



UNIVERSITY)

**45 YEARS OF
EDUCATIONAL
LEADERSHIP**

BULLOCKCART RAMASWAMY
MARKETING
RESEARCH CENTER

BULLOCKCART RAMASWAMY MARKETING RESEARCH CENTER

Bullockcart Ramaswamy Marketing Research Center

K L Business School is dedicated to fostering excellence in marketing research, providing students with the opportunity to engage in real-world marketing challenges. By collaborating with industry experts and utilizing state-of-the-art research tools, the group enables students to apply their knowledge and develop actionable marketing insights.

Vision

To be a premier marketing research group recognized for its innovative approaches and deep insights that drive effective marketing strategies and foster sustainable business growth.

Mission

- To conduct high-quality, impactful research that empowers businesses to understand market dynamics and consumer behavior.
- To create a collaborative environment where academia and industry professionals can share knowledge, tools, and resources for effective marketing practices.
- To promote ethical research practices and contribute to the advancement of marketing knowledge in the context of emerging markets.

Objectives

- To investigate and analyze consumer behavior, preferences, and trends to provide actionable insights for businesses.
- To develop innovative marketing strategies that address the unique challenges faced by businesses in diverse markets.
- To foster partnerships with industry stakeholders to facilitate applied research and real-world applications.
- To provide training, workshops, and seminars to enhance the skillsets of marketing professionals and researchers.
- To contribute to academic literature through research publications, case studies, and presentations at conferences.

KEY RESEARCH AREAS

- Consumer Behavior Studies: Analyzing factors influencing consumer decisions and preferences.
- Market Segmentation and Targeting: Identifying and profiling distinct consumer segments for targeted marketing strategies.
- Rural Marketing Dynamics: Understanding the unique challenges and opportunities in rural markets.
- Brand Equity and Loyalty: Investigating factors that contribute to brand equity and consumer loyalty.
- Digital Marketing Trends: Exploring the impact of digital platforms and technologies on consumer engagement and marketing effectiveness.

OUR TEAM



DR.B.KISHORE BABU



DR.S.CHANDRA SEKHAR



Dr.D.PRASANNA KUMAR



Dr.S. RAMESH BABU



Dr.M.KISHORE BABU



DR. DANIEL PILLI



Dr.MVAL NARASIMHA RAO



DR.R.PRADEEP KUMAR PATNAIK



Dr.A.UDAYA SHANKAR



DR.K.ANUSHA



DR. GIRIMURUGAN



DR.Y.VENKATA RAMANA



DR. R.V.SRINIVAS



DR.A.SRIKANTH

SCHOLARS INFORMATION

S.NO	SCHOLAR REGD NO	RESEARCH SCHOLAR NAME	SUPERVISOR NAME
1	2302552006	ANIL KUMAR VYDYA	DR. M KISHORE BABU
2	2202551001	DASARI KARTHIK RAJ	DR. M KISHORE BABU
3	163510033	VEERIN KUMAR RAMA	DR. SRINIVASA NARAYANA
4	2002551018	C MARTIN DEEPAK RAJU	DR. P.VENKATESWARA RAO
5	2202552003	P.UMESH KUMAR	DR.D. PRASANNA KUMAR
6	2202550105	PEDDI YASASWINI	DR.D. PRASANNA KUMAR
7	2202551104	CHITRAPU BALA KANNAN KUMAR	DR.D. PRASANNA KUMAR
8	2202552001	CHERUKURU SHAILUSHA	DR.D. PRASANNA KUMAR
9	2002550004	MONALISA PATTANAYAK	DR. A UDAYA SHANKAR
10	2412551006	MADIREDDY ABHISHEK	DR. A UDAYA SHANKAR
11	2302551005	VELAGAPUDI SUNILDATT	DR. B.KISHORE BABU
12	2402550001	TIYAGURA NAGARAJA KUMARI	DR. B.KISHORE BABU
13	183510027	N.S. LAKSHMI PRAVEENA	DR.K.SRINIVAS
14	2202550106	PESARALANKA VYSALI	DR.A.SRIKANTH
15	2002551023	P NISHITHA	DR. S.CHANDRA SEKHAR
16	2002551001	J ANIL KUMAR	DR.S. RAMESH BABU
17	2202552002	MANTRIPRAGADA SRINIVASU	DR.S. RAMESH BABU
18	2202551007	DEEPTHI CHANDRIKA DEVISETTY	DR.S. RAMESH BABU
19	2412550003	DOSAPATI NAVEEN BABU	DR.S. RAMESH BABU
20	15351024	J VIJAY	DR. N BINDU MADHAVI
21	19354005	B. SRIKANTH	DR. N.BINDU MADHAVI
22	2302551003	MAKKINA UPENDRA	DR. N.BINDU MADHAVI
23	2302551016	SURESH BABU S	DR.K.VEERA VENKATA RAJU
24	183510007	P. RAVI KANTH	DR.PRADEEP KUMAR PATNAIK

