



**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 2020- 2021)**

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 2020-2021 are listed below:**

S.No	Title of the Paper	Authors (in the order maintaining the position)	Journal Name	Index	Year and month of Publication	ISSN
1	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
2	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	<i>Academy of Marketing Studies Journal</i>	SCOPUS	2021	

3	Shopper segmentation using Multivariate Risk Analysis for Innovative Marketing Strategies	Dr.G.Somasekhar	International Journal of Asian Business and Information Management	SCOPUS	Jan-March,2021	DOI:10.4018/IJABI M.20210101.oa4
		Dr.Srinivasa Krishna				
4	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.			
5	Behavioural intention to use social networking mobile apps: The case of TikTok	Mahendar Goli and Mohsin Khan	International Journal of Business Innovation and Research			
6	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.			
7	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.oa2
8	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
9	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
10	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/SR211071 45113
11	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	

12	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
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**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 Economics, Business and Accounting
2	Dr.Mahendar.G	Journal of Retailing and Consumer Services