis of significant problems in horticultural sector by asserting developing and modern constraints". International Journal of Electronic Finance, 2024, 13(3), pp. 317–335
2. "The merger of Slice and North East Small Finance Bank: a marriage made in heaven?". Emerald Emerging Markets Case Studies, 2024, 14(4), pp. 1–19
3. "Digitalisation boost operation efficiency with special emphasis on the banking sector", International Journal of Electronic Finance, 2024, 13(4), pp. 453–476
4. "Expiration day effect on the Nifty Futures volume and price: an empirical evidence", International Journal of Intelligent Enterprise, 2024, 11(4), pp. 375–395
5. "Inquisitive case of Paytm buyback", Emerald Emerging Markets Case Studies, Volume 14, Issue 4, Pages 1 – 232024
6. "Artificial Intelligence Enhanced Digital Learning for the Sustainability of Education Management System", Journal of High Technology Management Research, 2024, 35(2), 100495
7. " Machine learning models for evaluating the benefits of business intelligence systems" Journal of High Technology Management Research, 2023, 34(2), 100470
8. " A Perspective of Investment Relationship on Effects of Social Media Investment Outcomes" Global Business Review, 2023
9. "Impact of Social Media Marketing on Organizational Performance: A Case Study of Amazon India". ECS Transactions, 107 (1) 12749–12764 (2022)
10. Quality of Service and Its Standards for Health Care in INDIA: Challenges and Priorities". International Journal of Special Education Vol.37, No.3, 2022. (Scopus)
11. "Performance of Mutual Funds in India: Comparative Analysis of Small-Cap and Mid-Cap Mutual Funds". Academy of Marketing Studies Journal Volume 26, Issue 4, 2022. (ABDC-B)
12. "Non-Performing Assets: A Comparative Study with Reference to Selected Public and Private Banks". Academy of Marketing Studies Journal Volume 26, Issue 4, 2022. (ABDC-B)

Faculty Publications

13. "Impact of Transformative Leadership on Employee Performance in Mediation with Job Satisfaction". Academy of Marketing Studies Journal Volume 26, Issue 4, 2022. (ABDC-B)
14. A Study on The Performance of SBI Pre and Post-Merger Using the Camel Model". Academy of Marketing Studies Journal Volume 26, Issue 4, 2022. (ABDC-B)
15. A Pragmatic Study on Panic Buyer Behavior in Incessantly Ailment Abode, Fueling Changes in Consumption Of Organic Products". Academy of Marketing Studies Journal Volume 26, Issue 4, 2022. (ABDC-B)
16. "IMPROVING PATIENT SECURITY THROUGH THE METHODOLOGICAL ASSESSMENT OF PATIENT OUTCOMES". Korea Review of International Studies, Vol 15 Issue 30 | Special Issue. Feb 2022. (ABDC-C).
17. "Problems And Prospects of Sales and Distribution Of Horticulture Products In Telangana State: A Literature Review". Korea Review of International Studies, Vol 15 Issue 31 | Special Issue. Feb 2022. (ABDC-C).
18. "Impact of Talent Management Practices on Employee Performance in Select Retail in Bangalore City: The Mediating Role of Employee Behaviour and Moderating Role of HR Analytics". KOREA REVIEW OF INTERNATIONAL STUDIES, Volume 15 | Issue 30 | Jan 2022
19. "Work-Life Balance And It's Impact On Job Satisfaction With Special Reference to Corporate School Teachers Visakhapatnam." International Journal Of Food And Nutritional Sciences. Volume 11 | Issue 12 | 2022.
20. Determinants of Dividend Policy for select Manufacturing Companies in India: An empirical analysis" International Journal of Food and Nutritional Sciences. Volume 11 | Issue 12 | 2022.
21. "Critical Review on Impact of Artificial Intelligence on Marketing" " International Journal of Food and Nutritional Sciences. Volume 11 | Issue 12 | 2022.
22. "Perception of Housing Finance Customers (A comparative study between Public & Private Banks, at Visakhapatnam District, A, P)" International Journal of Food and Nutritional Sciences. Volume 11 | Issue 12 | 2022.
23. "Social Media Recruitment: Trends, Tools, and Techniques for Successful Hiring" International Journal of Food and Nutritional Sciences. Volume 11 | Issue 12 | 2022.