SCHOLARS INFORMATION

S.NO	SCHOLAR REGD NO	RESEARCH SCHOLAR NAME	SUPERVISOR NAME
25	183510038	KASIBHATLA SURYA DEEPTI	DR.PRADEEP KUMAR PATNAIK
26	2412550002	TENALI RAHUL PRINCE	DR.PRADEEP KUMAR PATNAIK
27	2302552004	KOTA SASIDHAR	DR. JV RAMANA
28	2312552001	PADI MALLIKARJUNA	DR. V S PRASAD KANDI
29	173510002	BHARATH SAMISHETTI	DR. K. ANUSHA
30	193540014	J. NAGARAJ	DR. K. ANUSHA
31	2202550103	BACHINA LAKSHMI PRIYA	DR. K. ANUSHA
32	2202551109	PRIYA A	DR. RAMA SWATHI
33	2002551021	THUMU VENKATA SAI ANIL KUMAR	DR. N. DURGA PRASAD
34	2302552003	PADMAVATHI VENKATA PATHA-BALLA	DR. B. GIRI MURUGAN
35	2302551018	GOWTHAMI MEKA	DR. MANISHA SEMWAL
36	2312551008	BABU JAGADEESH ANNAVARA-PU	DR. P. DANIAL
37	2302551012	SRIVALLI KOLAPALLI	DR. CH SIVA KUMAR

Highlights of Research Centre Works

1. Customer Perception Surveys:

Conducted comprehensive surveys to understand customer perceptions and preferences regarding non-vegetarian instant food items in the Vijayawada, Guntur, and Mangalagiri regions.

2. Exit Poll Surveys:

Organized and executed exit poll surveys in Vijayawada and Guntur to gather valuable insights and analyze trends effectively.

FACULTY PUBLICATIONS

Dr. D.PRASANNA KUMAR

1. "Customer Perception and Satisfaction on M-Banking"
2. IJER© Serials Publications, V-13(1), 2016; P-303-322, ISSN: 0972-9380, New Delhi
3. "Study on Consumer Perception & Brand Loyalty towards Hyundai in Vijayawada"
IJER© Serials Publications, V-13(1), 2016; P-384-394, ISSN: 0972-9380
4. "A Study on Mobile Sms Advertising Effectiveness in Vijayawada"
Man in India © Serials Publications, V-96(5); P-1671-1684, ISSN: 0972-9380
5. "Impact of Television Commercials on the Purchase Decisions Of Mobile Phone Users In Andhra Pradesh", UGC- 2912, Man in India, V-96(9); P -3023-3036, ISSN: 0972-9380
6. "Women Comprehensive Beauty Experience towards Lakme Products in Andhra Pradesh"
Man in India, V-96(9); P-2895-2912, Y-2016
7. A comprehensive review of microfinance in India and a study of microfinance institutions in Guntur District, Andhra Pradesh, International Journal of Applied Business and Economic Research, Volume 15, 2017, P-119-136, ISSN: 0972-7302
8. "A Study On Brand Switching And Consumer Preferences towards Soft Drinks with an Emphasis on Distribution Processes and Market Expansion Strategies and Pricing Implemented At Hindustan Coca-Cola Beverages Pvt Ltd Vijayawada"
International journal of applied engineering research, Vol. 10 No.5 (2015), P-3979-3982
ISSN 0973-4562, New Delhi
9. "Impact of Brand Equity on Customers Purchase Decision Making While Choosing Branded Over Un Branded Apparel in Andhra Pradesh"
10. International journal of applied engineering research, volume 11, number 7 (2016), P- 5202-5209,ISSN 0973-4562

BOOKS PUBLISHED

1. Rural Marketing in Andhra Pradesh, Lambert Publishing House
2. Impulse Buying Behavior in FMCG Sector, Lambert Publishing House
3. consumer Protection in the Era of Advanced Technology
4. Emerging Trends in Marketing, Paramount Publisher
5. Recent trends in E-marketing, Lulu Publication

FACULTY PUBLICATIONS

Dr.B.KISHORE BABU

Publications (List of papers published in **WEB OF SCIENCE** indexed Journals, in year wise descending order).

