



www.mits.ac.in

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

(UGC -AUTONOMOUS INSTITUTION)

Madanapalle - 517325, Annamayya Dist., Andhra Pradesh

**Department of
Management Studies**

**NEWS
LETTER - 2022**

July 2022

Volume 4

Edition 2



Follow us:



*"Education is the key
to unlock the golden
door of freedom".*



Message from Associate Dean Ram Krishna

We are proud to present to you the Newsletter for the period of January 2022 to July 2022. This is a matter of deep pride and satisfaction for us. In the Department of Management Studies, there is always an active buzz of activities throughout all the semesters. It has become a dynamic venue where the brightest minds converge and share their deep reserves of knowledge and skills with each other. Throughout the program, the department has taken full advantage of the resources available to it in order to bring out the potential of each student and has allowed it to provide proper guidance. In this manner, they will be able to fully utilize their skills and abilities to make certain that they are capable of handling any challenges that they will face after the completion of the programme.

In an effort to achieve a sustainable future for the department, the Industry Institute Interaction Cell (IIIC) provides full support. We provide a platform for developing students' soft skills, critical thinking, moral values, and sense of responsibility.

I would like to take this opportunity to thank all the stakeholders who have shown their interest in the department's activities and have been supportive throughout.

My warmest wishes are extended to all students in their chosen career paths. I am confident that in the years to come, the department will grow and reach greater heights, serving a greater number of people in society, and becoming a leader.

Date- 1st July 2022

**Dr. Ram Krishna
Associate Dean – IIIC**

POs and PEOs of the Program

PROGRAM OUTCOMES (POs)

PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Ability to develop Value based Leadership ability.

PO4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PO6: Apply emerging tools, techniques and resources to manage an organization.

PO7: Possess the skills required to integrate concepts from various disciplines to identify and develop business strategies.

PO8: Recognize the need for and have the preparation and ability to engage in independent and life-long learning in the broadest context.

PROGRAM EDUCATIONAL OBJECTIVES (PEOs):

PEO1: Graduates of the programme will have successful careers as managers and business leaders

PEO2: Graduates of the programme will display a sense of professionalism, ethical attitude, effective communication skills, multidisciplinary approach with a strong insight to address socio-cultural issues.

PEO3: Graduates of the programme will continue to learn and adopt to the changing world of business with a strong focus on R&D

EDITORIAL BOARD:

Editor:



Dr Saira Khatoon
Assistant Professor
Department of Management Studies

Student Editors:



Shaik Shakeer Basha



Jyotheeswar Reddy. S

Faculty Achievements

We are happy to share the faculty Achievers of NPTEL

S.no.	Name of the faculty	Course	Year	Grade
1	Dr. Sreenu Telu	Managing change in organizations	2021-22	Elite
2	Dr. K.S.Krishna	Consumer behavior	2021-22	Elite+Silver (Top 2%)
3	Ms. Sujatha S.	Retail Management	2021-22	Elite
4	Dr. Shyam Sundar	Retail Management	2021-22	Elite
5	Mr. Sreekanth B	Marketing Management - II	2021-22	Elite +Silver (Top 2%)
6	Dr. Geetha Devi	Managing change in organizations	2021-22	Elite
7	Dr. Saira Khatoon	Managing change in organizations	2021-22	Elite

We are happy to share the faculty member Publications

The faculty members who have published papers in various International Journals during the academic year 2021-2022 are listed below:

S.No	Authors (in the order maintaining the position)	Title of the Paper	Journal Name	Index	Year and month of Publication	ISSN
1	Dr.K.V.Geetha Devi	Assessing the Performances of Vendor Firms by Optimization Technique Industry 4.0 GSC Architectures	International Journal of Social Ecology and Sustainable Development	SCOPUS	July-September 2021	DOI: 10.4018/IJSESD.2021070101
2	Dr.Gangi Setty.N , Dr.S. Mohana	Structural equation model (SEM)- Predicting shoppers shopping experience in Malls	Journal of Contemporary issues in Business and Government	ABDC C- (Category)	ABDC C- (Category)	10.47750/cibg.2022.28.03.009
3	Dr.Shahrukh Saleem, Mr.B.Sreekanth & Dr.N.Gangisetty	Impact of Covid-19 Pandemic on Digital Payments in India: A Study	Journal of Contemporary issues in Business and Government	ABDC C- (Category)		DOI: 10.47750/clbg.2022.28.02.059
4	Dr.D.Pradeep Kumar, Mr.B.Sreekanth & Dr.S.Mohana	Impact of High performance work Practices (HPWP) on employee retention in IT industry	Journal of Contemporary issues in Business and Government	ABDC C- (Category)		DOI: 10.47750/clbg.2022.28.02.057
5	Dr.K.Srinivasa Krishna, Dr.Mohd.Mujahed Ali, K.T.Vigneswara Rao	Green Supply Chain Performance Analysis under Industry 4.0 Using Fuzzy Intellectual Approach	International Journal of Social Ecology and Sustainable Development	SCOPUS		DOI:10.4018/IJSESD.289639