Faculty Publications

24. "An Empirical Study on Impact of Pedagogy on Effective Teaching" International Journal of Food and Nutritional Sciences. Volume 11 | Issue 12 | 2022.
25. "Double Dip Pandemic Impact on Portfolio of Investors Reference to Salaried Employees". Indian Journal of Finance and Banking Vol. 9, No. 1; 2022. (ABDC-C)
26. "Assessment of Service Quality in a Hospital through Patient Satisfaction". Empirical Economics Letters. Volume 20 Special Issue 2 October 2021. (ABDC-C)
27. "Investment in Mutual Funds: It's Investor Choice". European Journal of Molecular & Clinical Medicine ISSN 2515-8260 Volume 07, Issue 06, 2020. (Scopus)
28. "Impact Of Liberalisation on The Growth and Development of Indian Power Sector". International Journal of Management (IJM) Volume 11, Issue 9, September 2020, Pp. 287-296. (Scopus)
29. "Capital Markets in India: Emerging Trends", The Orissa Journal of Commerce. Volume no XXX, Number 2, July 2009.
30. "Micro Finance for Rural Women in the State of Andhra Pradesh", STRATEGY, The Journal for Management Development. Vol. XIII, December 2009.
31. "Performance of Selected mutual funds (A Comparative study on public and private equity related funds)". JM International Journal of finance (JMIJF), September 2012, Volume 2 Issue 4.
32. "Selection of Mutual Funds Influence by Age Factor (A Study on Costal Andhra Pradesh)". International Journal of Marketing Financial Services & Management Research. Vol. 1, No 3, July – September 2012.
33. "Performance of Selected mutual funds (A Comparative study on public and private Balanced and Sector Funds)" Asian Journal of Research in Social Science & Humanities. Vol11, Issue IX – September 2012.
34. "Turnaround Management: A Glimpse of Pharma Industry" Sreenidhi Journal of Management. Vol 1 No 2. July – December 2012.
35. "Impact of Financial Crises on Indian Economy". Global Journal of Business and management Research. Vol.1, Issue -1, December 2013.
36. "Technological Change and Development in Indian Banking Sector" International Journal of Multidisciplinary Educational Research. Vol- 3, Issue 3(3) March 2014.

Faculty Publications

Dr. V. N. Sailaja

1. Dr V N Sailaja et.al,(2025), Artificial Intelligence-Powered Chatbots for Waste Management: A Vision for Circular and Smart Cities, Advances in Nonlinear Variational Inequalities, 1092-910X.
2. Dr V N Sailaja(2014), Digital Revolution and Satisfaction Knowledge of Fintech-Based Advancements in Machine Learning, Journal Dr of Electrical Systems, 1102-5209
3. Dr V N Sailaja et.al,(2024), Employee Turnover Intention: An Empirical analysis based on Workplace dimensions, International journal of Business Information Systems, 1746-0980
4. Dr V N Sailaja(2024) Performance analysis and forecasting of Selected Large Cap, Medium Cap and Small Cap Mutual Funds, International journal of Electronic Finance, 1746-0980
5. Dr V N Sailaja(2024) NGWN- Next generation of wireless networks based on Industry 5.0 in computational intelligence, International journal of Intelligent systems and Applications in Engineering, 2147-6199
6. Dr V N Sailaja(2022) A Study on the Impact of Attitude and perception on Financial Behaviour of Financial Households, AIPCP Conference Proceedings, 1551-7616
7. Dr V N Sailaja(2021) A comparative Analysis on impact of Corona Viris on performance of Major stock Indices of BRICS and G7 Countries, AIPCP Conference Proceedings, 1551-7616
8. Dr V N Sailaja(2018) A study on the impact of Macro Economic variables on Gold Price Innovation, Journal of Marketing Academy, 1528-2678
9. Dr V N Sailaja(2019) A Study on the impact of Human Resource Management practices on Employee performance, Journal of Marketing Academy, 1528-2678
10. Dr V N Sailaja(2020)An Empirical study on Exploration of evolving factors influencing Fintech Adoption during COVID 19 Pandemic with reference to Payment and Remittance Services, Journal of Harbin Institute of Technology, 0367-6234

