



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 2021- 2022)

List of Paper Publications:

The faculties who have published papers in various international journals during the academic year 2021- 2022 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	Assessing the Performances of Vendor Firms by Optimization Technique Industry 4.0 GSC Architectures	Dr.K.V.Geetha Devi	International Journal of Social Ecology and Sustainable Development	SCOPUS	July-September 2021	DOI: 10.4018/IJSESD.2021070101

2	Structural equation model(SEM)- Predicting shoppers shopping experience in Malls	Dr.Gangi Setty.N , Dr.S. Mohana	Journalof Contemporary issues in Business and Government	ABDC C- (Category)	ABDC C- (Category)	10.47750/cibg.2022.28.03.009
3	Impact of Covid-19 Pandemic on Digital Payments in India: A Study	Dr.Shahrukh Saleem, Mr.B.Sreekanth & Dr.N.Gangisetty	Journalof Contemporary issues in Business and Government	ABDC C- (Category)		DOI: 10.47750/clbg.2022.28.02.059
4	Impact of High performance work Practices(HPWP) on employee retention in IT industry	Dr.D.Pradeep Kumar, Mr.B.Sreekanth & Dr.S.Mohana	Journalof Contemporary issues in Business and Government	ABDC C- (Category)		DOI: 10.47750/clbg.2022.28.02.057
5	Green Supply Chain Performance Analysis under Industry4.0 Using Fuzzy Intellectual Approach	Dr.K.Srinivasa Krishna, Dr.Mohd.Mujahed Ali, K.T.Vigneswara Rao	International Journal of Social Ecology and Sustainable Development	SCOPUS		DOI:10.4018/IJSESD.289639
6	A Systematic Assessment for Investigating the designed Atmosprics,Attitudes,Behavioural Impact and Its Relationships in Retail Environement.(with respect to Reliance Trends,Bangalore)	Dr.Srinivasa Krishna,Mr.Valluri.Venkata Rao	Journalof Contemporary issuesin Business and Government	ABDC-C	2022,APRIL	DOI: 10.47750/clbg.2022.28.04.0010
7	Human Values Scale (HVS): Development and Validation	Dr. Sreenu Telu and Dr. Yoginder S. Verma	South Asian Journalof Management	ABDC- (C Category)		

#### Book Publication by the Faculty

TITLE	AUTHOR/S	YEAR AND MONTH OF PUBLICATION	PUBLISHERS
Essentials of Organizational Behavior in 21 century.	Dr.Saira Khatoon	Nov,2021	Scientific International Publishing House.

#### Faculty Achievers of NPTEL for the academic year 2021-22

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

#### 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.