6	Dr.Srinivasa K rish-na,Mr.Valluri.Venk ata Rao	A Systematic Assessment for Investigating the de-signed Atmos-phrics,Attitudes,Behaviour al Impact and Its Relation-ships in Retail Envi-ronement.(with respect to Reliance Trends,Bangalore)	Journalof Contem-porary is-suesin Business and Gov-ernment	ABDC-C	2022,APRIL	DOI: 10.47750/clbg.2022.28.04.0010
7	Dr. Sreenu Telu and Dr. Yoginder S. Verma	Human Values Scale (HVS): Development and Validation	South Asian Journalof Manage-ment	ABDC-(C Cate-gory)		

Best Paper Award

Dr. G. Somasekhar, Associate professor, has been awarded the Best Paper for the paper titled "Impact of Covid-19 on street vendors: A Study on Chittoor Dist, Andhra Pradesh," in the National Conference, Conducted by Sri Kaliswari College, Sivakasi on 30.3.2022.

Students' Visit to nearby Village

Rural Immersion

Students are exposed to the socio-economic issues in the rural settings under Board of Studies Regulation R2018 and R2020 Students in the 2nd Year, 1st semester. The students visit nearby villages in a batch of 5/6 students to study the following aspects. The first visit gives them firsthand understanding of the above aspects. Then there is a follow-up visit to cover the residual portion of above aspects. A Group report is submitted with the concerned village Authority and to the Department.



International Connect

- Virtual Session on "Opportunities in Europe" for Students of Department of Management Studies by Dr. Vladimir Kulish, Czech Technical University
- 49 students have done their Internship on "Artificial Intelligence in Management" from Asia University.
- Visit to Brno Technical University, Brno, Czech Republic From 8th to 10th June, 2022



Industrial Visit of 1st Year Students

Industrial Visit to Tirumala Dairy Products Pvt.Ltd, Pasupathur Village, Near- Palamaner. Organized by Department of Management Studies- MITS, 16-July-2022



We are happy to share Conference presentation by students

PAVAN KALYAN	20691E00B6	PRESENTED A PAPER ON STOCK MARKETS AND CURRENT FLUCTATIONS in the International Conference on "LEADERSHIP IN VUCA WORLD" held during 11-13 April 2022.
LAVANYA.M	20691E0076	presented a paper on " Volatility in stock markets " in the International Conference on "LEADERSHIP IN VUCA WORLD" held during 11-13 April 2022.
LAVANAYA.S	20691E0077	presented a paper on " Volatility in stock markets " in the International Conference on "LEADERSHIP IN VUCA WORLD" held during 11-13 April 2022.

C.JAYASREE	20691E0060	presented a paper entitled "A study on the factors influencing Investment Decisions of Individual investors in stock market" in two day international young scholars conference on business and economics" held during 27-28 May,2022 organised by School of Commerce and Economics , Presidency university, Bengaluru.
K.S.Lavanaya	20691E0077	presented a paper entitled "A study on Employee engagement strategies carried during Covid-19 with special focus on the FMCG sector" in two day international young scholars conference on business and economics" held during 27-28 May,2022 organised by School of Commerce and Economics , Presidency university, Bengaluru.
P.Nandini	20691E00A4	presented a paper entitled "Factors affecting youth engagement on Instagram Mobile App" in two day international young scholars conference on business and economics" held during 27-28 May,2022
Kavitha	20691E0066	presented a paper entitled "A study on Behavioral factors influencing individual investors decision making" in two day international young scholars conference on business and economics" held during 27-28 May,2022 organised by School of Commerce and Economics , Presidency university, Bengaluru.
K.V.Anjali		presented a paper entitled "A study on Impact of Covid-19 on behaviour of individual investors" in two day international young scholars conference on business and economics" held during 27-28 May,2022 organised by School of Commerce and Economics , Presidency university, Bengaluru.
S.Jyotheeswar Reddy	20691E0064	presented a paper entitled "A study on Retail investors preferences on different investment alternatives" in two day international young scholars conference on business and economics" held during 27-28 May,2022 organised by School of Commerce and Economics , Presidency university, Bengaluru.