Faculty Publications

Dr. Narendra Ryali

1. Ryali, N. (2024). Sustainable banking practices: A global review. **IPE Journal of Management**, 14(12). ISSN 2249-9040. Indexed in UGC-Care-I Group with IF: 7.138. Published in January – June 2024.
2. Ryali, N., Manimegalai, V., Nikkhel, A., Nadh, P. G., Bandaru, Y. C., & Sai, P. V. (2024). A business strategy for insurance companies using deep learning for risk assessment and mitigation. In **2024 2nd International Conference on Disruptive Technologies** (pp. 66-70). DOI: 10.1109/ICDT61202.2024.10489296.
3. Ryali, N., Nagaraian, S., Jayalakshmi, I. S. S. S., Yaswanth, S. S. S., Krishna, P. P., & Jagannadh, V. D. (2024). Advanced risk and performance management in the financial sector: A deep learning approach. In **2024 2nd International Conference on Disruptive Technologies** (pp. 79-83). DOI: 10.1109/ICDT61202.2024.10489151.
4. Ryali, N., Manne, N., Ravisankar, A., Tripathi, M. A., Tripathi, R., & Venkata Naresh, M. (2023). Stage by stage e-commerce market database analysis by using machine learning models. **EAI Endorsed Transactions on Internet of Things**, 10, 1-10. DOI: <https://doi.org/10.4108/eetiot.5383>.
5. Pradeep, R. K., Chandu, V., Ryali, N., Gangula, A., Mishra, D., & Mishra, S. (2023). Ethical business marketing: The practices to compete successfully in business. In **Data-driven approaches for effective managerial decision-making** (pp. 259-276).
6. Podile, V. R., & Ryali, N. (2022). A study on investors' perception towards mutual funds. **World Journal of Management and Economics**, 23-27.
7. Ryali, N. (2017). Average spread to working funds ratio. **KAAV International Journal of Economics, Commerce & Business Management**.
8. Ryali, N. (2017). Algorithmic trading – A conceptual acquaintance. In **India's Financial Markets – Emerging Trends**.
9. Ryali, N. (2016). Risk management in banks – A Basel norms perspective. **International Journal of Innovation Technology and Management**.
10. Ryali, N. (2016). Role of asset liability committee (ALCO) in commercial banks. **GE – International Journal of Management Research**.

Faculty Publications

Dr. A.V.N.Murty

1. Paper published on the , "The Role of Service Marketing in Indian Railways – A Conceptual Study"; Dr AVN Murty, Dr Tapeshe Kiran, Ms Nidhi Goel; in Pezzottaite Journals, an International referred Journal in December Issue, 64/2, Trikuta Nagar, K.K. Gupta Lane, Jammu Tawi, Jammu & Kashmir-180012, India,volume-2 number-4,ISSN 2319-9032,october-december-2013
2. Paper published on "The Impact of Work Motivation on Employee Performance--A Study of Literature View"; Dr AVN Murty, Dr Tapeshe Kiran, Mrs Richa Gupta; in International Sciences & Research Journals (ISRJ), December-2013.
3. Paper published on " Capital Market Information and Investors Decision Making –A study of some selected stock broking companies "; Dr AVN Murty, Dr Tapeshe Kiran, Mrs Richa Gupta ; in International Journal of Engineering and Management(IJEM) ; New Delhi, Volume-3,Issue-6, December-2013,volume-3,issue-6,ISSN No.2250-0758,December-2013.
4. Paper published on, "Performance Analysis of Airlines services- (A critical Study of Global Scenario)" ; Dr AVN Murty, Dr Tapeshe Kiran, Ms Nidhi Goel : in International Journal of Engineering and Management (IJEM) ; Volume-3, Issue-6,December-2013,NewDelhi,volume-3,issue-6,ISSNNo.2250-0758,December-2013
5. Paper published on "Impact of Celebrity Endorsement and consumer buying behavior (review of Literature) " ; Dr AVN Murty, Dr Tapeshe Kiran, Mrs Richa Gupta : in International Journal of Advances in Management, Technology & engineering Sciences (IJAMTES) ; January-2014 Pune,volume-3,issue-5,ISSN No. 2249-7463,January-2014.
6. Paper published on "Micro Finance: A Tool to Serve the Poor (A Study on Global and Indian Scenario)"; Dr AVN Murty, Dr Tapeshe Kiran, Ms Nidhi Goel; in IJRDT (International journal of Research & Development, online journal in December, 2013 issue, volume-20,volume-20,issue-8,ISBN No.978-1-63041-994-3,2013.
7. Paper published on " Sub Prime Crises : Its Impact on Global and Indian Economy" ; Dr AVN Murty, Dr Tapeshe Kiran, Mrs Richa Gupta in in Pezzottaite Journals, an International referred Journal in December Issue, 64/2, Trikuta Nagar, K.K. Gupta Lane, Jammu Tawi, Jammu & Kashmir-180012, India, volume-2,No.-4, ISSN No. 2319-9059,october-december-2013

