



# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

(UGC-AUTONOMOUS INSTITUTION)

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## Department of Management Studies Faculty Publications for the Academic Year 2023-24

S.No	Title of the Paper	Authors (in the order maintaining the position)	Journal Name	Index	Year and month of Publication	Page No
1	Reduction Of Dimensions Of Customer Satisfaction In Food Delivery Apps Using Confirmatory Factor Analysis	Dr.D. Pradeep Kumar(1st Author),Mr. B. Sreekanth(2nd Author)	2023 1st International Conference On Optimization Techniques For Learning (ICOTL)	Scopus	Mar-24	1-16
2	Sdgs Gender Equality Analysis In India By Using SHAP Interpretation	Mr. B. Sreekanth(1stauthor)	2023 1st International Conference On Optimization Techniques For Learning (ICOTL)	Scopus	Mar-24	1-6
3	An Empirical Study Measuring The Performance Ratings And Evaluating Gender Based Satisfaction Level	Dr. Prem Knowles(Main Author),Dr. Sremmant Basu	IEEE Conference(ICOTL 2023)	Scopus	Mar-24	1-5
4	Improvised Ensemble Model For Fast Prediction On DOS/Ddos Attacks In Various Networks	Dr. Prem Knowles(3rd Author)	ICCCEE Conference	Scopus	Mar-24	1-5
5	Predictive Stock Market Trends With Artificial Intelligence And Time Series Analysis With Respect To FMCG,Gold And Banking Sectors	Dr. K. Srinivasa Krishna(1st Author), Dr.	Migration Letters	Scopus	Feb-24	-

		B. Rajesh Kumar(2nd Author)				
6	India Sdgs Analysis On Well-Being -How To Effectively Achieve Well-Being	Mr. B. Sreekanth(3rdauthor)	Oriental Cultural Research	International Journal	2024	396-380
7	Gender Diversity And Governance Excellence: Exploring The Financial Implciations Of Independent And Female Directors In Indian Listed Companies	Dr.B.Rajesh Kumar(2nd Author)	Educational Administration :Theory And Practice	Scopus	May-24	5818-5829
8	Impact Of Integrating Marketing ,HR,And Finance Strategies On Innovation And Profitability	Dr.B.Rajesh Kumar(4th Author)	Educational Administration :Theory And Practice	Scopus	Apr-24	6364-6372
9	Flows Of Foreign Institutional Investments On The Indian Stock Market	Dr.Geetha Devi (2nd Author)	International Journal Of Novel Research & Development	Peer-Reviewed	Jun-23	D131-D143
10	A Study On Indian Commodity Market With Special Reference To Agriculture Commodities	Dr.Geetha Devi (2nd Author)	International Journal Of Analytical & Experimental Modal Analysis	Peer-Reviewed	Jun-23	761-776
11	A Panel Data Analysis Of Gold Prices & Gdp In NSE And SSE	Dr.Geetha Devi (2nd Author)	Journal Of Emerging Technologies And Innovative Research	Peer-Reviewed	Jun-23	K68-K77
12	Impact Of Social Media News On Investment Decision In Stock Market	Dr.Geetha Devi (2nd Author)	International Journal Of Analytical & Experimental Modal Analysis	Peer-Reviewed	Jul-23	41-53
13	Relationship Between Macroeconomic Variables And Stock Market Index: Acomparitive Study Between India And United Kingdom	Dr.Geetha Devi (2nd Author)	International Journal For Multidisciplinary Research	Peer-Reviewed	Jun-23	3990
14	A Study On Event Analysis Of Merges & Acquisitions With Respect To Banking Sector	Dr.Geetha Devi (2nd Author)	International Journal Of Creative Research Thoughts	Peer-Reviewed	Jul-23	C348-C360