Student Best Paper Award

Shaik Shaziya (21691E00F6) has been awarded Best Paper for the paper titled "Impact of Covid-19 on street vendors: A Study on Chittoor Dist, Andhra Pradesh," in the Virtual National Conference on Business Scape 2022: Opportunities & Growth post covid-19" Conducted by Sri Kaliswari College, Sivakasi on 30.3.2022.

ICSSR Sponsored National Seminar

Sivala Prasanna 21691E00A2 presented a paper on "Women's Education in India " in ICSSR Sponsored National Seminar on 22-23 April,2022

Student Activities

- Exhibition on Progression of Indian Heritage Post Independence Conducted by I year- II Sem MBA students on 27, June 2022
- Waste to Wealth creation activity Conducted by IV sem MBA students on 06.05.2022
- One Day Product Mix EXPO of Certain Indian Conglomerate Conducted by IV Sem MBA students on 2.6.22

"Group Seminar on Union Budget 2022" was organized by Department of Management Studies on 04th February 2022.
An Add on Course Programme by Mr. "Financial Education for young Professionals & Career opportunities" was organized by Department of Management Studies on 8th & 9th January 2022.

An Alumni Guest Lecture by Mr. M. Raghavendra on "Qualities required for an entrepreneur" was organized by Department of Management Studies on 14th March 2022.

An Alumni Guest Lecture by Miss. K. Swathi on "Funding Process at State Street Bank" was organized by Department of Management Studies on 08th March 2022.

An Alumni Guest Lecture by Miss Pratyusha on "Customer Relationship Building & Manage the Complete Customer Service" was organized by Department of Management Studies on 04th March 2022.

An Alumni Guest Lecture by Miss B. Tejeswaini on "Managerial Competencies for HR Professionals" was organized by Department of Management Studies on 04th February 2022.

S. No	Course Name	Name	College Roll No	Certificate Type	Duration
1	Design Thinking - A Primer	Shaik Nizamuddin	20691E00H4	Successfully completed	Jan-Apr 2022
2	Financial Management For Managers	Vadla Veerachari	20691E00L1	Successfully completed	Jan-Apr 2022
3	Behavioral and Personal Finance	Shaik Fareeda	20691E00H3	Successfully completed	Jan-Apr 2022
4	Services Marketing: A Practical Approach	Chintakunta Manoj Kumar	20691E0091	Successfully completed	Jan-Apr 2022
5	Speaking Effectively	Golla Abhilash	20691E0001	Successfully completed	Jan-Apr 2022
6	Speaking Effectively	B Naresh Babu	20691E00A6	Successfully completed	Jan-Apr 2022
7	Behavioral and Personal Finance	Pattan Binroobee	20691E0025	Successfully completed	Jan-Apr 2022
8	Services Marketing: A Practical Approach	Chilipiti Naveen	20691E00B1	Successfully completed	Jan-Apr 2022
9	Speaking Effectively	Harish Vungaralla	20691e0051	Successfully completed	Jan-Apr 2022