Faculty Publications

8. Paper accepted on the, "Accounting Information and Financial Decision Making"; Dr AVN Murty, Dr Tapeshe Kiran, Mrs Richa Gupta in International Journal of Economics, Commerce and Management, United Kingdom, November-2013.
9. Published one paper on "Impact of celebrity endorsement & consumer buying behavior (Review of Literature) " in "International Journal of Business Management & Social Sciences (IJBMS) ISSN: 2249-7463 Vol.-III, Issue-5 (ii) January 2014
10. Published the paper on "The Role of Communication in Crisis Management" - "An organizational Perspective " in International Journal of Human Resource Management & Research, ISSN 2249-6874; E-ISSN 2249 7986; volume -4 issue-5, August -2014 impact factor (JCC) 4.913 .
11. Published the paper on "Behavior of Innovative people in Organizations --An organizational study" in International Journal of organizational Behavior and Management Perspectives; ISSN 2279-0950 (Print), ISSN 2279-0960, volume -3, No.-3 ,July -September -2014 (online) Impact factor -5.071
12. Published the paper in "International Journal of Management & Humanities" for publication on "The Need For Socio- Economic Financial Support & its Impact On Economic Development" -- A Critical Analysis. ISSN NO.-2394 -0913, Volume -1, issue -1 ,August -2014
13. Paper published on the topic "Economic Status and Employment of Trans gender" A reality far from truth" in "Pezzottaite International Journal "ISSN NO.2279-0969,VOLUME -4 ,ISSUE -5 ,March -2015.
14. Published a paper on "Social Networking Sites: A boon or open access to youth -International Journal of Technical Research & Applications e-ISSN :2320-8163, www.ijtrm.com ,Volume -3, Issue 4 (July -August 2015),pp. 244-249
15. Published a paper on "Marketing Scenario of Edible oil in India (Marketing Strength of Edible oil in A.P.) " in International Journal of Business and General Management ,ISSN : 2319 -2267 (print) ,2319-2275(on line) ,vol -5 ,Issue -2 ,Feb -March -2016
16. Published one paper on "Changing role of media ownership thinking in India"- A Practice of Ethics or business in Pezzottaite Journal ,ISSN NO. -2279-0969 IN March -2016.

Faculty Publications

17. Published a paper on "The Mass Media and its Impact on Economics – A conceptual study on Media culture in International Journal of Research revolution in April -2016.
18. Published a paper on "The role of social media for academic learning – A study on pros. & cons of media use in April -2016 in Pezzottaite Journal .
19. Published a paper on "The role of coconut oil industry in generating employment opportunities in India "– A study on small scale industry in India. A conceptual study in international journal published by Sindbad Business School, Pune in June -2016
20. Published one paper on "Performance analysis of gingelly oil industry in India –A conceptual study in June -2016 in Pezzottaite Journal with ISSN NO. -2279 -0969 .
21. Published the paper in Scopus titled "Financial performance of selected public sector banks –based on CAMEL model with reference to Indian banking sector "IJMR, VOLUME- 5 Issue -4, and April 2017.

Dr. C J Robert Edwin

1. Optimizing Waste Management Strategies for sustainable Entrepreneurship: An Empirical Analysis of Best Practice in Hotel Industry. Advances in Science and Technology of Water Resources. P174 -196 (SCOPUS Indexed) ISSN NO: 10067647 January 3, 2025
2. Analysis Of Efficiency Metrics And Essential Financial Ratios For Performance Evaluation Of Axis Bank. International Journal of Business Economics and Research. e-ISSN: 2455-3921. December 2024
3. Assessing the Impact of Crypto Currency Adoption of Financial inclusion and the Role of Blockchain Technology in Developing Economics International Journal of Business Economics and Research. e-ISSN: 2455-3921. December 2024
4. An Empirical Study on Investigating the potential prospects & Challenges of Green Marketing in Small and medium scale enterprises. Society of Research Administrators International (SCOPUS Indexed) 1539-1590/ E-ISSN- 2573-7104 December 2023

