



**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE**

**(UGC-AUTONOMOUS INSTITUTION)**

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**Department of Management Studies**  
**Faculty Publications for the Academic Year 2022-23**

S.No	Title of the Paper	Authors (in the order maintaining the position)	Journal Name	Index	Year and month of Publication	Volume	Issue	Page No	DOI/ISSN
1	Impact of Green Marketing on Consumer Purchase Intention	Dr.V.G.Murugan,	Korea Review of International Studies	ABDC-C	Sep-22	15	39	119-129	1226-4741
2	Impact Of Advertsement On Children Buying Behavior (With Special Reference Of Confectionery Products, Madanapalli, Chittoor District)	Dr.Srinivasa Krishna,Dr.G.Anjali,Dr.Anne Sumalatha	Journal of Contemporary issues in Business and Government	ABDC-C	Nov-22	28	16	1651-1666	DOI: 10.47750/cibg.2022.28.04.132
3	Examining The Impact Of Enterprise Social Networking Systems(ESNS) On Knowledge Management	Dr.G.Anjali	The British Journal of Administrative Management	Scopus	Dec,2022	30	1	15-18	1746 1278

	And Organisational Learning								
4	The Role Of Knowledge Management In Hr Activities Within Organization	Dr.Prem Knowles.S	European Economics Letters	ABDC-C	Jan-23	13	1	182-189	ISSN 2323-5233
5	A Study On Factors Influencing Financial Innovation In Indian Stock Market	Dr. N. SESHADRI	THE SEYBOLD REPORT	SCOPUS	2023	V18.103	-	1313-1321	DOI 10.17605/OSF.IO/WZ ADN ISSN-1533-9211
6	Women Cognitive Buying Behaviour Towards Online Shopping: A Study Of Households In India	Somasekhar, G, K. V. Geetha Devi, and T. Kishore Kumar	Eur. Chem. Bull.	SCOPUS	2023	12	7	852-864	NIL

### Book Chapters

S.No	Title of the book chapter	Authors (in the order maintaining the position)	Book Name	Index	Year and month of Publication	Page No	ISSN
1	An Impact of Mutual funds on Indian Economy	Dr.V.G.Murugan	Recent Trends in Management	Book chapter	Jan,2023	15-22	ISBN : 978-93-95944-13-7
2	A Study on Investor's perception towards equity shares	Dr.N.Gangisetty	Recent Trends in Management	Book chapter	Jan,2023	23-53	NIL
3	Impact of Covid-19 on individual investment strategies	Dr.K.V.Geetha Devi	Recent Trends in Management	Book chapter	Jan,2023	54-61	NIL
4	Time value of Money	Mr.Venkata Rao	Recent Trends in Management	Book chapter	Jan,2023	69-76	NIL
5	Public sensitivity towards online food delivery services with reference to Swiggy & zomato	Dr.K.Srinivasa Krishna & Mr.B.Sreekanth	Recent Trends in Management	Book chapter	Jan,2023	79-81	NIL
6	A Study on Impact of GST on FMCG Companies.	Dr.N.Gangisetty	Recent Trends in Management	Book chapter	Jan,2023	158-179	NIL
7	An Empirical Study On Work-Life Balance Among The It Employees In Chennai City	Dr.Prem Knowles	Futurestic trends in management	Book chapter	Nov,2022	119-127	978-93-95632-91-1

8	Emergence Of Business Analytics	Dr.Prem Knowles	Futurestic trends in management	Book chapter	Nov,2022	128-136	978-93-95632-91-1
9	Performance Management In Organizational Hr System	Dr.Prem Knowles	Futurestic trends in management	Book chapter	Nov,2022	179-186	978-93-95632-91-1
10	Consumer Buying motives: Special Reference to Herbal Products	Dr.Preeti Thakur	Twentieth AIMS International Conference on Management	Book chapter	Feb,2023	1141-1143	ISBN 978-1-943295-20-3
11	Digital Advertisement: Strategy to Influence Teenage Purchasing Decision	Dr.Preeti Thakur	Twentieth AIMS International Conference on Management	Book chapter	Feb,2023	1136-1140	ISBN 978-1-943295-20-3
12	Influencer Marketing as a Cost effective strategy for Product Promotion	Dr.Preeti Thakur	Sustainable Business Practices: Trends and Challenges	Book chapter	March,2023	-	ISBN: 978-93-91385-32-3
13	Growth Prospects and Challenges faced by the Herbal Personal Care Industry	Dr.Preeti Thakur	Sustainable Business Practices: Trends and Challenges	Book chapter	March,2023	-	ISBN: 978-93-91385-32-3
14	Social media influencer as a winning strategy for influencing purchasing decision of teenage segment	Dr.Preeti Thakur	Handbook of Evidence based management practices in Buisness	Book chapter	March,2023	284	ISBN:978-1-032-54216-4

### **Books**

<b>S.No</b>	<b>Title of the book</b>	<b>Author Name</b>	<b>Publisher</b>	<b>Year of Publication</b>	<b>ISSN</b>
1	Product and Brand Management	Preethi Thakur	Seva Books	2023	978-93-92899-20-1
2	Digital Marketing	Preethi Thakur	Shree Publishers	2023	978-93-90674-48-0

### **Faculty Achievement in NPTEL 2022-2023**

<b>S.No</b>	<b>Faculty Name</b>	<b>Particulars</b>	<b>Achievement</b>
1	Mr.B.Sreekanth	Managing Services	Topper 1%
2	Dr.Preethi Thakur	Marketing Management - II	Topper 5%
3	Dr.Preethi Thakur	Marketing Management - I	Topper 5%
4	Dr.Preethi Thakur	NPTEL Topper	MITS appreciation & Incentive
5	Mr.B.Sreekanth	NPTEL Topper	MITS appreciation & Incentive