



**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE  
(UGC-AUTONOMOUS)**



Affiliated to JNTUA, Ananthapuramu & Approved by AICTE, New Delhi  
Recognised Research Center, Accredited by NBA, NAAC for CSE, ECE, EEE, ME & MBA  
World Bank Funded Institute, Recognised by UGC under the sections 2(f) and 12(B) of the UGC act 1956  
Recognised as Scientific & Industrial Research Organization by DSIR of DST

**Department of Management studies**

**Faculty Achievements (Academic Year 2018- 2019)**

MADANAPALLE INSTITUTE OF TECHNOLOGY AND SCIENCE, MADANAPALLE  
(UGC AUTONOMOUS)  
DEPARTMENT OF MANAGEMENT STUDIES

**List of Paper Publications:**

The faculties who have published papers in various International Journals during the academic year 2018-2019 are listed below:

S.No	Title of the Paper	Authors (in the order maintaining the position)	Journal Name	Index	Page No	ISSN
1	Determinants of Smartwatch Adoption among IT professionals An Extended UTAUT2 Model for Smartwatch Enterprise.	A. Kranthi Kumar and K. A. Asraar Ahmed (2018). Determinants of Smartwatch	International Journal of Enterprise Network Management. (SCOPUS indexed and listed in ABDC "B" Category).	scopus	294-302	1748-1260
2	Employability skills of management graduates : The Comparative status of SC/ST students in Andhra Pradesh	D Pradeep Kumar	Indian Journal of Management		50-61	DOI 10.17010/pijom/2019/v12i3/142340
		Y Subbarayudu		scopus		
		E Nagaraju				
3	Operational Problems of Poultry Units a Study of Warangal District (Telengana)	Dr. Mohd. Mujahed Ali	Indian Journal of Life Sciences	scopus		2277-1743
4	An Empirical Study on Retail Demand for Store Brand Pickles in Tirunelveli, Tamil Nadu	Dr. Varadarajan R and Dr. Thulasi Krishna K	International Journal of Public Health Research and Development	scopus	27-32	0976-0245
5	Impact of Service Quality on Customer Satisfaction - special reference to Retail Outlets in Tamil Nadu	Dr. Varadarajan R and Dr. Thulasi Krishna K	International Journal of Public Health Research and Development	scopus	175-179	<a href="#">0976-5506</a>
6	Behavioural Analysis of Consumers Towards Fairness Cream Brands and their Preferences; with Reference to Hul, Madanapalle, Chittoor District	Dr.Srinivasa Krishna, Dr.AhmedBasha	Indian Journal Of Public Health Research & development	scopus		
7	Examining the Role of Workplace Spirituality and Teacher Self-efficacy on Organizational Citizenship Behaviour of Secondary School Teachers: An Indian Scenario	Mahipalan, M., & Muhammed, S.	vision	scopus	80-90	0972-2629
8	Examining the Impact of Development Projects and CSR on Project Affected People: A Study on	Sahoo. C & Naik S	Indian Journal of Public Health Research and Development,	scopus		ISSN- 0976-0245

	Kalinganagara Industrial Estate, Odisha					
9	“Comparative Performance Analysis Of Select Large Cap Mutual Funds In India”	Dr. MohdMujahed Ali	IJPHRD	scopus		
10	“Testing of Market Efficiency and Price Discovery in Indian Commodity Derivatives Market”	Dr. MohdMujahed Ali	International Journal of Pure and Applied Mathematics	scopus	105-126	1314-3395
11	An introduction to universal accounting (IFRS) basic understanding on international gaap (Is it an original office system or a new standard)-in connection with India	Raaju, K.V., Pradeep Kumar, D., Seshadri, N.	Journal of Advanced Research in Dynamical and Control Systems	scopus	146-150	1943-023X
12	Efficiency scores of commercial banks in India: Data envelopment analysis	Seshadri, N., Pradeep Kumar, D. Dr.K.V.V Raju	Journal of Advanced Research in Dynamical and Control Systems	scopus	177-182	1943-023X
13	A Predictive Investigation of Shoppers Shopping Experience in Malls	Dr. N. Gangisetty, S. Mohana and Dr. T. Narayana Reddy	International Journal Mechanical Engineering and Technology	scopus	482-492	0976-6359
14	Determinants of Foreign Direct Investment in Indian Automobile Industry-An Empirical Study	V. Lavanya , Dr. D.Pradeep Kumar	Journal of Advanced Research in Dynamical &Control Systems	scopus	165-176	1943-023X
15	Desirable Government Support for FDI in Indian Automobile Industry: An Empirical Paper	V. Lavanya , Dr. D.Pradeep Kumar	International Journal of Mechanical Engineering and Technology	scopus	280-291	0976-6359
16	Determinants of m-Ticketing adoption using smartphone app among IT employees of Bengaluru City- an extended UTAUT2 approach	K.A. Asraar Ahmed, A. Kranthi Kumar	International journal of Business innovation and research	scopus	57-79	