15	A STUDY ON FORECASTING STOCK MARKET INDICES USING ECONOMETRIC MODELS	Dr.E.Gnanaprasuna (2nd Author)	Recent Trends In Business Management And Computer Application	Peer-Reviewed	May,2024	78-109
16	A STUDY ON PERFORMANCE EVALUATION OF IPO's WITH REFERENCE TO SELECTED COMPANIES IN NSE	Dr.E.Gnanaprasuna (2nd Author)	Recent Trends In Business Management And Computer Application	Peer-Reviewed	May,2024	141-159
17	A Study On Performance Evaluation Of Selected Banks In India	Dr.V.Murugan (2nd Author)	International Journal Of Creative Research Thoughts (IJCRT)	Peer-Reviewed	July & 2023	D145-D156
18	A Study On Performance Evaluation Of Selected Mutual Fund Schemes In India	Dr.V.Murugan (2nd Author)	The International Journal Of Analytical And Experimental Modal Analysis	Peer-Reviewed	July & 2023	669-682
19	A Study On Risk Return Analysis Of Selected Stocks In Automobile Sector	Dr.V.Murugan (2nd Author)	International Journal Of Creative Research Thoughts (IJCRT)	Peer-Reviewed	July & 2023	C802-C812
20	"A Comparitive Study On Systematic Risk Of Oil Industry In India With Reference To Public And Pvt Sector"	Dr.Venkatrao (2nd Author)	The International Journal Of Analytical And Experimental Modal Analysis	Peer-Reviewed	Jul-23	809-829
21	"A Study On Impact On Travel And Tourism Industry"	Dr.Venkatrao (2nd Author)	The International Journal Of Analytical And Experimental Modal Analysis	Peer-Reviewed	Jul-23	434-451
22	A Study On Port-Folio Evaluation Of Selected Port-Folios	Dr.Venkatrao (2nd Author)	Journal Of Emerging Technologies And Innovative Research	Peer-Reviewed	Jul-23	486-512
23	A Study On Dealers Perception Towards Zuari Cement Likited In Yerraguntala,Kadapa	Dr.K.S.Krishna (1st Author)	International Jouranl Of Analytical And	Peer-Reviewed	Jul-23	266-257

			Experimental Modal Analysis			
24	A Study On Work Stress Level Of Employees And Its Impact On Work Life Balance In Muthoot Finance At Madanapalle	Dr.K.S.Krishna (1st Author)	International Journal Of Analytical And Experimental Modal Analysis	Peer-Reviewed	Jul-23	202-215
25	A Study On Promotion And Brand Image Of Vespa Motorcycle: Customer Perspective	Dr.K.S.Krishna (1st Author)	International Journal Of Analytical And Experimental Modal Analysis	Peer-Reviewed	Jul-23	233-245
26	A Study On Effect Of Packaging On Sale Of Goods At Heritage Foods India Ltd- Chandragiri, Tirupathi, Annamaya District	Dr.K.S.Krishna (1st Author)	International Journal Of Analytical And Experimental Modal Analysis	Peer-Reviewed	Jul-23	185-195
27	A Study On The Impact Of Generic Strategies On Airtel Telecom Users	Dr.K.S.Krishna (1st Author)	International Journal Of Analytical And Experimental Modal Analysis	Peer-Reviewed	Jul-23	311-323
28	A Study On Factors Influencing The Employee's Work-Life Balance	Dr.Prem Knowles (2nd Author)	International Journal Of Multidisciplinary Research And Technology	Peer-Reviewed	Aug-23	455-462
29	A Study On Employee Training And Development In Farm Gate Milk Dairy	Dr.Prem Knowles (2nd Author)	International Journal Of Multidisciplinary Research And Technology	Peer-Reviewed	Aug-23	212-221
30	A Study On Stress Management	Dr.Prem Knowles (2nd Author)	International Journal Of Multidisciplinary Research And Technology	Peer-Reviewed	Aug-23	223-231
31	A Study On The Hr Policies And Practices	Dr.Prem Knowles (2nd Author)	International Journal Of Multidisciplinary Research And Technology	Peer-Reviewed	Aug-23	423-430