10	Services Marketing: A Practical Approach	Kodavali Swarnalatha	20691E00C1	Successfully completed	Jan-Apr 2022
11	Managing change in organizations	Choudhary Sadiya	20691E00F2	Elite	Jan-Apr 2022
12	Services Marketing: A Practical Approach	Noor E Sabah	20691E00C2	Elite	Jan-Apr 2022
13	Speaking Effectively	Kannmaneni Kondanna	20691E0069	Elite	Jan-Apr 2022
14	Supply Chain Analytics	P V Sai Bhargava Raju	20691E00E2	Successfully completed	Jan-Apr 2022
15	Consumer Behaviour	N Kesava Reddy	20691E0068	Successfully completed	Jan-Apr 2022
16	Services Marketing: A Practical Approach	N Sushanth	20691e00e4	Successfully completed	Jan-Apr 2022
17	Services Marketing: A Practical Approach	B Sasi Kumar	20691E00G3	Successfully completed	Jan-Apr 2022
18	Speaking Effectively	Lingannagari Naveen	20691e00b2	Successfully completed	Jan-Apr 2022
19	Management of Field Sales	Prasad Avulamanda	20691E00C4	Successfully completed	Jan-Apr 2022
20	Services Marketing: A Practical Approach	Shaik Shakeerbasha	20691E00H6	Elite	Jan-Apr 2022
21	Speaking Effectively	Eregaunu Madhusudan Reddy	20691E0080	Successfully completed	Jan-Apr 2022
22	Speaking Effectively	Chakala Mukesh	20691E0096	Successfully completed	Jan-Apr 2022
23	Consumer Behaviour	Obula Setti Pavan Kumar	20691E00C0	Successfully completed	Jan-Apr 2022
24	Consumer Behaviour	Poojari Pavankalyan	20691E00B6	Successfully completed	Jan-Apr 2022
25	Speaking Effectively	Naveen Kumar Reddy Jollu	20691E00A8	Successfully completed	Jan-Apr 2022
26	Services Marketing: A Practical Approach	P Nandini	20691E00A4	Elite	Jan-Apr 2022
27	Behavioral and Personal Finance	S R Santhosh Kumar	20691E00G1	Successfully completed	Jan-Apr 2022
28	Leadership	Paluri Harshith Sankar Satakarni	20691E00D9	Successfully completed	Jan-Apr 2022
29	Behavioral and Personal Finance	Setti Suresh	20691E00J6	Successfully completed	Jan-Apr 2022
30	Speaking Effectively	Padamata Raghunandana	20691E00C9	Elite	Jan-Apr 2022
31	Speaking Effectively	Kondarajugari Supriya	20691E00J2	Successfully completed	Jan-Apr 2022
32	Services Marketing: A Practical Approach	Amineni Krishna Vamshi	20691E0071	Elite	Jan-Apr 2022
33	Consumer Behaviour	Kopparapu Naga Krishna Chaitanya	20691E0098	Successfully completed	Jan-Apr 2022
34	Speaking Effectively	Chakali Mahendra	20691E0082	Successfully completed	Jan-Apr 2022
35	Consumer Behaviour	Kappalabanda Priyanka	20691E00C7	Elite	Jan-Apr 2022
36	Speaking Effectively	Jagadeesh Neelapalli	20691E0056	Successfully completed	Jan-Apr 2022

We are happy to share the students' publications

PUBLICATIONS						
S.No.	NAME	REG.NO	TITLE	NAME OF THE JOURNAL	MONTH&Y EAR	ISSN No.
1	G. Nitheesha	19691E00N2	Impat of Covid-19 Pan- demic on Virtual Banking Services offered by Pri- vate Banks in India	Conference Publication	Feb-March 2022	
2	Noor -e- Sabah	20691E00C2	A Study on Forecasting Stock Prices of Selected Energy Sector Companies in India	Conference Publication	Feb-March 2022	
3	Sivala Prasanna	21691E00A2	Women's Education in India	Women in Independent India@75	Apr-22	ISBN:978-81- -955542-6-3
4	T.Reddi Kumar, Dr.Saira Khatoon	20691E00J8	A Study of Online Food Delivery Services During Covid-19 Pandemic	International Journal of In- novative Re- search in Technology	March,2022	ISSN:2349- 6002
5	Pattem Suresh Bramhani and Dr. Saira Khatoon	20691E00J5	To study the impact of online learning in India: A survey of college stu- dents during the Covid- 19	International Journal of Re- search and Analytical Re- views (IJRAR)	APRIL,2022	ISSN:2349- 5138