17	The impact of Promoter share holding on firm value and financial performance: Emprical evidence from listed firms in India	K T Vigneswara Rao, Prof. Parameshwar, H.S.KothaBhima Ajay, & Aditya Yadav Aradhyula	Pacific Business Review International	scopus	103-110	ISSN: 0974-438X
18	Insurance Market Penetration and Economic Growth in Eurozone Countries: Time Series Evidence on Causality	Dash, S., Pradhan, R. P., Maradana, R. P., Gaurav, K., Zaki, D. B. and Jayakumar, M	Future Business Journal	scopus	50-67	2314-7210
19	Impact of Banking Sector Development on Insurance Market-Growth Nexus: The Study of Eurozone Countries	Dash, S., Pradhan, R. P., Maradana, R. P., Gaurav, K., and Jayakumar, M	Empirica	scopus	Jan-39	0340-8744 (Print) 1573-6911 (Online)
20	The Speed of adjustment of corporate cash holdings	K T Vigneswara Rao and Keyur Thaker	The Journal of developing areas	scopus	139-151	1548-2278
21	Managing change: issues and perspectives	Dr. Chandrakanth Sahoo	International Journal of Organizational Behaviour and Management Perspectives	UGC		ISSN (Print): 2279-0950, (Online): 2279-0969
22	Impact of YouTube Advertisements on Netizens: An Empirical Study	Dr. Varadarajan R, Dr. Thulasi Krishna K & Vamsi N	International Journal of Applied Services Marketing Perspectives	UGC	3069-3080	2279-0985
23	CSR in India: from philanthropy to responsibility	Dr. Chandrakanth Sahoo	TRANS Asian Journal of Marketing Management Research (TJMRR)	UGC		2279-0667
24	Explore the influence of social media on social commerce: An Emprical study of entrepreneurs in Chittoor District.	Dr.G.Somasekhar, Dr.K.Srinivasa Krishna, Dr.K.V.Geetha Devi	Research Review Journals	UGC	pg 11-16	2455-3085(online)
25	Determinants affect consumer shopping behavior in malls with special reference to selected cities in South India	S. Mohana, Dr. N. Gangisetty and Dr. T. Narayana Reddy	Asia Pacific Journal of Research	uGC	190-195	2347-4793
26	A study on consumer buying behaviour on fairness creams with reference to HUL products Ltd.	Dr.D.Pradeep Kumar	International Journal of Management,	Other indexing		ISBN 2249-7455 DOI:16.10089.IJMTE.2019.V915.19.28260

			Technology and Engineering			
27	Factors Defining Shopping Experience in Malls: An Empirical Study of Bengaluru City	Dr. N. Gangisetty and S. Mohana	MITIS International Journal of Business Research	Other indexing	27-35	2394-4161
28	NALCO's CSR towards Project affected People: A Study of Gotamara, Angul District, Odisha	Sahoo, C	Merc Global's International Journal of Management,	Other indexing	37-46	ISSN (P) 2321-7278 (P) and ISSN (O) 2321-7286.
29	Antecedents and Outcomes of Employee Experience in BSNL	Sahoo, C &Sahoo D.K	Merc Global's International Journal of Management	Other indexing	118-126.	ISSN 2321-7278
30	War for talent: the scene today	Dr. ChandrakanthSahoo	International Research Journal of Human Resources and Social Sciences	Other indexing		ISSN(O): (2349-4085) ISSN(P): (2394-4218)
31	Succession Management: Issues and Perspectives	Dr. ChandrakanthSahoo	MERC Global's International Journal of Management	Other indexing		ISSN 2321-7278 (Print) and ISSN 2321-7286 (Online)

### Faculty Achievers of NPTEL for the academic year 2018-19

S.no.	Name of the faculty	Course	Year	Grade
1	Dr. Md. Mujahed Ali	Financial statement analysis and reporting	2018-19	Elite + Silver
2	Dr. G. Mahendar	Marketing research and Analysis – II	2018-19	Elite
3	Dr. R. Varadarajan	Supply Chain Analytics	2018-19	Elite
4	Dr. G. Somasekhar	Foundation Course in managerial economics	2018-19	Elite