



# **MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE**

**(UGC -AUTONOMOUS INSTITUTION)**

Madanapalle - 517325, Chittoor Dist., Andhra Pradesh

**Department of Management Studies**

## **NEWS LETTER - 2021**

**July 2021**

**Volume - 3 Edition - 2**



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Done is to Simply Begin".***

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## **NEWSLETTER**

### **DEPARTMENT OF MANAGEMENT STUDIES NEWSLETTER**

#### **Message from Head of the Department**



**I am happy to take over as Head of the Department of Management Studies from May 2021. I wish to put on record our deep appreciation for the leadership given by Dr. K.T.V. Rao, as Head of the Department for over three years. During Dr. Rao's tenure, the department got 2nd cycle NBA accreditation.**

**The current phase is very challenging in view of corona pandemic. Our endeavour is to conduct offline or online classes as the situation may be with the objective to complete the syllabus on time. In this direction, I seek support from all faculty members.**

**I take this opportunity to inform all the students that they should attend the class without fail.**

**I thank Management and Principal for giving me this opportunity to lead the Department.**

**Let us be safe and overcome this pandemic.**

**Date-1st July 2021**

**Prof. Sremmant Basu  
PhD—IIT Kharagpur  
Dean-Admn & Int. Relations  
HoD—Deptt of Management Studies**

**The faculties who were reviewers for Journals during the academic year 2020-2021 are listed below:**

REVIEWERS		
S. No	Name of the faculty	Name of the Journal
1	Dr.Mohsin Khan	Asian Journal of Economis, Business and Accounting
2	Dr.Mahendar.G	Journal of Retailing and Consumer Services

### **Alumni Connect**

**An Alumni Guest Lecture by Mr. Syed Anees on “Career Opportunities through SAP” was organized by Department of Management Studies on 20th March 2021.**

### **Placement**

#### **Placement Statistics 2019-21 Batch**

1	TATA AIG General Insurance Co	5	3.5
2	Robo Silicon Private Limited	2	3
3	Axis Bank	3	3
4	Xuntox Soft-Tech	22	5
5	Pin Click	1	5
6	Muthoot Finance Ltd	29	2.8
7	Growth Arrow	57	4
8	( K P M G )	4	2.5
9	Funnl	26	2.5
10	Inspire Infosal	3	3
11	Paytm	16	3.75
12	AROSFLY HR SOLUTIONS	9	2
13	Moving Dneedle	13	2.25
14	Productiva IT Solutions Pvt Ltd	4	1.8
	<b>Total</b>	<b>194</b>	

**We welcome following new faculty members in the Department**

Name of the Faculty Member	Degree(highest degree)	University	Date of Joining the Institution
Mr.V.Venkata Rao	MBA, Mphil	S.V.University	17/06/21



## Faculty Achievements

We are happy to share the faculty member publications

The faculty members who have published papers in various International Journals during the academic year 2020-2021 are listed below:

Title of the Paper	Authors (in the order maintaining the position)	Journal Name	Index	Year and month of Publication	ISSN
Enhancing employee innovativeness and job performance through a culture of workplace innovation	Dr.Mohsin Khan	International journal of productivity and performance management (emerald publishing Ltd)	SCOPUS	Accepted 2, April 2021	DOI:10.1108/IJPPM-09-2020-0466
Adoption of contactless payments during Covid-19 pandemic-An integration of Protection Motivation Theory(PMT) and Unified Theory of Acceptance and Use of Technology (UTAUT)	Dr.G.Mahendar	Academy of Marketing Studies Journal	SCOPUS	2021	
Shopper segmentation using Multivariate 3 Risk Analysis for Innovative Marketing Strategies	Dr.G.Somasekhar Dr.Srinivasa Krishna	International Journal of Asian Business and Information Management	SCOPUS	Jan-March, 2021	Jan- DOI:10.4018/IJABI March, 2021 M.20210101.aa4
Examining the factors influencing consumers' choice for electric vehicles in India.	S.Prasanna, Varadarajan Rangarajan and Mohsin Khan, K.A.Asraar Ahmed	International journal of Electric and Hybrid Vehicles.			
Behavioural intention to use social networking mobile apps: The case of TikTok	Mahendar Goli and Mohsin Khan	International Journal of Business Innovation and Research			
Re-engaging employees during COVID- 19 pandemic-with special reference to Indian IT companies	Rajeesh Viswanathan, Mohsin Khan and N.Sarathial	International Journal Business Excellence.			
Commodity Transaction Tax (CTT) Nature of Correlation Dynamics and Volatility Linkages between Indian Commodity and Equity markets.	Swamy Perumandla	International Journal of Asian Business and Information Management	SCOPUS	Apr-June, 2021	DOI:10.4018/IJABI M.20210401.aa2
Impact of COVID-19 on GDP of major economies: Application of the artificial neural network forecaster	Dr.Rajesh Kalli	Economic Analysis and Policy	SCOPUS	March, 2021	doi.org/10.1016/j.eap.2020.12.013
Users' In-Game Purchase Intention: The Effects of Flow Experience and Satisfaction	Dr.Mahendra Goli	Journal of Electronic Commerce in Organizations	ABDC B-(Category)		DOI: 10.4018/JECO.202110.0101
A Study on influence of Employee Morale on productivity in Steel Industry wrt Vizag Steel Ltd, Visakhapatnam	Dr.K.Srinivasa Krishna, Mr.Y.Suryanarayana Murthy	International Journal of Science and Research		Jan, 2021	10.21275/SR21107145113
A Behavioural Analysis of customers in respect to Brand Preference wrt Swiggy & Zomato	Mr.Y.Suryanarayana Murthy, Dr.K.Srinivasa Krishna	International Journal for Innovative Research in Multidisciplinary field		Mar, 2021	
Customer Viewpoint: A Comparative Analysis between Commercial Banks And RRBs	Gowripeddi Hari Kumar, Dr. N. Ramanjaneyulu, Dr. K.V. Geetha Devi	The International journal of analytical and experimental modal analysis	UGC journal	Jan, 2021	DOI:18.0002.IJAEM A.2021.V13I1.20000 1.015685902065 ISSN NO:0886-9367



# 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.



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## 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

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UGC-Autonomous

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