Master of Business Administration

Research Publications

S. No.	Faculty Name	Designation	Title of the Journal	Journal Name	Index of the journal
1	Dr.P.Subramanyam	Assistant Professor	The Role of Environmental, Social, and Governance (ESG) Metrics in Investment Decisions	International Journal of Environmental Sciences	Peer Reviewed
2	Dr.P.Subramanyam	Assistant Professor	Computational Modeling of Leadership Styles and Their Impact on Organizational Success	International Journal of Computational and Experimental Science and Engineering	Scopus
3	Dr.T.Navaneetha	Assistant Professor	Blockchain-enabled Trust and Transparency in Influencer Marketing on Social Media Platforms	IEEE	Scopus
4	K.SubbaReddy	Assistant Professor	Uncovering the Dynamic Relationships between Bank Nifty and Exchange Rates	Journal of International Management	Peer Reviewed
5	Dr.G.Kanuka Raju	Assistant Professor	Performance Analysis Of Mutual Funds With Special Reference To SBI Long Term Equity Fund –Growth Option Scheme	International Journal of Creative Research Thoughts	Peer Reviewed
6	Dr.G.Kanuka Raju	Assistant Professor	Rural Governance strategies and policies with recent developments in Indian case studies	YMER	Peer Reviewed
7	Dr.G.Kanuka Raju	Assistant Professor	The Mediating Role of Investment Strategy on the relationship between market timing ability and mutual fund performance	European Economic Letters	ABDC-C
8	A.Anjanaiah	Assistant Professor	Importance of Mutual Funds in India	European Economic Letters	ABDC-C
9	Dr.V.Mouneswari	Assistant Professor	E-Commerce Risk Perception and Management: A Bibliometric Review (1995–	International Research Journal of	Scopus

			2023) Highlighting Theoretical Insights and Future Directions	Multidisciplinary Scope	
10	Dr.V.Mouneswari	Assistant Professor	Shaping Brand Perception: The Role of Influencer Marketing in Consumer Attitudes and Engagement	Academy of Marketing Studies Journal	ABDC-B