S.No	Author(s)	Title	Name of Journal	Volume	Page	Year
1	Dr.B.KISHORE BABU and A. Yashwanth Reddy ¹	Myths and Perception of Management Students and Faculty towards Covaxin and Covishield Vaccines, Vijayawada, Andhra Pradesh	Journal of Pharmaceutical Research International	33 (45A)	174-184	2021
2	B. Kishore Babu, Govardhan Sai and Madhukar Reddy a\	Rice Fortification and Distribution: A Need of the The hour in Andhra Pradesh, India	Journal of Pharmaceutical Research International	33 (51B)	48-54	2021
3	Kishore Babu, B., Venkateshwara Kumar, K.S.	Awareness and myths about corona virus: Selected study on engineering students, Guntur, Andhra Pradesh	International Journal of Research in Pharmaceutical Sciences,	11 (Special Issue 1)	533-537	2020
4	Das, S., Babu, B.K.	Impact of non-academic work stress on faculty performance: a research on selected engineering institutes in Guntur district of Andhra Pradesh	International Journal of Scientific and Technology Research	8 (12),	pp. 2660-2664	2019
5	Patnaik, R.P.K., Babu, B.K., Narasimha Rao, M.V.A.L.	E-shopping buying behavior of engineering students' (With special reference to Vijayawada)	International Journal of Innovative Technology and Exploring Engineering,	8 (12)	2885-2889	2019
6	Narasimha Rao, M.V.A.L., Kishore Babu, B., Pradeep Kumar Patnaik, R.	Engineering students' and faculty perception towards packaged water for drinking, Guntur	International Journal of Innovative Technology and Exploring Engineering,	8 (12)	2921-2924	2019

FACULTY PUBLICATIONS

S.No	Author(s)	Title	Name of Journal	Volume	Page	Year
7	Adinarayana, P.J., Kishore Babu, B.	The role of shaping fin-tech services: Social media marketing	International Journal of Innovative Technology and Exploring Engineering,	8(10),	1720–1723	2019
8	Adinarayana, P.J., Kishore Babu, B.	Modern techniques of promoting the banking financial services and insurance (BFSI)	International Journal of Innovative Technology and Exploring Engineering,	8(10),	1715–1719	2019
9	, Kishore Babu, B., Pavani, P.	Engineering students perception towards social media advertising for social causes, Vijayawada: An empirical study	International Journal of Recent Technology and Engineering	7(6),	1901–1907	2019
10	Babu, B.K., Rajeswari, N., Mounika, N.	An empirical study on consumer green buying behavior, Vijayawada, Andhra Pradesh	International Journal of Civil Engineering and Technology	9(3),	pp. 648–655	2018
11	Venkateswara Kumar, K.S., Kishore Babu, B.	A study on perception of pharmacists towards goods and services tax (GST) in Guntur district of Andhra Pradesh, India	Journal of Advanced Research in Dynamical and Control Systems,	10(8 Special Issue)	pp. 368–373	2018
12	Adinarayana, P.J., Kishore Babu, B.	A semiotic study on decoding visuals: Contemporary advertising messages	Journal of Advanced Research in Dynamical and Control Systems	10(8 Special Issue),	pp. 402–406	2018