Faculty Publications

Dr.Venkateswarlu chandu

1. Financial Impacts of COVID-19: A Special Emphasis on the Sustainability of Indian Banking Sectors and Stock Markets Pradeep Reddy, K., Chandu, V., Sahyaja, C., ... Gangula, A., Mishra, D. Evolutionary Manufacturing, Design and Operational Practices for Resource and Environmental Sustainability, 2024, pp. 3–10
2. Organizational Opportunities Through Digital- and Social-Media Marketing for Sustainable Businesses Pradeep Reddy, K., Chandu, V., Sahyaja, C., ... Mishra, D., Mohanty, S. Evolutionary Manufacturing, Design and Operational Practices for Resource and Environmental Sustainability, 2024, pp. 61–70
3. Federated Deep Learning Architecture for Technical Analysis of the Standard Souq Using Optimization Technique Chandu, V., Thagaram, E., Srilakshmi, S., ... Goli, G., Rao, C.V.R.K. International Journal of Intelligent Systems and Applications in Engineering, 2024, 12(6), pp. 233–246.
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5. Predicting Cardiac Arrest using a Multi-Layer Perceptron Classifier in Python Sahyaja, C., Maddala, S., Thyagaraju, M., ... Reddy, K.P., Naidu, G.R. International Journal of Intelligent Systems and Applications in Engineering, 2023, 11(9s), pp. 307–316
6. Ethical business marketing: The practices to compete successfully in business Pradeep, R.K., Chandu, V., Ryali, N., ... Mishra, D., Mishra, S. Data-Driven Approaches for Effective Managerial Decision Making, 2023, pp. 259–276
7. Research on retail Buyers' emotional quotient with focus on transactions on the National Stock Exchange Chandu, V., Maddala, S., Sai, K.G.D., ... Rao, B.N., Osei, B. International Journal of Engineering Business Management, 2023, 15
8. Consumers perception on green marketing towards eco-friendly fast moving consumer goods Reddy, K.P., Chandu, V., Srilakshmi, S., ... Sahyaja, C., Osei, B. International Journal of Engineering Business Management, 2023, 15
9. PRE-INVESTMENT PERCEPTION OF INVESTORS' TOWARDS SECURITY MARKET IN INDIAN CONTEXT Chandu, V., Reddy, K.P., Srilakshmi, S., Shifaly International Journal of Professional Business Review, 2022, 7(2), e0416

Faculty Publications

Dr S Venkata Ramana

1. Neuro Economics And Financial Decision-Making: Bridging The Gap With Behavioral Finance, 2024 Published in Educational Administration: Theory and Practice, ISSN: 2148- 2403. (Scopus) Co-Author: Dr. Y. Siva Reddy, Dr. P. Pattabhi Ram, Dr. S. Sivasankara Rao
2. Gender Diversity and Governance Excellence: Exploring the Financial Implications of Independent and Female Directors in Indian Listed Companies, 2024 Published in Educational Administration: Theory and Practice, ISSN: 2148-2403. Co-Author: Dr.B. Rajesh Kumar, A. Priya, Dr.T.S Subhashini. (Scopus)
3. Disasters and Supply Chain Disruptions: Analysing Information Sharing Patterns on following the Google News Baltimore Disaster through Topic Modelling, 2024 published in Journal of Electrical Systems, ISSN: 1112-5209. (Scopus)
4. An Empirical Investigation of Herding Behavior in Indian Bombay Stock Exchange, 2023 Published in European Chemical Bulletin, ISSN 2063-5346. Co-Author: Dr. Dhadurya Naik, Dr. Suresh Talamala. (Scopus)
5. "Impact of Artificial Intelligence on Fraud Detection in Retail Banking Products", 2022 published in International Journal of Intelligent Systems and Applications in Engineering, ISSN: 2147-6799. (Scopus) Co-Author: K. Ashok Kumar, P. Subba Rao.
6. "A Study on Digital Asset Management in Indian Banking Industry (with special reference to Retail Banking Products)" 2019 published in International Journal of VICHARA, Issue No 2, Volume No:5, February 2019. ISSN: 2347- 4726 (Online), ISSN: 2347-4076(Print). Co-Author : I. Sridhar, P. Pattabhi Ram.
7. "A Study on Fraud Identification in Banking Industry (with special emphasis on Retail Banking Products)" (2017) published in International Journal of Commerce & Management Research, Issue No 7, Volume No 3. July- 2017, pp 82-85, ISSN: 2455-1627. Co-Author : P. Pattabhi Ram.
8. "A Comparative study on Technical Retail Banking Products of Banking Industry (A case study of select banks in Guntur(Dt))" (2014) published in International Journal of Research in Management Studies, Issue No 7, Volume No 1. ISSN: 2321-4864. Co-Author : Dr. B.K. Suryaprakasha Rao.