Placement

Placement Statistics 2020-22 Batch

S.No	Name of the Company	Placement Offered	CTC in RS. Lakhs
1	Artifint Technologies	1	3.5
2	No Broker	13	5.01
3	Ojas Innovatives Technologies Pvt Ltd	10	3
4	NJ invest	1	3.93
5	Muthoot Finance	9	2.63
6	Centurion Software Solutions	1	2.39
7	Broadridge Financial Solutions	6	3
8	ICICI Prudential	2	4.15
9	Teachnook	1	5
10	Upmarking service Pvt	4	6
11	HDFC Securities	5	3.5
12	CTS	1	2.5

12	CTS	1	2.5
13	Funnel - Moving Needle	16	1.45
14	MD Associates	1	3.8
15	Thirumala Milk Products Private Ltd	3	3
16	V Find Solutions	4	2.4
17	Trade Bulls Ltd	3	3
18	Royal Oak	5	3.12
19	Indusind Bank	6	3
20	Growth Arrow	42	5
21	Woxen Digital	19	5
22	Dish TV	2	3.5
23	Amazon	1	3.2
24	Eoddley Pvt Ltd	2	1.8
25	Home First	1	5.5
26	IFFCO - TOKYO	1	3.8
27	Sell Craft	1	5

We welcome following new faculty members in the Department

From 1 January to 30 June 2022

Name of the Faculty Member	Degree (highest degree)	University	Date of Joining the Institution
Dr. Preeti Thakur	Ph.D	Jaypee University of Information Technology	16/06/22

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

(UGC-AUTONOMOUS INSTITUTION)

About MITS

Madanapalle Institute of Technology & Science (MITS) is a highly promising destination for Engineering, Management and Computer Application studies in India. The Educational Academy, is now under the proactive leadership of President Sri. N. Krishna Kumar M.S. (U.S.A), and Secretary & Correspondent Dr. N. Vijaya Bhaskar Choudary, Ph.D.

MITS is committed to achieving sustainability and takes action in the light of national and global challenges. MITS continues to nurture a culture of sustainability through learning, teaching, research, partnerships and industry collaboration.

Vision

To become a globally recognized research and academic institution and thereby contribute to technological and socio - economic development of the nation.

Mission

To foster a culture of excellence in research, innovation, entrepreneurship, rational thinking and civility by providing necessary resources for generation, dissemination and utilization of knowledge and in the process create an ambience for practice based learning to the youth for success in their careers.



DEPARTMENT VISION & MISSION

VISION

Vision To become a globally recognized center of excellence in the area of management by building managerial competencies among the students and making them global business leaders. Further the department aspires to prepare them to become visionary leaders with new perspectives, thinking, and ideas.

MISSION

- M1: Empower students with ability to face real time situation and thereby inculcate the spirit of entrepreneurship
- M2: To facilitate industry driven learning amongst students and faculty
- M3: To provide a platform for knowledge creation and dissemination through requisite infrastructure to benefit students, staff, research community, and society at large
- M4: To contribute to the socio - economic development of the society through excellence in research and teaching

Global MoUs With

8 MoUs in Taiwan				
	NATIONAL YUNLIN UNIVERSITY OF SCIENCE & TECHNOLOGY	PROVIDENCE UNIVERSITY	MING CHUAN UNIVERSITY	ASIA UNIVERSITY
	MING CHI UNIVERSITY OF TECHNOLOGY	NATIONAL UNITED UNIVERSITY	PINGTUNG UNIVERSITY OF SCIENCE & TECHNOLOGY	I-SHOU UNIVERSITY
3 MoUs in South Korea				
	PUSAN NATIONAL UNIVERSITY	KOOKMIN UNIVERSITY	CHUNGNAM NATIONAL UNIVERSITY	
4 MoUs in Europe & Russia				
	IAAM SWEDEN	INNOPOLIS UNIVERSITY	BRNO UNIVERSITY OF TECHNOLOGY	MAHARISHI VEDIC UNIVERSITY

Madanapalle Institute of Technology & Science

UGC-Autonomous

Madanapalle – 517325, Chittoor Dist, Andhra Pradesh, India.

Ph: 08571 – 280255, 280706, Fax: 280433

Email : admissions@mits.ac.in

For Admissions :

+91 9052077747 / 8008570678 / 8008570076 / 9100601116

For International Admissions :

+91-9100907-314/315/ +977-9827179466



126 km from Bangalore International Airport
131 km from Tirupathi International Airport
258 km from Chennai International Airport