FACULTY PUBLICATIONS

DR. R.PRADEEP KUMAR PATNAIK

1. Naidu, D. M. P. ., Lakshmi, D. V. G. ., Kasturi, D. G. V. K. ., Patnaik, D. R. P. K. ., M., M. ., Ganesh V., C. ., & P., H. . (2024). Beyond Size: How ESG Factors Shape Bank Value in India & China. *Migration Letters*, 21(5), 86–102. <https://doi.org/10.59670/ml.v21i5.8652>
2. Patnaik, P. K., Mohammad, R., Chowdhary, J., Kumar, K. S., & Naga, A. (2023). Online shopping perspective of college students in Vijayawada and Guntur. *Nucleation and Atmospheric Aerosols*. <https://doi.org/10.1063/5.0158452>
3. A Study To Understand Public Knowledge And Perception Towards Immunity Food Booster's Consumption During COVID-19 Pandemic., *Research Journal of Pharmaceutical, Biological and Chemical Sciences*, ISSN: 0975-8585, 14(3) Page No. 1-9
4. An Empirical Study to Identify Sources Used By Customers for Information about Healthfulness, *Indian journal of applied research*, 2249 – 555X, Volume – 13 | Issue – 05 | May – 2023
5. Utilizing IOT for Predictive Customer Service, *A Journal for New Zealand Herpetology , BioGecko , ISSN 2230-5807 , Vol 12, issue 2, 2023, p 1922-1929*
6. A study on recruitment function in information technology; emphasis on the role of it sector, *Journal of Clinical Otorhinolaryngology, Head, and Neck Surgery , ISSN 1001-1781 , Vol 27, Issue 1, 2023, p967-980*
7. Patnaik, R. P. K., Nasreen, & Chennu, S. (2022). Integrating Human Resource Concepts into Digital Marketing Strategies: A Comprehensive Approach for Organizational Success. *International Journal of Food and Nutritional Sciences , 11(10), 2902-2908.*
8. Patnaik, R. P. K., Jayanth, A., Karamsetty, V. V. C. (2022). Mobile Marketing and Location-Based Services: Enhancing Customer Experience in the Digital Age. *International Journal of Food and Nutritional Sciences, 11(10), 2909-2912.*
9. Patnaik, R. P. K., Teja, K. V., & Reddy, S. S. K. (2022). Celebrity Endorsements of Men's Fashion Wear: A Field Study. *International Journal of Food and Nutritional Sciences, 11(10), 2913-2920.*
10. Patnaik, R. P. K., Patchigolla, V., & Salma, S. D. (2022). Email Marketing Optimization: A Data-Driven Approach to Enhance Click-Through Rates. *International Journal of Food and Nutritional Sciences, 11(10), 2921-2925.*

FACULTY PUBLICATIONS

SI No	Book Title	ISBN No	Name of Publisher	Name of Author / Editor	Date
1	GLOBAL CLIMATE CHANGE	978-93-92730-08-5	Sudhir Puri	Author : PRADEEP KUMAR PATNAIK	28-09-2021
2	DESIGN THINKING AND INNOVATION (Edition FIRST)	978-81-19971-31-2	Platinum Blue Publishing Corporation	Author : Dr. R. Pradeep Kumar Patnaik, Sri. U. K. Shukla, , Dr. Konka Soujanya, Dr. I. Mohan Krishna	26-03-2022
3	CUSTOMER RELATIONSHIP MANAGEMENT (Edition FIRST)	978-81-19971-94-7	Platinum Blue Publishing Corporation	Author : Dr. Ch. Sivakumar, Dr. Y. Venkata Ramana, Dr. R. Pradeep Kumar Patnaik, Dr. S. Poojitha	25-06-2021
4	ENTERPRISE RESOURCE PLANNING (Edition FIRST)	978-81-19683-01-7	AGRISMA ALLIANCE FARMERS PRODUCER COMPANY LIMITED	Author : Dr. R. Pradeep Kumar Patnaik, Dr. R. Vijaya Srinivas, Mr. K. Krishna, Dr. B. Ratnavalli	22-06-2019
5	PERFORMANCE MANAGEMENT AND REWARD SYSTEM (Edition FIRST)	978-81-19683-34-5	AGRISMA ALLIANCE FARMERS PRODUCER COMPANY LIMITED	Author : Dr. K. Soujanya, Dr. Simanchala Das, Dr. R. Pradeep Kumar Patnaik, Dr. P. T. Raju	04-12-2022

DR.K.ANUSHA

1. "The Role of Clinical Literacy for Public Well-being" in International Journal of Pharmaceutical Research, January- March 2019, Vol 11 Issue 1 pp 447-550.
2. "Implications of Low Carbohydrate-High Fat Diet on Weight Management" in Indian Journal of Public Health Research and Development for Vol 10 No 12, Dec 2019.
3. 'Fintech Issues and Challenges in India' in 'International Journal of Recent Technology and Engineering (IJRTE)', ISSN: 2277-3878 (Online), Volume-8 Issue-3, September 2019. Page No.: 904-908.
4. 'Marketing Problems of Self Help Groups (SHGS) Products in the Warangal District', Test Engineering and Management ISSN: 0193-4120, Vol 83, May - June 2020 Page No. 2429 - 2435.
5. 'The Impact of Online Content and Interactions on Generation Z Consumers', International Journal of Advanced Science and Technology, ISSN: 2005-4238, Vol. 29, No. 5, (2020), pp. 4762 - 4770

FACULTY PUBLICATIONS

DR.DANIEL PILLI

1. Neural Network Pruning Techniques for Efficient Model Compression

Kumari, K.A., Ahamad, S., Patil, T., ... Muniyandy, E., Pilli, D.