32	A Study On Talent Management System In Big Bazaar	Dr.Prem Knowles (2nd Author)	International Journal Of Multidispinary Research And Technology	Peer-Reviewed	Aug-23	232-238
33	A Study On Motivational Techniques Adopted For Employee Productivity	Dr.Prem Knowles (2nd Author)	International Journal Of Multidispinary Research And Technology	Peer-Reviewed	Aug-23	472-480
34	A Study On Performance Appraisal System Towards Hindustan Coca-Cola Beverages Pvt. Ltd.	Dr.Prem Knowles (2nd Author)	International Journal Of Multidispinary Research And Technology	Peer-Reviewed	Aug-23	439-446
35	A Study On Quality Of Work Life Balance With Reference To Employees At Amara Raja Batteries	Dr.Prem Knowles (2nd Author)	International Journal Of Multidispinary Research And Technology	Peer-Reviewed	Aug-23	463-471
36	The Impact Of Dividend Policy On Share Price Volatility In The London Stock Market	Dr.Geetha Devi (2nd Author)	International Journal Of Analytical & Experimental Modal Analysis	Peer-Reviewed	Jul-23	653-668
37	A Study On Green Banking A Road Map Towards Growth & Sustainable Development With Specific Reference To SBI In Rayalseema Region	Dr.Geetha Devi (2nd Author)	TIJER International Research Journal	Peer-Reviewed	Jun-23	2306237
38	A Study On Impact Of Crude Oil Prices On Stock Market In Singapore	Dr.Geetha Devi (2nd Author)	International Journal Of Research & Analytical Reviews	Peer-Reviewed	Jul-23	624-636
39	A Study On Dynamics Of Spot And Future Commodity Markets And Its Impact On Inflation	Dr.Geetha Devi (2nd Author)	Journal Of Emerging Technologies And Innovative Research	Peer-Reviewed	Jul-23	25-32
40	Financial Literacy Among The Professional Students-A Case Study On Rayalseema Region.	Dr.Geetha Devi (2nd Author)	Journal Of Emerging Technologies And Innovative Research	Peer-Reviewed	Jun-23	-
41	Impact Of Exports And Imports On Economic Growth In India	Dr.Geetha Devi (2nd Author)	International Journal Of Analytical &	Peer-Reviewed	Jun-23	1329-1338

			Experimental Modal Analysis			
42	A Study On Financial Performance Of Selected Public Sector Banks In India	Dr.V.Murugan (2nd Author)	Journal Of Emerging Technologies And Innovative Research (JETIR)	Peer-Reviewed	July & 2023	E302-E311
43	A Study On Impact Of Manpower Training On Employee Performance In Zuari Cements Limited, Yerraguntla	Dr.V.Murugan (2nd Author)	Journal Of Emerging Technologies And Innovative Research (JETIR)	Peer-Reviewed	July & 2023	D296-D304
44	A Study On Investment Awareness Of Primary And Secondary School Teachers With Reference To Annamayya District	Dr.Venkatrao (2nd Author)	The International Journal Of Analytical And Experimental Modal Analysis	Peer-Reviewed	Jul-23	957-969
45	A Comparative Study On Financial Performance Of Selected Public & Private Sector Banks In India	Dr.Venkatrao (2nd Author)	The International Journal Of Analytical And Experimental Modal Analysis,	Peer-Reviewed	Jul-23	166-184
46	A COMPARITIVE STUDY ON STOCK PERFORMANCE OF IPO'S WITH SPECIAL REFERENCE TO IPO'S IN INDIA	Dr.Venkatrao (2nd Author)	The International Journal Of Analytical And Experimental Modal Analysis	Peer-Reviewed	Jul-23	419-433
47	A Comparative Study Of CSR Practices & Investment Done By SBI,Axis Bank	Dr.K.S.Krishna (1st Author)	International Jouranl Of Analytical And Experimental Modal Analysis	Peer-Reviewed	Jul-23	288-302
48	Product Differentiation Of Two -Wheelers-Sri Raghvendra TVS, Madanapalle	Dr.K.S.Krishna (1st Author)	International Jouranl Of Analytical And Experimental Modal Analysis	Peer-Reviewed	Jul-23	258-277
49	A Study On Employee Motivation At Parkson Packaging Pvt.Ltd At Tada, Tiripathi	Dr.K.S.Krishna (1st Author)	International Jouranl Of Analytical And	Peer-Reviewed	Jul-23	153-165