Faculty Publications


9. "A Study on views of Corporate Entities on Regulation of SEBI(with special emphasis on Insider Trading)" (2012) published in Stanford Welfare Organization, Vijayawada, Volume II , December-2012, pp 75-82. ISBN 978- 93-5087-185-0. Co-Author: Dr. M. Srinivasa Narayana.
10. "A Micro Perspective on Opportunities and Challenges of Banking in India" (2012) published in Stanford Welfare Organization, Vijayawada, Volume I October-2012, pp 55-60. ISBN 978-93-5087-184-3.
11. Effects of Macroeconomic Factors on Indian Stock Market Performance: An Empirical Analysis, Journal of Informatics Education and Research, 20 th June, 2024, Vol-4, Issue 3 (2024), ISSN: 1526-4726 (ABDC).
12. Factors Affecting Investment Intuition_ Knowledge, Influence, and Decision-Making, European Economic Letters, 20 th June, 2024, Vol-14, Issue 2 (2024), ISSN: 2323-5233 (ABDC).
13. Digital Marketing Effect on the Shopping Behavior of Customers: An Analysis, Journal of Informatics Education and Research, 20 th June, 2024, Vol-4, Issue 2 (2024), ISSN: 1526-4726 (ABDC).
14. Early Industry Opportunities and Challenges in 4.0 for Supply Chain Management Using with IOT, Journal of Informatics Education and Research, 28 th October, 2023, Vol-2, Issue-2, ISSN:1526-4726.(ABDC).
15. "HRD - Banks in the ICT Era a Focus on Private sector Banks"(2019) published in Journal Of Mechanics Of Continua And Mathematical Sciences, September-October(2019) Vol.-14, No.-5, September on September - October-2019 ISSN (Print) 0973-8975 in web of sciences (ESCI). Co-Author : K. Ashok Kumar, P. Subba Rao.
16. "Responsiveness of Indian Corporate Sector to Reforms"(2014) published in J.M.J. College for Women, Tenali, A.P 10th & 11th September, 2014, pp221- 226, ISBN: 978- 93-82163-51-0. Co-Author : P. Pattabhi Ram, A. Srinivasa Rao
17. "Innovations in Services Quality Management", (2013) published in School of Management Studies, Chaitanya Bharathi Institute of Technology, Hyderabad, Jan- Feb, 2013, pp 38-44, ISBN:978-81-907052-9-5. Co-Author: P. Pattabhiram.

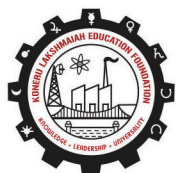
Patents Published

S.No	Name of the Patentee	Patent Number	Title of the patent	Year of Award of patent
1	Dr.K. Hema Divya	202141019459	System for monitoring physically disabled person in care facilities using artificial intelligence and cloud computing	2021-22
2	Dr.KV Siva Prasad	202141057191	Consumer expectations in the distribution of products via B2C e-commerce	2021-22
3	Dr KV Siva Prasad	202241006381	Human Resource Management Innovation Based on the view of Knowledge Management	2021-22
4	Dr.K. Hema Divya	202241030686	Machine learning approaches in stock market prediction and mutual fund portfolio management	2021-22
5	Dr. S. Venkata Ramana	202241054889	A system for evaluating robotics and artificial intelligence and assessing the impact on business and economics	2022-23
6	Dr. S. Venkata Ramana	202241068151	Smart ai based approach to manage the payment of e-commerce sites and financial management	2022-23
7	Dr. Narendra Ryali	202311074046	AI and machine learning based credit card fraud detection system	2023-24
8	Dr. Narendra Ryali	202311074090	AI and machine learning based credit card fraud detection system	2023-24
9	Dr. Narendra Ryali	202341077025	The impact of social capital on start-up performance within entrepreneurial networks	2023-24
10	Dr. Venkateswarlu Chandu	202441031948	Integrated pen type speech and text recognition device	2023-24
11	Dr.KV Siva Prasad	20241080060	System and method for evaluating open market repurchase performance based on managerial insights	2024-25
12	Dr.KV Siva Prasad	202441072029	Prediction of Financial Performance and Financial Distress	2024-25



Achievements

- Sponsored Reserach: 36
 - Government Funded Projects: 03
 - NGO Projects: 26
 - Consultancy Projects: 06
 - Scopus Indexed Publications: 102
 - Ph.D Awarded: 20
 - Ph.D Pursuing: 39
 - National Collaborators: 72
 - Patents Published: 12
 - Books Published: 20
 - Projects in Progress: 01
 - International conferences conducted: 02
 - Guest Lecture Given: 45
 - Keynote Speaker: 10
 - Citations: 5695
 - Workshops Conducted: 27
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