International Journal of Intelligent Systems and Applications in Engineering, 2024, 12(15s), pp. 565–575

2. Understanding E-consumer Online Behavior: Establishing E-commerce Performance Metrics through BERT-Light BGM Approach

Shaikh, I.A.K., Akram, N., Gamini, P., ... Pilli, D., Bhoopathy, V.

International Conference on Intelligent Algorithms for Computational Intelligence Systems, IACIS 2024, 2024

3. EXPLORE STRATEGIES FOR SUSTAINABLE WATER MANAGEMENT IN RAPIDLY GROWING URBAN SYSTEMS

Gandhi, M.A., Ramani, P., Pilli, D., ... Prasad, S.V.G.V.A., Nagarajan, N.R.

Journal of Environmental Protection and Ecology, 2024, 25(6), pp. 2042–2052

4. AI-powered Interventions: Revolutionizing Drug Abuse Prevention

Babu, B.K., Pilli, D., Sandeep, V.S.N., Deepthi, K.

Journal of Drug and Alcohol Research, 2024, 13(3), 236287

View at Publisher

1. Employing a Hybrid Convolutional Neural Network and Extreme Learning Machine for Precision Liver Disease Forecasting

Deshmukh, A.A., Krishna, R.V.V., Salman, R., ... Balajee, J., Pilli, D.

International Journal of Advanced Computer Science and Applications, 2024, 15(2), pp. 708–721

2. WATER RESOURCES VULNERABILITY ASSESSMENT WITH WSN IN COASTAL ECOSYSTEMS

Mohan, S., Banerjee, K., Deshmukh, Y.S., ... Bhoopathy, V., Rajaram, A.

Journal of Environmental Protection and Ecology, 2024, 25(1), pp. 13–22Citations

FACULTY PUBLICATIONS

DR.S.RAMESH BABU

- The Intersection of Human Resource Management and Automation: Opportunities and Challenges for HR Professionals
Sidana, A., Jayasuria, J.G., Cavaliere, L.P.L., ... Kavitha, M., Balaji, P.
Robotics and Automation in Industry 4.0: Smart Industries and Intelligent Technologies, 2024, 1-2, pp. 244–259
- Leveraging Blockchain for Improved Supply Chain Management and Traceability in Industry 4.0
Balaji, P., Cavaliere, L.P.L., Nagarjuna, B., ... Kavitha, M., Singh, B.
Robotics and Automation in Industry 4.0: Smart Industries and Intelligent Technologies, 2024, 1-2, pp. 325–336
- A Study on Customer Perception Towards Herbal Cosmetic Products
Babu, S.R., Deepika, A.M., Sivarao, K.V.
AIP Conference ProceedingsThis link is disabled., 2023, 2821(1), 060031
- Employee Perception Towards E-Learning
Ramesh Babu, S., Jaya Sandhya, M., Sravanthi, C.H.B.S.N.
AIP Conference ProceedingsThis link is disabled., 2023, 2821(1), 040045

DR.M.KISHORE BABU

- **A Study on Customers Perception Towards Unified Payment Interface**
Kishore Babu, M., Pranitha, K., Yaswitha Sai, Y.
AIP Conference ProceedingsThis link is disabled., 2023, 2821(1), 040038
- **E-commerce: A radical & conceptual change in the new retail sector era**
Chaturvedi, M., Kishore Babu, M.
International Journal of Scientific and Technology Research, 2020, 9(2), pp. 3635–3640
- **A study on patient & doctor perception for alternate medicine-with reference to coastal andhra, india**
Keerthana, Y., Kishore Babu, M.
International Journal of Scientific and Technology Research, 2019, 8(10), pp. 2487–2493
- **Decentralization of authority is influencing the organizational culture**
Sumaja, M., Kishore Babu, M.
Journal of Advanced Research in Dynamical and Control Systems, 2018, 10(8), pp. 345–349