			Experimental Modal Analysis			
50	A Study On Risk And Return Analysis Of Selected Stocks Of Insurance Industry	Dr.K.S.Krishna (1st Author)	International Jouranla Of Innovative Research In Technology	Peer-Reviewed	Jul-23	Sep-19
51	A Study On Various Purchase Factors Of Yamaha Scooter And Its Impact On Buying Behaviour	Dr.K.S.Krishna (1st Author)	Journal Of Emerging Technologies And Innovative Research	Peer-Reviewed	Jul-23	81-93
52	A Study On Sales Service And Customer Satisfaction Of Bajaj Bikes	Dr.K.S.Krishna (1st Author)	Journal Of Emerging Technologies And Innovative Research	Peer-Reviewed	August & 2023	H 41- H 55
53	A Study On The Impact Of Training On Employee Performance And Their Retention	Dr.Prem Knowles (2nd Author)	International Journal Of Multidisplinary Research And Technology	Peer-Reviewed	Aug-23	239-246
54	Study On Effective Recruitment And Selection Process	Dr.Prem Knowles (2nd Author)	International Journal Of Multidisplinary Research And Technology	Peer-Reviewed	Aug-23	247-256
55	A Study On Employees Absenteeism In Kotak Mahindra Bank Ltd.	Dr.Prem Knowles (2nd Author)	International Journal Of Multidisplinary Research And Technology	Peer-Reviewed	Aug-23	431-438
56	A Study On The Performance Appraisal System In Ernst & Young In Bengaluru	Dr.Prem Knowles (2nd Author)	International Journal Of Multidisplinary Research And Technology	Peer-Reviewed	Aug-23	447-454
57	A Study On Employee Perspectives On Knowledge Management	Dr.Prem Knowles (2nd Author)	International Journal Of Multidisplinary Research And Technology	Peer-Reviewed	Aug-23	415-422
58	A Study On Compensation Management	Dr.Prem Knowles (2nd Author)	International Journal Of Multidisplinary Research And Technology	Peer-Reviewed	Aug-23	378-387
59	A Study On Factors Influencing The Quality Work Life Employees	Dr.Prem Knowles (2nd Author)	International Journal Of Multidisplinary Research And Technology	Peer-Reviewed	Aug-23	204-211

60	A Study On Effectiveness Of Online Recruitment	Dr.Prem Knowles (2nd Author)	International Journal Of Multidispinary Research And Technology	Peer-Reviewed	Aug-23	388-398
61	A Study On Employee Motivation And Morale	Dr.Prem Knowles (2nd Author)	International Journal Of Multidispinary Research And Technology	Peer-Reviewed	Aug-23	408-414

### BOOK CHAPTER

S.No	Title of the book chapter	Authors (in the order maintaining the position)	publisher	Index	Year and month of Publication	Page No
1	An anlaysis of Investor Behaviour with Regard to Mutual Funds in Chennai City	Dr. V. G. Murugan	Atlantis Press	Book Chapter	Feb-24	49-511
2	Role of Information Technology in Research :An overview	Dr.B.Rajesh Kumar	oxford publishers	Book Chapter	Feb-24	159
3	Optimizing Trust and security in Healthcare4.0:Human Factors in Lightweight secured IOMT Ecosystems	Dr.K.S.Krishna	IGI GLOBAL	Book Chapter	May-24	52-72