FACULTY PUBLICATIONS

DR.M.KISHORE BABU

- **Factors of employability skills of engineering graduates: An analytical study using Friedman Test Multiple Regression**
Roja Rani, V., Kishore Babu, M.
International Journal of Engineering and Technology(UAE), 2018, 7(2), pp. 18–21
- **Impact of learning environment and organizational variables on the employability skills of engineering graduates – empirical study**
Roja Rani, V., Kishore Babu, M.
Journal of Advanced Research in Dynamical and Control Systems, 2017, 9, pp. 2196–2204
- **Farmers buying behaviour towards cotton seeds: A study in Guntur District, Andhra Pradesh**
Sirisha, B., Babu, M.K.
International Journal of Applied Business and Economic Research, 2017, 15(13), pp. 267–274
- **A study on the affect of technology on unplanned purchase behaviour among the customers across selected corporate retail chains of Andhrapradesh, India**
Balaji, K., Babu, M.K.
International Journal of Economic Research, 2017, 14(4), pp. 277–288
2024, 15(9), pp. 4466–4476
- **Advancing Computational Efficiency with Quantum Annealing in Complex Optimization Across Scientific Domains**
Shanmugam, R., Babu, M., Tamilselvan, S., Rajasekar, P., Kalaiselvi, K.
2nd IEEE International Conference on Advances in Information Technology, ICAIT 2024 – Proceedings, 2024
- **POLISENTIX: Political Sentiment Analyzer**
Mahaan Mithrar, H., Rohithkumar, S., Babu, M.
Lecture Notes in Networks and SystemsThis link is disabled., 2024, 949 LNNS, pp. 39–48

FACULTY PUBLICATIONS

DR. GIRIMURUGAN

S.No	Title	Year
1	A survey of AI in industry: From basic concepts to industrial and business applications	2023
2	AI and Machine Learning in E-Commerce Security:Emerging Trends and Practices	2024
3	Leveraging Artificial Intelligence And Machine Learning For Advanced Customer Relationship Management In The Retail Industry	2024
4	The smart and secured AI-powered strategies for optimizing processes in multi-vendor business applications	2023
5	Satisfaction Level of Medical Tourism Services Based on Classified Factors-A Discriminatory Approach	2024
6	Best Ways Using AI in Impacting Success on MBA Graduates	2023
7	An Enhanced Method on Using Deep Learning Techniques in Supply Chain Management	2023
8	Blockchain for ECommerce: Revolutionizing Security and Trust	2024
9	Empirical Evaluation on Stock Market Forecasting via Extreme Learning Machine	2023
14	An Improvised Method on Detecting Fake Reviews Systems Through AI Analytics on Sales Data	2023
15	Empirical investigation of the key machine learning elements promoting e-business using an SEM framework	2022
16	Impact of Digitalization on Sustainable Supply Chain Management	2023
17	Executive Strategies for Implementing Advanced E-Commerce Security Technologies	2024
18	B2B Digital Marketing Perspective to Study the Ethical Principles of Organization Behaviour in India	2024
19	Automating Daily Task in Manufacturing and Production Sites Via Machine Learning Intelligence	2024

FACULTY PUBLICATIONS

DR.S.CHANDRA SEKHAR

➤ Predicting Disasters: A Machine Learning Approach

- Veeranjanyulu, R., Sumathi, V., Sushama, C., ... Neelima, P., Kumar, M.S.
- Communications on Applied Nonlinear AnalysisThis link is disabled., 2025, 32(1s), pp. 262–272

➤ Advanced CNN Detection Method for Brain Tumor Analysis

- Puranik, V.G., Edwin Raja, S., Naveen Kumar, G.N., ... Sekhar, S.C., Ramasamy, J.
- International Journal of Intelligent Systems and Applications in Engineering, 2024, 12(7s), pp. 250–255

➤ Conceptualizing Core Aspects in Circular Economy with Waste Recycling in Smart Cities Based on LSTM and Auto Encoder Approach

- Yadav, S., Nithya, P., Manikumar, T., ... Vijayaragavan, P., Chandra Sekhar, S.
- 7th International Conference on Electronics, Communication and Aerospace Technology, ICECA 2023 – Proceedings, 2023, pp. 149–154

➤ AN INNOVATION DEVELOPMENT OF RESOURCE MANAGEMENT IN 5G WIRELESS LOCAL AREA NETWORK (5G-WLAN) USING MACHINE LEARNING MODEL

- Gayathri, R., Palanikkumar, D., Nalini, N., ... Saravanan, V., Nirmala, G.
- 2023 IEEE International Conference on Research Methodologies in Knowledge Management, Artificial Intelligence and Telecommunication Engineering, RMKMATE 2023, 2023

➤ An Intelligent Method for Train Accident Prevention and Detection Using ResNet and Long Short-Term Memory Network

- Jeyaselvi, M., Kavitha, V., Kalaiaarasi, S., ... Girdharwal, N., Sindhu, K.
- International Conference on Self Sustainable Artificial Intelligence Systems, ICSSAS 2023 – Proceedings, 2023, pp. 733–738

FACULTY PUBLICATIONS

Dr.A.UDAYA SHANKAR

➤ Performance evaluation of private and public sector mutual fund in India

Nag, S.P., Chintala, B., Shankar, A.U.

AIP Conference ProceedingsThis link is disabled., 2023, 2707, 040006

➤ Interface of experiential marketing shoppers behaviour and loyalty in organized retailing study on select retail malls in grater Hyderabad

Pogul, P., Shankar, A.U.

Journal of Advanced Research in Dynamical and Control Systems, 2018, 10(8 Special Issue), pp. 379–383

➤ Online buying behavior of women: A comparative study on kalamkari with other handlooms in A.P (Andhra Pradesh)

Jujuvarapu, S.K., Bolem, M., Shankar, A.U.

Journal of Advanced Research in Dynamical and Control Systems, 2018, 10(8 Special Issue), pp. 391–398

➤ Study on the use of probiotic products in Indian shrimp aquaculture

Bolem, M., Shaheed, S.B., Shankar, A.U., Dash, G.

International Journal of Economic Research, 2017, 14(5), pp. 159–172

➤ A study on purchase preference of women towards kalamkari products in ecommerce websites in AP

Jujuvarapu, S.K., Shankar, A.U.

International Journal of Applied Business and Economic Research, 2016, 14(12), pp. 8503–8509

Books Published: 7

Title	ISBN NUMBER
1. Entrepreneurial Development	978-81-906894-1-0
2. Data Science for beginners	978-81-96259-54-9
3. PROBLEM-SOLVING IN PYTHON PROGRAMMING	978-93-93769-48-0
4. Overview of retailing	978-81-19683-32-1
5. Consumer Behaviour	978-81-19683-30-7
6. Management of retail operation	978-81-19683-80-2
7. Information systems and ERP	978-93-87188-62-4

FACULTY PUBLICATIONS

Sl.no	Title Of the Paper	Name of journal	Year of publication	ISSN number	Is it listed in UGC Care list/ Scopus/ WOS/ABDC
1	Agripreneurship for Sustainable Growth in Agriculture and Allied Sectors: A Conceptual Model	Man In India	2016	00251569	SCOPUS
2	A Study on Civil Engineering Students Perception towards Demonetization in Guntur Dist., Andhra Pradesh	International Journal of Civil Engineering and Technology (IJCET)	2017	9766316	SCOPUS
3	A Study on Engineering Students Awareness and Myths about Chickenpox in Guntur, Andhra Pradesh	International Journal of Mechanical Engineering and Technology (IJMET)	2017	9766359	SCOPUS
4	Pre-Wedding Photo Shoots: A Socio- Cultural Change (Perceptions of Engaged Couples about Pre-Wedding Photo Shoots, Hyderabad)	Journal of Advanced Research in Dynamical and Control Systems	2017	1943023X	SCOPUS
5	E-Shopping Buying Behaviour of Engineering Students' (With Special Reference to Vijayawada)	International Journal of Innovative Technology and Exploring Engineering	2019	22783075	SCOPUS
6	Engineering Students' and Faculty Perception Towards Packaged Water for Drinking, Guntur	International Journal of Innovative Technology and Exploring Engineering	2019	22783075	SCOPUS
7	Perception of the Civil Engineering Students towards Generic Drugs and Branded Drugs, Vijayawada- A Comparative Study	Journal of Advanced Research in Dynamical and Control Systems	2018	1943023X	SCOPUS
8	Role of Artificial Intelligence in Logistics and Supply Chain	2021 International Conference on Computer Communication and Informatics, ICCCI 2021	2021	23297190	SCOPUS, Web of Science, and IEEE
9	A study on perception of engineering faculty towards goods and services tax (GST) in Guntur, Andhra Pradesh, India	Journal of Advanced Research in Dynamical and Control Systems	2018	1943023X	SCOPUS

PUBLICATIONS

Dr.MVAL NARASIMHA RAO

Emerging Trends in Marketing	Joint Author	2nd author	K L U Business School, K L University	978-93-8216-366-4	2014
Good Corporate Governance in India and Challenges	Joint Author	2nd author	Sri Durgamalleswara Siddhartha Mahila Kalasala, Vijayawada	978-81-8424-966-8	2015
Consumer Protection in the Era of Advanced Technology	Joint Author	1st author	K L U Business School, K L University	978-81-9306-383-5	2015
Consumer Protection in the Era of Advanced Technology	Joint Author	2nd author	K L U Business School, K L University	978-81-9306-383-5	2015

Akondi Srikanth

- Mediating Effect of Employee Behavior in Relationship Between Leadership and Work Life Balance**
 Srikanth, A., Blessy, Ch., Saidaji, S.
 AIP Conference ProceedingsThis link is disabled., 2023, 2821(1), 040021
- Evaluating the Factors Affecting Financial Literacy: A Selective Study on Working Women at KLEF in Andhra Pradesh, India**
 Srikanth, A., Bhuvaneshwari, N.V.T., Sai Sri Lakshmi, Y., Chandrika, V.S.S.AIP Conference ProceedingsThis link is disabled., 2023, 2821(1), 040030
- Gap Analysis on Existing Packages of Descriptive Statistics**
 Srikanth, A., Chanduanvesh, B., Chhajer, J.AIP Conference ProceedingsThis link is disabled., 2023, 2821(1), 040024
- Impact of Influencer Marketing on Automobile Industry**
 Srikanth, A., Sai Sushmita Rani, D., Dwarakanath, K., Prem Kumar, V.
 AIP Conference ProceedingsThis link is disabled., 2023, 2821(1), 040009
- Emergency Portable Life Raft Product Development**
 Nagaraja, T.K., Giridhar, D.S., Babu, G.S., Srikanth, A.K.
 AIP Conference ProceedingsThis link is disabled., 2022, 2653, 020017

SPONSORED PROJECTS

S.No	Name of the Faculty	year	Details of the project	Amount Sanctioned
1	Dr.S. Ramesh Babu UGC SPONSORED	2017-19	Exploring Marketing Opportunities for Handicrafts with the Emerging Trends in Retailing A Study with Special Reference to Kalamkari Fabrics in Krishna District, Andhra Pradesh	Rs.1,50,000
2	Dr.A.Udaya Shankar ICSSR SPONSORED	2020	Women empowerment in solar power sector. With reference to East and West Godavari districts	7,00,000

PATENTS

S.No	Name of the Patenter	Patent Number	Title of the patent	Year of Award of patent
1	Dr. M. Kishore Babu	202241035043	Factors Influencing Decision Making To Abroad Study For Higher Education	2021-22
2	Dr. K. Anusha	202231035460	A System & Methods For Logistic Supply Chain Management Using Multiple User Collaboration Platforms	2022-23
3	Dr Daniel Pilli	202341015770	Data Analysis Perspective On Artificial Intelligence And Machine Learning In Human Resource Management For Sales	2022-23
4	Daniel Pilli	202311051087	The Effect of Online Marketing on Consumer Purchasing Behaviour: An Investigation	2023-24
5	Romala Vijaya Srinivas	202331061770	Systematic Approach to Analyse The Impact Of Design Thinking As An Effective Method For Problem Setting And Need Finding For Entrepreneurial Teams Addressing Wicked Problems	2023-24

PATENTS

S.No	Name of the Patenter	Patent Number	Title of the patent	Year of Award of patent
6	Dr. B.Girimurugan	202341074951	Developing A Blockchain-Based Supply Chain Management System For Business Administration	2023-24
7	Dr. B. Girimurugan	202441036570	Integration Of Laplacian Neural Networks (Lnns) Into Supply Chain Management	2023-24
8	Dr. Ramesh Babu	202441088009	Zenith: AI-Powered Financial Guidance	2024-25
9	Dr. Ramesh Babu	202441093449	Smart Kitchen Bridge application	2024-25
10	Dr. Ramesh Babu	202441098918	Smart cloth crafting using eco-threads	2024-25
11	Dr.S.Chandra sekhar		Growth and Development of Indian economy	
12	Dr. R.Pradeep Patnaik		A system and methods for logistics supply chain management using multiple user collaboration platform	
13	Dr. Ramesh Babu	202441098921	Explore-X: Smart Travel Guide Application	2024-25

CONSULTANCY SERVICES

S.no	Name of the Faculty	Consultancy service
1	Dr.D.Prasanna Kumat	World Vision - Conducted a survey on child trafficking
2	Dr.D.Prasanna Kumat	liper B- School - Brand building of the institute
3	Dr.D.Prasanna Kumat	IOCL - DISHA Training programme
4	Dr.D.Prasanna Kumat	Reliance Dairy- conducted a pilot survey
5	Dr.A.Udaya Shankar	Principal Investigator for ICSSR PROJECT worth 7 lakhs
6	Dr.A.Udaya Shankar	MARCO Nutraceuticals Private Ltd., worth 1 lakh.

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ACHIEVEMENTS

- Consultancy projects: 8
- Scopus Indexed Publications: 105
- Ph.D Awarded:29
- Ph.D Pursuing:37
- Patents Published: 13
- Books Published: 25
- Projects in Progress: 02
- International conferences conducted: 02
- Guest Lecture Given: 60
- Keynote Speaker: 10
- Workshops Conducted: 10



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